

Registration of a Charge

Company Name: YOUGOV PLC
Company Number: 03607311

Received for filing in Electronic Format on the: 22/12/2023

XCIVSYIG

Details of Charge

Date of creation: 21/12/2023

Charge code: 0360 7311 0004

Persons entitled: CITIBANK, N.A.

Brief description:

Contains fixed charge(s).

Contains negative pledge.

Authentication of Form

This form was authorised by: a person with an interest in the registration of the charge.

Authentication of Instrument

Certification statement: I CERTIFY THAT SAVE FOR MATERIAL REDACTED PURSUANT

TO S. 859G OF THE COMPANIES ACT 2006 THE ELECTRONIC COPY INSTRUMENT DELIVERED AS PART OF THIS APPLICATION FOR REGISTRATION IS A CORRECT COPY OF THE ORIGINAL

INSTRUMENT.

Certified by: CLIFFORD CHANCE LLP



CERTIFICATE OF THE REGISTRATION OF A CHARGE

Company number: 3607311

Charge code: 0360 7311 0004

The Registrar of Companies for England and Wales hereby certifies that a charge dated 21st December 2023 and created by YOUGOV PLC was delivered pursuant to Chapter A1 Part 25 of the Companies Act 2006 on 22nd December 2023.

Given at Companies House, Cardiff on 30th December 2023

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006





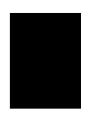




DEED OF PLEDGE OF REGISTERED SHARES

On the	twenty-first day of December two thousand and twenty-three appeared before me,		
	aarten Jan Christiaan Arends, civil law notary (notaris) in Amsterdam, The		
	lands:		
Mrs Es	smée Zuidema-Oldenkamp, in this matter with residence at the offices of Clifford		
Chance	e LLP, Droogbak 1A, 1013 GE Amsterdam, The Netherlands, born in Assen, The		
Nether	lands, on the fifteenth day of December nineteen hundred and ninety-five, in this		
respect	acting as attorney-in-fact, duly authorised in writing, of:		
(1)	YouGov PLC, a public company limited by shares incorporated under the laws of		
	England and Wales, having its registered office at 50 Featherstone Street, London		
	EC1Y 8RT, England and registered by the Registrar of Companies for England and		
	Wales under company number 03607311 (the "Pledgor");		
(2)	Citibank, N.A., a national banking association formed under the laws of the United		
	States of America, acting through its London branch at Citigroup Centre, Canada		
	Square, Canary Wharf, London, E14 5LB, United Kingdom, branch number		
	BR001018, except as expressly provided otherwise herein acting in its capacity as		
	Security Agent acting pursuant to and with the benefit of the protections set out in		
	the Intercreditor Agreement (the "Pledgee"); and		
(3)	YouGov Netherlands B.V., a private company with limited liability (besloten		
	vennootschap met beperkte aansprakelijkheid) incorporated under the laws of The		
	Netherlands, having its seat (statutaire zetel) in Hoofddorp, The Netherlands and		
	its office address at Siriusdreef 17, Regus - Schiphol Airport Tetra, 2132 WT		
	Hoofddorp, The Netherlands and registered with the Dutch Commercial Register		
	(Handelsregister) under number 81258860 (the "Company").		
The au	thorisation of the person appearing is derived from three (3) written powers of		
	y, (photocopies of) which will be attached to this Deed (Annex)		
	rson appearing declared:		
_	THE PLEDGOR, THE COMPANY AND THE PLEDGEE AGREE AS		
	OWS:		
	DEFINITIONS AND INTERPRETATION————————————————————————————————————		
	Definitions		
	1.1.1 Unless a contrary indication appears, capitalised terms not defined in this		
	Deed (as defined below) shall have the same meaning given to such terms		
	in the Facilities Agreement or the Intercreditor Agreement (each as defined		
	below).		
	1.1.2 In addition the following terms shall have the following meaning:————		
	"Articles of Association" means the articles of association (statuten) of the		





