Task Force on Climate-Related Financial Disclosures Report (TCFD) 2024

YouGov®

Contents

1

Governance

See page 5

2

Strategy

See page 8

3

Risk management

See page 14

4

Metrics and targets

See page 17

TCFD Index

Table 1: TCFD Index

Disclosure (TCFD Framework)	Location
Governance	
a. Board oversight of climate-related risks and opportunities.	2024 TCFD report, Governance, page 6
b. Management role in assessing and managing climate-related risks and opportunities.	2024 TCFD report, Governance, page 7
Strategy	
a. Climate-related risks and opportunities identified over the short, medium and long term.	2024 TCFD report, Our climate-related risks, page 10
b. Impact of climate-related risks and opportunities on the business, strategy and financial planning.	2024 TCFD report, Our climate-related risks, page 14 2024 TCFD report, Climate-resilient business strategy, page 8
c. Resilience of the business strategy to climate-related risks and opportunities, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	2024 TCFD report, Climate-resilient business strategy, page 8 2024 TCFD report, Climate-scenario analysis, page 10

Disclosure (TCFD Framework)	Location
Risk Management	
a. Processes for identifying and assessing climate-related risks.	2024 TCFD report, Climate-risk management, page 15
b. Processes for managing climate-related risks.	2024 TCFD report, Climate-risk management, page 14
c. Processes for integrating the identification, assessment and management of climate-related risks into overall risk management.	2024 TCFD report, Climate-risk management, page 14
Metrics and Targets	
a. Metrics to assess climate-related risks and opportunities in line with strategy and risk management process.	2024 TCFD report, Metrics and targets, page 17
b. Scope 1, Scope 2 and Scope 3 Greenhouse Gas (GHG) emissions and related risks.	2024 TCFD report, Greenhouse gas emissions, page 21
c. Targets used to manage climate-related risks and opportunities and performance against targets.	2024 TCFD report, Metrics and targets, page 17

Introduction

YouGov PLC and subsidiary companies ("the Group") is naturally low-impact businesses; however, as a global citizen, the organisation recognises that developing a sustainable business means making long-term decisions, including protecting the environment for the benefit of all. Concerns about global warming, and particularly the destruction of tropical rainforests, have rightly received and continue to receive scrutiny. Operating as one of the world's largest research networks, YouGov supports the UK's commitment to avoid dangerous climate change, limiting global warming to 1.5°C, as set out by the Paris Agreement.

To strengthen our ability to mitigate the impacts of climate change on the Group, YouGov aims to reduce our carbon emissions in accordance with the best available science. This report is YouGov's second voluntary disclosure on the Task Force on Climate-related Financial Disclosures (TCFD). It demonstrates a commitment to keeping stakeholders informed about the organisation's approach to climate-related risks and opportunities. The report covers the four key areas of Governance, Strategy, Risk Management and Metrics & Targets, as outlined by the TCFD.

CEO's statement

YouGov is committed to playing its part in addressing the critical challenge of climate change. We have integrated climate-related considerations into our business strategy and set science-based targets to achieve Net Zero emissions by 2050. Our targets have been validated by the Science Based Targets initiative (SBTi), aligning us with the latest climate science.

We are actively working to reduce our carbon footprint by focusing on renewable energy sources and optimising our operations. Additionally, we leverage our data and analytics expertise to provide valuable insights into climate-related trends and consumer behaviour, empowering our clients to make informed decisions and drive sustainable change. We believe that addressing climate change is not only an environmental imperative but also a significant business opportunity. By embracing sustainable practices and innovative solutions, we can create long-term value for our stakeholders while contributing to a more sustainable future.

Steve Hatch
CEO

About TCFD

Climate change refers to the long-term shift in weather patterns. This occurs naturally, but due to human activities altering the composition of the atmosphere, climate change is occurring at an accelerated rate. It is important that organisations act, to reduce their Greenhouse Gas ("GHG") emissions to prevent irreversible damage.

