

**9 November 2015**

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

**Issue of Equity**

YouGov plc, the international online market research agency, announces that, following the exercise by senior management of options awarded under the Company’s historic 2009 Long Term Incentive Plan, 47,349 new ordinary shares in the Company were allotted and issued on 6 November 2015.

The 47,349 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 12 November 2015. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 104,248,505, none of which are in treasury.

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