

6 June 2018

**YouGov plc**  
**("YouGov" or "the Company")**

**Director/PDMR Dealing**

YouGov, the international market research and data analytics group, announces that it was notified on 4 June 2018 that Alex McIntosh, an Executive Director of the Company, sold 8,179 shares at 470.2p per share and Katie McIntosh, his spouse, sold 11,821 shares in the Company at 473.5p per share.

As a result of the transactions, Mr McIntosh is beneficially interested in 8,918 shares in the Company, which continues to represent approximately 0.008% of the Company's issued share capital. These transactions and a further PDMR trade are detailed in the below tables.

**Enquiries:**

**YouGov plc**

Tilly Heald (Company Secretary) 020 7012 6000

**FTI Consulting**

Charles Palmer / Harry Staight 020 3727 1000

**Numis Securities (Nomad and broker)**

Nick Westlake / Toby Adcock 020 7260 1000

**DEALING NOTIFICATION FORM  
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY  
ASSOCIATED PERSONS**

1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Alex McIntosh	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Chief Financial Officer	
b)	Initial notification/Amendment:	Initial notification	
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
4.	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Sale of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£4.735	8,179
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	4 June 2018	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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5.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Katie McIntosh	
6.	<b>Reason for the notification</b>		
a)	Position/status:	Person Closely Associated (Spouse of CFO)	
b)	Initial notification/Amendment:	Initial notification	
7.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
8.	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Purchase of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£4.702	11,821
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	4 June 2018	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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9.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Stefan Kaszubowski	
10.	<b>Reason for the notification</b>		
a)	Position/status:	Global Head of Custom Research (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
11.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
12.	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Purchase of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£4.70	35,000
		£4.70	20,000
		£4.65	65,000
d)	Aggregated information: • Aggregated volume: • Price:	120,000 £4.68	
e)	Date of the transaction:	4 – 6 June 2018	
f)	Place of the transaction:	London Stock Exchange [XLON]	