

9 November 2017

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

Annual Report & Accounts and Notice of AGM

YouGov, the international data and analytics group, announces that the Company's Annual Report & Accounts for the year ended 31 July 2017, including the Notice of Annual General Meeting (AGM), was posted to shareholders on 6 November 2017.

Copies of the Annual Report & Accounts can be obtained from the Company's registered office at 50 Featherstone Street, London EC1Y 8RT. A PDF version is also available to download from the Company's website at: www.yougov.co.uk/about/investors

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