In accordance with Section 854 of the Companies Act 2006

AR01

**Annual Return** 

023769/40



	A fee is payable with this form Please see 'How to pay' on the last page  You can use the WebFiling servi Please go to www.companieshouse	
<b>√</b>	What this form is for You may use this form to confirm that the company information is correct as at the date of this return You must file an Annual Return at least once every year  What this form is NOT for You cannot use this form to give notice of changes to the company officers, registered office address, company type or information relating to the company records	*L3FMG8D4*  LD4 03/09/2014  COMPANIES HOUSE  *L3F4S8HV*  LD2 27/08/2014 #12  COMPANIES HOUSE
Part 1	Company details	
	The section must be completed by all companies	Filling in this form Please complete in typescript or in bold black capitals All fields are mandatory unless
A 1	Company datata	specified or indicated by *
A1	Company details	
Company name in full	0  3  6  0  7  3  1  1  YOUGOV PLC	If your company has recently changed its name, please provide the company name as at the date of this return
A2	Return date	
Date of this return 2	Please give the annual return made up date The return date must not be a future date The annual return must be delivered within 28 days of the date given below    3     1     7     2     6   1   4   4   4   4   4   4   4   4   4	② Date of this return Your company's return date is usually the anniversary of incorporation or the anniversary of the last annual return filed at Companies House You may choose an earlier return date but it must not be a later date
A3	Principal business activity	
	Please show the trade classification code number(s) for the principal activity or activities •	Principal business activity You must provide a trade classification code (SIC code) or a
Classification code 1	7 3 2 0 0	description of your company's main
Classification code 2		A full list of the trade classification
Classification code 3		codes are available on our website www.companieshouse.gov.uk
Classification code 4		www.companieshouse.gov.ak
	If you cannot determine a code, please give a brief description of your business activity below	
Principal activity	MARKET RESEARCH, OPINION POLLING,	
description	BUSINESS & MANAGEMENT CONSULTANCY	

A4	ompany ty	/pe •				-
	one box must Public I Private Private Private Private Private Private	be ticked imited co company company company unlimited	mpany Ilmited by Ilmited by Ilmited by Ilmited by Ilmited by Ilmited by		ction 60	● Company type  If you are unsure of your company type, please check your latest certificate of incorporation or our website www.companieshouse.gov.uk
A5	Registered	office a	address (	•		-
Building name/number	50					Change of registered office
Street	FEATHERS1	FONE S	TREET	<b>V</b>		This must agree with the address that is held on the Companies House record at the date of this return
Post town	ONDON					If the registered office address has changed, you should complete form AD01 and submit it together with
County/Region	*					this annual return
Postcode	E C 1	Υ	8 R	Т		
A6	Single alter		•	on location (SAIL) o	of the	<u> </u>
Building name/number	18					<b>⊙</b> SAIL address
Street	NEVILLE HO					<ul> <li>This must agree with the address that is held on the Companies House record at the date of this return</li> </ul>
	LAUREL LAI				<del></del>	If the address has changed, you
Post town	HALESOWE					should complete form AD02 and submit it together with this annual return
County/Region	WEST MIDL	ANDS				
Postcode	в 6 3	3_	D A			
A7	ocation of	compa	ny reco	ds 💇		
	Please tick the appropriate box to indicate which records are kept at the SAIL address in Section A6  Register of members Register of directors Directors' service contracts Directors' indemnities Register of secretaries Records of resolutions etc Contracts relating to purchase of own shares Documents relating to redemption or purchase of own share out of					● Location of company records If the company records are held at the registered office address, do not tick any of the boxes in this section
						Certain records must be kept by every company while other records are only kept by certain company types where appropriate
						If the records are not kept at the SAIL address, they must be available at the registered office
	Registe Report Interesi Registe Instrum	er of debe to memb ts in its sh er of inter	nares ests in shai ating charg		npany	If any of the company records have moved from the registered office to the address in Section A6 since the last annual return, you must complete form AD03 and submit it together with this annual return
				es and register of charges	s Scotland	

