

14 April 2016

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

Directors’ Shareholding

The Company announces that 25,549 new ordinary shares in the Company were allotted and issued on 13 April 2016.

Under the Company’s remuneration policy, a proportion of the Non-Executive Directors’ annual fee is paid in the form of ordinary shares in lieu of cash, except if an NED has an existing substantial shareholding. Accordingly, the Company has approved the allotment and issue of 25,549 new ordinary shares as follows:

- 3,650 new ordinary shares representing a value of £5,000* to Mr Benjamin Elliot.
- 3,650 new ordinary shares representing a value of £5,000* to Mr Nick Jones.
- 3,650 new ordinary shares representing a value of £5,000* to Ms Rosemary Leith.
- 14,599 new ordinary shares representing a value of £20,000* to Mr Roger Parry.

(* Based on a closing price of 137p as at 11 April 2016.)

Following this issue, the shareholdings of these NEDs will be as follows:

- Mr Elliot and Mr Jones will each hold 18,831 shares (representing approximately 0.02% of the Company’s total issued share capital).
- Ms Leith will hold 7,682 shares (representing approximately 0.01% of the Company’s total issued share capital).
- Mr Parry will hold 82,728 shares (representing approximately 0.08% of the Company’s total issued share capital).

The 25,549 new ordinary shares will rank *pari passu* with all existing ordinary shares. Application has been made for admission of these new ordinary shares to trading on AIM and dealings are expected to commence on 18 April 2016. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares is 104,286,080, none of which are in treasury.

Enquiries:

YouGov plc	
Stephan Shakespeare / Alan Newman	020 7012 6000
FTI Consulting	
Charles Palmer / Antonia Gray / Karen Tang	020 3727 1000
Numis Securities Limited (NOMAD and broker)	
Nick Westlake / Toby Adcock	020 7260 1000