

12 December 2017

YouGov plc

("YouGov" or "the Group")

Share Awards and Block Listing Application

YouGov, the international market research and data analytics group, announces that on 12 December 2017, the first annual round of share awards granted in 2015 under the Group's Deferred Share Bonus Plan established in 2014 (the "DSBP 2014"), relating to 207,091 shares, vested. The holders of the awards may exercise their rights to acquire YouGov shares at any time up to 11 December 2022.

Application has been made to the London Stock Exchange for admission to AIM for a block listing in respect of 207,091 ordinary shares of 0.2p each (the "Block Listing") for shares that will be issued from time to time in accordance with the exercise of options under the DSBP 2014. Shares under this Block Listing will rank pari passu with existing ordinary shares. It is anticipated that admission under the Block Listing will take place on 15 December 2017.

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