In accordance with Section 555 of the Companies Act 2006

Details of non-cash

If a PLC, please attach valuation report (if appropriate)

consideration

N/A

SH01

Return of allotment of shares



You can use the WebFiling service to file this form online. Please go to www.companieshouse.gov.uk

✓ What this form is for

You may use this form to give

notice of shares allotted following

What this form is NOT
You cannot use this form
notice of shares taken by
on formation of the com
for an allotment of a new
shares by an unlimited of



	incorporation		for an allotment of shares by an unlim	f a nev	*A4964VRS* 09/06/2015 COMPANIES HO	#164		
1	Company detai	ls						
Company number	0 3 6 0	7 3 1 1	-		→ Filling in this 1 Please complete	form e in typescript or in		
Company name in full	Yougov PLC				•	bold black capitals		
			All fields are mandatory unless specified or indicated by *					
2	Allotment date	s 0						
From Date	d 2 d 7 m 0 m 3 y 2 y 0 y 1 y 5 m 4 llotment date Main and a control of the co				re allotted on the			
To Date	0 8	"4 y 2 y 0) 1 75		'from date' box allotted over a			
3	Shares allotted							
	Please give details of the shares allotted, including bonus shares (Please use a continuation page if necessary)				completed we v	Ocurrency If currency details are not completed we will assume currency is in pound sterling		
Class of shares (E g Ordinary/Preference etc.)		Currency 2	Number of shares allotted	Nominal value of each share	Amount paid (including share premium) on each share	Amount (if any) unpaid (including share premium) on each share		
ORDINARY		STERLING	43,294	£0 002	£0 02	NIL		
ORDINARY		STERLING	1,810,226	£0 002	£0 665	NIL		
ORDINARY		STERLING	28,225	£0 002	£1 24	NIL		
			y paid up otherwise shares were allotted		Continuation Please use a co necessary	page ntinuation page if		

	Statement of capital Section 4 (also Section 5 and Section 6, if appropriate) should reflect the company's issued capital at the date of this return							
4	Statement of ca	pital (Share capıtal ı	n pound sterling (£)))				
Please complete the ta issued capital is in ster	ble below to show e ling, only complete !	ach class of shares held usection 4 and then go to	n pound sterling If all yo Section 7	ur				
Class of shares (E.g. Ordinary/Preference etc.)		Amount paid up on each share	Amount (if any) unpaid on each share	Number of share	ş 0	Aggre	gate nominal value 🤇	
ORDINARY		£0 002	NIL	102,78	84,100	£	205,568 20	
						£		
						£		
	<u> </u>					£		
			Totals	102,7	34,100	£	205,568 20	
5	Statement of ca	apital (Share capital i	n other currencies)					
Please complete a sep currency	arate table for each	currency						
Class of shares (E g Ordinary / Preference etc)		Amount paid up on each share ①	Amount (if any) unpaid on each share ①	Number of shares • Aggregate		gate nominal value (
			Totals					
Currency								
Class of shares (E.g. Ordinary/Preference etc.)		Amount paid up on each share	Amount (If any) unpaid on each share ①	Number of shares ②		Aggre	Aggregate nominal value €	
						l		
			*			-		
(E g Ordinary/Preference etc			Totals					
(E g Ordinary/Preference etc	Statement of ca	apital (Totals)	Totals					
(E g Ordinary/Preference etc		al number of shares and t		<u> </u>	Please lis	st total		
(E g Ordinary/Preference etc	Please give the total	al number of shares and t		<u> </u>	Please lis different	t total curren	te nominal value aggregate values ii cies separately For + €100 + \$10 etc	
(E g Ordinary/Preference etc	Please give the total	al number of shares and t		<u> </u>	Please lis different	t total curren	aggregate values ii cies separately For	

SH01

SH01 Return of allotment of shares

	Please give the prescribed particulars of rights attached to shares for each class of share shown in the statement of capital share tables in Section 4 and Section 5.	• Prescribed particulars of rights attached to shares The particulars are
Class of share	ORDINARY	a particulars of any voting rights,
Prescribed particulars	Without restricting or reducing in any way any special rights previously conferred on the holders of any Shares or class of shares for the time being in issue, any Share in the Company may be issued at any time with such preferred deferred or other special rights or subject to such restrictions, whether as regards dividend return of capital voting or otherwise, as the Company may from time to time by ordinary resolution determine. Voting. On a show of hands every holder of ordinary shares (Shareholder') present in person and every proxy present who has been duly appointed by a Shareholder shall have one vote and on a poll every. Shareholder present in person or by proxy shall have one vote for each ordinary share of which he is the holder. Dividends All dividends shall be apportioned and paid proportionately to the amounts paid up on the ordinary shares during any portion or portions of the period in respect of which the dividend is paid. Capital. The Company acquitalise any part of the amount for the time being standing to the credit of any of the Company's reserve accounts (including any share premium account and capital redemption reserve) or to the credit of the profit and loss account (in each case, whether or not such amounts are available for distribution), and appropriate the sum resolved to be capitalised either in or towards paying up any amounts if any for the time being unipaid on any shares held by such Shareholders respectively or in paying up in full rissued shares or debentures or new shares to be allotted as fully paid shares by way of capitalisation to the members or any class of members who would have been entitled to that sum if it were distributed by way of dividend. Redemption No shares of the Company are currently redeemable or liable to be redeemed at the option of the Company or the shareholder.	including rights that arise only in certain circumstances, b particulars of any rights, as respects dividends, to participate in a distribution, c particulars of any rights, as respects capital, to participate in a distribution (including on winding up), and d whether the shares are to be redeemed or are liable to be redeemed at the option of the company or the shareholder and any terms or conditions relating
Class of share		to redemption of these shares A separate table must be used for
Prescribed particulars •		each class of share Continuation page Please use a Statement of Capital continuation page if necessary
Class of share		
Prescribed particulars		
8	Signature	
	I am signing this form on behalf of the company	Societas Europaea If the form is being filed on behalf
Signature	X REGISTRAR X	of a Societas Europaea (SE) please delete 'director' and insert details of which organ of the SE the person signing has membership
	This form may be signed by Director 9 , Secretary, Person authorised 9 , Administrator, Administrative receiver, Receiver, Receiver manager, CIC manager	Person authorised Under either section 270 or 274 of the Companies Act 2006

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	ANNE EADES
Company name	NEVILLE REGISTRARS LIMITED
Address	18 LAUREL LANE
	HALESOWEN
	WEST MIDLANDS
Post town	
County/Region	
Postcode	B 6 3 3 D A
Country	
DX	
Telephone	0121 585 1131

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Checklist

We may return the 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 shown the date(s) of allotment in section 2
- You have completed all appropriate share details in section 3
- ☐ You have completed the appropriate sections of the Statement of Capital
- ☐ You have signed the form

Important information

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

☑ 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