

15 October 2018

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

PDMR Dealing

YouGov, the international research and data analytics group, announces that it was notified on 12 October 2018 that Ashley Martin, Non-Executive Director, acquired an interest in the Company's shares.

As a result of the transaction, which is detailed in the below table, Mr Martin is beneficially interested in 5,617 shares in the Company, representing approximately 0.005% of the Company's issued share capital.

Enquiries:

YouGov plc

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**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:	Purchase of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£4.45	5,617
d)	Aggregated information: • Aggregated volume: • Price:	N/A	
e)	Date of the transaction:	12 October 2018	
f)	Place of the transaction:	London Stock Exchange [XLON]	