In accordance with Section 555 of the Companies Act 2006.

SH01

Return of allotment of shares





consideration.

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

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



A08

12/07/2023 COMPANIES HOUSE #82

Company details

Company number

0 3 6 0 7 3 1 1

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 1	^m 0 ^m 7	y 2 y 0 y 2 y 3
To Date	d d	m m	у у у

Shares allotted

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.

	Please give details of the shares allotted, including bonus shares. (Please use a continuation page if necessary.)			Ocurrency 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	5,567,256	0.2p	£9.20	£0.00
	If the allotted shares are fully or partl state the consideration for which the			Continuation Please use a conecessary.	page ntinuation page if
Details of non-cash	N/A		<u> </u>		

SH01

Return of allotment of shares

4	Statement of capital	<u> </u>		
	Complete the table(s) below to show the issu	ied share capital at the	date to which this return	n is made up.
	Complete a separate table for each curre 'Currency table A' and Euros in 'Currency tab		For example, add poun	d sterling in
	Please use a Statement of Capital continuation	on 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 premiu
Currency table A	1		'	
STERLING	ORDINARY	117,072,728	234,145.45	£0.00
-				
	Totals	117,072,728	234,145.45	£0.00
Currency table B	·		,	<u> </u>
currency table b		*		
		<u> </u>		
	Totals			Experimental and a second
Currency table C				
		,		
•		•		
	Totals			
		Total number of shares	Total aggregate nominal value •	Total aggregate amount unpaid •
	Totals (including continuation	117,072,728	234,145.45	£0.00

 $oldsymbol{0}$ Please list total aggregate values in different currencies separately. For example: £100 + ξ 100 etc.

SH01 Return of allotment of shares

5	Statement of capital (prescribed particulars of rights attached shares)	to
	Please give the prescribed particulars of rights attached to shares for each class of share shown in the share capital tables in Section 4 .	• Prescribed particulars of rights attached to shares
Class of share	ORDINARY	The particulars are: 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 cepitat, 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 poil 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. Capitat: 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 priofil in dioss 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 my shares held by such Shareholder reservely or rin 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.	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.
Class of share		A separate table must be used for each class of share.
Class of share Prescribed particulars		Continuation page Please use a Statement of Capital continuation page if necessary.
0		
6	Signature	I
	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	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