BULK CD ROM pgs 297 022840/30

In accordance with Section 854 of the Companies Act 2006

AR01
Annual Return

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RM 11/09/2010 202
COMPANIES HOUSE

A fee is payable with this form
Please see 'How to pay' on the last page

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 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

For further information, please refer to our guidance at www companieshouse gov uk

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 specified or indicated by *

A1 Company details

Company number	0 3 6 0 7 3 1 1
Company name in full ❶	YOUGOV PLC ✓

❶ **Company name change**
If your company has recently changed its name, please provide the company name as at the date of this return

A2 Return date

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

Date of this return ❷ d d 3 1 m m 0 7 y y y y 2 0 1 0 ✓

❷ **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 ❸

Classification code 1	7 4 1 3
Classification code 2	7 4 1 4
Classification code 3	
Classification code 4	

If you cannot determine a code, please give a brief description of your business activity below

Principal activity description
Market Research, Opinion Polling
Business & Management Consultancy

❸ **Principal business activity**
You must provide a trade classification code (SIC code) or a description of your company's main business in this section

A full list of the trade classification codes are available on our website www companieshouse gov uk

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A4 Company type ❶

Please confirm your company type by ticking the appropriate box below (only one box must be ticked)

- [x] Public limited company
- [ ] Private company limited by shares
- [ ] Private company limited by guarantee
- [ ] Private company limited by shares exempt under section 60
- [ ] Private company limited by guarantee exempt under section 60
- [ ] Private unlimited company with share capital
- [ ] Private unlimited company without share capital

❶ 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 address ❷

Building name/number	50
Street	Featherstone Street
Post town	London
County/Region	
Postcode	E C 1 Y 8 R T

❷ Change of registered office
This must agree with the address that is held on the Companies House record at the date of this return

If the registered office address has changed, you should complete form **AD01** and submit it together with this annual return

A6 Single alternative inspection location (SAIL) of the company records (if applicable) ❸

Building name/number	Neville House, 18
Street	Laurel Lane
Post town	Halesowen
County/Region	West Midlands
Postcode	B 6 3 3 D A

❸ SAIL address
This must agree with the address that is held on the Companies House record at the date of this return

If the address has changed, you should complete form **AD02** and submit it together with this annual return

A7 Location of company records ❹

Please tick the appropriate box to indicate which records are kept at the SAIL address in **Section A6**

- [x] 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 capital by private company
- [ ] Register of debenture holders
- [ ] Report to members of outcome of investigation by public company into interests in its shares
- [ ] Register of interests in shares disclosed to public company
- [ ] Instruments creating charges and register of charges England and Wales or Northern Ireland
- [ ] Instruments creating charges and register of charges Scotland

❹ 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

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

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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 ❶

Please use this section to list all the secretaries of the company
For a corporate secretary, complete Section C1-C4

Title*	Mr
Full forename(s)	Alan Philip Stephen
Surname	Newman
Former name(s) ❷	

❶ **Secretary appointments**
You may not use this form to appoint a secretary To do this, please complete form **AP03** and submit it together with this annual return

Corporate details
Please use **Section C1-C4** to enter corporate secretary details

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**

❷ **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 ❸

Building name/number	Green lawns
Street	Royston Grove
Post town	Pinner
County/Region	Middlesex
Postcode	H A 5 4 H F
Country	United Kingdom

❸ **Service address**
If you have previously notified 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

Corporate secretary

C1 Corporate secretary's details ❶

Please use this section to list all the corporate secretaries of the company

Corporate body/firm name	
Building name/number	
Street	
Post town	
County/Region	
Postcode	
Country	

❶ **Corporate secretary appointments**
You cannot use this form to appoint a corporate secretary To do this, please complete form **AP04** and submit it together with this annual return

Corporate 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 **CH04**

This information will appear on the public record

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**

C3 EEA companies ❷

Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register

Where the company/ firm is registered ❸	
Registration number	

❷ **EEA**
A full list of countries of the EEA can be found in our guidance www companieshouse gov uk

❸ This is the register mentioned in Article 3 of the First Company Law 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

Legal form of the corporate body or firm	
Governing law	
If applicable, where the company/firm is registered ❹	
If applicable, the registration number	

❹ **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 that register

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Director

D1 Director's details ❶

Please use this section to list all the directors of the company
For a corporate director, complete Section E1-E4

Title*	Mr
Full forename(s)	Peter Lytton
Surname	Bazalgette
Former name(s) ❷	
Country/State of residence	United Kingdom
Nationality	British
Date of birth	22 05 1953
Business occupation (if any)	Company Director

❶ Director appointments
You cannot use this form to appoint a director To do this, please complete form **AP01** and submit it together with this annual return

Corporate details
Please use **Section E1-E4** to enter corporate director details

Director 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 **CH01**

❷ 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

D2 Director's service address ❸

Building name/number	29
Street	Kensington Park Gardens
Post town	London
County/Region	
Postcode	W1 2US
Country	UNITED KINGDOM

