

# SH01

## Return of allotment of shares



Companies House



Go online to file this information  
[www.gov.uk/companieshouse](http://www.gov.uk/companieshouse)

☒ **What this form is for**  
You may use this form to give  
notice of shares allotted following  
incorporation.

☐ **What this form is NOT for**  
You cannot use this form to give  
notice of shares taken by subscrip  
on formation of the company or  
for an allotment of a new class o  
shares by an unlimited company.

THURSDAY



A33 21/12/2017 #148  
COMPANIES HOUSE

### 1 Company details

Company number 03607311

Company name in full YouGov PLC

→ **Filling in this form**  
Please complete in typescript or in  
bold black capitals.

All fields are mandatory unless  
specified or indicated by \*

### 2 Allotment dates

From Date d 1 d 5 m 1 m 2 y 2 y 0 y 1 y 7  
To Date d d m m y y y y

① **Allotment date**  
If all shares were allotted on the  
same day enter that date in the  
'from date' box. If shares were  
allotted over a period of time,  
complete both 'from date' and 'to  
date' boxes.

### 3 Shares allotted

Please give details of the shares allotted, including bonus shares.  
(Please use a continuation page if necessary.)

② **Currency**  
If currency details are not  
completed we will assume currency  
is in pound sterling.

Currency ②	Class of shares (E.g. Ordinary/Preference etc.)	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
STERLING	ORDINARY	118,532	0.2p	£0.002	£0.00

If the allotted shares are fully or partly paid up otherwise than in cash, please  
state the consideration for which the shares were allotted.

**Continuation page**  
Please use a continuation page if  
necessary.

Details of non-cash  
consideration.

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

N/A

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## Statement of capital

Complete the table(s) below to show the issued share capital at the date to which this return is made up.

Complete a separate table for each currency (if appropriate). For example, add pound sterling in 'Currency table A' and Euros in 'Currency table B'.

Please use a Statement of Capital continuation page if necessary.

Currency Complete a separate table for each currency	Class of shares E.g. Ordinary/Preference etc.	Number of shares	Aggregate nominal value (£, , \$, etc) Number of shares issued multiplied by nominal value	Total aggregate amount unpaid, if any (£, , \$, etc) Including both the nominal value and any share premium
<b>Currency table A</b>				
STERLING	ORDINARY	105,435,549	210,871.09	£0.00
<b>Totals</b>		105,435,549	210,871.09	£0.00

<b>Currency table B</b>				
<b>Totals</b>				

<b>Currency table C</b>				
<b>Totals</b>				

<b>Totals (including continuation pages)</b>	Total number of shares	Total aggregate nominal value ❶	Total aggregate amount unpaid ❶

❶ Please list total aggregate values in different currencies separately.  
For example: £100 + €100 + \$10 etc.

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**Statement of capital (prescribed particulars of rights attached to shares)**

Please give the prescribed particulars of rights attached to shares for each class of share shown in the share capital tables in Section 4.

Class of share	ORDINARY
Prescribed particulars ①	<p>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.</p> <p><b>Voting:</b> 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.</p> <p><b>Dividends:</b> 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.</p> <p><b>Capital:</b> The Company may capitalise 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 unpaid on any shares held by such Shareholders respectively or in paying up in full or part at par unissued 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.</p> <p><b>Redemption:</b> No shares of the Company are currently redeemable or liable to be redeemed at the option of the Company or the shareholder.</p>
Class of share	
Prescribed particulars ①	
Class of share	
Prescribed particulars ①	

**① Prescribed particulars of rights attached to shares**

The particulars are:

- a – particulars of any voting rights, 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.

A separate table must be used for each class of share.

**Continuation page**

Please use a Statement of Capital continuation page if necessary.

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**Signature**

I am signing this form on behalf of the company.

Signature

Signature

X



REGISTRAR x

This form may be signed by:

Director ②, Secretary, Person authorised ③, Administrator, Administrative receiver, Receiver, Receiver manager, CIC manager.

