



19 May 2023

YouGov plc
("YouGov" or "the Group" or "the Company")
Director/PDMR Dealing

YouGov plc, the international research and data analytics group, announces PDMR dealings as detailed in the below tables.

Following these dealings, the total beneficial interest of Mr Alex McIntosh, Chief Financial Officer, remains at 5,435 shares in the Company, representing approximately 0.01% of the Company's total voting rights.

Enquiries

YouGov plc Tilly Heald / Hannah Jethwani	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

DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Alex McIntosh				
2.	Reason for the notification					
a)	Position/status:	Chief Finance Officer				
b)	Initial notification/Amendment:	Initial notification				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name:	YouGov plc				
b)	LEI:	213800MZGBGCJIPOBB41				
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25				
b)	Nature of the transaction:	Acquisition (exercise of options)				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>30,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	0	30,000
Price(s)	Volume(s)					
0	30,000					
d)	Aggregated information: • Aggregated volume: • Price:	n/a				
e)	Date of the transaction:	19 May 2023				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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5.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Alex McIntosh	
6.	Reason for the notification		
a)	Position/status:	Chief Finance Officer	
b)	Initial notification/Amendment:	Initial notification	
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
8.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Disposal	

c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£10.00	30,000
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a	
e)	Date of the transaction:	19 May 2023	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

9.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Tilly Heald	
10.	Reason for the notification		
a)	Position/status:	Chief Governance and Compliance Officer	
b)	Initial notification/Amendment:	Initial notification	
11.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
12.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Acquisition (exercise of options)	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		0	2,447
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a	
e)	Date of the transaction:	19 May 2023	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

13.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Tilly Heald	

14.	Reason for the notification		
a)	Position/status:	Chief Governance and Compliance Officer	
b)	Initial notification/Amendment:	Initial notification	
15.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
16.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Disposal	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£10.00	2,447
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	19 May 2023	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

17.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Lynda Vivian	
18.	Reason for the notification		
a)	Position/status:	Chief Business Operations Officer	
b)	Initial notification/Amendment:	Initial notification	
19.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
20.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Acquisition (exercise of options)	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		0	2,595

d)	Aggregated information: • Aggregated volume: • Price:	n/a
e)	Date of the transaction:	19 May 2023
f)	Place of the transaction:	London Stock Exchange [XLON]

**DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED
PERSONS**

21.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Lynda Vivian	
22.	Reason for the notification		
a)	Position/status:	Chief Business Operations Officer	
b)	Initial notification/Amendment:	Initial notification	
23.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
24.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Disposal	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£10.00	2,595
d)	Aggregated information: • Aggregated volume: • Price:	n/a	
e)	Date of the transaction:	19 May 2023	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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