

8 August 2016

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

Trading Update

YouGov, the international market research and data analytics group, today announces a pre-close trading statement for the full year ended 31 July 2016.

YouGov's trading for the year ended 31 July 2016 is now expected to be slightly ahead of the Board's previous expectations. The Company has achieved another year of double-digit revenue growth well ahead of the global market research sector with the proportion of revenue derived from data products and data services continuing to increase in line with YouGov's stated strategy. Revenue from the US and Middle East markets has grown strongly with the Company also benefitting from the appreciation of their currencies against £ sterling over the past year.

The Company's balance sheet remains strong, with net cash balances at 31 July 2016 of £15 million.

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