

25 April 2019

**YouGov plc (“YouGov” or “the Company”)
Director/PDMR Dealing**

The Company announces that 10,115 new ordinary shares in the Company were allotted and issued on 25 April 2019.

Under the Company’s remuneration policy, a proportion of the Non-Executive Directors’ annual fee is paid in the form of ordinary shares in lieu of cash, except if an NED has an existing substantial shareholding. Accordingly, the Company has approved the allotment and issue of 10,115 new ordinary shares as follows:

- 1,124 new ordinary shares representing a value of £5,000* to Mr Benjamin Elliot
- 1,124 new ordinary shares representing a value of £5,000* to Mr Nick Jones
- 1,124 new ordinary shares representing a value of £5,000* to Ms Rosemary Leith
- 1,124 new ordinary shares representing a value of £5,000* to Mr Ashley Martin
- 1,124 new ordinary shares representing a value of £5,000* to Ms Andrea Newman
- 4,495 new ordinary shares representing a value of £20,000* to Mr Roger Parry

(*Based on a closing price of 445p as at 24 April 2019, being the previous business day.)

Following this issue, the shareholdings of these NEDs will be as follows:

- Mr Elliot and Mr Jones will each hold 22,968 shares (representing approximately 0.02% of the Company’s total issued share capital).
- Ms Leith will hold 11,819 shares (representing approximately 0.01% of the Company’s total issued share capital).
- Mr Martin will hold 6,741 shares (representing approximately 0.006% of the Company’s total issued share capital).
- Ms Newman will hold 2,398 shares (representing approximately 0.002% of the Company’s total issued share capital).
- Mr Parry will hold 106,956 shares (representing approximately 0.1% of the Company’s total issued share capital).

Application has been made for the admission of these new ordinary shares to trading on AIM with admission anticipated to be on 1 May 2019. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares is 105,653,942, none of which are in treasury.

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 / 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:	Benjamin Elliot	
2.	Reason for the notification		
a)	Position/status:	Non-Executive 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:	Acquisition of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		4.45	1,124
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	25 April 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

**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:	Nick Jones	
2.	Reason for the notification		
a)	Position/status:	Non-Executive 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:	Acquisition of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		4.45	1,124
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	25 April 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

**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:	Rosemary Leith	
2.	Reason for the notification		
a)	Position/status:	Non-Executive 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:	Acquisition of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		4.45	1,124
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	25 April 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

**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:	Ashley Martin	
2.	Reason for the notification		
a)	Position/status:	Non-Executive 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:	Acquisition of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		4.45	1,124
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	25 April 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

**DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY
ASSOCIATED PERSONS**

5.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Andrea Newman	
6.	Reason for the notification		
a)	Position/status:	Non-Executive Director	
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:	Acquisition of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		4.45	1,124
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	25 April 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	

**DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY
ASSOCIATED PERSONS**

9.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Roger Parry	
10.	Reason for the notification		
a)	Position/status:	Non-Executive Director	
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:	Acquisition of shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		4.45	4,495
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	25 April 2019	
f)	Place of the transaction:	London Stock Exchange [XLON]	