



30 May 2024

YouGov plc

("YouGov" or "the Group" or "the Company")

Publication of Inaugural ESG Report

YouGov, the international research and data analytics group, has today published its inaugural stand-alone ESG report.

YouGov's core principles of transparency and trust are demonstrated in our approach to Environmental, Social and Governance ("ESG") commitments. As the international regulatory landscape evolves, interest in ESG continues to grow and the complexity of required disclosures continues to expand. With the publication of this ESG report, we have centralised our disclosures to enhance transparency and accountability in our ESG approach. This report is published mid-year and expands on the mandatory disclosures provided in our Annual Report and the Group's existing ESG roadmap. Our ESG strategy is built around objectives to accompany YouGov's current long-term strategic plan for FY24-26.

YouGov has aligned its reporting with the Sustainability Accounting Standards Board ('SASB') and has identified six UN Sustainable Development Goals that are materially relevant to its business.

Key highlights

Data commitment

As a global data company, YouGov prioritises data privacy and security to ensure that all personal data is handled carefully and responsibly. The Group incorporates the principles of the EU's General Data Protection Regulation as much as possible into global operations, in addition to complying with all other applicable regional privacy and security obligations. Based on principles of fairness, transparency, and accountability, YouGov's trusted global privacy framework gives panel members, clients, and colleagues a consistent experience regardless of their location.

Net zero strategy

YouGov is excited to introduce its net zero targets in this report. The Group has made a global commitment to achieve net zero by 2050 at the latest, with interim targets for 2030 covering Scopes 1, 2, and 3. These targets have been submitted to the Science Based Targets initiative for verification, and YouGov has partnered with third-party sustainability consultants Inspired plc to ensure that its net zero strategy is ambitious while remaining achievable and aligned with the latest climate science guidance. YouGov's net zero targets are to achieve carbon neutrality in the UK by 2026 (at the latest), a 42% reduction of scope 1 & 2 emissions by 2030 and 90% by 2050 and a 25% reduction of scope 3 emissions by 2030 and 90% by 2050.

YouGov's social mission

YouGov creates social value through engagement with panel members, employees, clients, and the wider community. The Group's social mission reflects its greatest strengths, such as providing unparalleled

access to free public data and socially-oriented client work to create wider social value through research. YouGov's commitment to maintaining a representative and accessible panel helps make people's opinions heard for the benefit of the wider community and deliver trusted and accurate insights for clients. The Group maintains high levels of employee satisfaction and fulfilment with policies and processes in place to maintain an enriching culture and thriving workplace.

Workforce Diversity Report

Diversity and inclusion ("D&I") is fundamental to ensuring that YouGov captures the opinions of all groups, including those often underrepresented in research. It is essential for the Group's products and insights to remain neutral and free from bias, which is supported by a diverse workforce in an inclusive workplace. YouGov believes that transparency is key to building trust, and its Workforce Diversity Report outlines the D&I strategy, approach to diversity data, and mid-year global statistics.

The full ESG Report is available to view or download from the Company's website at <https://corporate.yougov.com/esg/our-esg-approach/>

Steve Hatch, Chief Executive Officer, said:

"I am delighted to present our inaugural ESG report today. ESG is at the core of everything we do. YouGov is built on an ethos of transparency and trust, and ESG is embedded in our DNA across the group.

Our new ESG report expands on our existing ESG Roadmap, highlighting our ESG performance, targets and ambitions and the impact we have on our stakeholders. We know that our ESG strategy is increasingly important to our stakeholders, and we are always looking for ways to better articulate our approach. This report ensures we maintain a sharp focus on material ESG issues, whilst enhancing transparency and accountability.

YouGov is proud of what it has accomplished to date and is aiming to accelerate progress towards our ESG goals, driving improvement where it matters most for our stakeholders and bringing our vision for the future of responsible, ethical and sustainable business at YouGov closer."

Enquiries

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About YouGov

YouGov is an international online research data and analytics technology group.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 27+ million registered panel members to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

YouGov. Living Consumer Intelligence.

For further information, visit business.yougov.com