We understand that climate change poses risks which could potentially affect the success of our business. In contrast, we acknowledge that there may be opportunities associated with climate change that could benefit the Group's operations. TCFD is a framework that is used to assess and manage the risks and opportunities associated with climate change to a business's operations, financial planning and future strategy. We follow this framework to help understand and analyse the impact that climate change may have on the Group's success.

The TCFD framework is divided into four sections, with eleven disclosure recommendations. Governance (Page 5), which details how the Group manages and oversees climate change; Strategy (Page 8), providing information on the Group's approach to monitoring climate change and the climate scenario analysis; Risk Management (Page 14), detailing the step by step process from identifying to addressing climate risks; Metrics and Targets (Page 17), where the Group's full GHG emission inventory can be found, along with progress against climate targets.

The TCFD framework groups climate-related risks and opportunities into two primary categories: transition and physical risks. Transition risks are those that relate to mitigating the effects of climate change and decarbonisation. Physical risks are those associated with the physical impact of climate change. This financial year, we have worked closely with our third-party sustainability advisors, Inspired ESG, to update the Group's climate-related risks and opportunities, considering the impact of both transition and physical risks.

TCFD framework

Figure 1: TCFD Framework

1 Governance
Ensuring accountability for climate change

2 Strategy
Building a resilient business strategy

3 Risk Management
Integrating climate change into existing risk management framework

4 Metrics & Targets
Measuring and managing your impact

About Us

YouGov is an international online research data and analytics technology group headquartered in London. With over 3,000 staff located in over 30 countries, we are one of the world's largest research networks. Our mission is to offer unparalleled insight into what the world thinks, feels and does. Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better. 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 our products and services draw upon this detailed understanding of our 29 million registered panel members to deliver 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 one of the most quoted market research source in the world.

YouGov recognises the increasing significance of climate change and its potential impacts on our business, stakeholders, and the global community. To address these challenges, we have integrated climate-related considerations into our overall business strategy. At the group level, we have made a global commitment to achieve Net Zero by 2050 at the latest, with interim targets for 2030 covering Scopes 1, 2, and 3 from the FY22 baseline. These targets have been validated to the Science Based Targets Initiative (SBTi). With our external consultants, we have ensured that our Net Zero strategy is ambitious while remaining achievable and aligned with the latest climate science. To achieve these goals, we are focusing on adopting renewable energy sources.

Over the past 12 months, we have made steady progress toward our ambitious goals of reducing our environmental impact, which include YouGov publishing its first standalone ESG Report in 2024, which makes full disclosure on the targets set to meet the 2050 goal of Net Zero. To demonstrate our commitment to climate action, YouGov committed to setting Science-based Targets through the SBTi in November 2023. These targets have been set following a workshop with key senior leaders and approved by the Board of Directors. The SBTi approved these targets in September 2024. Reduction will be achieved with a combination of changes to behaviour, procurement decisions, and facilities management.

01 Governance

Disclose the organisation’s governance around climate-related risks and opportunities.

YouGov®

YouGov's commitment to environmental responsibility is driven by board-level leadership. The YouGov plc Board is committed to integrating climate-related and other environmental factors into the Company's strategic direction, financial planning, and operational activities as appropriate. The Board maintains oversight of climate-related risks and opportunities, which are assessed as part of the annual Group risk review process.

Board-level Oversight of Climate Change

The Board has ultimate responsibility for YouGov's ESG commitments, including climate-related risks, targets, and disclosures. The Board, either directly or through their delegated authorities, ensures that transparent climate-related disclosures are made, the effectiveness of climate strategies is monitored, and capital expenditures in support of the company's Net Zero goals are authorised.