Part 2	Officers of the company			
	This section should include details of the company at the date to which this annual return is made up  → For a secretary who is an individual, go to Section B1  → For a corporate secretary, go to Section C1  → For a director who is an individual, go to Section D1  → For a corporate director, go to Section E1	Continuation pages Please use a continuation page if you need to enter more officer details		
Secretary				
B1	Secretary's details •	· ·		
	Please use this section to list all the secretaries of the company For a corporate secretary, complete Section C1-C4	Secretary appointments  You may not use this form to appoint a secretary To do this,		
Title*	MR	please complete form AP03 and submit it together with this annual		
Full forename(s)	ALAN PHILIP STEPHEN	return		
Surname	NEWMAN	Corporate details Please use Section C1-C4 to enter		
Former name(s) •		Secretary details All details must agree with those previously notified to Companies House If you have made changes since the last annual return and have not notified us, please complete form CH03  Former name(s) Please provide any previous names which have been used for business purposes during the period of this return Married women do not need to give former names unless previously used for business purposes		
B2	Secretary's service address			
Building name/number	THE COMPANY'S REGISTERED OFFICE	Service address  If you have previously notified		
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The		
Post town		<ul> <li>Company's Registered Office' in the address</li> </ul>		
County/Region		This information will appear on the public record		
Postcode		public record		
Country				

# **Corporate secretary**

C1	Corporate secretary's details •	·
Corporate body/firm	Please use this section to list all the corporate secretaries of the company	Ocorporate secretary appointments You cannot use this form to appoint a corporate secretary To do this,
name		please complete form AP04 and submit it together with this annual return
Building name/number		Corporate secretary details
Street		All details must agree with those previously notified to Companies House If you have made changes since the last annual return and have not notified us, please complete
Post town		form CH04
County/Region		This information will appear on the public record
Postcode		public record
Country		
C2	Location of the registry of the corporate body or firm	
	Is the corporate secretary registered within the European Economic Area (EEA)?  → Yes Complete Section C3 only  → No Complete Section C4 only	
СЗ	EEA companies ®	
	Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register	● EEA  A full list of countries of the EEA can be found in our guidance www.companieshouse.gov.uk
Where the company/ firm is registered <b>9</b>		This is the register mentioned in Article 3 of the First Company Law
Registration number		Directive (68/151/EEC)
C4	Non-EEA companies	
	Please give details of the legal form of the corporate body or firm and the law by which it is governed. If applicable, please also give details of the register in which it is entered (including the state) and its registration number in that register.	O Non-EEA  Where you have provided details of the register (including state) where the company or firm is registered, you must also provide its number in
Legal form of the corporate body or firm		that register
Governing law		
If applicable, where the company/firm is registered •		
If applicable, the registration number		

D1	Director's details •			
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	Director appointments     You cannot use this form to     appoint a director To do this, please		
Title*	SIR	complete form APO1 and submit it together with this annual return		
Full forename(s)	PETER LYTTON	Corporate details		
Surname	BAZALGETTE	Please use Section E1-E4 to enter corporate director details		
Former name(s) •		Director details  All details must agree with those previously notified to Companies  House If you have made changes		
Country/State of residence	UNITED KINGDOM	since the last annual return and have not notified us, please		
Nationality	BRITISH	complete form CH01		
Date of birth	2 2 0 5 1 9 5 3	Please provide any previous names		
Business occupation (if any)	COMPANY DIRECTOR	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes		
D2	Director's service address			
Building name/numbe	THE COMPANY'S REGISTERED OFFICE	Service address  If you have previously notified		
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the		
Post town		address		
County/Region		This information will appear on the public record		
Postcode		F		
Country				