Company as they currently stand and/or, as the case may be, as they may be
amended from time to time;
"Deed" means this deed of pledge of registered shares;
"Dividends" means cash dividends, distribution of reserves, repayments of
capital and all other distributions and payments in any form which at any
time during the existence of the right of pledge created hereby, become
payable in respect of any one of the Shares;
"Enforcement Event" means any default (verzuim) in the proper
performance of the Secured Obligations or any part thereof provided it is
also an Event of Default which is continuing;
"Event of Default" has the meaning as defined in the Facilities Agreement
"Facilities Agreement" means the term and multicurrency revolving
facilities agreement originally dated the twenty-ninth day of September two
thousand and twenty-three (as amended and/or restated from time to time,
most recently by an amendment and restatement agreement dated the
thirteenth day of November two thousand and twenty-three) and made
between, among others, the YouGov Plc as parent, Citibank, N.A., London
Branch as security agent and the financial institutions named therein as
lenders;
"Finance Documents" has the meaning given thereto in the Facilities
Agreement;
"Finance Parties" has the meaning given thereto in the Facilities
Agreement;
"Future Shares" means all shares in the capital of the Company acquired
by the Pledgor after the execution of this Deed;
"Intercreditor Agreement" means the intercreditor agreement dated the
twenty-first day of December two thousand and twenty-three between,
amongst others, the Chargors as debtors, Citibank Europe plc, UK Branch
as agent and Citibank, N.A., London Branch as security agent.
"Meeting Rights" means the right to, in person or by a proxy authorised in
writing, attend and address the general meeting;
"Obligor" has the meaning given thereto in the Facilities Agreement;
"Parallel Debt" has the meaning given thereto in the Intercreditor
Agreement;
"Present Share" means the sole share issued, outstanding and paid-up in
the capital of the Company and registered in the name of the Pledgor, being
one (1) share, numbered 1, with a nominal value (nominale waarde) of one
euro (EUR 1.00);



		any Obligor to any of the Finance Parties arising out of or in connection
		with the Finance Documents, other than the obligations pursuant to the
		Parallel Debt;
		"Related Rights" means the Dividends, all present and future rights of the
		Pledgor to acquire shares in the capital of the Company and all other present
		and future rights arising out of or in connection with the Shares, other than
		the Voting Rights and the Meeting Rights;
		"Secured Obligations" means all present and future obligations and
		liabilities owed by the Obligors to the Pledgee pursuant to the Parallel Debt
		and all Principal Obligations of the Obligors that are secured obligations
		pursuant to Sub-clause 3.1.3, except for any obligation or liability, which if
		it were included, would cause that obligation or liability or any of the
		security in respect thereof, to be unlawful, prohibited or invalid by or under
		any applicable law;
		"Security Assets" means the Shares and the Related Rights and references
		to the Security Assets shall mean all or any of the constituent parts thereof,
		as the context may require;
		"Shares" means the Present Share and the Future Shares; and
		"Voting Rights" means the voting rights existing at the time of the
		execution of this Deed in respect of any of the Shares as well as the voting
		rights allocated to any of the Shares after execution of this Deed, including
		the voting rights attached to Shares without voting rights as referred to in
		article 2:228 paragraph 5 of the Dutch Civil Code.
1.2	Inter	pretation
	Subje	ect to any contrary indication and unless the context otherwise requires:
	(a)	any reference in this Deed to a "Clause", "Sub-clause", "paragraph" or
		"Schedule" shall be interpreted as a reference to a clause, sub-clause,
		paragraph or schedule hereof;
	(b)	words denoting the singular include the plural and vice versa; and
	(c)	any reference to a right of pledge over any Security Assets purported to be
		pledged hereunder will extend to such Security Assets whether owned
		individually or jointly (in gemeenschap) and whether owned conditionally
		or unconditionally.
1.3	Cont	inuing security
	Any	reference in this Deed to the Facilities Agreement or any other Finance
		ment or to any agreement or document (under whatever name), where
		cable, shall be deemed to be a reference to:

