



1 April 2025

YouGov plc
("YouGov" or "the Group" or "the Company")
Total Voting Rights

As at 31 March 2025 the Company's issued share capital consisted of 117,829,735 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure includes 811,517 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 117,018,218 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.

Enquiries

YouGov plc

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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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