

**10 January 2014**

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

**Issue of Equity**

YouGov plc, the international online market research agency, announces that on 9 January 2014 it approved the issue and allotment of 13,751 new ordinary shares in the Company following the exercise by senior management of options awarded under the Company’s Long Term Incentive Plan.

The 13,751 new ordinary shares will rank pari passu with all existing ordinary shares. Application will be made for admission of these new ordinary shares to trading on AIM and dealings are expected to commence on 16 January 2014. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 98,649,982.

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