

23 April 2014

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

Issue of Equity

The Company announces that, on 22 April 2014, it approved the allotment and issue of 14,734 new ordinary shares in the Company.

Under the Company’s remuneration policy, a proportion of the non-executive directors’ annual fee will be paid in the form of ordinary shares in lieu of cash, except if an NED has an existing substantial shareholding. Accordingly, the Company has approved the allotment and issue of 8,114 new ordinary shares as follows:

- 4,057 new ordinary shares representing a value of £5,000* to Mr Benjamin Elliot.
- 4,057 new ordinary shares representing a value of £5,000* to Mr Nick Jones.

(* Based on a closing price of 123.25p as at 17 April 2014.)

Following this issue, Mr Elliot and Mr Jones will each hold 11,149 shares (representing approximately 0.011% of the Company’s total issued share capital).

The Company has also approved the allotment and issue of 6,620 new ordinary shares following an exercise of share options by a YouGov employee.

The 14,734 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 28 April 2014. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 99,276,073.

Enquiries:

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