



30 April 2025

YouGov plc
("YouGov" or "the Group" or "the Company")
Director/PDMR Dealing and Total Voting Rights

YouGov, the international research and data analytics group, announces that 21,350 new ordinary shares of 0.2p each ("Ordinary Shares") in the Company are to be allotted and issued.

Under the Company's remuneration policy, a proportion of the Non-Executive Directors' annual fee may be paid in the form of Ordinary Shares in lieu of cash. Accordingly, the Company has approved the allotment and issue of 21,350 new Ordinary Shares as follows:

- 10,675 new Ordinary Shares representing a value of £30,000* to Deborah Davis
- 5,338 new Ordinary Shares representing a value of £15,000* to Shalini Govil-Pai
- 1,779 new Ordinary Shares representing a value of £5,000* to Ashley Martin
- 1,779 new Ordinary Shares representing a value of £5,000* to Devesh Mishra
- 1,779 new Ordinary Shares representing a value of £5,000* to Andrea Newman

(*Based on a closing price of £2.81 as at 28 April 2025, being the prior trading day before allotment.)

Following this issue, the shareholdings of these NEDs will be as follows:

- Deborah Davis will hold a total of 10,675 Ordinary Shares (representing approximately 0.01% of the Company's Issued Share Capital)
- Shalini Govil-Pai will hold 15,247 Ordinary Shares (representing approximately 0.01% of the Company's Issued Share Capital).
- Ashley Martin will hold 11,328 Ordinary Shares (representing approximately 0.01% of the Company's total issued share capital).
- Devesh Mishra will hold 29,038 Ordinary Shares (representing approximately 0.01% of the Company's Issued Share Capital).
- Andrea Newman will hold 6,985 Ordinary Shares (representing approximately 0.01% of the Company's total issued share capital).

Application will be made for the admission of these new Ordinary Shares to trading on AIM with admission anticipated to be on 06 May 2025.

Total Voting Rights

The total number of Ordinary Shares with voting rights in issue following the issue of these new Ordinary Shares is 117,851,085. No Ordinary Shares are held in treasury.

The above figure includes 773,615 Ordinary Shares that are held by the YouGov Employee Benefit Trust to satisfy awards under the Company's employee share schemes.

Shareholders may use the figure of 117,077,470 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

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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

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:	Deborah Davis					
2.	Reason for the notification						
a)	Position/status:	Chair of the Board					
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 of shares					
c)	Price(s) and volume(s):	<table border="1"><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>nil</td><td>10,675</td></tr></table>	Price(s)	Volume(s)	nil	10,675	
Price(s)	Volume(s)						
nil	10,675						
d)	Aggregated information:						

	<ul style="list-style-type: none"> Aggregated volume: Price: 	n/a
e)	Date of the transaction:	29 April 2025
f)	Place of the transaction:	London Stock Exchange [XLON]

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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:	Shalini Govil-Pai					
2.	Reason for the notification						
a)	Position/status:	Non-Executive Director					
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 of shares					
c)	Price(s) and volume(s):	<table> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>nil</td><td>5,338</td></tr> </table>	Price(s)	Volume(s)	nil	5,338	
Price(s)	Volume(s)						
nil	5,338						
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	n/a					
e)	Date of the transaction:	29 April 2025					
f)	Place of the transaction:	London Stock Exchange [XLON]					

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1.	Details of the person discharging managerial responsibilities/person closely associated		
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a)	Name:	Ashley Martin				
2.	Reason for the notification					
a)	Position/status:	Non-Executive Director				
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 of shares				
c)	Price(s) and volume(s):	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>nil</td><td>1,779</td></tr> </table>	Price(s)	Volume(s)	nil	1,779
Price(s)	Volume(s)					
nil	1,779					
d)	Aggregated information: • Aggregated volume: • Price:	n/a				
e)	Date of the transaction:	29 April 2025				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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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:	Devesh Mishra	
2.	Reason for the notification		
a)	Position/status:	Non-Executive Director	
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 of shares	

c)	Price(s) and volume(s):	Price(s)	Volume(s)	
		nil	1,779	
d)	Aggregated information: <ul style="list-style-type: none">• Aggregated volume:• Price:	n/a		
e)	Date of the transaction:	29 April 2025		
f)	Place of the transaction:	London Stock Exchange [XLON]		

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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:	Andrea Newman		
2.	Reason for the notification			
a)	Position/status:	Non-Executive Director		
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 of shares		
c)	Price(s) and volume(s):	Price(s)	Volume(s)	
		nil	1,779	
d)	Aggregated information: • Aggregated volume: • Price:	n/a		
e)	Date of the transaction:	29 April 2025		
f)	Place of the transaction:	London Stock Exchange [XLON]		

information, please contact ms@seg.com or visit www.ms.com.

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