

For filings with the FCA include the annex

For filings with issuer exclude the annex

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES ⁱ

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: ⁱⁱ	YouGov Plc
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2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	X
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	
An event changing the breakdown of voting rights	
Other (please specify):	

3. Full name of person(s) subject to the notification obligation: ⁱⁱⁱ	T. Rowe Price Associates, Inc.
4. Full name of shareholder(s) (if different from 3.): ^{iv}	JP Morgan Chase Bank of New York Mellon Bank, N.A.
5. Date of the transaction and date on which the threshold is crossed or reached: ^v	24 October 2013
6. Date on which issuer notified:	28 October 20
7. Threshold(s) that is/are crossed or reached: ^{vi, vii}	10%

8. Notified details:						
A: Voting rights attached to shares ^{viii, ix}						
Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction			
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights ^x
			Direct	Direct ^{xi}	Indirect ^{xii}	Direct Indirect

GB00B1VQ6H25	9,003,774	9,003,774	10,402,353		10,402,353		10.70%
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B: Qualifying Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments^{xv, xvi}

Resulting situation after the triggering transaction

Type of financial instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}	
					Nominal	Delta

Total (A+B+C)

Number of voting rights	Percentage of voting rights
10,402,353	10.70%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:^{xxi}

T. Rowe Price Associates, Inc. (TRPA) serves as investment adviser, with dispositive and voting authority, to various institutional clients that own shares of YouGov Plc, including the T. Rowe Price International Discovery Fund, which owns 7,636,259 shares. Such shares are registered in the following name(s):
JP Morgan Chase – 10,160,539 Bank of New York Mellon Bank, N.A. – 241,814

Proxy Voting:	
10. Name of the proxy holder:	
11. Number of voting rights proxy holder will cease to hold:	
12. Date on which proxy holder will cease to hold voting rights:	

13. Additional information:	
14. Contact name:	Ryan Nolan, Vice President & Legal Counsel T. Rowe Price Associates, Inc.
15. Contact telephone number:	001 410 345 6618

Note: Annex should only be submitted to the FCA not the issuer

Annex: Notification of major interests in shares^{xxii}

A: Identity of the persons or legal entity subject to the notification obligation	
Full name (including legal form of legal entities)	T. Rowe Price Associates, Inc.
Contact address (registered office for legal entities)	100 East Pratt Street, Baltimore, MD 21202
Phone number & email	001 410 345 6618 Ryan_Nolan@troweprice.com
Other useful information (at least legal representative for legal persons)	

B: Identity of the notifier, if applicable	
Full name	
Contact address	
Phone number & email	
Other useful information (e.g. functional relationship with the person or legal entity subject to the notification obligation)	

C: Additional information

For notes on how to complete form TR-1 please see the FCA website.