

13 February 2018

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

Director/PDMR Dealing

YouGov, the international market research and data analytics group, announces that it was notified on 9 February 2018 that Alex McIntosh, Chief Financial Officer, disposed of and acquired Company shares for personal tax and financial planning purposes.

As a result of the transactions, which are detailed in the below tables, Mr McIntosh is beneficially interested in 28,918 shares in the Company, which continues to represent approximately 0.03% 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:	Alex McIntosh				
2.	Reason for the notification					
a)	Position/status:	Chief Financial Officer				
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:	N/A				
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:	Sale of shares				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.20</td> <td>4,148</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£3.20	4,148
Price(s)	Volume(s)					
£3.20	4,148					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a				
e)	Date of the transaction:	9 February 2018				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

5.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Alex McIntosh				
6.	Reason for the notification					
a)	Position/status:	Chief Financial Officer				
b)	Initial notification/Amendment:	Initial notification				
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name:	YouGov plc				
b)	LEI:	N/A				
8.	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"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.21</td> <td>4,133</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£3.21	4,133
Price(s)	Volume(s)					
£3.21	4,133					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a				
e)	Date of the transaction:	9 February 2018				
f)	Place of the transaction:	London Stock Exchange [XLON]				