

27 July 2016

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

Issue of Equity

YouGov plc, the international market research and data analytics group, announces that, following the exercise of options awarded under the Company’s Polimetrix Stock Option Plan, 6,972 new ordinary shares in the Company were allotted and issued on 26 July 2016.

The 6,972 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 1 August 2016. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 104,299,052, none of which are in treasury.

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