

18 May 2016

YouGov plc (“YouGov” or “the Company”)

Director’s share dealing

YouGov plc, the international market research and data analytics group, announces that it was notified on 16 May 2016 that Doug Rivers, the Company’s Chief Scientist, sold 10,000 shares at 170p per share on 16 May 2016. Following this transaction, Mr Rivers is beneficially interested in 1,978,135 shares in the Company, representing approximately 1.9% of the Company’s issued share capital.

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