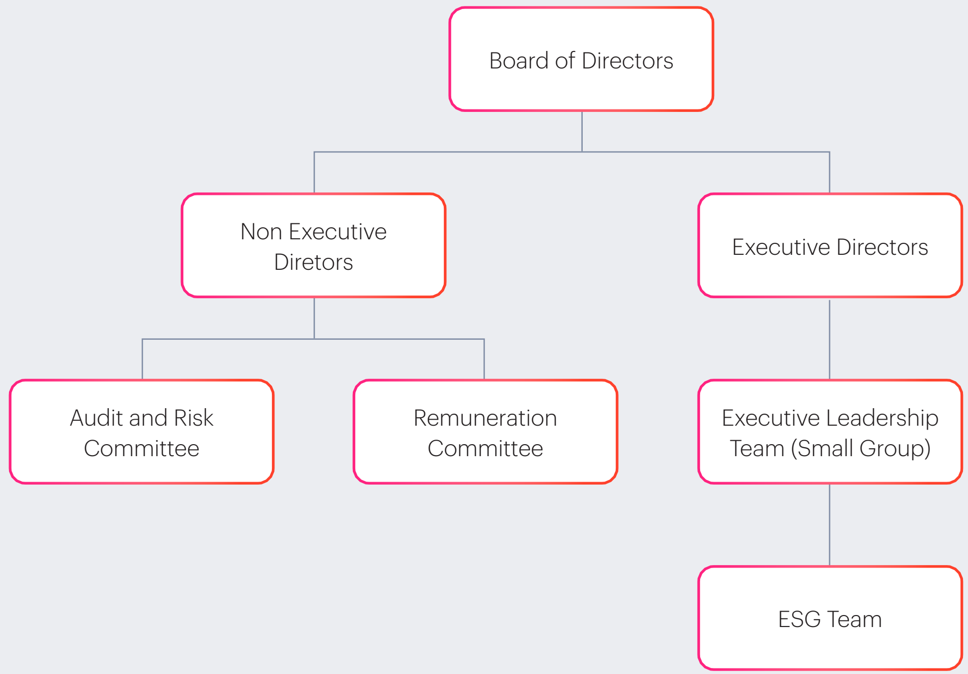
The Board engages with the Company's ESG Team annually via a Deep Dive session to receive education on ESG topics, assess the effectiveness of ESG strategies and initiatives, and progress against climate-related targets. In FY24, this session took place in March, and the discussions included reviews of performance and targets related to the Company's ESG strategy, including climate-related strategies and targets.

The Board is committed to ongoing professional development in sustainability and climate change. In addition to the Deep Dive, the Board were given a supplemental reading pack to expand their knowledge of climate change matters. The Board's deepened knowledge of sustainability and climate change informs both our commercial and ESG initiatives.

Audit & Risk Committee

The Board has assigned the Audit & Risk Committee the responsibility for overseeing and scrutinising YouGov's risk management policy and processes, including those related to climate risks. This includes evaluating and prioritising potential climate-related risks and opportunities and their impacts and approving mitigation strategies to manage those risks effectively. Climate-related risks and opportunities, including the Company's Climate Risk Register, were reviewed during the June 2024 meeting of the Audit & Risk Committee.

Figure 2: Company Organisational Structure



Remuneration Committee

The Board has delegated to the Remuneration Committee responsibility for setting the strategy, structure and levels of remuneration for the Executive Directors. In determining performance-based targets, the Committee considers the appropriateness of ESG metrics, including those related to climate change. The annual executive bonus plan includes ESG-related objectives and performance against the FY24 objectives outlined on page 99 of our FY24 Annual Reports & Accounts.

For information on the composition of the YouGov plc Board of Directors, see corporate.yougov.com/about/board-directors

Management-level Oversight of Climate Change

The Executive Leadership Team (known as the Small Group) has been delegated the responsibility of overseeing YouGov's overall management. The Small Group is accountable for ensuring that ESG priorities, including climate change, are effectively integrated into the Company's operations and communicated across all levels of the organisation.