- 3 -

"Principal Obligations" means all present and future obligations owed by

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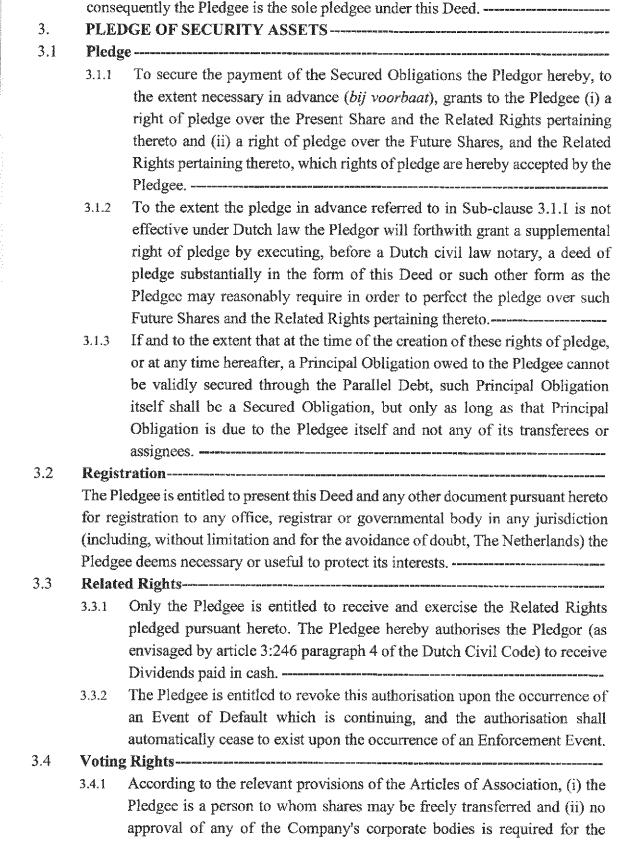
(a)

		may have been, or at any time may be, extended, prolonged, amended, restated, supplemented, renewed or novated, as persons may accede thereto
		as a party or withdraw therefrom as a party in part or in whole or be released
		thereunder in part or in whole, and/or as facilities and/or financial services
		are or at any time may be granted, extended, prolonged, increased, reduced,
		cancelled, withdrawn, amended, restated, supplemented, renewed or novated thereunder including, without limitation,————————————————————————————————————
		(i) any increase or reduction in any amount available thereunder or any
		alteration of or addition to the purpose for which any such amount,
		or increased or reduced amount may be used;
		(ii) any facility provided in substitution of, or in addition to, the
		facilities originally made available thereunder;
		(iii) any rescheduling of the indebtedness incurred thereunder whether
		in isolation or in connection with any of the foregoing; and
		(iv) any combination of the foregoing; and/or
	(b)	any document designated as a Finance Document by the Facility Agent and
	(0)	the Pledgor,
	and a	consequently, any reference, directly or indirectly, in the definition of Secured
		gations and of Principal Obligations to the Facilities Agreement or any other
		nce Document or to any agreement or document (under whatever name), shall
		emed to be a reference to each such document in accordance with paragraph
		nd paragraph (b) above.
1.4		ole recovery
,	To th	ne extent a specific indemnity contained in this Deed is also contained in the Finance Document (a "Repeated Clause"), the Repeated Clause shall not
	provi	de for a double recovery by the Pledgee of the same amount
2.	UND	ERTAKING TO PLEDGE AND PARALLEL DEBT
1	Unde	ertaking to pledge
	The F	Pledgor has agreed, or, as the case may be, hereby agrees with the Pledgee that
	it sha	Il grant to the Pledgee a right of pledge over its Security Assets, as security
	for th	e payment of the Secured Obligations
2.2	Para	llel Debt====================================
	Pursu	ant to the Parallel Debt the Pledgee has its own claim in respect of the
	paym	ent obligations of the Obligors to the Finance Parties. In connection with the
	creati	on of the rights of pledge pursuant hereto the Pledger and the Pledgee
	ackno	owledge that in respect of this claim the Pledgee acts in its own name and not
	as rep	presentative (vertegenwoordiger) of the Finance Parties or any of them and

