

For filings with the FCA include the annex

For filings with issuer exclude the annex

## TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES<sup>i</sup>

|   |   |
|---|---|
| <b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b> <sup>ii</sup>                                 | YouGov PLC  |
| <b>2 Reason for the notification</b> (please tick the appropriate box or boxes):  |   |
| An acquisition or disposal of voting rights   | <input checked="" type="checkbox"/>   |
| An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | <input type="checkbox"/>  |
| An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments  | <input type="checkbox"/>  |
| An event changing the breakdown of voting rights  | <input type="checkbox"/>  |
| Other (please specify):   | <input type="checkbox"/>  |
| <b>3. Full name of person(s) subject to the notification obligation:</b> <sup>iii</sup>   | BlackRock, Inc.   |
| <b>4. Full name of shareholder(s)</b><br>(if different from 3.): <sup>iv</sup>  |   |
| <b>5. Date of the transaction and date on which the threshold is crossed or reached:</b> <sup>v</sup>   | 7 January, 2016   |
| <b>6. Date on which issuer notified:</b>  | 11 January, 2016  |
| <b>7. Threshold(s) that is/are crossed or reached:</b> <sup>vi, vii</sup>   | Voting rights attached to shares holding for BlackRock Investment Management (UK) Limited has gone above 10%<br><br>Voting rights attached to shares holding for BlackRock, Inc. has gone above 10% |

## 8. Notified details:

### A: Voting rights attached to shares <sup>viii, ix</sup>

| Class/type of shares<br><br>if possible using the ISIN CODE | Situation previous to the triggering transaction |                         | Resulting situation after the triggering transaction |                         |                         |                                 |          |
|---|--|-------------------------|--|-------------------------|-------------------------|---------------------------------|----------|
|   | Number of Shares                                 | Number of Voting Rights | Number of shares                                     | Number of voting rights |                         | % of voting rights <sup>x</sup> |          |
|   |  |                         | Direct   | Direct <sup>xi</sup>    | Indirect <sup>xii</sup> | Direct                          | Indirect |
| GB00B1VQ6H25  | 10,359,409                                       | 10,359,409              | N/A  | N/A                     | 10,736,937              | N/A                             | 10.29%   |

### B: Qualifying Financial Instruments

| Resulting situation after the triggering transaction |                                 |  |   |                    |
|--|---------------------------------|--|---|--------------------|
| Type of financial instrument                         | Expiration date <sup>xiii</sup> | Exercise/ Conversion Period <sup>xiv</sup> | Number of voting rights that may be acquired if the instrument is exercised/ converted. | % of voting rights |
|  |                                 |  |   |                    |

### C: Financial Instruments with similar economic effect to Qualifying Financial Instruments <sup>xv, xvi</sup>

| Resulting situation after the triggering transaction |                |                                 |  |  |                                       |       |
|--|----------------|---------------------------------|--|--|---------------------------------------|-------|
| Type of financial instrument                         | Exercise price | Expiration date <sup>xvii</sup> | Exercise/ Conversion period <sup>xviii</sup> | Number of voting rights instrument refers to | % of voting rights <sup>xix, xx</sup> |       |
|  |                |                                 |  |  | Nominal                               | Delta |
| CFD  |                |                                 |  | 634,880                                      | 0.60%                                 | 0.60% |

### Total (A+B+C)

| Number of voting rights | Percentage of voting rights |
|-------------------------|-----------------------------|
| 11,371,817              | 10.90%                      |

**9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: <sup>xxi</sup>**

See Annex

**Proxy Voting:**

**10. Name of the proxy holder:**

**11. Number of voting rights proxy holder will cease to hold:**

**12. Date on which proxy holder will cease to hold voting rights:**

**13. Additional information:**

BlackRock Regulatory Threshold Reporting Team

**14. Contact name:**

Gareth Slade

**15. Contact telephone number:**

020 7743 3650

| Name   | % of voting rights if it equals or is higher than the notifiable threshold | % of voting rights through financial instruments if it equals or is higher than the notifiable threshold | Total of both if it equals or is higher than the notifiable threshold |
|--|--|--|---|
| BlackRock, Inc.                              |  |  |   |
| BlackRock Holdco 2, Inc.                     |  |  |   |
| BlackRock Financial Management, Inc.         |  |  |   |
| BlackRock International Holdings, Inc.       |  |  |   |
| BR Jersey International Holdings L.P.        |  |  |   |
| BlackRock Group Limited                      |  |  |   |
| BlackRock Investment Management (UK) Limited | 10.29%   | 0.60%  | 10.90%  |
|  |  |  |   |