

4 August 2017

YouGov plc ("YouGov" or "the Group")

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 2017.

The Group's trading for the year ended 31 July 2017 is now expected to be ahead of the Board's previous expectations. YouGov has achieved another year of revenue growth well ahead of the global market research sector and maintained the performance trends reported in the first half of the current financial year. In line with our strategy, revenue from Data Products and Services has continued to grow strongly across a number of regions and our Custom Research business has significantly improved its profitability.

YouGov's ability to provide accurate, in-depth data on a digital platform was publicly demonstrated during the period through our ground-breaking UK General Election seat-by-seat model. Its combination of connected data and sophisticated analytics is directly applicable to the analysis and monitoring of audiences in many marketing contexts.

The Group's international coverage, especially its growing business in the USA, has also enabled it to benefit from the lower value of £ sterling compared to other currencies.

Enquiries:

YouGov plc

Stephan Shakespeare / Alan Newman 020 7012 6100

FTI Consulting

Charles Palmer / Harry Staight 020 3727 1000

Numis Securities (NOMAD and broker)

Nick Westlake (Nomad) / Toby Adcock 020 7260 1000