

28 November 2016

**YouGov plc**

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

**Share Awards and Director/PDMR Dealings**

**Share Awards**

YouGov, the international market research and data analytics group, announces that the Board's Remuneration Committee has approved the conditional grant of options under the Company's two share incentive plans which were established during the financial year ended 31 July 2014.

**Long Term Incentive Plan 2014 ("LTIP")**

As announced on 13 October 2014, the YouGov LTIP is designed to reward the Company's senior management for the achievement of demanding financial and share price performance targets over the five-year period ending 31 July 2019. The vesting of awards will be dependent on the Company achieving demanding earnings per share growth (of at least 25% for the awards to vest in full) and also on improvement in operating margins over the five year plan period.

Under the rules of this plan, participants are to be conditionally awarded nil cost options to acquire shares in three equal annual tranches in 2015, 2016 and 2017. The total number of shares expected to be awarded conditionally in this financial year (the second of the three annual tranches) will be approximately 2 million shares including the following conditional awards to the Executive Directors:

<b>Executive Director</b>	<b>Number of Ordinary Shares subject to the LTIP Award</b>
Stephan Shakespeare	605,529
Alan Newman	295,664
Doug Rivers	332,491

**Deferred Share Bonus Plan 2014 ("DSBP")**

This YouGov DSBP is designed to encourage employee retention and share ownership and the participants are key managers across the Group's global units who do not participate in the LTIP. The total number of shares expected to be awarded conditionally this financial year will be approximately 183,000 shares.

**Director/PDMR Dealings**

Pursuant to the vesting of the Company's Long Term Incentive Plan 2009 FY14 Awards as announced on 21 November 2016, the Company announces the exercise of nil cost options over ordinary shares of 0.2p each in the Company and subsequent sales by PDMRs as set out in the below tables.

This includes notification that a Director of the Company, Doug Rivers, exercised his option over 237,875 shares and subsequently sold all of the shares for personal tax and financial planning purposes. Following these transactions, Dr Rivers is beneficially interested in 1,488,135 shares in the Company, representing approximately 1.4% of the Company's issued share capital.

**Enquiries**

**YouGov plc**

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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	
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:	N/A	
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 options	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£0.00 (exercise price)	237,875
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	23 November 2016	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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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	
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:	N/A	
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:	Sale of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b> £2.3465	<b>Volume(s)</b> 237,875
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	23 November 2016	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Ray Martin	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Global CEO of Data Services	
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:	N/A	
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 options	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£0.00 (exercise price)	35,353
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	23 November 2016	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Ray Martin	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Global CEO of Data Services	
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:	N/A	
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:	Sale of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b> £2.3465	<b>Volume(s)</b> 14,876
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	23 November 2016	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Saqibah Sheikh	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Global CEO of Data Products	
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:	N/A	
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 options	
c)	Price(s) and volume(s):	<b>Price(s)</b> £0.00 (exercise price)	<b>Volume(s)</b> 9,454
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	23 November 2016	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Saqibah Sheikh	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Global CEO of Data Products	
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:	N/A	
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:	Sale of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b> £2.3465	<b>Volume(s)</b> 3,960
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	23 November 2016	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Sundip Chahal				
2.	<b>Reason for the notification</b>					
a)	Position/status:	Chief Operating Officer				
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:	N/A				
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 options				
c)	Price(s) and volume(s):	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£0.00 (exercise price)</td> <td>37,649</td> </tr> </table>	Price(s)	Volume(s)	£0.00 (exercise price)	37,649
Price(s)	Volume(s)					
£0.00 (exercise price)	37,649					
d)	Aggregated information: <ul style="list-style-type: none"> <li>Aggregated volume:</li> <li>Price:</li> </ul>	n/a				
e)	Date of the transaction:	23 November 2016				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>						
a)	Name:	Ted Marzilli					
2.	<b>Reason for the notification</b>						
a)	Position/status:	Global CEO of Data Products					
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:	N/A					
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 options					
c)	Price(s) and volume(s):	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£0.00 (exercise price)</td> <td>49,491</td> </tr> </table>	Price(s)	Volume(s)	£0.00 (exercise price)	49,491	
Price(s)	Volume(s)						
£0.00 (exercise price)	49,491						
d)	Aggregated information: <ul style="list-style-type: none"> <li>Aggregated volume:</li> <li>Price:</li> </ul>	n/a					
e)	Date of the transaction:	23 November 2016					
f)	Place of the transaction:	London Stock Exchange [XLON]					

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1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Ted Marzilli	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Global CEO of Data Products	
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:	N/A	
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:	Sale of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b> £2.3465	<b>Volume(s)</b> 20,830
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	23 November 2016	
f)	Place of the transaction:	London Stock Exchange [XLON]	