

8 January 2016

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

Director’s share dealing

YouGov plc, the international online market research agency, announces the following dealings by a Director in the Company’s shares.

Mr Stephan Shakespeare, Chief Executive Officer, has sold 750,000 shares at 144p per share in order to satisfy the income taxes due on a recent exercise of share options (which was announced on 22 October 2015).

Following this transaction, the beneficial interest of Mr Shakespeare and his immediate family in the Company’s shares has reduced to 7,438,609 shares, representing approximately 7.1% of the Company’s issued share capital.

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