

YouGov plc

BLOCK LISTING SIX MONTHLY RETURN

Date: 25 May 2018

Name of <i>applicant</i> :		YouGov plc		
Name of scheme:		YouGov Historic Share Plans: Long Term Incentive Plan 2009		
Period of return:	From:	25/11/2017	To:	25/05/2018
Balance of unallotted securities under scheme(s) from previous return:		847,214 Ordinary Shares		
<u>Plus</u> : The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for):		Nil		
<u>Less</u> : Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):		33,086 Ordinary Shares		
<u>Equals</u> : Balance under scheme(s) not yet issued/allotted at end of period:		814,128 Ordinary Shares		
Name of contact:		Tilly Heald		
Telephone number of contact:		020 7012 6000		

Name of <i>applicant</i> :		YouGov plc		
Name of scheme:		YouGov Share Plans: Deferred Share Bonus Plan		
Period of return:	From:	15/12/2017	To:	25/05/2018
Balance of unallotted securities under scheme(s) from previous return:		207,091 Ordinary Shares		
<u>Plus:</u> The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for):		Nil		
<u>Less:</u> Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):		131,516 Ordinary Shares		
<u>Equals:</u> Balance under scheme(s) not yet issued/allotted at end of period:		75,575 Ordinary Shares		
Name of contact:		Tilly Heald		
Telephone number of contact:		020 7012 6000		

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 / Toby Adcock

020 7260 1000