

14 November 2014

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

Report and Accounts

YouGov plc (the "Company"), the international online market research agency, announces that it sent its Report and Accounts for the year ended 31 July 2014 to shareholders on 11 November 2014.

Copies of the Report and Accounts can be obtained from the Company's registered office at YouGov plc, 50 Featherstone Street, London EC1Y 8RT. A PDF version is also available to download from the Company's website at www.yougov.co.uk/about/investors.

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