TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES[i]

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: [ii]	YouGov Plc

2 Reason for the notification (please tick the appropriate box or boxes):

An acquisition or disposal of voting rights	✓
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	
An event changing the breakdown of voting rights	
Other (please specify):	

3. Full name of person(s) subject to the notification obligation: [iii]	T. Rowe Price Associates, Inc.
4. Full name of shareholder(s) (if different from 3.):[iv]	Chase Nominees Ltd (see Section 9)
5. Date of the transaction and date on which the threshold is crossed or reached: [v]	21 January 2010
6. Date on which issuer notified:	25 January 2010
7. Threshold(s) that is/are crossed or reached: [vi, vii]	5%

8. Notified details:

A: Voting rights attached to shares [viii, ix]

Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights [x]	
			Direct	Direct [xi]	Indirect [xii]	Direct	Indirect
GB00B1VQ6H25	4,662,508	4,662,508			5,862,508		6.06

B: Qualifying Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date [xiii]	Exercise/ Conversion Period [xiv]	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments [xv, xvi]

Resulting situation after the triggering transaction

Type of financial instrument	Exercise price	Expiration date [xvii]	Exercise/ Conversion period [xviii]	Number of voting rights instrument refers to	% of voting rights [xix, xx]	
					Nominal	Delta

Total (A+B+C)

Number of voting rights	Percentage of voting rights
5,862,508	6.06%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: [xxi]
T. Rowe Price Associates, Inc. (TRPA) is the parent undertaking of T. Rowe Price International, Inc. (TRPI). TRPI is a direct, wholly-owned subsidiary of TRPA. TRPI serves as investment adviser, with dispositive and voting authorities, to various institutional clients that own shares of YouGov Plc, including the T. Rowe Price International Discovery Fund, which owns 5,802,712 shares. Such shares are registered in the following name(s): Chase Nominees Ltd - 5,862,508

Proxy Voting:	
10. Name of the proxy holder:	
11. Number of voting rights proxy holder will cease to hold:	
12. Date on which proxy holder will cease to hold voting rights:	

13. Additional information:	
14. Contact name:	Ryan Nolan, Assistant Vice President, T. Rowe Price Associates, Inc.
15. Contact telephone number:	001 410 345 6618