

11 January 2019

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

PDMR Dealing

YouGov, the international research and data analytics group, announces that it was notified on 11 January 2019 that Alex McIntosh, Chief Financial Officer, acquired a further interest in the Company's shares as a result of his participation in a dividend reinvestment plan.

As a result of the transaction, which is detailed in the below table, Mr McIntosh is beneficially interested in 8,978 shares in the Company, representing approximately 0.01% of the Company's issued share capital.

Enquiries:

YouGov plc

Tilly Heald (Company Secretary) 020 7012 6000

FTI Consulting

Charles Palmer / Harry Staight 020 3727 1000

Numis Securities (Nomad and broker)

Nick Westlake / Michael Wharton 020 7260 1000

**DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY
ASSOCIATED PERSONS**

| | | | |
|----|--|--|------------------|
| 1. | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name: | Alex McIntosh | |
| 2. | Reason for the notification | | |
| a) | Position/status: | Chief Financial Officer | |
| b) | Initial notification/Amendment: | Initial notification | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name: | YouGov plc | |
| b) | LEI: | 213800MZGBGCJIPOBB41 | |
| 4. | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | |
| a) | Description of the financial instrument, type of instrument: Identification code: | Ordinary Shares of 0.2p each GB00B1VQ6H25 | |
| b) | Nature of the transaction: | Automatic purchase of shares under dividend reinvestment programme | |
| c) | Price(s) and volume(s): | Price(s) | Volume(s) |
| | | £4.03 | 60 |
| d) | Aggregated information: • Aggregated volume: • Price: | n/a | |
| e) | Date of the transaction: | 11 January 2019 | |
| f) | Place of the transaction: | London Stock Exchange [XLON] | |