



23 August 2024

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

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

Following the exercise and sale of share options as noted below, Alex McIntosh, Chief Finance Officer, remains beneficially interested in a total of 985 shares in the Company, representing approximately 0.001% 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 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:	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					
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 pursuant to exercise of Options				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>nil</td> <td>28,582</td> </tr> </tbody> </table>	Price(s)	Volume(s)	nil	28,582
Price(s)	Volume(s)					
nil	28,582					
d)	Aggregated information: • Aggregated volume: • Price:	n/a				
e)	Date of the transaction:	22 August 2024				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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a)	Description of the financial instrument, type of instrument:	Ordinary Shares of 0.2p each	

	Identification code:	GB00B1VQ6H25		
b)	Nature of the transaction:	Disposal		
c)	Price(s) and volume(s):	Price(s)	Volume(s)	
		£5.25	28,582	
d)	Aggregated information: • Aggregated volume: • Price:	n/a		
e)	Date of the transaction:	22 August 2024		
f)	Place of the transaction:	London Stock Exchange [XLON]		

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a)	Name:	Alex McIntosh		
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b)	Initial notification/Amendment:	Initial notification		
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b)	Nature of the transaction:	Acquisition pursuant to exercise of Options		
c)	Price(s) and volume(s):	Price(s)	Volume(s)	
		nil	97,803	
d)	Aggregated information: • Aggregated volume: • Price:	n/a		
e)	Date of the transaction:	22 August 2024		
f)	Place of the transaction:	London Stock Exchange [XLON]		

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b)	Nature of the transaction:	Disposal				
c)	Price(s) and volume(s):	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">Price(s)</th> <th style="width: 50%;">Volume(s)</th> </tr> <tr> <td>£5.25</td> <td>97,803</td> </tr> </table>	Price(s)	Volume(s)	£5.25	97,803
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