

29 October 2018

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

PDMR Dealing

YouGov, the international research and data analytics group, announces that it was notified on 29 October 2018 that Roger Parry, Non-Executive Chair, acquired an interest in the Company's shares.

As a result of the transaction, which is detailed in the below table, Mr Parry is beneficially interested in 102,461 shares in the Company, representing approximately 0.097% 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.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Roger Parry				
2.	Reason for the notification					
a)	Position/status:	Non-Executive Chair				
b)	Initial notification/Amendment:	Initial notification				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name:	YouGov plc				
b)	LEI:	213800MZGBGCJIPOBB41				
4.	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					
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25				
b)	Nature of the transaction:	Purchase of Shares				
c)	Price(s) and volume(s):	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>£3.84</td> <td>7,500</td> </tr> </table>	Price(s)	Volume(s)	£3.84	7,500
Price(s)	Volume(s)					
£3.84	7,500					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	N/A				
e)	Date of the transaction:	29 October 2018				
f)	Place of the transaction:	London Stock Exchange [XLON]				