In accordance with Section 555 of the Companies Act 2006.

SH01

Return of allotment of shares





Go online to file this information www.gov.uk/companieshouse

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

X What this form is NO You cannot use this for notice of shares taken on formation of the corfor an allotment of an shares by an unlimited



A10 03/11/2022 COMPANIES HOUSE

#180

1	Company details					
Company number					→ Filling in this form Please complete in typescript or in	
Company name in full	YouGov PLC			bold black cap		
				specified or in	nandatory unless dicated by *	
2	Allotment dates •					
From Date	d 2 d 7 m 1 m 0 y 2 y	0 72 72		•	Allotment date If all shares were allotted on the	
To Date	d d m m y y	уу		same day ente	r that date in the	
		, ,			x. If shares were 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.)				O Currency If currency details are not completed we will assume currency	
				is in pound ste	rling.	
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 (induding share premium) on each share	
STERLING	ORDINARY	1,915	0.2p	£0.02	£0.00	
	If the allotted shares are fully or partly state the consideration for which the s			Continuation Please use a co necessary.	page ntinuation page if	
Details of non-cash consideration.	N/A					
f a PLC, please attach valuation report (if appropriate)						

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4	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	Class of shares	Number of shares	Aggregate nominal value (£, , \$, etc)	Total aggregate amount unpaid, if any (£, ,\$, etc)			
Complete a separate table for each currency	E.g. Ordinary/Preference etc.		Number of shares issued multiplied by nominal value	Including both the nominal value and any share premium			
Currency table A	•	l	•	•			
STERLING	ORDINARY	111,465,364	222,930.72	20.00			
	Totals	111,465,364	222,930.72	£0.00			
Currency table B							
<u> </u>							
	Totals						
Currency table C			<u> </u>	<u> </u>			
Currency table C							
	Totals						
	Takala (in abadia a assistant	Total number of shares	Total aggregate nominal value •	Total aggregate amount unpaid •			
	Totals (including continuation pages)	111,465,364	222,930.72	£0.00			

 $[\]bullet$ Please list total aggregate values in different currencies separately. For example: £100 + \$100 etc.

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Return of allotment of shares

Statement of capital (prescribed particulars of rights attached to shares) Please give the prescribed particulars of rights attached to shares for each • Prescribed particulars of rights class of share shown in the share capital tables in Section 4. attached to shares The particulars are: particulars of any voting rights, Class of share **ORDINARY** including rights that arise only in 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. Prescribed particulars certain circumstances; particulars of any rights, as respects dividends, to participate 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 may capitalise any part of the amount for the time being standing to the credit of any of the Company's reserve accounts (induding 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. Redemption: No shares of the Company are currently redeemable or liable to be redeemed at the option of the Company or the shareholder. in a distribution; particulars of any rights, as respects capital, to participate in a distribution (including on winding up); and 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. Class of share Continuation page Prescribed particulars Please use a Statement of Capital continuation page if necessary. Class of share Prescribed particulars Signature I am signing this form on behalf of the company. Societas Europaea If the form is being filed on behalf Signature Signature of a Societas Europaea (SE) please delete 'director' and insert details REGISTRAR x X of which organ of the SE the person signing has membership. Person authorised This form may be signed by: Under either section 270 or 274 of Director 9, Secretary, Person authorised 9, Administrator, Administrative receiver, the Companies Act 2006. Receiver, Receiver manager, CIC manager.

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	NEVILLE HOUSE
	STEELPARK ROAD
	HALESOWEN, WEST MIDLANDS
Post town	
County/Region	
Postcode	B 6 2 8 H D
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 or email 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

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3	Shares allotted						
	Please give details	se give details of the shares allotted, including bonus shares.				O Currency 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	
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In accordance with Section 555 of the Companies Act 2006.	SH01 - continuation page Return of allotment of shares						
	If the allotted sh state the consid	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)							
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Statement of capital

Complete the table below to show the issued share capital. Complete a separate table for each currency.

Currency	Class of shares	Number of shares	Aggregate nominal value (£, ,\$, etc)	Total aggregate amount
Complete a separate table for each currency	E.g. Ordinary/Preference etc.		Number of shares issued multiplied by nominal value	Including both the nominal
 	 	!	multiplied by norminal value	value and any share premium
				and the second of the second
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	Totals]	

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5	Statement of capital (prescribed particulars of rights attached t	o shares)
Class of share		
Prescribed particulars		
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