

8 March 2017

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

Issue of Equity and Total Voting Rights

YouGov, the international market research and data analytics group, announces that it has today applied for 5,328 new ordinary shares of 0.2p each ("Ordinary Shares") in the Company to be admitted to trading on AIM on 14 March 2017 following an exercise of share options by an individual previously employed by the Company.

The 5,328 new Ordinary Shares will rank pari passu with all existing Ordinary Shares. Following this admission the Company will have a total of 105,053,321 Ordinary Shares in issue. No Ordinary Shares are held in treasury.

The above figure of 105,053,321 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.

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