



05 February 2024

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

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

Following the sale of 350,000 shares by Rosamund Shakespeare, spouse of Stephan Shakespeare, for the purposes of personal property transactions, the aggregate holding of Stephan Shakespeare and Persons Closely Associated with him is now 1,773,029 Ordinary Shares in the Company, representing approximately 1.51% of the Company's issued share capital.

Following the sale of 7,000 shares by Rosemary Leith, Non-Executive Director, she is now beneficially interested in a total of 10,043 shares in the Company, representing approximately 0.01% of the Company's issued share capital.

Enquiries

YouGov plc

Tilly Heald, Company Secretary

Hannah Jethwani, Investor Relations
Director

020 7012 6000

FTI Consulting

Charles Palmer / Valerija Cymbal /
Jemima Gurney

020 3727 1000

**Deutsche Numis (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

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:	Rosamund Shakespeare		
2.	Reason for the notification			
a)	Position/status:	PCA of Stephan Shakespeare, Chair		
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):	Name	Price(s)	Volume(s)
		Rosamund Shakespeare	£11.80	350,000
d)	Aggregated information: • Aggregated volume: • Price:	n/a		
e)	Date of the transaction:	2 February 2024		
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:	Rosemary Leith		
2.	Reason for the notification			

2.	Reason for the notification							
a)	Position/status:	Non-Executive Director						
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>Name</th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Rosemary Leith</td> <td>£11.85</td> <td>5000</td> </tr> </tbody> </table>	Name	Price(s)	Volume(s)	Rosemary Leith	£11.85	5000
Name	Price(s)	Volume(s)						
Rosemary Leith	£11.85	5000						
d)	Aggregated information: • Aggregated volume: • Price:	n/a						
e)	Date of the transaction:	2 February 2024						
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:	Rosemary Leith			
2.	Reason for the notification				
a)	Position/status:	Non-Executive Director			
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>Name</th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> </tbody> </table>	Name	Price(s)	Volume(s)
Name	Price(s)	Volume(s)			

c)	Price(s) and volume(s):	Name	Price(s)	Volume(s)
		Rosemary Leith	£12.30	2000
d)	Aggregated information: • Aggregated volume: • Price:	n/a		
e)	Date of the transaction:	5 February 2024		
f)	Place of the transaction:	London Stock Exchange [XLON]		

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHEAKASEDSLEFA