



28 June 2024

**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.

Following the purchase of 24,249 shares by Stephan Shakespeare, Non-Executive Chair, the aggregate holding of Stephan Shakespeare and Persons Closely Associated with him is now 1,800,648 Ordinary Shares in the Company, representing approximately 1.54% of the Company's issued share capital.

**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 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. In 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](https://business.yougov.com)

## DEALING NOTIFICATION FORM

### FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Stephan Shakespeare				
2.	<b>Reason for the notification</b>					
a)	Position/status:	Non-Executive Chair				
b)	Initial notification/Amendment:	Initial notification				
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name:	YouGov plc				
b)	LEI:	213800MZGBGCJIPOBB41				
4.	<b>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</b>					
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25				
b)	Nature of the transaction:	Purchase				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£4.10</td> <td>24,249</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£4.10	24,249
Price(s)	Volume(s)					
£4.10	24,249					
d)	Aggregated information: • Aggregated volume: • Price:	n/a				
e)	Date of the transaction:	27 June 2024				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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