**For filings with the FSA include the annex**

**For filings with issuer exclude the annex**

| **TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES**[i] |
|---|

| | |
|---|---|
| **1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:** [ii] | YouGov PLC |
| **2 Reason for the notification** (please tick the appropriate box or boxes): | |
| An acquisition or disposal of voting rights | ☒ |
| An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | ☐ |
| An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments | ☐ |
| An event changing the breakdown of voting rights | ☐ |
| Other (please specify): | ☐ |
| **3. Full name of person(s) subject to the notification obligation:** [iii] | BlackRock, Inc. |
| **4. Full name of shareholder(s)** (if different from 3.):[iv] | |
| **5. Date of the transaction and date on which the threshold is crossed or reached:** [v] | 23rd January 2013 |
| **6. Date on which issuer notified:** | 25th January 2013 |
| **7. Threshold(s) that is/are crossed or reached:** [vi, vii] | Holding has gone above 14% |

## 8. Notified details:

### A: Voting rights attached to shares [viii, ix]

| Class/type of shares<br>if possible using the ISIN CODE | Situation previous to the triggering transaction | | Resulting situation after the triggering transaction | | | | |
|---|---|---|---|---|---|---|---|
| | Number of Shares | Number of Voting Rights | Number of shares | Number of voting rights | | % of voting rights [x] | |
| | | | Direct | Direct [xi] | Indirect [xii] | Direct | Indirect |
| GB00B1VQ6H25 | 12,744,528 | 12,744,528 | N/A | N/A | 13,756,533 | N/A | 14.16% |

### B: Qualifying Financial Instruments

**Resulting situation after the triggering transaction**

| Type of financial instrument | Expiration date [xiii] | Exercise/ Conversion Period [xiv] | Number of voting rights that may be acquired if the instrument is exercised/ converted. | % of voting rights |
|---|---|---|---|---|
| | | | | |

### C: Financial Instruments with similar economic effect to Qualifying Financial Instruments [xv, xvi]

**Resulting situation after the triggering transaction**

| Type of financial instrument | Exercise price | Expiration date [xvii] | Exercise/ Conversion period [xviii] | Number of voting rights instrument refers to | % of voting rights [xix, xx] | |
|---|---|---|---|---|---|---|
| | | | | | Nominal | Delta |
| | | | | | | |

### Total (A+B+C)

| Number of voting rights | Percentage of voting rights |
|---|---|
| 13,756,533 | 14.16% |

| **9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:** [xxi] |
|---|
| BlackRock Investment Management (UK) Limited – 13,756,533 (14.16%) |

| **Proxy Voting:** | |
|---|---|
| **10. Name of the proxy holder:** | |
| **11. Number of voting rights proxy holder will cease to hold:** | |
| **12. Date on which proxy holder will cease to hold voting rights:** | |

| | |
|---|---|
| **13. Additional information:** | BlackRock Regulatory Threshold Reporting Team |
| **14. Contact name:** | Andrew Manchester |
| **15. Contact telephone number:** | 020 7743 5773 |

**Note: Annex should only be submitted to the FSA not the issuer**

**Annex: Notification of major interests in shares**[xxii]

| **A: Identity of the persons or legal entity subject to the notification obligation** | |
|---|---|
| **Full name**<br>(including legal form of legal entities) | BlackRock, Inc. |
| **Contact address**<br>(registered office for legal entities) | 12 Throgmorton Avenue, London, EC2N 2DL |
| **Phone number & email** | 020 7743 5773; emeadisclosures@blackrock.com |
| **Other useful information**<br>(at least legal representative for legal persons) | Andrew Manchester |

| **B: Identity of the notifier, if applicable** | |
|---|---|
| **Full name** | |
| **Contact address** | |
| **Phone number & email** | |
| **Other useful information**<br>(e.g. functional relationship with the person or legal entity subject to the notification obligation) | |

| **C: Additional information** |
|---|
| |

***For notes on how to complete form TR-1 please see the FSA website.***