

17 May 2023

YouGov plc

("YouGov" or "the Group" or "the Company")

Capital Markets Day Event

YouGov, the international research and data analytics group, will host a Capital Markets Day this afternoon starting at 1.00pm BST.

The event will be hosted by Stephan Shakespeare (CEO) and will include presentations from leaders within the Group.

YouGov will present its third long-term strategic growth plan and provide further details on the continued development of the YouGov Platform.

Stephan Shakespeare, Chief Executive Officer and Non-Executive Chair Designate, said: *"As we lay out the next phase of our strategy, I am hugely excited by the unique combination of panel, data, and tools at our disposal. YouGov is continuing its growth journey with a clear strategy to become the world's leading marketing data and research platform. I am confident that we remain on the right track to realising the full long-term potential of the business."*

Strategic growth plan

YouGov's next long-term strategic growth plan is underpinned by three key growth areas:

- Deepening client relations and increasing market penetration through our syndicated data products and customised research;
- Driving greater usage of our new self-serve platform, the YouGov Platform, through a digital sales and marketing approach; and
- Targeting greenfield opportunities, such as newer products and M&A, that will be incremental to the core growth plan.

The Company continues to see significant potential to grow its existing business lines through several levers for both new and existing clients. YouGov will work to increase its penetration with brands, particularly in the US, grow the overall number of subscriptions, target long-term, strategic tracking projects, and scale fast-turnaround research volumes through the self-service YouGov Platform.

Several principles will guide the operational plan for the next growth phase. These will focus on maximising growth opportunities with larger clients whilst expanding YouGov's overall client base to scale the business. These ambitions are underpinned by increasing awareness of the YouGov Platform to drive adoption, greater standardisation and automation to drive efficiencies, and continuing to attract and retain top talent across the business.

Financial targets

As part of the plan, the Group will set out two new key financial targets, as follows:

- Medium-term revenue of £500 million; and
- Medium-term adjusted operating profit margin of 25%.

Attendance for the live Capital Markets Day event will be in person only. A recording of the presentation will be made available on the Company's website following the session.

Enquiries

YouGov plc
Hannah Jethwani / Tilly Heald

020 7012 6000

FTI Consulting

Charles Palmer / Tom Blundell / Jemima Gurney

020 3727 1000

Numis Securities (NOMAD and Joint Broker)

Nick Westlake / Iqra Amin

020 7260 1000

Berenberg (Joint Broker)

Mark Whitmore / Richard Andrews / Alix Mecklenburg-Solodkoff

020 3207 7800

About YouGov

YouGov is an international online research data and analytics technology group.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 24+ million registered panel members to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

YouGov. Living Consumer Intelligence.

For further information, visit business.yougov.com

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