

YouGov plc

BLOCK LISTING SIX MONTHLY RETURN

Date: 25 May 2017

Name of <i>applicant</i> :		YouGov plc	
Name of scheme:		YouGov Historic Share Plans: Long Term Incentive Plan 2009	
Period of return:	From:	25/11/2016	To: 24/05/17
Balance of unallotted securities under scheme(s) from previous return:		1,754,453 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):		685,713 Ordinary Shares	
<u>Equals:</u> Balance under scheme(s) not yet issued/allotted at end of period:		1,068,740 Ordinary Shares	
Name of contact:		Tilly Heald	
Telephone number of contact:		020 7012 6000	

YouGov plc

BLOCK LISTING SIX MONTHLY RETURN

Date: 25 May 2017

Name of <i>applicant</i> :		YouGov plc	
Name of scheme:		YouGov Historic Share Plans: Enterprise Management Incentive Scheme 2007	
Period of return:	From:	25/11/2016	To: 24/05/17
Balance of unallotted securities under scheme(s) from previous return:		60,721 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):		60,721 Ordinary Shares	
<u>Equals:</u> Balance under scheme(s) not yet issued/allotted at end of period:		Nil	
Name of contact:		Tilly Heald	
Telephone number of contact:		020 7012 6000	

YouGov plc

BLOCK LISTING SIX MONTHLY RETURN

Date: 25 May 2017

Name of <i>applicant</i> :		YouGov plc		
Name of scheme:		YouGov Historic Share Plans: Polimetrix Stock Option Plan 2007		
Period of return:	From:	25/11/2016	To:	24/05/17
Balance of unallotted securities under scheme(s) from previous return:		11,157 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):		11,157 Ordinary Shares		
<u>Equals</u> : Balance under scheme(s) not yet issued/allotted at end of period:		Nil		
Name of contact:		Tilly Heald		
Telephone number of contact:		020 7012 6000		

Enquiries

YouGov plc

Tilly Heald / Alan Newman
+44 (0)20 7012 6000

Numis (Nomad and broker)

Nick Westlake / Toby Adcock / Michael Wharton
+44 (0)20 7260 1000

FTI Consulting

Charles Palmer / Harry Staight
+44 (0)20 7831 3113