

25 April 2018

**YouGov plc (“YouGov” or “the Company”)
Director/PDMR Dealing and Total Voting Rights**

The Company announces that 10,191 new ordinary shares in the Company were allotted and issued on 25 April 2018.

Under the Company’s remuneration policy, a proportion of the Non-Executive Directors’ annual fee is paid in the form of ordinary shares in lieu of cash, except if an NED has an existing substantial shareholding. Accordingly, the Company has approved the allotment and issue of 10,191 new ordinary shares as follows:

- 1,274 new ordinary shares representing a value of £5,000* to Mr Benjamin Elliot
- 1,274 new ordinary shares representing a value of £5,000* to Mr Nick Jones
- 1,274 new ordinary shares representing a value of £5,000* to Ms Rosemary Leith
- 1,274 new ordinary shares representing a value of £5,000* to Ms Andrea Newman
- 5,096 new ordinary shares representing a value of £20,000* to Mr Roger Parry

(*Based on a closing price of 392.50p as at 24 April 2018.)

Following this issue, the shareholdings of these NEDs will be as follows:

- Mr Elliot and Mr Jones will each hold 21,844 shares (representing approximately 0.02% of the Company’s total issued share capital).
- Ms Leith will hold 10,695 shares (representing approximately 0.01% of the Company’s total issued share capital).
- Ms Newman will hold 1,274 shares (representing approximately 0.001% of the Company’s total issued share capital).
- Mr Parry will hold 94,961 shares (representing approximately 0.09% of the Company’s total issued share capital).

Application has been made for the admission of these new ordinary shares to trading on AIM with admission anticipated to be on 1 May 2018. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares is 105,491,810, none of which are in treasury.

The above figure of 105,491,810 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority’s Disclosure and Transparency Rules.

Enquiries:

YouGov plc

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FTI Consulting

Charles Palmer / Harry Staight 020 3727 1000

Numis Securities (Nomad and broker)

Nick Westlake / Toby Adcock 020 7260 1000

DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Benjamin Elliot	
2.	Reason for the notification		
a)	Position/status:	Non-Executive Director	
b)	Initial notification/Amendment:	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Acquisition of shares	
c)	Price(s) and volume(s):	Price(s) £3.925	Volume(s) 1,274
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	25 April 2018	
f)	Place of the transaction:	London Stock Exchange [XLON]	

**DEALING NOTIFICATION FORM
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ASSOCIATED PERSONS**

1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Nick Jones					
2.	Reason for the notification						
a)	Position/status:	Non-Executive Director					
b)	Initial notification/Amendment:	Initial notification					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name:	YouGov plc					
b)	LEI:	213800MZGBGCJIPOBB41					
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d)	Aggregated information: • Aggregated volume: • Price:	n/a					
e)	Date of the transaction:	25 April 2018					
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FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY
ASSOCIATED PERSONS**

1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Rosemary Leith					
2.	Reason for the notification						
a)	Position/status:	Non-Executive Director					
b)	Initial notification/Amendment:	Initial notification					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name:	YouGov plc					
b)	LEI:	213800MZGBGCJIPOBB41					
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e)	Date of the transaction:	25 April 2018					
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5.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Andrea Newman				
6.	Reason for the notification					
a)	Position/status:	Non-Executive Director				
b)	Initial notification/Amendment:	Initial notification				
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name:	YouGov plc				
b)	LEI:	213800MZGBGCJIPOBB41				
8.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
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b)	Nature of the transaction:	Acquisition of shares				
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e)	Date of the transaction:	25 April 2018				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Roger Parry				
2.	Reason for the notification					
a)	Position/status:	Non-Executive Director				
b)	Initial notification/Amendment:	Initial notification				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name:	YouGov plc				
b)	LEI:	213800MZGBGCJIPOBB41				
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