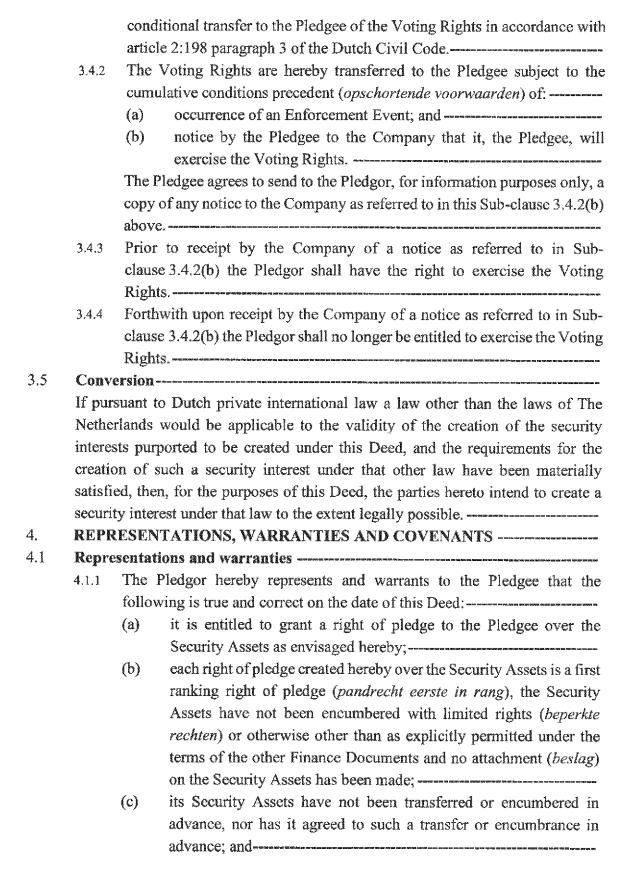
such Finance Document or such other agreement or document as the same

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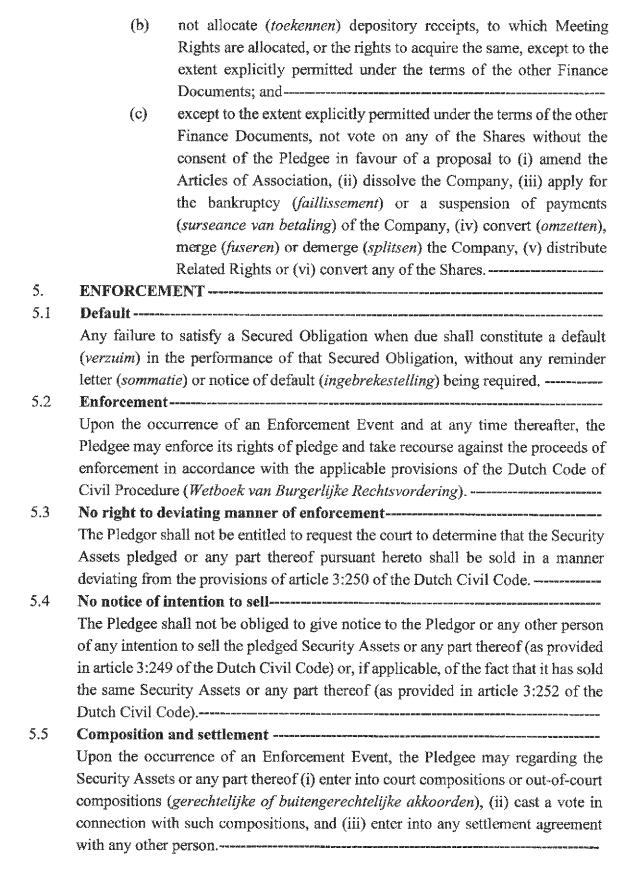
CLIFFORD CHANCE

