

For filings with the FSA include the annex

For filings with issuer exclude the annex

**TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES<sup>i</sup>**

|   |  |
|---|--|
| <b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b> <sup>ii</sup>                                 | <b>YouGov PLC</b>                          |
| <b>2 Reason for the notification</b> (please tick the appropriate box or boxes):  |  |
| An acquisition or disposal of voting rights   | <input checked="checked" type="checkbox"/> |
| An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | <input type="checkbox"/>                   |
| An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments  | <input type="checkbox"/>                   |
| An event changing the breakdown of voting rights  | <input type="checkbox"/>                   |
| Other (please specify):   | <input type="checkbox"/>                   |
| <b>3. Full name of person(s) subject to the notification obligation:</b> <sup>iii</sup>   | <b>BlackRock, Inc.</b>                     |
| <b>4. Full name of shareholder(s)</b><br>(if different from 3.): <sup>iv</sup>  |  |
| <b>5. Date of the transaction and date on which the threshold is crossed or reached:</b> <sup>v</sup>   | <b>19<sup>th</sup> October 2012</b>        |
| <b>6. Date on which issuer notified:</b>  | <b>23<sup>rd</sup> October 2012</b>        |
| <b>7. Threshold(s) that is/are crossed or reached:</b> <sup>vi, vii</sup>   | <b>Holding has gone above 13%</b>          |

| 8. Notified details:  |  |                         |  |                         |                         |                                 |          |
|---|--|-------------------------|--|-------------------------|-------------------------|---------------------------------|----------|
| A: Voting rights attached to shares <sup>viii, ix</sup>     |  |                         |  |                         |                         |                                 |          |
| Class/type of shares<br><br>if possible using the ISIN CODE | Situation previous to the triggering transaction |                         | Resulting situation after the triggering transaction |                         |                         |                                 |          |
|   | Number of Shares                                 | Number of Voting Rights | Number of shares                                     | Number of voting rights |                         | % of voting rights <sup>x</sup> |          |
|   |  |                         | Direct   | Direct <sup>xi</sup>    | Indirect <sup>xii</sup> | Direct                          | Indirect |
| GB00B1VQ6H25  | 11,768,392                                       | 11,768,392              | N/A  | N/A                     | 12,744,528              | N/A                             | 13.12%   |

| B: Qualifying Financial Instruments                  |                                 |  |   |                    |
|--|---------------------------------|--|---|--------------------|
| Resulting situation after the triggering transaction |                                 |  |   |                    |
| Type of financial instrument                         | Expiration date <sup>xiii</sup> | Exercise/ Conversion Period <sup>xiv</sup> | Number of voting rights that may be acquired if the instrument is exercised/ converted. | % of voting rights |
|  |                                 |  |   |                    |

| C: Financial Instruments with similar economic effect to Qualifying Financial Instruments <sup>xv, xvi</sup> |                |                                 |  |  |                                       |       |
|--|----------------|---------------------------------|--|--|---------------------------------------|-------|
| Resulting situation after the triggering transaction   |                |                                 |  |  |                                       |       |
| Type of financial instrument   | Exercise price | Expiration date <sup>xvii</sup> | Exercise/ Conversion period <sup>xviii</sup> | Number of voting rights instrument refers to | % of voting rights <sup>xix, xx</sup> |       |
|  |                |                                 |  |  | Nominal                               | Delta |
|  |                |                                 |  |  |                                       |       |

| Total (A+B+C)           |                             |
|-------------------------|-----------------------------|
| Number of voting rights | Percentage of voting rights |
| 12,744,528              | 13.12%                      |

**9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: <sup>xxi</sup>**

BlackRock Investment Management (UK) Limited – 11,768,392 (12.11%)

**Proxy Voting:**

**10. Name of the proxy holder:**

**11. Number of voting rights proxy holder will cease to hold:**

**12. Date on which proxy holder will cease to hold voting rights:**

**13. Additional information:**

BlackRock Threshold Reporting Team

**14. Contact name:**

Andrew Manchester

**15. Contact telephone number:**

020 7743 5773

**Note: Annex should only be submitted to the FSA not the issuer**

**Annex: Notification of major interests in shares<sup>xxii</sup>**

| <b>A: Identity of the persons or legal entity subject to the notification obligation</b> |  |
|--|--|
| <b>Full name</b><br>(including legal form of legal entities)                             | BlackRock, Inc.                                |
| <b>Contact address</b><br>(registered office for legal entities)                         | 12 Throgmorton Avenue, London, EC2N 2DL        |
| <b>Phone number &amp; email</b>  | 020 7743 5773; andrew.manchester@blackrock.com |
| <b>Other useful information</b><br>(at least legal representative for legal persons)     | Andrew Manchester                              |

| <b>B: Identity of the notifier, if applicable</b>  |  |
|--|--|
| <b>Full name</b>   |  |
| <b>Contact address</b>   |  |
| <b>Phone number &amp; email</b>  |  |
| <b>Other useful information</b><br>(e.g. functional relationship with the person or legal entity subject to the notification obligation) |  |

| <b>C: Additional information</b> |
|----------------------------------|
|                                  |

***For notes on how to complete form TR-1 please see the FSA website.***