The Chief Governance and Compliance Officer (CGCO) and Company Secretary is an Officer of the Company and has the highest management position responsible for oversight of climate-related risks and opportunities. They oversee the process to assess, identify, and manage these risks and opportunities annually. The ESG team, led by the Head of Compliance & ESG, is a dedicated resource for developing and implementing ESG initiatives, including those related to the environment and climate change. Additionally, they are tasked with developing and implementing the annual ESG Roadmap, coordinating company-wide ESG training, facilitating ESG-related communications internally and externally, and ensuring compliance with all relevant ESG regulations, including disclosure requirements. The ESG team reports to the CGCO on an average once a month, though there is no formal reporting frequency. The CGCO, as a member of the Small Group, and as Company Secretary to the Board of Directors, ensures a high level of communication between the two bodies. The Small Group's activities are reported to the Board at each of its eight annual meetings.

Communication of Climate Change-related Matters

To effectively communicate ESG matters, including those related to climate change, to the YouGov workforce, we employ a multi-channel approach, including annual ESG webinars, regular intranet articles, quarterly updates to senior leadership, monthly communications to line managers, and ESG training for new employees.

Future Plans

In FY25, YouGov intends to establish an executive-level Sustainability Committee for escalation and decision-making on key sustainability matters. The Committee will also provide strategic guidance and recommendations to the Board on key sustainability matters. A dedicated budget supports ESG initiatives, ensuring adequate resources for effective management and progress against goals.

02 Strategy

Disclose the material actual and potential impacts of climate-related risks and opportunities on the organisation's businesses, strategy, and financial planning.

Strategy

YouGov recognises the increasing significance of climate change and its potential impacts on our business, stakeholders, and the global community. To address these challenges, we have integrated climate-related considerations into our overall business strategy. Our core data collection and analysis business provides us with a unique opportunity to contribute to the global understanding of climate change. We can provide valuable insights into climate-related trends, consumer behaviour, and market dynamics by leveraging our extensive data platform and analytical capabilities. This information empowers our clients to make informed decisions and develop climate-resilient strategies.

Furthermore, we are committed to managing climate-related risks that may impact our operations. This includes assessing potential physical risks, such as extreme weather events and long-term increases in temperature, as well as the transition risks associated with the shift to a low-carbon economy. We can develop appropriate mitigation and adaptation strategies by identifying and evaluating these risks. In addition to managing risks, we are also exploring climate-related opportunities to contribute to the low-carbon transition.

At the group level, we have made a global commitment to achieve Net Zero by 2050 at the latest, with interim targets for 2030 covering Scopes 1, 2, and 3 from the FY22 baseline. The SBTi approved these targets in September 2024, showing that our near-term and Net Zero targets are in line with the climate science on limiting warming to 1.5°C. With our external consultants, we have ensured that our Net Zero strategy is ambitious while remaining achievable and aligned with the latest climate science. To achieve these goals, we are focusing on adopting renewable energy sources.

Climate Scenarios

Aligned with the Task Force on Climate-related Financial Disclosures (TCFD) recommendations, we conducted a climate scenario analysis to assess potential climate-related risks and opportunities across our operations. Climate scenarios, which depict various future climate conditions, were developed using a combination of advanced climate models and internationally recognised frameworks. These include the International Energy Agency's World Energy Models, Shared Socioeconomic Pathways, Climate Natural Catastrophe Damage Model, Coordinated Regional Climate Downscaling Experiment (CORDEX), and Integrated Assessment Models (IAM). It's important to note that while climate models are valuable tools, they have inherent limitations in accurately replicating complex real-world systems. As such, their projections should be interpreted cautiously and continuously refined as our understanding of climate change evolves.

- **Assessing Our Vulnerability:** We assessed the potential impacts of climate change on our business, considering both the direct physical risks and the transition risks associated with transitioning to a low-carbon economy. Physical risks include exposure to extreme weather events such as flooding and heatwaves, while transition risks relate to regulatory changes and market shifts arising from the transition to a low-carbon economy. Transition risks have been identified at the Group level, significantly impacting the overall business strategy and operations. Specific sites, totalling 58, have been pinpointed to address physical risks across various regions.
- **Futureproofing Our Business:** We analysed various climate scenarios to understand the potential implications of climate change. Our analysis extended beyond standard industry practices to incorporate a range of warming pathways, enabling us to assess risks across different time horizons. The long-term horizon aligns with the UK's and the Group's Net Zero Strategy for 2050.

