

**21 August 2024**

**YouGov plc**

**("YouGov" or "the Group" or "the Company")**

**Admission of New Ordinary Shares and Total Voting Rights**

On 6 August 2024, YouGov, the international research and data analytics group, announced the acquisition of Yabble, a New Zealand based company pioneering the use of generative AI to deliver audience insights.

As set out in that announcement, the initial cash consideration for the acquisition has been funded through existing cash resources, with the sellers agreeing to apply a portion of the cash proceeds towards a phased subscription for ordinary shares in YouGov, at their market value.

The conditions in respect of the second and final payment of the initial cash consideration have now been met and accordingly, the Group announces that an application has been made to the London Stock Exchange for 151,579 new ordinary shares of 0.2 pence each in the Company ('Ordinary Shares') to be admitted to AIM.

The new Ordinary Shares will, upon issue, rank pari passu with the existing ordinary share capital of the Company. It is expected that admission will become effective on 27 August 2024.

Following the issue and allotment of the new Ordinary Shares as described above, the Company will have 117,825,791 Ordinary Shares in issue. No Ordinary Shares are held in treasury.

The above figure includes 1,186,800 Ordinary Shares that are held by the YouGov Employee Benefit Trust to satisfy awards under the Company's employee share schemes. Therefore, shareholders may use the figure of 116,638,991 as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Group under the Financial Conduct Authority's Disclosure and Transparency Rules.

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

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