(d)

	4.1.2	Each representation and warranty set f	Forth in Clause 4.1 will be deemed to
		be repeated by the Pledgor on each	date on which Security Assets are
		acquired by the Pledgor and on a	ny date on which the Repeating
		Representations pursuant to the Faci	lities Agreement are deemed to be
		made. Each representation and warra	inty to be repeated pursuant to the
		preceding sentence on a date after the e	xecution of this Deed will be deemed
		to be repeated with reference to all fac	
4.2	Repr	esentations and warranties relating to	~
		ermore, the Pledgor hereby represents a	Mac .
		wing is true and correct on the date hereo	-
	(a)	the Present Share has been validly issu	
		one hundred percent (100%) of the sha	
	(b)	it has acquired the Present Share by the	* **
		the Company, executed before Mr F. V	4
		Rotterdam, The Netherlands on the tv	
		thousand and twenty	
4.3	Cove	nants	
	4.3.1	Gencral	
		The Pledgor hereby covenants that it w	THE RESERVE OF THE WORK OF THE COLD THE LOSS AND THE LOSS AND THE LOSS AND THE COLD THE LOSS AND THE LOSS AND THE COLD THE LOSS AND THE LOSS
			persons such as a liquidator (curator)
			in administrator (bewindvoerder) in
			eance van betaling) or preliminary
			pige surseance van betaling), a silent
		-	a person making an attachment
			of the security rights of the Pledgee
		· · · · · · · · · · · · · · · · · · ·	rules of private international law the
			ver its Security Assets is governed
		_	w and to the extent requested to do
		-	such acts as the Pledgee in its sole
		· -	essary or useful to create, perfect,
		-	interest.
	4.3.2	Further covenants relating to the Sha	
	T to act it does	The Pledgor hereby furthermore coveni	
			not issue any shares in its capital or
		· · · · · · · · · · · · · · · · · · ·	pt to the extent explicitly permitted
			ance Documents;
		with the chies of the chief Lill	uiivv l/uvuiitalii), ===================================

no depository receipt has been issued in respect of the Present Share.







5.0	TALLE TALL	acation of blackers
	All r	nonies received or realised by the Pledgee in connection with the Security
	Asse	ts shall be applied by the Pledgee in accordance with the terms of clause 14
	(App	lication of Proceeds) of the Intercreditor Agreement, subject to the mandatory
	provi	sions of Dutch law on enforcement (uitwinning).
6.		CELLANEOUS PROVISIONS
6.1	Waiv	$^{\prime}\mathrm{ers}$ where is defined a sound to be defined and the defined and the sound in the property of the second states of the second states and the second states are the second states and the second states are the secon
	6.1.1	To the fullest extent allowed by applicable law, the Pledgor hereby irrevocably and unconditionally waives (doet afstand van) any right it may have of first requiring the Pledgee to proceed against or claim payment from any other person or enforce any guarantee or security granted by any other person before exercising its rights pursuant hereto.
	6.1.2	The Pledgor hereby irrevocably and unconditionally waives (doet afstand van) any rights it has arising out of or in connection with any Dutch law provisions for the protection of grantors of security for the debts of third parties, including, to the extent relevant, any rights it may have pursuant to articles 3:233, 3:234, 6:139 and, to the extent relevant in view of Subclauses 6.1.3 up to and including 6.1.8 below, 6:154 of the Dutch Civil Code.
	6.1.3	The Pledgor shall not have a right of recourse (regres) nor shall it subrogate
	U.I.J	(subrogeren) in any rights in connection with any enforcement in respect of the security rights granted pursuant to this Deed
	6.1.4	To the extent the provisions of Sub-clause 6.1.3 are not effective under Dutch law, the Pledgor hereby irrevocably and unconditionally waives (doet afstand van), to the extent necessary in advance (bij voorbaat), any and all rights of recourse (regres) to which it is or may become entitled and any and all rights in which it is or may be subrogated (gesubrogeerd), in each case as a result of any enforcement of the rights of pledge granted pursuant to this Deed, which waivers are hereby accepted or will be accepted by each other Obligor as soon as possible after the date of this Deed.
	6.1.5	The waivers set out in Sub-clause 6.1.4 constitute irrevocable third party stipulations for nil consideration (<i>derdenbeding om niet</i>) within the meaning of article 6:253 paragraph 4 of the Dutch Civil Code for the benefit of the Obligors,
	6.1.6	To the extent the waivers set out in Sub-clause 6.1.4 are not enforceable in whole or in part, the Pledgor has agreed or will agree pursuant to the terms of the other Finance Documents with each other Obligor, that it will have a



