YouGov What the world thinks

11 August 2015

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

Trading Update

YouGov, the international market research and data analytics group, today announces a pre-close trading statement for the full year ended 31 July 2015.

YouGov's trading for the year ended 31 July 2015 is in line with the Board's expectations. Building on its first half performance, the Company has maintained double-digit revenue growth, well ahead of the overall market research sector, with the USA continuing to perform particularly well. The proportion of revenue derived from data products and services has also continued to increase as planned, in line with YouGov's stated strategy for syndicated data to drive its global expansion.

YouGov Profiles, the media planning and audience segmentation tool for brands and their agencies, which launched in the UK in November 2014, continues to make good progress in gaining subscribers. The international roll-out of Profiles began in April 2015, starting with the USA, where the first sales have already been achieved.

The Company's balance sheet remains strong, with net cash balances at 31 July 2015 of over £9 million.

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