



8 November 2023

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

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

Enquiries

YouGov plc

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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

DEALING NOTIFICATION FORM

FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED

PERSONS

1.	Details of the person discharging managerial responsibilities/person closely associated											
a)	Name:	Doug Rivers										
2.	Reason for the notification											
a)	Position/status:	Chief Scientist										
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:	<ol style="list-style-type: none"> Exercise of share option pursuant to the vesting of the YouGov Long-Term Incentive Plan 2019 ("LTIP 2019") Sale of vested shares following part settlement with a cash payment equal to market value of 117,219 ordinary shares to meet the PDMR's tax liabilities arising on the exercise of LTIP 2019 										
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Name</th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Doug Rivers</td> <td>1. Nil</td> <td>260,481</td> </tr> <tr> <td></td> <td>2. £8.58</td> <td>143,262</td> </tr> </tbody> </table>	Name	Price(s)	Volume(s)	Doug Rivers	1. Nil	260,481		2. £8.58	143,262	
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Doug Rivers	1. Nil	260,481										
	2. £8.58	143,262										
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a										
e)	Date of the transaction:	6 November 2023										
f)	Place of the transaction:	London Stock Exchange (XLON)										

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