

15 August 2017

YouGov plc

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

1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Ray Martin	
2.	<b>Reason for the notification</b>		
a)	Position/status:	Global CEO of Data Services (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
4.	<b>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</b>		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Disposal of shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		£2.73	24,572
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	11 August 2017	
f)	Place of the transaction:	London Stock Exchange [XLON]	