contractual right of recourse (regres) against each such Obligor in case of any enforcement of the security rights granted pursuant to this Deed in each case up to the same amount the Pledgor may have against such Obligor pursuant to any statutory right of recourse in case of such enforcement of the security rights granted pursuant to this Deed and in respect of which the waivers set out in Sub-clause 6.1.4 are not enforceable in whole or in part.

- 6.1.7 To the extent the waivers set out in Sub-clause 6.1.4 are not enforceable in whole or in part, any and all statutory and contractual rights of recourse (regres) to which the Pledgor is or may become entitled, including but not limited to the contractual rights of recourse (regres) pursuant to Sub-clause 6.1.6, and any and all rights in which the Pledgor is or may be subrogated (gesubrogeerd), in each case as a result of any enforcement of the security rights granted pursuant to this Deed are hereby pledged to the Pledgee by way of a disclosed pledge governed by the terms of this Deed, which rights of pledge are hereby accepted by the Pledgee. To the extent necessary, the Pledgor shall forthwith upon first request of the Pledgee notify each other Obligor of the rights of pledge created pursuant to this Clause by sending a notification (mededeling) to each such other Obligor in a form satisfactory to the Pledgee. In addition, the Pledgee shall be entitled to notify the Obligors at any time of the right of pledge created pursuant to this Clause.

6.2 Evidence of indebtedness

An excerpt from the Pledgee's records shall serve as conclusive evidence (dwingend bewijs) of the existence and the amounts of the Secured Obligations, subject to proof to the contrary.

6.3 Unenforceability

The Pledgor and the Pledgee hereby agree that they will negotiate in good faith to replace any provision hereof that may be held unenforceable with a provision that is enforceable and which is as similar as possible in substance to the unenforceable





6.4	Power of attorney
	The Pledgor hereby grants, subject to the condition precedent (opschortende
	voorwaarde) of the occurrence of an Enforcement Event, an irrevocable power of
	attorney to the Pledgee to act in its name and on its behalf, with the power of
	substitution (met het recht van substitutie) authorising the Pledgee to execute all
	such documents and to perform and do all such acts and things as the Pledgee may
	deem necessary or useful in order to have the full benefit of the rights granted or to
	be granted to the Pledgee pursuant hereto, including, without limitation (i) the
	exercise of any ancillary rights (nevenrechten) as well as any other rights it has in
	relation to its Security Assets including, without limitation and for the avoidance
	of doubt, the exercise of any voting rights relating to rights and claims vis-à-vis any
	Obligor to which the Pledgor may be subrogated in connection with this Deed or
	any other Finance Document, and (ii) the performance of any obligations of the
	Pledgor hereunder, which authorisation permits the Pledgee to act or also act as the
	Pledgor's counterparty within the meaning of article 3:68 of the Dutch Civil Code.
	Ther Pledgor shall ratify and confirm all things done and all documents executed
	by any attorney in the exercise or purported exercise of all or any of the attorney's
	powers.
6.5	Costs
	In respect of costs and expenses, clause 18 (Costs and Expenses) of the
	Intercreditor Agreement shall apply and the provisions thereof are incorporated
	herein by reference.
6.6	Prior encumbrances
	The Pledgee may, upon the occurrence of an Enforcement Event, redeem any prior
	encumbrances (including, without limitation, prior security rights) over the
	Security Assets or procure to be subrogated in such prior encumbrances. All
	principal monies, interest, costs, charges and expenses in connection therewith
	shall be payable by the Pledgor to the Pledgee on demand and shall be a Secured
	Obligation for the purpose of this Deed
6.7	Liability
	The Pledgee will not be liable vis-à-vis the Pledgor as a result of (i) any sale or
	collection of the Security Assets (or failure to sell or collect the Security Assets)
	by the Pledgee, (ii) any exercise of, or failure to exercise any right under this Deed,
	except, in each case, for any loss caused by its wilful misconduct or gross
	negligence.
6.8	No Rescission
	To the extent permitted by law, the Pledgor hereby waives (i) its rights under

