23 March 2015

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

Issue of Equity and Director Dealings

YouGov plc, the international online market research agency, announces the allotment and issue of 1,810,226 new Ordinary Shares in the Company as deferred consideration in accordance with the terms of the sale and purchase agreement for the acquisition of Doughty Media 2 Limited.

The deferred consideration payable was contingent upon several criteria being met by 31 January 2015 which the Board (excluding Stephan Shakespeare) has resolved were met.

Of the 1,810,226 new Ordinary Shares to be issued and allotted to the vendors, 559,398 shares will be will be issued to Mr Stephan Shakespeare (a Director) and 559,399 shares will be issued to his wife Mrs Rosamund Shakespeare. Following this issue, Mr Shakespeare will hold 6,278,508 shares (representing approximately 6.1% of the Company's total issued share capital).

The 1,810,226 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 Friday 27 March 2015. The total number of Ordinary Shares with voting rights in issue following the issue of these new Ordinary Shares will be 102,712,581.

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