

28 January 2014

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

Director’s Share Purchase, Deferred Share Plan and Issue of Equity

YouGov plc, the international online market research agency, announces the following dealings by Directors in the Company’s shares and changes to its share capital.

Director’s Share Purchase

The Company has received notice that Sir Peter Bazalgette (Non-Executive Director) purchased 29,125 ordinary shares of 0.2p each in the Company at 103p per share on 24 January 2014. Following this transaction, Sir Peter has increased his holding of shares in the Company from 263,976 to 293,101, representing approximately 0.3% of the total issued share capital.

Deferred Share Plan

The Remuneration Committee has approved the vesting of 1,262,500 ordinary shares of 0.2p each in the company which were awarded to a number of directors and senior managers under the Company’s Deferred Share Plan (“DSP”), the terms of which were previously announced on 9 December 2010. The primary condition was that award holders should remain employed for a period of three years.

The recipients of the DSP shares which have vested include two directors of the Company. Doug Rivers (Chief Innovations Officer) received 375,000 shares and has therefore increased his holding of ordinary shares in the Company to 1,947,617, representing approximately 2.0% of the total issued share capital. Alan Newman (Chief Financial Officer) received 162,500 shares and has increased his holding of ordinary shares to 363,057, representing approximately 0.4% of the total issued share capital.

Issue of Equity

Awards vesting under the DSP have been satisfied by the allocation of 932,580 shares already held by the Group’s Employee Benefit Trust and by the issue and allotment of 329,920 new ordinary shares in the Company which was approved on 24 January 2014.

The Company also approved on 24 January 2014 the issue and allotment of a further 281,437 shares following the exercise of options held under other schemes by a number of senior managers.

The total of 611,357 newly allotted 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 30 January 2014.

The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 99,261,339.

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