D1	Director's details •			
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments  You cannot use this form to appoint a director To do this, please		
Title*	MR	complete form AP01 and submit it together with this annual return		
Full forename(s)	BENJAMIN WILLIAM	Corporate details		
Surname	ELLIOT	Please use Section E1-E4 to enter corporate director details		
Former name(s) @		Director details  All details must agree with those previously notified to Companies		
Country/State of residence	UNITED KINGDOM	House If you have made changes since the last annual return and have not notified us, please		
Nationality	BRITISH	complete form CH01		
Date of birth	1 T T T T T T T T T T T T T T T T T T T	Please provide any previous names		
Business occupation (if any)	ENTREPRENEUR	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.		
D2	Director's service address®			
Building name/number	THE COMPANY'S REGISTERED OFFICE.	Service address  If you have previously notified		
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the address  This information will appear on the public record		
Post town				
County/Region				
Postcode		public record		
Country		- 10		

D1	Director's details ♥			
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please		
Title*	MR	complete form AP01 and submit it together with this annual return		
Full forename(s)	JONATHAN NICHOLAS	Corporate details		
Surname	JONES V	Please use Section E1-E4 to enter corporate director details		
Former name(s) •		Director details  All details must agree with those previously notified to Companies  House If you have made changes		
Country/State of residence	UNITED KINGDOM	since the last annual return and have not notified us, please		
Nationality	BRITISH	complete form CH01		
Date of birth	2 3 0 4 N 9 6 5	Please provide any previous names		
Business occupation (if any)	COMPANY DIRECTOR	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.		
D2	Director's service address   O			
Building name/numbe	THE COMPANY'S REGISTERED OFFICE	Service address  If you have previously notified		
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the		
Post town		address		
County/Region		This information will appear on the public record		
Postcode				
Country				

D1	Director's details •			
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	O Director appointments You cannot use this form to appoint a director To do this, please		
Title*	MR	complete form APO1 and submit it together with this annual return		
Full forename(s)	ALAN PHILIP STEPHEN	Corporate details		
Surname	NEWMAN	Please use Section E1-E4 to enter corporate director details.		
Former name(s) 😉		Director details  All details must agree with those previously notified to Companies		
Country/State of residence	UNITED KINGDOM	House If you have made changes since the last annual return and have not notified us, please		
Nationality	BRITISH	complete form CH01		
Date of birth	2   4   O   4   Y   9   5   7	Please provide any previous names		
Business occupation (if any)	COMPANY DIRECTOR	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes		
D2	Director's service address®			
Building name/number	THE COMPANY'S REGISTERED OFFICE	<b>Service address</b> If you have previously notified		
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the		
Post town		address		
County/Region		This information will appear on the public record		
Postcode		P2011 155010		
Country				

D1	Director's details <sup>©</sup>	<del></del> '		
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	ODIrector appointments You cannot use this form to appoint a director To do this, please		
Title*	MR	complete form APO1 and submit it together with this annual return		
Full forename(s)	ROGER GEORGE	Corporate details		
Surname	PARRY	Please use Section E1-E4 to enter corporate director details		
Former name(s) 2		Director details  All details must agree with those previously notified to Companies		
Country/State of residence	UNITED KINGDOM	House If you have made changes since the last annual return and have not notified us, please		
Nationality	BRITISH	complete form CH01		
Date of birth	6         4         6         7         9         5         3	<b>② Former name(s)</b> Please provide any previous names		
Business occupation (if any)	COMPANY DIRECTOR	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.		
D2	Director's service address			
Building name/numbe	THE COMPANY'S REGISTERED OFFICE	Service address  If you have previously notified		
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The		
Post town		Company's Registered Office' in th address		
County/Region		This information will appear on the public record		
Postcode		public record		
Country				

