

18 June 2019

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

Director/PDMR Dealing

YouGov plc, the international research and data analytics group, announces that it was notified on 17 June 2019 that Sundip Chahal, an Executive Director of the Company, sold 25,000 Ordinary Shares at 500p per share.

As a result of the transaction, Sundip Chahal is beneficially interested in 311,008 Ordinary shares of the Company, equating to 0.29% of the issued share capital.

This transaction, and further PDMR trades, are detailed in the below tables.

Enquiries:

YouGov plc

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FTI Consulting

Charles Palmer / Harry Staight 020 3727 1000

Numis Securities (Nomad and broker)

Nick Westlake / Matt Lewis 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:	Sundip Chahal	
2.	Reason for the notification		
a)	Position/status:	Chief Operating Officer (Director)	
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:	Sale of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£5.00	25,000
d)	Aggregated information: • Aggregated volume: • Price:	N/A N/A	
e)	Date of the transaction:	17 June 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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5.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Andy Morris	
6.	Reason for the notification		
a)	Position/status:	Chief Innovation Officer (PDMR)	
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:	Sale of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£5.00	12,000
d)	Aggregated information: • Aggregated volume: • Price:	N/A N/A	
e)	Date of the transaction:	17 June 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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9.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Julien Chevignon	
10.	Reason for the notification		
a)	Position/status:	CEO Asia-Pacific (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
11.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
12.	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:	Sale of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£5.00	6,000
d)	Aggregated information: • Aggregated volume: • Price:	N/A N/A	
e)	Date of the transaction:	17 June 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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13.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Ted Marzilli	
14.	Reason for the notification		
a)	Position/status:	CEO – YouGov Data Products (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
15.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
16.	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:	Sale of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£5.00	35,000
d)	Aggregated information: • Aggregated volume: • Price:	N/A N/A	
e)	Date of the transaction:	17 June 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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17.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Doug Rivers	
18.	Reason for the notification		
a)	Position/status:	Chief Scientist (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
19.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
20.	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:	Sale of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£5.00	250,000
d)	Aggregated information: • Aggregated volume: • Price:	N/A N/A	
e)	Date of the transaction:	17 June 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	