

15 June 2017

**YouGov plc
("YouGov" or "the Company")**

Director Dealings

YouGov, the international market research and data analytics group, announces the following dealings by a Director of the Company, as detailed in the below tables.

Alan Newman, Chief Financial Officer, exercised his option over 203,218 YouGov shares granted to him under the Company's historic Long Term Incentive Plan (the "LTIP 2009") as announced on 2 April 2014 and subsequently sold 128,218 of the shares for personal tax and financial planning purposes and retained 75,000 of the shares. Following these transactions, Mr Newman is beneficially interested in 528,832 shares in the Company, representing approximately 0.5% of the Company's issued share capital.

Enquiries

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**DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY
ASSOCIATED PERSONS**

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Alan Newman	
2.	Reason for the notification		
a)	Position/status:	Chief Financial Officer (Executive Director)	
b)	Initial notification/Amendment:	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Exercise of (Nil Cost) Options	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.00	203,218
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	14 June 2017	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Disposal of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£2.75	128,218
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	14 June 2017	
f)	Place of the transaction:	London Stock Exchange [XLON]	