D1	Director's details •	···			
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	ODirector appointments  You cannot use this form to appoint a director To do this, please			
Title*	MR	complete form APO1 and submit it together with this annual return			
Full forename(s)	RICHARD DOUGLAS	Corporate details			
Surname	RIVERS	<ul> <li>Please use Section E1-E4 to enter corporate director details</li> </ul>			
Former name(s) 2		Director details  All details must agree with those previously notified to Companies			
Country/State of residence	UNITED STATES OF AMERICA	House If you have made changes since the last annual return and have not notified us, please			
Nationality	AMERICAN	complete form CH01			
Date of birth		• Former name(s) Please provide any previous names			
Business occupation (if any)	COMPANY DIRECTOR	which have been used for business purposes during the period of this return Married women do not need to give former names unless previously used for business purposes			
D2	Director's service address   O	-			
Building name/number	THE COMPANY'S REGISTERED OFFICE	Service address  If you have previously notified			
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The			
Post town		Company's Registered Office' in the address			
County/Region		This information will appear on the public record			
Postcode		public record			
Country		_			

D1	Director's details •				
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	Our cannot use this form to appoint a director To do this, please			
Title*	MR	complete form APO1 and submit it together with this annual return			
Full forename(s)	STEPHAN	Corporate details			
Surname	SHAKESPEARE	Please use Section E1-E4 to enter corporate director details			
Former name(s) 2		Director details  All details must agree with those previously notified to Companies			
Country/State of residence	UNITED KINGDOM	House If you have made changes since the last annual return and have not notified us, please			
Nationality	BRITISH	complete form CH01			
Date of birth	Ó Á Á Á Á Á Á Á	Please provide any previous names			
Business occupation (if any)	COMPANY DIRECTOR	which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.			
D2	Director's service address o				
Building name/numbe	THE COMPANY'S REGISTERED OFFICE	Service address If you have previously notified			
Street		Companies House that the service address is at 'The Company's Registered Office', please state 'The			
Post town		Company's Registered Office' in the address			
County/Region		This information will appear on the public record			
Postcode		paonerocora			
Country					

# **Corporate director**

E1	Corporate director's details •	
	Please use this section to list all the corporate director's of the company	Ocorporate director appointments You cannot use this form to appoint a corporate director To do this,
Corporate body/firm name		please complete form APO2 and submit it together with this annual return
Building name/number		Corporate director details  All details must agree with those
Street		previously notified to Companies House If you have made changes since the last annual return and have not notified us, please complete form CH02
Post town		This information will appear on the
County/Region		public record
Postcode		
Country		
E2	Location of the registry of the corporate body or firm	
	Is the corporate director registered within the European Economic Area (EEA)?  → Yes Complete Section E3 only  → No Complete Section E4 only	
E3	EEA companies ®	
Mat	Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register	● EEA  A full list of countries of the EEA can be found in our guidance www.companieshouse.gov.uk
Where the company/ firm is registered •		This is the register mentioned in Article 3 of the First Company Law
Registration number		Directive (68/151/EEC)
E4	Non-EEA companies	<u> </u>
	Please give details of the legal form of the corporate body or firm and the law by which it is governed. If applicable, please also give details of the register in which it is entered (including the state) and its registration number in that register.	Where you have provided details of the register (including state) where the company or firm is registered.
Legal form of the corporate body or firm		you must also provide its number in that register
Governing law		
If applicable, where the company/firm is registered •		
If applicable, the registration number		

# AR01

Annual Return (For returns made up to a date on or **after 1 October 2011**)

