

TR-1: Standard form for notification of major holdings

1. Issuer Details

ISIN

GB00B1VQ6H25

Issuer Name

YOUGOV PLC

UK or Non-UK Issuer

UK

2. Reason for Notification

An acquisition or disposal of voting rights

3. Details of person subject to the notification obligation

Name

Aggregate of abrdn plc affiliated investment management entities with delegated voting rights on behalf of multiple managed portfolios

City of registered office (if applicable)

Edinburgh

Country of registered office (if applicable)

United Kingdom

4. Details of the shareholder

Full name of shareholder(s) if different from the person(s) subject to the notification obligation, above

City of registered office (if applicable)

Country of registered office (if applicable)

5. Date on which the threshold was crossed or reached

23-Oct-2024

6. Date on which Issuer notified

24-Oct-2024

7. Total positions of person(s) subject to the notification obligation

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	Below 5%	0.000000	Below 5%	Below 5%

Position of previous notification (if applicable)	5.885661	0.000000	5.885661	
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8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

8A. Voting rights attached to shares

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB00B1VQ6H25		Below 5%		Below 5%
Sub Total 8.A	Below 5%		Below 5%	

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

9. Information in relation to the person subject to the notification obligation

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
abrdn plc				
abrdn plc	abrdn Investments (Holdings) Limited			
abrdn plc	abrdn Investment Management Limited			
abrdn plc				
abrdn plc	abrdn Holdings Limited			
abrdn plc	abrdn Investments Limited			

10. In case of proxy voting

Name of the proxy holder

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The number and % of voting rights held

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The date until which the voting rights will be held

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11. Additional Information

In reference to Section 9, the shares detailed are managed by the named discretionary investment management entity within multiple portfolios on behalf of underlying clients, based on investment management agreements whereby the client has delegated the exercise of the voting power to the referenced investment manager.
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12. Date of Completion

24-Oct-2024

13. Place Of Completion

Glasgow, United Kingdom

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