**② 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.

**③ 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 REECE MASON

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

**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 relevant 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.gov.uk/companieshouse](http://www.gov.uk/companieshouse) or email [enquiries@companieshouse.gov.uk](mailto:enquiries@companieshouse.gov.uk)

This form is available in an alternative format. Please visit the forms page on the website at [www.gov.uk/companieshouse](http://www.gov.uk/companieshouse)

## Shares allotted

**2 Currency**  
If currency details are not completed we will assume currency is in pound sterling.

[illegible]

# SH01 - continuation page

## Return of allotment of shares

If the allotted shares are fully or partly paid up otherwise than in cash, please  
state the consideration for which the shares were allotted.

Details of non-cash  
consideration.

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

## Statement of capital

**Complete a separate table for each currency.**

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that proper record-keeping is essential for transparency and accountability, particularly in financial matters. The text suggests that organizations should implement robust systems to track every aspect of their operations, from procurement to sales.

2. The second part of the document addresses the challenges faced by organizations in managing their resources effectively. It highlights the need for strategic planning and efficient allocation of funds. The author argues that without a clear vision and a well-defined strategy, organizations may struggle to achieve their long-term goals. This section also touches upon the importance of regular audits and evaluations to ensure that resources are being used optimally.

3. The third part of the document focuses on the role of leadership in driving organizational success. It discusses the qualities of effective leaders, such as vision, integrity, and communication skills. The text suggests that leaders should inspire their teams by setting a clear direction and fostering a culture of innovation and collaboration. It also emphasizes the importance of leading by example and maintaining high ethical standards.

4. The fourth part of the document explores the impact of technology on modern organizations. It discusses how digital tools and platforms can streamline processes, improve efficiency, and enhance data security. The author notes that while technology offers numerous benefits, it also presents challenges, such as the need for continuous learning and adaptation. Organizations are encouraged to embrace digital transformation and invest in the necessary infrastructure and talent.

5. The fifth part of the document discusses the importance of maintaining strong relationships with stakeholders, including customers, suppliers, and the community. It suggests that organizations should engage in regular communication and build trust through transparency and reliability. The text also highlights the role of corporate social responsibility (CSR) in enhancing an organization's reputation and contributing to societal well-being.

6. The sixth part of the document addresses the issue of risk management. It discusses the various types of risks that organizations may face, such as financial, operational, and reputational risks. The author suggests that organizations should identify potential risks early on and develop effective mitigation strategies. Regular risk assessments and contingency planning are recommended to ensure the organization's resilience in the face of uncertainty.

7. The seventh part of the document discusses the importance of employee development and training. It suggests that organizations should invest in their workforce by providing ongoing training and opportunities for career growth. The text emphasizes that a skilled and motivated workforce is a key factor in achieving organizational success. Organizations are encouraged to create a supportive environment that encourages learning and innovation.

8. The eighth part of the document discusses the importance of maintaining accurate financial records and reporting. It suggests that organizations should adhere to relevant accounting standards and regulations to ensure the accuracy and reliability of their financial statements. The text also highlights the importance of transparency in financial reporting and the role of external audits in providing assurance to stakeholders.

9. The ninth part of the document discusses the importance of maintaining a strong corporate culture. It suggests that organizations should define their core values and mission statement, and ensure that these are reflected in all aspects of their operations. The text emphasizes that a strong corporate culture can foster a sense of belonging and commitment among employees, leading to improved performance and productivity.

10. The tenth part of the document discusses the importance of maintaining a strong relationship with the community. It suggests that organizations should engage in social and environmental activities that benefit the community and contribute to sustainable development. The text emphasizes that a strong community relationship can enhance an organization's reputation and support its long-term success.

## 5 Statement of capital (prescribed particulars of rights attached to shares)

Class of share		
Prescribed particulars		