



24 March 2026

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 table.

Following the purchase of shares:

Ian Griffiths, Chair, is beneficially interested in a total of 50,000 shares in the Company, representing approximately 0.04% of the Company's issued share capital.

Stephan Shakespeare, Chief Executive Officer, is beneficially interested in a total of 2,028,128 shares in the Company, representing approximately 1.72% of the Company's issued share capital.

Enquiries

YouGov plc

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FTI Consulting

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Bill Hutchings / James Summer

020 3493 8000

Berenberg (Joint Broker)

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020 3207 7800

Morgan Stanley & Co. International plc (Joint Broker)

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 64 markets, 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:	Ian Griffiths
2.	Reason for the notification	
a)	Position/status:	Chair

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:	Purchase		
c)	Price(s) and volume(s):	Price(s)		Volume(s)
		£1.56		30,784
d)	Aggregated information: · Aggregated volume: · Price:	n/a		
e)	Date of the transaction:	24/03/2026		
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.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name:	Stephan Shakespeare		
6.	Reason for the notification			
a)	Position/status:	Chief Executive Officer		
b)	Initial notification/Amendment:	Initial notification		
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name:	YouGov plc		
b)	LEI:	213800MZGBGCJIPOBB41		
8.	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:	Purchase		
c)	Price(s) and volume(s):	Price(s)	Volume(s)	
		£1.55	65,616	
d)	Aggregated information: · Aggregated volume: · Price:	n/a		
e)	Date of the transaction:	24/03/2026		

f)	Place of the transaction:	London Stock Exchange [XLON]
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