The scenarios we considered were:

Proactive <2°C by 2100 – Ambitious Climate Action: This represents a collective commitment to limiting global temperature rise to below 2°C by the end of the century, as outlined in the Paris Agreement. Despite heightened transition risks in the short term, this approach markedly diminishes future climate consequences. YouGov is committed to partnering with businesses, governments, and organisations to shape a more sustainable, inclusive, and prosperous future.

YouGov has set and is working towards achieving Science-Based Targets (SBTs) approved by the Science Based Targets Initiative (SBTi), aligning its emission reduction goals with the 1.5°C global warming limit. The company has developed robust business continuity plans to minimise disruptions from potential physical climate risks, such as extreme weather events. Additionally, YouGov proactively identifies, assesses, and mitigates potential physical climate risks to its operations, infrastructure, and supply chain, including implementing climate-resilient measures and appropriate insurance coverage. By adopting these strategies, YouGov positions itself to navigate the transition to a low-carbon economy and mitigate the impacts of climate change on its business.

Reactive 2-3°C by 2100 – Navigating the Challenges of a Changing Climate and Uneven Action: The 2-3°C scenario reflects a potential future where global climate action is uneven. While some governments enact regulations, lacking strong, coordinated responses could create business uncertainties. In this scenario, YouGov can improve its energy efficiency and ensure its suppliers and partners are committed to environmentally responsible practices.

Inactive >3°C by 2100 – A Call to Action and Building a Resilient Future: This scenario represents a world with minimal climate action that presents significant long-term challenges. In this scenario, YouGov can capitalise on opportunities for innovation and leadership in addressing climate change, positioning itself as a resilient and sustainable organisation.

The following outlines the time horizons to identify when a risk or opportunity will significantly impact the business.

- **Short-term (2023-2027) – Driving Sustainability Impact:** Aligned with the strategic planning cycle, this timeframe provides an ideal opportunity to embed sustainability into core operations.
- **Medium Term (2028-2037) – Strategic Adaptation and Innovation:** This timeframe represents a critical juncture for YouGov to solidify its role as a sustainability leader. It also aligns with our commitment to our absolute interim targets of reducing emissions by 42% in Scope 1 and 2 (market-based) and 25% in Scope 3 by 2030.
- **Long Term (2038-2052 – A Net Zero Future:** This extended timeframe offers a strategic vantage point to anticipate and adapt to the evolving landscape of global operations and the research and data analytics industry. It aligns with our commitment to achieving Net Zero (Scopes 1, 2, and 3) by 2050.

Analysis Results

YouGov's core business activities primarily involve data collection, analysis, and insights generation. This operational model inherently results in a relatively low environmental impact compared to industries with significant physical operations or resource consumption. Consequently, through a comprehensive assessment of eighteen potential climate-related risks (physical and transition), none were deemed material to the Group's future business or strategy. We assessed physical risks by location, focusing on 58 sites, and transition risks at the Group level, relevant across all business operations due to their pervasive global impact.

Our rigorous assessment process identified climate change as an emerging risk in FY23. This determination was made following a dedicated workshop that delved into climate scenario modelling, which included a thorough evaluation of the organisation's current controls and its ability to respond to potential climate change impacts. In May 2024, updated scenario modelling, a follow-up climate risk workshop, and internal discussions provided a comprehensive reassessment. This process led the CGCO, Head of Compliance, and ESG Manager to reconfirm climate change as an emerging risk for FY24.

Thus, we maintain a proactive stance on environmental sustainability, integrating relevant considerations into our operations. The climate risk assessment will be repeated each year to ensure changes in risk materiality are quickly identified and mitigated. While YouGov's current environmental impact is minimal, the evolving regulatory landscape, increasing stakeholder expectations, and potential future business expansions could introduce greater climate-related risks.

