



14 December 2023

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

YouGov, the international research and data analytics group, announces that on 12 December 2023, it was notified of purchases of Ordinary Shares of 0.2p each by Directors and PDMRs through automatic dividend reinvestment plans.

On 11 December 2023, Global Shares Ireland Ltd (the Company's share plan administrator) used proceeds from dividends received to purchase Ordinary Shares of 0.2p each in the Company on behalf of a Director and PDMRs as noted in the below tables.

Following the dividend reinvestment, Sundip Chahal (Chief Business Officer) is beneficially interested in 823,261 shares in the Company, representing approximately 0.71% of the Company's issued share capital.

The Company further announces PDMR dealing as detailed in the below tables.

Enquiries:

YouGov plc

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Hannah Jethwani, Investor Relations Director

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FTI Consulting

Charles Palmer / Valerija Cymbal / Jemima Gurney

020 3727 1000

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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 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:	Sundip Chahal				
2.	Reason for the notification					
a)	Position/status:	Chief Business 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				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£10.14</td> <td>4,861</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£10.14	4,861
Price(s)	Volume(s)					
£10.14	4,861					
d)	Aggregated information: • Aggregated volume: • Price:	n/a				
e)	Date of the transaction:	11 December 2023				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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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:	Acquisition		
c)	Price(s) and volume(s):	Price(s)	Volume(s)	
		£10.14	513	
d)	Aggregated information: <ul style="list-style-type: none">Aggregated volume:Price:	n/a		
e)	Date of the transaction:	11 December 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

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name:	Lynda Vivian		
2.	Reason for the notification			
a)	Position/status:	Chief Operating 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:	1. Exercise of vested options under the Deferred Share Bonus Plan (DSBP) 2014 2. Exercise of vested options under the Long Term Incentive Plan (LTIP) 2019		
c)	Price(s) and volume(s):	Price(s)	Volume(s)	
		1. Nil	3,457	

		2. Nil	30,042
d)	Aggregated information:	<ul style="list-style-type: none"> Aggregated volume: 33,499 Price: Nil 	
e)	Date of the transaction:	13 December 2023	
f)	Place of the transaction:	London Stock Exchange [XLON]	

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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Lynda Vivian				
2.	Reason for the notification					
a)	Position/status:	Chief Operating 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:	Disposal				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£10.04</td> <td>33,499</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£10.04	33,499
Price(s)	Volume(s)					
£10.04	33,499					
d)	Aggregated information:	<ul style="list-style-type: none"> Aggregated volume: n/a Price: 				
e)	Date of the transaction:	13 December 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

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Andy Morris	
2.	Reason for the notification		
a)	Position/status:	Chief Innovations Officer	
b)	Initial notification/Amendment:	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		

	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:	Exercise of vested options under the Long Term Incentive Plan (LTIP) 2019					
c)	Price(s) and volume(s):	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>Nil</td><td>25,000</td></tr> </table>	Price(s)	Volume(s)	Nil	25,000	
Price(s)	Volume(s)						
Nil	25,000						
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a					
e)	Date of the transaction:	13 December 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

5.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Andy Morris					
6.	Reason for the notification						
a)	Position/status:	Chief Innovations 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):	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£10.06</td><td>25,000</td></tr> </table>	Price(s)	Volume(s)	£10.06	25,000	
Price(s)	Volume(s)						
£10.06	25,000						
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a					
e)	Date of the transaction:	13 December 2023					
f)	Place of the transaction:	London Stock Exchange [XLON]					

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