

5 December 2013

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

Issue of Equity

YouGov plc, the international online market research agency, announces that, following the exercise by a number of senior managers of options awarded under the Company’s Long Term Incentive Plan, that 234,174 new ordinary shares in the Company were allotted and issued on 4 December 2013.

The 234,174 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 10 December 2013. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 98,603,352.

Enquiries:
YouGov plc
Stephan Shakespeare / Alan Newman
020 7012 6000

FTI Consulting
Charles Palmer / Jon Snowball
020 7831 3113

Numis Securities Limited (NOMAD and broker)
Nick Westlake / James Serjeant
020 7260 1000