❸ Service address
If you have previously notified 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

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Director

D1 Director's details ❶

Please use this section to list all the directors of the company
For a corporate director, complete Section E1-E4

Title*	Mr
Full forename(s)	Jonathan Nicholas
Surname	Jones
Former name(s) ❷	
Country/State of residence	United Kingdom
Nationality	British
Date of birth	23 04 1965
Business occupation (if any)	CFO at Achilles Group

❶ Director appointments
You cannot use this form to appoint a director To do this, please complete form **AP01** and submit it together with this annual return

Corporate details
Please use **Section E1-E4** to enter corporate director details

Director 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 **CH01**

❷ 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

D2 Director's service address ❸

Building name/number	17
Street	Burlington Road
	Chiswick
Post town	London
County/Region	
Postcode	W4 4BQ
Country	

❸ Service address
If you have previously notified 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

In accordance with Section 854 of the Companies Act 2006

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Director

D1 Director's details ❶

Please use this section to list all the directors of the company
For a corporate director, complete Section E1-E4

Title*	Mr
Full forename(s)	Alan Philip Stephen
Surname	Newman
Former name(s) ❷	
Country/State of residence	United Kingdom
Nationality	British
Date of birth	d2 d4 m0 m4 y1 y9 y5 y7
Business occupation (if any)	Director

❶ Director appointments
You cannot use this form to appoint a director To do this, please complete form **AP01** and submit it together with this annual return

Corporate details
Please use **Section E1-E4** to enter corporate director details

Director 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 **CH01**

❷ 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

D2 Director's service address ❸

Building name/number	Green Lawns
Street	Royston Grove
Post town	Pinner
County/Region	Middlesex
Postcode	H A 5 4 H F
Country	

❸ Service address
If you have previously notified 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

In accordance with Section 854 of the Companies Act 2006

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Director

D1 Director's details ❶

Please use this section to list all the directors of the company
For a corporate director, complete Section E1-E4

Title*	Mr
Full forename(s)	Roger George
Surname	Parry
Former name(s) ❷	
Country/State of residence	United Kingdom
Nationality	British
Date of birth	d0 d4 m0 m6 y1 y9 y5 y3
Business occupation (if any)	Director

❶ **Director appointments**
You cannot use this form to appoint a director To do this, please complete form **AP01** and submit it together with this annual return

Corporate details
Please use **Section E1-E4** to enter corporate director details

Director 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 **CH01**

❷ **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

D2 Director's service address ❸

Building name/number	27
Street	Edwardes Square
Post town	London
County/Region	
Postcode	W 8 6 H H
Country	United Kingdom

❸ **Service address**
If you have previously notified 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

In accordance with Section 854 of the Companies Act 2006

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Director

D1 Director's details ❶

Please use this section to list all the directors of the company
For a corporate director, complete Section E1-E4

Title*	Mr
Full forename(s)	Stephan
Surname	Shakespeare
Former name(s) ❷	
Country/State of residence	United Kingdom
Nationality	British
Date of birth	d 0 d 9 m 0 m 4 y 1 y 9 y 5 y 7
Business occupation (if any)	Director

❶ Director appointments
You cannot use this form to appoint a director To do this, please complete form **AP01** and submit it together with this annual return

Corporate details
Please use **Section E1-E4** to enter corporate director details

Director 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 **CH01**

❷ 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

D2 Director's service address ❸

Building name/number	604 Gilbert House
Street	Barbican
Post town	London
County/Region	
Postcode	E C 2 Y 8 B D
Country	United Kingdom

❸ Service address
If you have previously notified 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

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Corporate director

E1 Corporate director's details ❶

Please use this section to list all the corporate director's of the company

Corporate body/firm name	
Building name/number	
Street	
Post town	
County/Region	
Postcode	
Country	

❶ **Corporate director appointments**
You cannot use this form to appoint a corporate director To do this, please complete form **AP02** and submit it together with this annual return

Corporate director 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 **CH02**

This information will appear on the public record

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 ❷

Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register

Where the company/ firm is registered ❸	
Registration number	

❷ **EEA**
A full list of countries of the EEA can be found in our guidance www companieshouse gov uk

❸ This is the register mentioned in Article 3 of the First Company Law Directive (68/151/EEC)

E4 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

Legal form of the corporate body or firm	
Governing law	
If applicable, where the company/firm is registered ❹	
If applicable, the registration number	

❹ **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 that register

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Part 3 Statement of capital ❶

Does your company have share capital?
→ **Yes** Complete the sections below and the following **Part 4**
→ **No** Go to **Part 5 (Signature)**

❶ This should reflect the company's capital status at the made up date of this annual return

F1 Share capital in pound sterling (£)

Please complete the table below to show each class of shares held in pound sterling
If all your issued capital is in sterling, only complete **Section F1** and then go to **Section F4**

