

**9 January 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 Long Term Incentive Plan, 387,802 new ordinary shares in the Company were allotted and issued on 8 January 2015.

The 387,802 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 13 January 2015. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 100,902,355.

Enquiries:  
YouGov plc  
Stephan Shakespeare / Alan Newman  
020 7012 6000

FTI Consulting  
Charles Palmer / Jon Snowball  
020 7831 3113

Numis Securities Limited (NOMAD and broker)  
Nick Westlake / James Serjeant  
020 7260 1000