

**31 January 2019**

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

**Pre-Close Trading Update and Notice of Results**

YouGov, the international research and data analytics group, today issues a trading update for the six months ending 31 January 2019.

We are pleased to report that half year trading is anticipated to be ahead of the Board's targets. Consequently, the Board expects the full year outcome to be slightly ahead of market expectations.

The Group's performance was driven primarily by Data Products & Services, as organic growth trends continued across its core markets and the business expanded into new geographies. Operating margins in Custom Research continued to improve.

During the period, investment in technology and product development continued and the Group completed two small bolt-on acquisitions where we saw opportunity to accelerate our future growth in specific end-markets. These were InConversation Media, which provides a technology platform for engaging hard-to-reach audiences and Portent.IO, a social analytics company focusing on the film and TV industry.

**Notice of Results**

YouGov will publish results for the six months ended 31 January 2019 on Tuesday 2 April 2019. The YouGov management team will host a presentation for analysts at FTI Consulting, 200 Aldersgate, Aldersgate Street, London EC1A 4HD at 9.30am; should you wish to attend please contact FTI Consulting: [yougov@fticonsulting.com](mailto:yougov@fticonsulting.com)

**Capital Markets Day**

As previously announced, YouGov will be hosting a Capital Markets Day for analysts and institutional investors on the afternoon of Wednesday 6 February 2019. For more information, or to register your interest in attending the event, please contact FTI Consulting: [yougov@fticonsulting.com](mailto:yougov@fticonsulting.com)

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