



29 August 2025

YouGov plc

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

# Director/PDMR Dealings

YouGov plc, the international research and data analytics group, announces PDMR dealings as detailed in the below tables.

Following the purchase of shares, Stephan Shakespeare, Chief Executive Officer, is beneficially interested in a total of 1,887,363 shares in the Company, representing approximately 1.6% of the Company's issued share capital. Additionally, Mr Shakespeare holds 418,940 vested and unexercised options representing 0.4% of the Company as of today's date.

Following the exercise and sale of share options as noted below, Alex McIntosh, Chief Finance Officer, remains beneficially interested in a total of 1,000 shares in the Company, representing approximately 0.001% of the Company's issued share capital. Additionally, Mr McIntosh holds 534,346 vested and unexercised options representing 0.5% of the Company as of today's date.

## Enquiries

<b>YouGov plc</b> Tilly Heald, Company Secretary Hannah Jethwani, Head of IR & Corporate Strategy	020 7012 6000
<b>FTI Consulting</b> Charles Palmer / Valerija Cymbal / Jemima Gurney	020 3727 1000
<b>J.P. Morgan Cazenove (NOMAD and Joint Broker)</b> Bill Hutchings / James Summer	020 3493 8000
<b>Berenberg (Joint Broker)</b> Mark Whitmore / Richard Andrews / Alix Mecklenburg-Solodkoff	020 3207 7800
<b>Morgan Stanley &amp; Co. International plc (Joint Broker)</b> Andrew Foster / Josh Williams / Ed Phillips	020 7425 8000

## 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)

## 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
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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:	Purchase				
c)	Price(s) and volume(s):	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£3.462</td><td>86,715</td></tr> </table>	Price(s)	Volume(s)	£3.462	86,715
Price(s)	Volume(s)					
£3.462	86,715					
d)	Aggregated information: <ul style="list-style-type: none"> <li>Aggregated volume:</li> <li>Price:</li> </ul>	n/a				
e)	Date of the transaction:	28/08/2025				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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

5.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Alex McIntosh				
6.	<b>Reason for the notification</b>					
a)	Position/status:	Chief Finance Officer				
b)	Initial notification/Amendment:	Initial notification				
7.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name:	YouGov plc				
b)	LEI:	213800MZGBGCJIPOBB41				
8.	<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:	Acquisition pursuant to exercise of options				
c)	Price(s) and volume(s):	<table border="1"> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>nil</td><td>76,486</td></tr> </table>	Price(s)	Volume(s)	nil	76,486
Price(s)	Volume(s)					
nil	76,486					

d)	Aggregated information: • Aggregated volume: • Price:	n/a
e)	Date of the transaction:	27/08/2025
f)	Place of the transaction:	London Stock Exchange [XLON]

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

9.	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Alex McIntosh				
10.	<b>Reason for the notification</b>					
a)	Position/status:	Chief Finance Officer				
b)	Initial notification/Amendment:	Initial notification				
11.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name:	YouGov plc				
b)	LEI:	213800MZBGCJIPOBB41				
12.	<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:	Disposal				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£3.405</td> <td>76,486</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£3.405	76,486
Price(s)	Volume(s)					
£3.405	76,486					
d)	Aggregated information: • Aggregated volume: • Price:	n/a				
e)	Date of the transaction:	27/08/2025				
f)	Place of the transaction:	London Stock Exchange [XLON]				

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