

07 August 2012

YouGov plc ("YouGov" or "the Company")

Trading Update

YouGov has delivered a solid trading performance for the year ended 31 July 2012.

It is anticipated that operating profit will be in line with expectations with second half revenue similar to that achieved in the first half, reflecting the focus on profitability in the German business and the expected end to the long-term contract in Iraq.

The Group's balance sheet remains strong with net cash at 31 July 2012 of approximately £ 7 million.

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