

7 July 2015

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

Issue of Equity

YouGov plc, the international online market research agency, announces that, following the exercise by senior management of options awarded under the Company’s Long Term Incentive Plan, 66,354 new ordinary shares in the Company were allotted and issued on 6 July 2015.

The 66,354 new ordinary shares will rank pari passu with all existing ordinary shares. Application will be made for admission of these new ordinary shares to trading on AiM and dealings are expected to commence on 9 July 2015. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 102,850,454.

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