

**14 June 2016**

**YouGov plc (“YouGov” or “the Company”)**

**Director’s share dealing**

YouGov plc, the international market research and data analytics group, announces that it was notified on 13 June 2016 that Doug Rivers, the Company’s Chief Scientist, sold 490,000 ordinary shares in the Company at 180.5p per share on 13 June 2016 for personal financial planning purposes. Following this transaction, Mr Rivers is beneficially interested in 1,488,135 shares in the Company, representing approximately 1.4% of the Company’s issued share capital.

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