

29 January 2014

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

Directors’ Share Dealings

YouGov plc, the international online market research agency, announces that it has received notice of the following dealings by Directors in the Company’s shares.

Doug Rivers, Chief Innovations Officer, sold 141,360 shares at 96.5p per share on 28 January 2014, for personal tax and financial planning purposes. Following this sale, Mr Rivers now holds 1,806,257 ordinary shares of 0.2p each in the Company, representing approximately 1.8% of the total issued share capital.

Alan Newman, Chief Financial Officer, sold 89,400 shares at 96.5p per share on 28 January 2014, for personal tax and financial planning purposes. Following this sale, Mr Newman now holds 273,657 ordinary shares of 0.2p each in the Company, representing approximately 0.3% of the total issued share capital.

Enquiries:
YouGov plc
Stephan Shakespeare / Alan Newman
020 7012 6000

FTI Consulting
Charles Palmer / Jon Snowball
020 7831 3113

Numis Securities Limited (NOMAD and broker)
Nick Westlake / James Serjeant
020 7260 1000