

YouGov Share split

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YouGov PLC
23 March 2007

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YouGov plc (the "Company")

Share split

The Directors are pleased to announce today the proposed sub division of the Company's share capital (the "Share Split"). The Directors, having consulted with the Company's brokers, consider that having a larger number of ordinary shares with a lower market value than at present will serve to improve the marketability and liquidity of the Company's shares.

An ordinary resolution to subdivide each issued and unissued ordinary share of 1p each in the capital of the Company ("Existing Ordinary Shares") into five new ordinary shares of 0.2p each ("New Ordinary Shares") will be proposed at an Extraordinary General Meeting ("EGM") of the Company which is to be held on 10 April 2007. The New Ordinary Share will have the same rights as the Existing Ordinary Shares.

This change will only become effective if approved by shareholders at the forthcoming EGM. A shareholder in the Company at 6pm on 10 April 2007 (being the "Record Date") will then receive five New Ordinary Shares for every one Existing Ordinary Share that they hold.

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