For filings with the FCA 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):	**Change in our Terms & Conditions restricting the exercise of Voting Rights to Discretionary client holdings**	X
3. Full name of person(s) subject to the notification obligation: [iii]	Investec Wealth & Investment Limited	
4. Full name of shareholder(s) (if different from 3.):[iv]	N/A	
5. Date of the transaction and date on which the threshold is crossed or reached: [v]	1st June 2015	
6. Date on which issuer notified:	2nd June 2015	
7. Threshold(s) that is/are crossed or reached: [vi, vii]	3%	

8. Notified details:

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

Class/type of shares 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
Ordinary Shares GB00B1VQ6H25	3,175,858	3,175,858	3,152,254	3,152,254		3.07%	

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
3,152,254	3.07%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: [xxi]
Discretionary client holdings registered in the name of Nominee companies 100% owned by Investec Wealth & Investment Limited.

Proxy Voting:	
10. Name of the proxy holder:	N/A
11. Number of voting rights proxy holder will cease to hold:	N/A
12. Date on which proxy holder will cease to hold voting rights:	N/A

13. Additional information:	N/A
14. Contact name:	Phil Beardwell Chartered FCSI Senior Compliance Manager
15. Contact telephone number:	020 7597 1356