

10 November 2016

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

Issue of Equity

YouGov, the international market research and data analytics group, announces that, following the exercise of options awarded under the Company’s 2007 Enterprise Management Incentive (EMI) scheme, 21,346 new ordinary shares in the Company were allotted and issued on 10 November 2016.

The 21,346 new ordinary shares will rank pari passu with all existing ordinary shares. Application has been made for admission of these new ordinary shares to trading on AIM and dealings are expected to commence on 15 November 2016. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 104,320,398, none of which are in treasury.

Enquiries

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