

**28 January 2016**

**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 historic 2009 Long Term Incentive Plan, 12,026 new ordinary shares in the Company were allotted and issued on 26 January 2016.

The 12,026 new ordinary shares will rank pari passu with all existing ordinary shares. Application has been made for admission of these new ordinary shares to trading on AIM and dealings are expected to commence on 1 February 2016. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 104,260,531, none of which are in treasury.

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