YouGov What the world thinks

17 December 2012

YouGov plc ("YouGov" or "the Company")

Long Term Incentive Plan ("LTIP") and Director Dealings

YouGov plc, the international online market research agency, announces that the Remuneration Committee has resolved that the performance conditions attaching to the Awards made under the Company's Long Term Incentive Plan announced on 11 May 2009 ("2009/10 LTIP Awards") have been satisfied. The conditions related to the Earnings per share growth and the Total Shareholder Return for the three years ending 31 July 2012. Accordingly, the Committee has approved the vesting of 100% of the 2009/10 LTIP Awards relating to 1.7 million shares. Award holders may exercise their rights to acquire YouGov shares at any time up to October 2017. It is planned that the Company's Employee Benefit Trust should transfer shares which it already holds to individuals when they exercise their options.

On 14 December 2012, the Company was notified that Dr Douglas Rivers, a director of the Company had exercised his right to acquire 94,584 shares under the 2009/10 LTIP award and sold these together with 400,000 shares from his existing holding at a price of 73.75p, for personal tax and financial planning purposes. Following these transactions, Dr Rivers now owns 1,572,617 shares in the Company, representing approximately 1.5% of the total issued share capital.

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