Part 3	Statement of capital o						
	ow and the following Part	nd the following Part 4 capita		hould reflect the company's al status at the made up date of nnual return			
F1	Share capital in pound sterling (£)						
Please complete the ta If all your issued capita			ld in pound sterling and then go to <b>Section F4</b>	<del></del>			
Class of shares (E g Ordinary/Preference etc )		Amount paid up on each share	Amount (if any) unpaid on each share	Number of shares		Aggregate nominal value	
ORDINARY		0 002	0 00	99,308,954		£ 198,617 90	
						£	
						£	
	<u> </u>					£	
			Totals	£		£	
F2	Share capital in	other currencies					
Please complete the ta Please complete a sep			in other currencies		_		
Currency	1						
Class of shares (E g Ordinary/Preference etc.)		Amount paid up on each share	Amount (if any) unpaid on each share	Number of shares <b> </b>		Aggregate nominal value 4	
			Total	s			
Currency				<u> </u>		-	
Class of shares (E g Ordinary/Preference etc )		Amount paid up on each share	Amount (if any) unpaid on each share 2	Number of sha	res <b>U</b>	Aggregate nominal value 4	
						<u> </u>	
			Total	<u> </u>			
F3	 Totals		· <del></del> •				
	Please give the total number of shares and total aggregate nominal value of issued share capital				<b>③</b> Total aggregate nominal value Please list total aggregate values in		
Total number of shares	different currencies senarately						
Total aggregate nominal value 😉	198,617 90						
<ul> <li>Including both the noming share premium</li> <li>Total number of issued states</li> </ul>	•	Number of shares issue nominal value of each	share Ple	ntinuation Pag ease use a Staten ge if necessary		tal continuation	

# AR01

#### **Annual Return**

(For returns made up to a date on or after 1 October 2011)

F4	Statement of capital (Voting rights)					
	Please give the prescribed particulars of rights attached to shares for each class of share shown in the statement of capital share tables in Sections F1 and F2					
Class of share	ORDINARY					
Voting rights	EACH ORDINARY SHARE HAS ONE VOTE AND ATTRACTS THE FULL VOTING RIGHTS					
Class of share						
Voting rights  Class of share  Voting rights						
Class of share						
Voting rights						

# AR01

Annual Return
(For returns made up to a date on or after 1 October 2011)

Part 4	Shareholders					
	Does your company have share capital?  → Yes go to Section G1 'Companies with share capital'  → No Go to Part 5 (Signature)					
G1	Companies with share capital					
Question 1	Were any of the company's shares admitted to trading on a market at any time during this return period? Please tick the appropriate box below No go to Section G2 'Past and present shareholders'  Yes go to Question 2	A market is one established under the rules of a UK recognised investment exchange or any other regulated markets in or outside of the UK, or any other market outside				
Question 2	Please only refer to Question 2 below if you have answered 'Yes' to Question 1 If you answered 'No', please go to Section G2 'Past and present shareholders'	of the UK The current UK recognize investment exchanges and regulate markets can be found at www.fsa.gov.uk/register/exchanges.d				
	Did the company, throughout the return period, have any shares admitted to trading on a relevant market and was it, throughout the return period, an issuer to which DTR5 applies? Please tick the appropriate box below  No go to Section G4 'Shareholders who hold at least 5% of any class of shares of the company as at the made up date of the return'  Yes go to Part 5 'Signature'	ODTR5 refers to the Vote Holder and Issuer Notification Rules contained in Chapter 5 of the Disclosure and Transparency Rules source book issued by the Financial Services Authority Notification is required when the percentage acquisition of a shareholder in the company has reached a certain threshold (starting at 3%)				
G2	List of past and present shareholders ®					
	The company is required to provide a full list of past and present shareholders if one was not included with either of the last two returns. Please tick the appropriate box below  There were no shareholder changes in this period. Go to Part 5 (Signature)  A full list of shareholders is enclosed.  How is the list of shareholders enclosed. Please tick the appropriate box below.  The list of shareholders is enclosed on paper. Go to Section G3. 'List of past and present shareholders.'  The list of shareholders is enclosed in another format. Go to Part 5 (Signature).	This section only applies to companies answering 'No' in Section G1				

#### G4

#### Traded public companies – list of past and present shareholders

This section should show the shareholders that hold at least 5% of any class of share(s) of the company at the date of this return. It should only be completed by public companies that have traded on a regulated market at any time during the period of this return.

