

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; Other

Comments

Transfer in of temporary Proxy voting shares

3. Details of person subject to the notification obligation

Name

Ameriprise Financial, Inc.

City of registered office (if applicable)

Minneapolis

Country of registered office (if applicable)

United States

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

12-Nov-2024

6. Date on which Issuer notified

14-Nov-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	5.186000	0.000000	5.186000	6055507

was crossed or reached				
Position of previous notification (if applicable)	N/a	N/a	N/a	N/a

## 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	0	6055507	0.000000	5.186000
Sub Total 8.A	6055507		5.186000%	

### 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
Ameriprise Financial, Inc. (Chain One)		0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Columbia Threadneedle Investments UK International Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Columbia Threadneedle (Europe) Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Columbia Threadneedle AM (Holdings) Plc	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Columbia Threadneedle Group (Holdings) Limited	0.000000	0.000000	0.000000%

Ameriprise Financial, Inc.	Columbia Threadneedle Group (Management) Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Columbia Threadneedle Holdings Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Columbia Threadneedle Management Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc. (Chain Two)		0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	TAM UK International Holdings Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Threadneedle Holdings Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	TAM UK Holdings Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Threadneedle Asset Management Holdings Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	TC Financing Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Threadneedle Asset Management Limited	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc. (Chain Three)		0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Columbia Management Investment Advisors, LLC	0.000000	0.000000	0.000000%
Ameriprise Financial, Inc.	Columbia Wanger Asset Management, LLC	0.000000	0.000000	0.000000%

#### 10. In case of proxy voting

##### Name of the proxy holder

Ameriprise Financial, Inc.

##### The number and % of voting rights held

580,474 shares; 0.497%

**The date until which the voting rights will be held**

5th December 2024

**11. Additional Information**

Columbia Wanger Asset Management, LLC is wholly owned by Columbia Management Investment Advisers, LLC, which is itself wholly owned by Ameriprise Financial, Inc.

Columbia Threadneedle Management Limited is wholly owned by Columbia Threadneedle Holdings Limited, which is wholly owned by Columbia Threadneedle Group (Management) Limited, which is wholly owned by Columbia Threadneedle Group (Holdings) Limited, which is wholly owned by Columbia Threadneedle AM (Holdings) Plc, which is wholly owned by Columbia Threadneedle (Europe) Limited, which is wholly owned by Columbia Threadneedle Investments UK International Limited, which is wholly owned by Ameriprise Financial, Inc.

Columbia Threadneedle Fund Management Limited is wholly owned by WAM Holdings Limited, which is wholly owned by Columbia Threadneedle Treasury Limited, which is wholly owned by Columbia Threadneedle AM (Holdings) Plc, which is wholly owned by Columbia Threadneedle (Europe) Limited, which is wholly owned by Columbia Threadneedle Investments UK International Limited, which is wholly owned by Ameriprise Financial, Inc.

**12. Date of Completion**

14<sup>th</sup> November 2024

**13. Place Of Completion**

Swindon, UK

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