

**21 July 2017**

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

**Director Dealing**

YouGov, the international market research and data analytics group, announces the following dealing by a Director of the Company, as detailed in the below table.

Doug Rivers, Chief Scientist, sold 250,000 Ordinary Shares in the Company for personal financial planning purposes. Following this transaction, Mr Rivers is beneficially interested in 988,135 shares in the Company, representing approximately 0.9% of the Company's issued share capital.

**Enquiries**

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**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:	Doug Rivers	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Chief Scientist (Executive Director)	
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:	Exercise of (Nil Cost) Options	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£2.54	250,000
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	20 July 2017	
f)	Place of the transaction:	London Stock Exchange [XLON]	