

23 November 2018

YouGov plc

("YouGov" or "the Group")

Share Awards and Block Listing Application

YouGov, the international research and data analytics group, announces that on 23 November 2018 the awards granted in 2016 under the Group's Deferred Share Bonus Plan established in 2014 (the "DSBP 2014"), relating to 152,500 shares, vested. The holders of the awards may exercise their rights to acquire YouGov shares at any time up to 23 November 2023.

Application has been made to the London Stock Exchange for admission to AIM of 152,500 ordinary shares of 0.2p each to be added to the Company's existing Block Listing in respect of the DSBP 2014. Shares admitted under this Block Listing will rank pari passu with existing ordinary shares. It is anticipated that admission under the Block Listing will take place on 28 November 2018.

Enquiries:

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