



Companies House

for the record

88(2)

Return of Allotment of Shares

Please complete in typescript, or
in bold black capitals.

CHWP000

Company Number

3607311

Company name in full

YOUGOV PLC

Shares allotted (including bonus shares):

Date or period during which
shares were allotted
(If shares were allotted on one date
enter that date in the "from" box)

From

Day Month Year

1 4 1 0 2 0 0 8

To

Day Month Year

Class of shares
(ordinary or preference etc)

ORDINARY

ORDINARY

Number allotted

1307

11766

Nominal value of each share

0 2p

0 2p

Amount (if any) paid or due on each
share (including any share premium)

17 8p

8 6p

List the names and addresses of the allottees and the number of shares allotted to each overleaf

If the allotted shares are fully or partly paid up otherwise than in cash please state:

% that each share is to be
treated as paid up

Consideration for which
the shares were allotted

(This information must be supported by
the duly stamped contract or by the duly
stamped particulars on Form 88(3) if the
contract is not in writing)

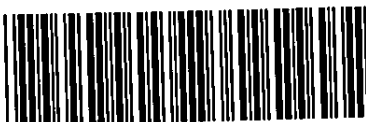
When you have completed and signed the form send it to
the Registrar of Companies at:

Companies House, Crown Way, Cardiff CF14 3UZ
For companies registered in England and Wales

DX 33050 Cardiff

Companies House, 37 Castle Terrace, Edinburgh EH1 2EB
For companies registered in Scotland

DX 235 Edinburgh
or LP - 4 Edinburgh 2



A63

16/10/2008

140

COMPANIES HOUSE

Form revised 10/03

17/10/08 090

Names and addresses of the allottees (List joint share allotments consecutively)

Shareholder details		Shares and share class allotted	
Name <hr/> Address <hr/> <hr/> <hr/> <div style="text-align: right;">UK Postcode <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u></div>		Class of shares allotted <hr/> <hr/> <hr/>	Number allotted <hr/> <hr/> <hr/>
Name <hr/> Address <hr/> <hr/> <hr/> <div style="text-align: right;">UK Postcode <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u></div>		Class of shares allotted <hr/> <hr/> <hr/>	Number allotted <hr/> <hr/> <hr/>
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Please enter the number of continuation sheets (if any) attached to this form

1

Signed

Date

A director / secretary / administrator / administrative receiver / receiver / manager / receiver

Please delete as appropriate

You do not have to give any contact information in the box opposite but if you do, it will help Companies House to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

GILL JOHNSON, NEVILLE REGISTRARS LIMITED

NEVILLE HOUSE, 18 LAUREL LANE, HALESOWEN,

WEST MIDLANDS, B63 3DA

Tel 0121 585 1131

DX number

DX exchange

SCHEDULE OF ALLOTEES OF Yougov PLC AS AT 14 OCTOBER 2008

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NARDIS, MICHAEL, MR	
450 CLINTON ST APT 1D, BROOKLYN, NEW YORK 11231, UNITED STATES	ORD SHS 0.2P

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14/10/2008

13073

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Yougov PLC SUMMARY OF NEW SHARES ISSUED AS AT 14 OCTOBER 2008

ORD SHS 0.2P

TOTAL SHARES: 13073