



7 May 2024

YouGov plc

("YouGov" or the "Group")

Move to SETS trading platform

YouGov, the international research and data analytics group, announces that it will transition trading of the Company's shares on AIM from the London Stock Exchange's SETSx (Stock Exchange Electronic Trading Service: Quotes and Crosses) trading platform to its SETS (Stock Exchange Trading System) platform, effective today (7 May 2024).

The move is intended to provide investors with access to the entire SETS system, providing liquidity via traditional order book trades, as well as from two-way quotes from market makers.

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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 27+ 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

information, please contact ms@seg.com or visit www.ms.com.

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