

15 July 2013

YouGov plc (“YouGov” or “the Company”)

Issue of equity

The Company announces that, on 11 July 2013, it approved the allotment and issue of 61,195 new ordinary shares in the Company.

The Company has allotted and issued 47,011 new ordinary shares following an exercise of share options by two YouGov employees.

The Board of Directors believes that ownership of the Company's shares by Non-Executive Directors (“NEDs”) helps to align their interests with those of the Company's shareholders. Accordingly, the Board has approved an amendment to the Company's remuneration policy whereby a proportion of the NEDs annual fee will be paid in the form of ordinary shares in lieu of cash (this policy will not apply to NEDs with an existing substantial shareholding). As a result, the Company has allotted and issued 14,184 ordinary shares as follows:

- 7,092 new ordinary shares representing a value of £5,000* to Mr Benjamin Elliot.
- 7,092 new ordinary shares representing a value of £5,000* to Mr Nick Jones.

* Based on a closing price of 70.5p as at 10 July 2013.

Following this issue, Mr Elliot and Mr Jones each hold 7,092 shares (representing approximately 0.007% of the Company's total issued share capital).

Full details of the Non-Executive Directors' remuneration will be included in the Company's Annual Report & Accounts.

The 61,195 new ordinary shares will rank pari passu with all existing ordinary shares. Application will be made for admission of these new ordinary shares to trading on AiM and dealings are expected to commence on 18 July 2013. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 97,203,212.

The Company has received notice that Stephan Shakespeare, Chief Executive Officer, has made a charitable donation of 70,000 ordinary shares from his personal shareholding in the Company. Following this donation, Mr Shakespeare now owns 9,069,110 ordinary shares in the Company, representing approximately 9.33% of the total issued share capital.

Enquiries:

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