Class of shares (E g Ordinary/Preference etc)	Amount paid up on each share ❷	Amount (if any) unpaid on each share ❷	Number of shares ❸	Aggregate nominal value ❹
Ordinary A	0 002		96827414	£ 193654 82
				£
				£
				£
		Totals		£ 193654 82

F2 Share capital in other currencies

Please complete the table below to show any class of shares held in other currencies
Please complete a separate table for each currency

Currency

Class of shares (E g Ordinary/Preference etc)	Amount paid up on each share ❷	Amount (if any) unpaid on each share ❷	Number of shares ❸	Aggregate nominal value ❹
		Totals		

Currency

Class of shares (E g Ordinary/Preference etc)	Amount paid up on each share ❷	Amount (if any) unpaid on each share ❷	Number of shares ❸	Aggregate nominal value ❹
		Totals		

F3 Totals

Please give the total number of shares and total aggregate nominal value of issued share capital

Total number of shares	96827414
Total aggregate nominal value ❺	£193654 82

❺ **Total aggregate nominal value**
Please list total aggregate values in different currencies separately For example £100 + €100 + $10 etc

❷ Including both the nominal value and any share premium

❸ Total number of issued shares in this class

❹ Number of shares issued multiplied by nominal value of each share

Continuation Pages
Please use a Statement of Capital continuation page if necessary

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 A
Voting rights	As per the Articles of Association all the Ordinary A shareholders have the full right to attend the Annual General Meeting and vote on matters discussed in that meeting
Class of share	
Voting rights	
Class of share	
Voting rights	
Class of share	
Voting rights	

Part 4 Shareholders

Does your company have share capital?
→ **Yes** Complete the sections below
→ **No** Go to **Part 5 (Signature)**

❶ This should reflect the shareholder details at the made up date of this annual return

G1 Traded public companies ❷

☐ Please tick the box if your company was a traded public company at any time during the period of this return

❷ **Traded company definition**
A traded company means a company any of whose shares are admitted to trading on a regulated market

G2 List of past and present shareholders

Private and non-traded public companies are required to provide a 'full list' if one was not included with either of the last two returns

Traded public companies are required to provide a list of shareholders who held at least 5% of the issued shares of any share class if a list was not provided with either of the last two returns

Please tick the appropriate box below

☑ A full list of shareholders for a private or non-traded public company is enclosed Please complete **Section G3**, or

☐ A list of shareholders holding at least 5% of the issued shares of any share class for a traded public company is enclosed Please complete **Section G4**

☐ A list of shareholder changes is enclosed
→ For private or non-traded public companies, please complete **Section G3**
→ For traded public companies, please complete **Section G4**

☐ There were no shareholder changes in this period
→ Go to **Part 5 (Signature)**

Please tick the appropriate box below to indicate the format of your shareholder details

☐ The list of shareholders is enclosed on paper
☑ The list of shareholders is enclosed in another format

G3 Private or non-traded public companies – list of past and present shareholders

This section should only be completed by companies that have not 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 'Private or non-traded public companies – list of past and present shareholders' continuation page if necessary

		Shares or stock currently held	Shares or stock transferred (if appropriate)	
Shareholder's Name **(Address not required)**	Class of share	Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /

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 currently held	Shares or stock transferred (if appropriate)	
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				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /

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Part 5 Signature

	This must be completed by all companies
	I am signing this form on behalf of the company
Signature	Signature X X APS NEWMAN
	This form may be signed by Director ❶, Secretary, Person authorised ❷, Charity commission receiver and manager, CIC manager, Judicial factor

❶ **Societas Europaea**
If the form is being filed on behalf of a Societas Europaea (SE) please delete 'director' and insert details of which organ of the SE the person signing has membership

❷ **Person authorised**
Under either section 270 or 274 of the Companies Act 2006

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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 SHENOLA MATTHEW

Company name YOUGOV PLC

Address 50
FEATHERSTONE STREET

Post town LONDON

County/Region

Postcode EC1Y 8RT

Country UNITED KINGDOM

DX

Telephone 0207 012 6000

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

Important information

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

How to pay

A fee of £30 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)

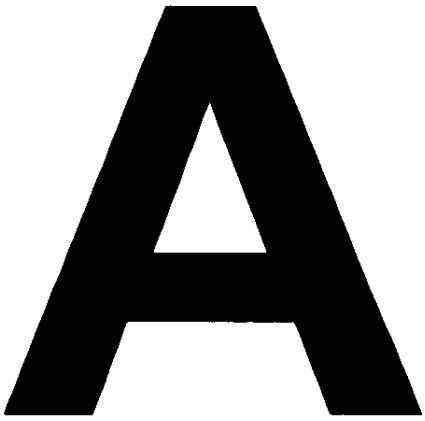
For companies registered in Northern Ireland
The Registrar of Companies, Companies House,
Second Floor, The Linenhall, 32-38 Linenhall Street,,
Belfast, Northern Ireland, BT2 8BG
DX 481 N R Belfast 1

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 – 03607311

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 23/09/10. 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