

**23 December 2013**

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

**Issue of Equity**

YouGov plc, the international online market research agency, announces that, following the exercise by senior management of options awarded under the Company's Long Term Incentive Plan, that 32,879 new ordinary shares in the Company were allotted and issued on 20 December 2013.

The 32,879 new ordinary shares will rank pari passu with all existing ordinary shares. Application will be made for admission of these new ordinary shares to trading on AiM and dealings are expected to commence on 31 December 2013. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 98,636,231.

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