



2 July 2025

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

**DEALING NOTIFICATION FORM**  
**FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS**

1.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Stephan Shakespeare				
2.	<b>Reason for the notification</b>					
a)	Position/status:	Chief Executive Officer				
b)	Initial notification/Amendment:	Initial notification				
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name:	YouGov plc				
b)	LEI:	213800MZGBGCJIPOBB41				
4.	<b>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</b>					
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25				
b)	Nature of the transaction:	Grant of a charge over 1,800,648 shares beneficially held by Mr Shakespeare and his connected persons as security pursuant to a personal loan facility.				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td>1,800,648</td> </tr> </tbody> </table>	Price(s)	Volume(s)	N/A	1,800,648
Price(s)	Volume(s)					
N/A	1,800,648					
d)	Aggregated information: • Aggregated volume: • Price:	n/a				
e)	Date of the transaction:	01/07/2025				
f)	Place of the transaction:	London Stock Exchange [XLON]				

**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](https://business.yougov.com)

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