



3 August 2026

YouGov plc
("YouGov" or "the Group" or "the Company")
Total Voting Rights

As at 31 July 2026 the Company's issued share capital consisted of 117,885,459 ordinary shares of 0.2p each ("Ordinary Shares"). No Ordinary Shares are held in treasury.

The above figure includes 725,557 Ordinary Shares that are held by the YouGov Employee Benefit Trust to satisfy awards under the Company's employee share schemes.

Therefore, shareholders may use the figure of 117,159,902 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

YouGov plc

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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 Americas, Mainland Europe, UK and Asia Pacific, we have one of the world's largest research networks and are seen as the most trusted market research provider globally*.

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 our panel, combined with state-of-the-art technology platforms, enables us to deliver accurate, 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 built a reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is the most quoted market research brand by the world's media.**

YouGov / Research Reality

For further information, visit yougov.com

** 3rd party piece of research across over 3,000 market research users globally, Aug 2025*

*** Meltwater, 1 August 2024 to 31 July 2025*

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