

YouGov PLC
03 September 2007

3 September 2007

YouGov plc

Result of EGM

Further to the announcement, distribution of circular and notice of EGM by YouGov plc (the 'Company') on 7 August 2007 in connection with the cash placing to raise GBP27 million and the issue of GBP10 million ordinary shares as part consideration for three acquisitions in the US, Germany and Denmark, the Board of the Company is pleased to announce that all resolutions required to effect the cash placing and acquisitions were duly passed at today's EGM. It is anticipated that 25,215,543 ordinary shares, being the placing shares and acquisition consideration shares, will be admitted to trading on AIM on 6 September 2007. All three acquisitions are expected to complete on or about 10 September 2007.

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