

Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS				
1a. Identity of the issuer or the underlying issuer of existing shares:		YouGov PLC		
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)				
Non-UK issuer				
2. Reason for the notification (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of shares		X		
An acquisition or disposal of financial instruments				
An event changing the breakdown of shares outstanding				
Other (please specify):				
3. Details of person subject to the notification obligation				
Name		Artemis Investment Management LLP		
City and country of registered office (if applicable)		London, United Kingdom		
4. Full name of shareholder(s) (if different from 3.)				
Name				
City and country of registered office (if applicable)				
5. Date on which the threshold was crossed or reached:		02/04/2026		
6. Date on which issuer notified (DD/MM/YYYY):		07/04/2026		
7. Total positions of person(s) subject to the notification obligation				
	% of shares outstanding (total of 8. A)	% of shares outstanding through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of shares outstanding held in issuer
Resulting situation on the date on which threshold was crossed or reached	9.100368%		9.100368%	10,704,427.00
Position of previous notification (if applicable)	8.080188%		8.080188%	

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached ^v				
A: Shares				
Class/type of shares ISIN code (if possible)	Number of shares outstanding		% of shares outstanding	
	Direct	Indirect	Direct	Indirect
Equity: GB00B1VQ6H25		10,704,427.00		9.100368%
SUBTOTAL 8. A	10,704,427.00		9.100368%	

B 1: Financial Instruments as an entitlement to acquire				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number shares that may be acquired if the instrument is exercised/converted.	% of shares outstanding
		SUBTOTAL 8. B 1		

B 2: Financial Instruments with similar economic effect					
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Physical or cash settlement	Number of shares	% of shares outstanding
			SUBTOTAL 8.B.2		

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer			
Full chain of controlled undertakings through which the shares and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity (please add additional rows as necessary)			X
Name	% of shares outstanding if it equals or is higher than the notifiable threshold	% of shares outstanding through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Artemis Investment Management LLP	9.100368	0.000000	9.100368
Artemis Fund Managers Limited	6.296455	0.000000	6.296455

10. Additional information

Place of completion	London
Date of completion	07/04/2026

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