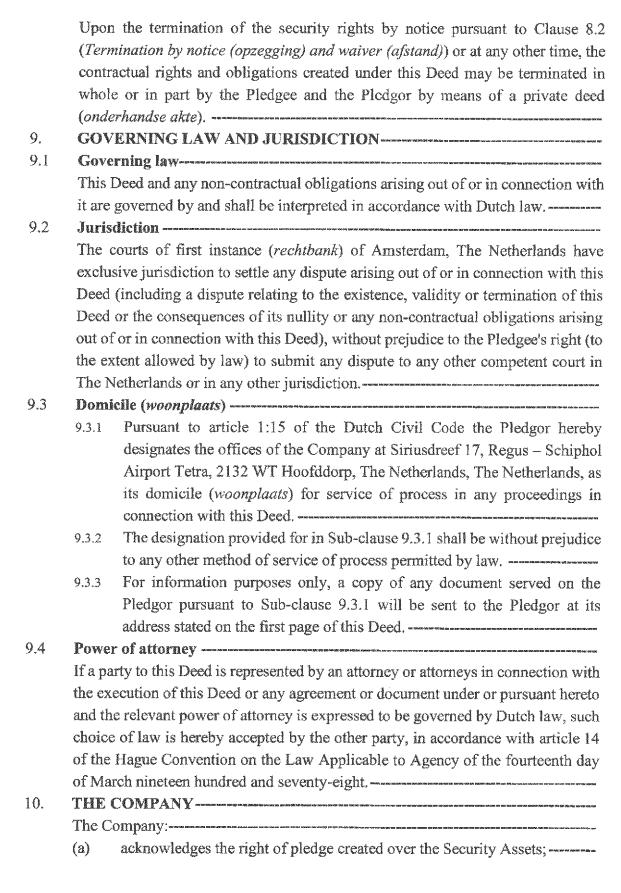
provision.





