

19 November 2018

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

Share Awards

YouGov, the international research and data analytics group, announces that the Board's Remuneration Committee has approved the conditional grant of options under the Company's Deferred Share Bonus Plan (the "DSBP") which was established during the financial year ended 31 July 2014.

The DSBP is designed to encourage employee retention and share ownership and the participants are key managers across the Group's global units. The total number of shares expected to be awarded conditionally this financial year will be 99,632 shares.

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