

June 2021

# SHAPING OUR ESG FUTURE

YouGov's ESG Roadmap 2021-23

**YouGov**<sup>®</sup>



# Our ESG Commitment

Our business is underpinned by socially responsible practices, built upon an ethos of transparency and trust. As YouGov turns 21 this year, we are looking to the future and a more developed approach to Environmental, Social and Governance factors (“ESG”).

In this, our first ESG Roadmap, we articulate our commitment to ESG and how we will demonstrate this over the remainder of our current long-term strategic plan. There is good activity already taking place across the business and we acknowledge a need to articulate this better internally; equally we acknowledge that we can improve and commit to furthering our positive impact for our stakeholders.

This ESG Roadmap is our path towards a demonstrable commitment to good ESG practices at YouGov.

Our approach to ESG is based on the belief that we should focus our efforts on the areas where we can add the most value, throughout this report we are driving our activities into the areas which are most relevant for our business such as the provision of public data for social value.

We will be providing resource towards achieving these objectives and commit to setting a new ESG Roadmap when this one expires. The impact from measures taken will not be instant, but consistency is key to implementing lasting and meaningful change. We hope this will be the first of several successful ESG Roadmaps.

We welcome feedback from our stakeholders and there are details of how to contact us later in this document.

Sincerely

**Stephan Shakespeare, CEO**  
**Alex McIntosh, CFO**  
**Sundip Chahal, COO**

June 2021

# Aims



## The key aims for this ESG Roadmap are:

- Improve stakeholder understanding of our approach to ESG and relevant activities.
- Affirm our ESG commitment by aligning to a recognised sustainability standard.
- Drive our ESG activities in areas that are relevant for our business and where YouGov can add particular value.

For each year in this Roadmap, we have identified core actions which we can take in order to meet our key aims.

These will be accompanied by other actions and may change as the business grows.

We will report on progress against our Roadmap each year.



# Timetable

This Roadmap is aligned with YouGov's current long-term strategic plan, ending on 31 July 2023.

## FY22: Year 1

### Aim by end Year 1:

- Defined corporate purpose statement.
- Improved ESG Ratings with Investors.
- Improved understanding by staff of YouGov's ESG activities.
- Increased transparency with suppliers and clients about YouGov's ESG approach.



## FY23: Year 2

### Aim by end Year 2:

- ESG Roadmap 2 agreed and published.
- Evolution of ESG metrics and KPIs.
- Affirm that Staff have understanding of ESG activities at YouGov.



## Road ahead

### ESG Roadmap 2 FY24



# Year 1

These are the core activities which we plan to complete in Year 1 (FY22):

Other activities are planned to complement these core actions, and we will report on progress made at end of Year 1.

- Defining a corporate purpose statement.
- Improving our transparency through a new dedicated area for ESG on our Corporate website.
- Publishing a Supplier Code of Conduct and Request for Proposal (“RFP”) Template, to bring ESG factors into the supplier decision making process.
- Actively working to improve YouGov's ESG Ratings with the investment community.
- Identifying appropriate partnerships to engage with, for example in the areas of ethical data and inclusive technology.



# Year 2

These the core activities which we plan to achieve in Year 2 (FY23):

Other activities are planned to complement these core actions, and we will report on progress made at end of Year 2.



- Assess our non-financial KPIs and personal objectives metrics in relation to our ESG commitment, and seek to disclose further meaningful non-financial information for our stakeholders.
- Prepare for expected new requirements such as the recommendations of the Task Force on Climate-Related Financial Disclosures (TFCD).
- Build on the work done in Year 1 around staff engagement with ESG, to achieve high levels of staff understanding on the subject.
- Define our aims for ESG Roadmap 2 and set commitments for that plan.

# Feedback



We welcome feedback and engagement from our stakeholders about our ESG Roadmap and activities.



Contact us

Investors and Analysts  
[investor.relations@yougov.com](mailto:investor.relations@yougov.com)

Clients, Staff, Partners  
and Other Stakeholders  
[governance.team@yougov.com](mailto:governance.team@yougov.com)

