

4 April 2018

YouGov plc
(“YouGov” or “the Company”)

Share Awards and Director/PDMR Dealing

YouGov, the international market research and data analytics group, announces that the Board’s Remuneration Committee has approved the grant of options under the Company’s Long Term Incentive Plan (the “LTIP 2014”) which was established during the financial year ended 31 July 2014.

On 3 April 2018 Sundip Chahal and Alex McIntosh were each granted a nil cost option to acquire Ordinary Shares of 0.2p each in the Company under the LTIP 2014 (“Additional LTIP Awards”).

The Additional LTIP Awards reflect the participants’ increased roles and responsibilities following their promotion to the Board, over the final two years of the five year performance period ending 31 July 2019. The vesting of the Additional LTIP Awards is subject to the same demanding performance conditions as the original LTIP 2014 awards.

Details of the Additional LTIP Awards are set out in the table below.

Name	Number of shares subject to the Additional LTIP Award
Alex McIntosh	191,291
Sundip Chahal	204,748

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 / Toby Adcock 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:	Award of share option	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.00	191,291
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	3 April 2018	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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

5.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Sundip Chahal	
6.	Reason for the notification		
a)	Position/status:	Chief Operating Officer	
b)	Initial notification/Amendment:	Initial notification	
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
8.	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:	Award of share option	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.00	204,748
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	3 April 2018	
f)	Place of the transaction:	London Stock Exchange [XLON]	