

14 January 2025

YouGov plc

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

Block Listing Application

YouGov, the international online research and data analytics group, announces that application has been made to the London Stock Exchange for 19,994 Ordinary Shares of 0.2p each to be added to the Company's existing Block Listing in respect of the Group's historic Deferred Share Bonus Plan established in 2014 ("DSBP 2014"), for the satisfaction of employee exercises of vested options from time to time.

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 17 January 2025.

Enquiries

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About YouGov

YouGov is a global research data, and analytics group.

Our mission is to offer unparalleled insight into what the world really thinks and does. With operations in the US, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

Above all, YouGov is powered by reality. That stems from a unique panel of millions of registered members across 55 countries, encapsulating some 18 million shopping trips and millions of interconnected data points.

Our unique approach to recruiting and engaging with our panel, combined with our state-of-the-art technology platforms, enables us to deliver real-world, real-time insights that lead to better decision-making and a competitive advantage for our clients.

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 consistently one of the most quoted market research sources in the world.

YouGov/Research Reality

For further information, visit business.yougov.com

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