

**21 April 2017**

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

**Directors Dealings**

The Company announces that 12,174 new ordinary shares in the Company were allotted and issued on 20 April 2017.

Under the Company’s remuneration policy, a proportion of the Non-Executive Directors’ annual fee is paid in the form of ordinary shares in lieu of cash, except if an NED has an existing substantial shareholding. Accordingly, the Company has approved the allotment and issue of 12,174 new ordinary shares as follows:

- 1,739 new ordinary shares representing a value of £5,000\* to Mr Benjamin Elliot.
- 1,739 new ordinary shares representing a value of £5,000\* to Mr Nick Jones.
- 1,739 new ordinary shares representing a value of £5,000\* to Ms Rosemary Leith.
- 6,957 new ordinary shares representing a value of £20,000\* to Mr Roger Parry.

(\*Based on a closing price of 287.50p as at 19 April 2017.)

Following this issue, the shareholdings of these NEDs will be as follows:

- Mr Elliot and Mr Jones will each hold 20,570 shares (representing approximately 0.02% of the Company’s total issued share capital).
- Ms Leith will hold 9,421 shares (representing approximately 0.01% of the Company’s total issued share capital).
- Mr Parry will hold 89,685 shares (representing approximately 0.09% of the Company’s total issued share capital).

Application has been made for the admission of these new ordinary shares to trading on AIM with admission anticipated to be on 26 April 2017. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares is 105,082,934, none of which are in treasury.

The above figure of 105,082,934 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

Enquiries:

YouGov plc Tilly Heald / Alan Newman	020 7012 6000
FTI Consulting Charles Palmer / Harry Staight	020 3727 1000
Numis Securities (NOMAD and broker) Nick Westlake / Toby Adcock / Michael Wharton	020 7260 1000

**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:	Benjamin Elliot	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Non-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:	Acquisition of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£2.8750	1,739
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	20 April 2017	
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:	Nick Jones	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Non-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>		
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b)	Nature of the transaction:	Acquisition of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£2.8750	1,739
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e)	Date of the transaction:	20 April 2017	
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1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Rosemary Leith	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Non-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:	Acquisition of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£2.8750	1,739
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	20 April 2017	
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:	Roger Parry	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Non-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:	Acquisition of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£2.8750	6,957
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	20 April 2017	
f)	Place of the transaction:	London Stock Exchange [XLON]	