



7 November 2023

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

Annual Report and Accounts, Notice of AGM and Auditor Change

YouGov, the international online research and data analytics group, makes the following announcements:

Annual Report and Accounts, Notice of AGM and AGM Website

The Company announces that it posted its Annual Report and Accounts for the year ended 31 July 2023 (the "2023 Annual Report"), together with the Notice of the 2023 Annual General Meeting ("AGM") and AGM Proxy Form, to shareholders on 6 November 2023.

The 2023 Annual Report including the Notice of 2023 AGM, and the AGM Proxy Form, is available to download from the Company's website at: corporate.yougov.com/investors/financial-reports.

Information about the upcoming AGM and Resolutions is available from the Company's website at: corporate.yougov.com/agm.

Auditor Change

The Company announces that, following a competitive and comprehensive tender process, Grant Thornton UK LLP ("Grant Thornton") has been appointed as the Company's new auditor. The Company has put the appointment of Grant Thornton as auditor to a vote of shareholders at the upcoming AGM.

PricewaterhouseCoopers LLP ("PwC") has resigned and, as required by section 519 of the Companies Act 2006, has deposited a statement with the Company that there are no circumstances in connection with its resignation as auditor that should be brought to the attention of members or creditors of the Company. A copy of the statement of circumstances is available on the Company's website at corporate.yougov.com/agm. The Board takes this opportunity to extend thanks to PwC for its services during the firm's tenure as auditor.

Details of New Long-Term Incentive Plan

As announced on 10 October 2023, at the upcoming AGM the Company is seeking shareholder approval for a new Long-Term Incentive Plan 2023 ("LTIP 2023"). Full details of LTIP 2023 are included in the 2023 Annual Report and supplemental information on the performance targets which have been set for the first awards to be granted under LTIP 2023 is available on the Company's AGM website at: corporate.yougov.com/agm.

This announcement has been updated to include the working link to the Annual General Meeting 2023 webpage.

Enquiries

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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 26 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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