	articles 6:228 and 6:265 to 6:272 of the Dutch Civil Code or any other ground under
	any applicable law inclusive to rescind (ontbinden) or nullify (vernietigen), or
	demand in legal proceedings the rescission (ontbinding) or nullification
	(vernietiging) of, this Deed and (ii) its rights under articles 6:52, 6:262 and 6:263
	of the Dutch Civil Code or any other ground under any applicable law to suspend
	(opschorten) any obligation arising out of or in connection with this Deed
6.9	Notices
	Any notice or other communication under or in connection with this Deed must be
	made in accordance with the Facilities Agreement
7.	TRANSFER
7.1	Power to transfer
	Subject to the terms of the Finance Documents, only the Pledgee is entitled to
	transfer all or part of its rights and/or obligations arising out of or in connection
	with this Deed to any transferee and the Pledgor hereby in advance gives its
	irrevocable consent to, and hereby in advance irrevocably co-operates with, any
	such transfer (within the meaning of articles 6:156 and 6:159 of the Dutch Civil
	Code). If the Pledgee transfers, assigns or pledges its rights under the Secured
	Obligations (or a part thereof), the security rights created hereunder shall follow
	pro rata parte the transferred, assigned or pledged rights (as ancillary right
	(nevenrecht)) to the relevant transferee, assignee or pledgee.
7.2	Transfer of information
	Subject to the terms of the Finance Documents, the Pledgee is entitled to impart
	any information concerning the Pledgor and/or the Security Assets to any
	transferee or proposed transferee.
8.	TERMINATION
8.1	Termination of pledge
	Unless terminated by operation of law, the Pledgee's rights of pledge created under
	or pursuant hereto shall be in full force and effect vis-à-vis the Pledgor until they
	shall have terminated, in part or in whole, as described in Clause 8.2 (Termination
	by notice (opzegging) and waiver (afstand)).
8.2	Termination by notice (opzegging) and waiver (afstand)
	The Pledgee will be entitled to terminate by notice (opzegging), in part or in whole,
	the rights of pledge created under or pursuant hereto in respect of all or part of the
	Security Assets and/or all or part of the Secured Obligations. If and insofar as the
	purported effect of any such termination requires a waiver (afstand van recht) by
	the Pledgee, such termination shall be interpreted accordingly and the Pledgor
	hereby in advance agrees to such waiver.
8.3	Termination of rights and obligations







(b)

	(c)	undertakes to register in its shareholders' register:		
		(i) the right of pledge over the Shares; and		
		(ii) the conditional transfer of the Voting Rights to the Pledgee,		
		and to provide the Pledgee, as soon as practically possible, with a copy of		
		the relevant entries in its shareholders' register;		
	(d)	represents and warrants that the representations and warranties of Pledgor		
		made pursuant to Sub-clauses 4.1 sub 4.1.1(a) and 4.1.1(b) and 4.2 sub		
		4.2(a) are true and correct; ————————————————————————————————————		
	(e)	represents and warrants that no depository receipt, to which Meeting Rights		
		are allocated, has been issued in respect of the Present Share;		
	(f)	represents and warrants that no share certificate (aandeelbewijs) has been		
		issued in respect of the Present Share;		
	(g)	represents and warrants that no rights to acquire shares in the capital of the		
		Company have been issued which are still outstanding;		
	(h)	covenants that it shall not issue any shares, or rights to acquire shares, in		
		the capital of the Company, except to the extent explicitly permitted under		
		the terms of the other Finance Documents; and—————		
	(i)	covenants that it shall not convert any of the Shares, except to the extent		
		explicitly permitted under the terms of the other Finance Documents		
11.	CIVII	LAW NOTARY		
	Mr M.	J.C. Arends is a civil law notary holding office with Clifford Chance LLP,		
	the Pl	edgee's legal adviser. The Pledgor, the Pledgee and the Company hereby		
	acknov	wledge that they have been informed of the existence of the Ordinance		
	Contai	ning Rules of Professional Conduct and Ethics (Verordening Beroeps- en		
	Gedra;	gsregels) of the Royal Professional Organisation of Civil Law Notaries		
	(Konin	aklijke Notariële Beroepsorganisatie) and explicitly agree and acknowledge		
	(i) that	Clifford Chance LLP may advise and act on behalf of the Pledgee in respect		
	of this Deed, and any agreements or any disputes related to or resulting from this			
	Deed a	and (ii) that Mr M.J.C. Arends, holding office with Clifford Chance LLP, or		
	one of	his deputies, executes this Deed.		
THIS	DEED,	was executed in Amsterdam, The Netherlands on the date first above written.		
The pe	rson ap	pearing is known to me, civil law notary		
The es	ssential	contents of this Deed were communicated and explained to the person		
appear	ing			
The pe	erson ap	pearing then declared to have noted and approved the contents and did not		
want a	full rea	ding thereof. Thereupon, after limited reading, this Deed was signed by the		

confirms that it has been notified of the right of pledge created over the

Related Rights;



CLIFFORD CHANCE



