

7 June 2013

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

Director's share dealing

The Company has received notice that on 6 June 2013, Alan Newman, Chief Financial Officer exercised his right to acquire 288,557 shares arising from the 2009/10 LTIP award and sold 213,000 of these at 70p per share, for personal tax and financial planning purposes.

Following these transactions, Mr Newman has increased his holding of ordinary shares of 0.2p each in the Company from 25,000 shares to 100,557 shares, representing approximately 0.1% of the total issued share capital.

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