

9 November 2016

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

Annual Report and Accounts

YouGov, the international market research and data analytics group, announces that it posted its Annual Report and Accounts for the year ended 31 July 2016 to shareholders on 7 November 2016.

Copies of the Annual Report and Accounts can be obtained from the Company’s registered office at 50 Featherstone Street, London EC1Y 8RT. A PDF version is also available to download from the Company’s website at: www.yougov.co.uk/about/investors

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