Changes during this period to shareholders' particulars or details of the amount of stock or shares transferred must be completed each year

You must provide a 'full list' of all company shareholders on

- The company's first annual return following incorporation,
- Every third annual return after a full list has been provided

Please list the company shareholders in alphabetical order

Joint shareholders should be listed consecutively

Further shareholders Please use a 'Traded public companies – list of past and present shareholders' continuation page if necessary

		Shares or stock Shares or stock transferred (if appropriate)		red (if appropriate)
		currently held		
Shareholder's details	Class of share	Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer
Name				1 1
Address				1 1
				1 1
Name				, ,
Address				1 1
				1 1
Name				1 1
Address				1 1
				1 1
Name				1 1
Address				, ,
				1 1
	<u> </u>			

Part 5	Signature				
	This must be completed by all companies  I am signing this form on behalf of the company	Societas Europaea  If the form is being filed on behalf of a Societas Europaea (SE) please			
Signature	Signature	delete 'director' and insert details of which organ of the SE the person signing has membership  Person authorised Under either section 270 or 274 of the Companies Act 2006			
	This form may be signed by Director •, Secretary, Person authorised •, Charity commission receiver and manager, CIC manager, Judicial factor	the companies see 2000			

Presenter information

You do not have to give any contact information, but if you do it will help Companies House if there is a query on the form The contact information you give will be visible to searchers of the public record
Contact name TILLY HEALD
Company name YOUGOV PLC
Address 50
FEATHERSTONE ST
Post town LONDON
County/Region
Postcode E C 1 Y 8 R T
Country
DX
Telephone 02070126213
✓ Checklist
We may return forms completed incorrectly or with information missing
Please make sure you have remembered the
following
☐ The company name and number match the information held on the public Register
☐ You have completed your principal business activity
☐ You have not used this form to make changes to the
registered office address  You have not used this form to make changes to
secretary and director details
☐ You have fully completed the Statement of capital
(if applicable)  You have signed the form
☐ You have enclosed the correct fee
1

#### Important information

Please note that all information on this form will appear on the public record

#### How to pay

A fee of £40 is payable to Companies House in respect of an Annual Return

Make cheques or postal orders payable to 'Companies House'

#### ✓ Where to send

You may return this form to any Companies House address, however for expediency we advise you to return it to the appropriate address below

For companies registered in England and Wales The Registrar of Companies, Companies House, Crown Way, Cardiff, Wales, CF14 3UZ DX 33050 Cardiff

For companies registered in Scotland

The Registrar of Companies, Companies House, Fourth floor, Edinburgh Quay 2, 139 Fountainbridge, Edinburgh, Scotland, EH3 9FF DX ED235 Edinburgh 1 or LP - 4 Edinburgh 2 (Legal Post)

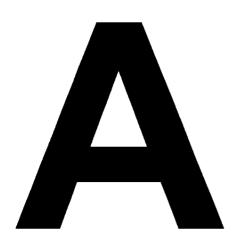
For companies registered in Northern Ireland The Registrar of Companies, Companies House, Second Floor, The Linenhall, 32-38 Linenhall Street, Belfast, Northern Ireland, BT2 8BG DX 481 N R Belfast 1

#### Further information

For further information, please see the guidance notes on the website at www companieshouse gov uk or email enquiries@companieshouse gov uk

This form is available in an alternative format. Please visit the forms page on the website at www.companieshouse.gov.uk

FORM ML8(03/07) CDROM



BULK LIST OF SHAREHOLDERS OR MEMBERS FOR COMPANY NUMBER - 3607311

A BULK LIST OF SHAREHOLDERS OR MEMBERS FOR THIS COMPANY HAS BEEN LODGED BUT DOES NOT APPEAR ON THIS ANNUAL RETURN. THE LIST WILL BE AVAILABLE TO REQUEST ON CDROM APPROXIMATELY 10 DAYS FROM 08/09/14. TO ORDER A COPY OF THE BULK LIST ON CDROM CALL THE NUMBERS BELOW:

**COMPANIES HOUSE DIRECT CUSTOMERS PLEASE PHONE** 08457 573991

WEB CUSTOMERS PLEASE PHONE 0303 1234 500