

For filings with the FCA include the annex
For filings with issuer exclude the annex

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARESⁱ

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: ⁱⁱ	YouGov Plc
2 Reason for the notification (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"/>
3. Full name of person(s) subject to the notification obligation: ⁱⁱⁱ	T. Rowe Price Associates, Inc.
4. Full name of shareholder(s) (if different from 3.): ^{iv}	JP Morgan Chase Bank of New York Mellon Bank, N.A. State Street Bank & Trust Co.
5. Date of the transaction and date on which the threshold is crossed or reached: ^v	15 July 2016
6. Date on which issuer notified:	19 July 2016
7. Threshold(s) that is/are crossed or reached: ^{vi, vii}	10%

8. Notified details:							
A: Voting rights attached to shares ^{viii, ix}							
Class/type of shares 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 ^x	
			Direct	Direct ^{xi}	Indirect ^{xii}	Direct	Indirect
GB00B1VQ6H25	10,652,745	10,652,745	10,091,511		10,091,511		9.67%

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	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 ^{xv, xvi}						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
10,091,511	9.67%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: ^{xxi}

T. Rowe Price Associates, Inc. (TRPA) serves as investment adviser, with dispositive and voting authority, to various institutional clients that own shares of YouGov Plc, including the T. Rowe Price International Discovery Fund, which owns 8,208,078 shares. Such shares are registered in the following name(s):

State Street Bank & Trust Co. – 239,299

JP Morgan Chase – 9,455,191

Bank of New York Mellon Bank, N.A. – 397,021

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:

14. Contact name:

Gary Greb, Vice President
T. Rowe Price Associates, Inc.

15. Contact telephone number:

001 410 345 2527