Transition risks: Transition risks arise from the shift towards a low-carbon economy. For YouGov, these include regulatory changes, which could increase operational costs and create competitive pressures. Technological disruption from advancements in renewable energy and other climate-friendly technologies could render existing products or services obsolete. These risks are highest in the below 2°C scenario due to increased climate-related policies. YouGov is committed to decarbonising its operations and aligning with emerging requirements.

Physical Risks: These risks arise from the direct physical impacts of climate change, which can be categorised as either acute or chronic:

- Acute risks are one-off events such as extreme weather events (floods, heatwaves, droughts, wildfires, storms) and natural disasters.
- Chronic risks are persistent changes to our climate, such as rising sea levels, resource scarcity (water availability), and changes in weather patterns.

At present, YouGov does not anticipate any material risks arising from the six physical and twelve transition climate risks identified. All identified transition and physical risks are currently considered to be of low likelihood and low impact on YouGov's business. These risks are categorised as "yellow", indicating that they are monitored closely but do not pose an immediate threat. To mitigate these risks, YouGov has implemented appropriate measures. Please refer to Appendix I: Our Climate-related Risks (Part B) for a detailed overview of all identified risks and mitigation strategies.

Opportunities: The climate-related opportunities listed below offer a strong case for YouGov to invest in sustainability and operational efficiency. They can help us save money, reduce risk, improve our sustainability, and strengthen our competitive position.

Supply Chain Assessment: We have expanded our climate risk assessment to incorporate a detailed supply chain analysis. Utilising climate modelling, we evaluated 14 key suppliers for potential climate-related disruptions (acute and chronic physical risks), such as flooding and extreme heat. We found no currently at-risk supply chain routes. The same methodology was applied to assess the supply chain risks, which are detailed in the preceding section. This analysis enables us to develop mitigation strategies and build resilience into our operations proactively. Most of YouGov's suppliers are office-based and geographically dispersed, minimising their exposure to direct physical climate risks such as extreme weather events. Additionally, many of our suppliers have already implemented robust climate risk management frameworks aligned with TCFD recommendations, including regular assessments of their physical risk exposure. Based on this information, the potential physical impacts on our suppliers are minimal. Additionally, we assessed these suppliers for transition risks, such as reputational damage from non-compliant suppliers or increased costs due to their carbon reduction efforts. While no material transition risks were identified for these specific suppliers, our analysis highlighted potential areas of future focus, including reputational damage and increased supplier costs.

Analysis Results *continued*

Table 2: A Table Showing Climate-related Opportunities for YouGov

#	Opportunity Type	TCFD Opportunity Alignment	Main Financial Impact	Description	Scenario	Timeframe	Description of Opportunity Response	Alignment to Net Zero
01	**Energy Resources**	Use and installation of low-emission energy technology	Self-generated electricity can be used in business operations, and excess can be sold to the grid. **Reduced indirect (operating) costs.**	Investment in resource efficiency will lower energy intensity and should lead to cheaper and more consistent operating costs, enhancing operating efficiency. This will be accomplished by decreasing energy consumption across the Group. The power needed for our offices, data centres, heating, ventilation, air conditioning, and lighting are the main energy users for the Group.	<2°C 2-3°C	Short – Medium Term (2023-2037)	We understand we will be required to invest in lower-emissions technology across our operations as more innovative solutions come to the market over time. While many of the properties we operate in are leased, we have had discussions with landlords about the feasibility and future opportunities to have low-carbon technology, such as solar, on our buildings. This would also reduce our reliance on the grid and help mitigate any carbon tax. Increased investment in energy efficiency technology will decrease our energy consumption and, ultimately, the Group's energy costs.	Investing in low-emission and energy-saving products can substantially reduce our environmental impact by lowering absolute Scope 1 and 2 (market-based) emissions. Please refer to Table 6 for our progress towards climate targets.
02	**Resource Efficiency**	Use of more efficient suppliers and diversifying our supply chain	**Reduced indirect (operating) costs.**	The use of more efficient suppliers and diversifying the supply chain presents a significant climate-related opportunity for YouGov. By actively seeking out suppliers that prioritise sustainability and adopting a diversified supply chain, the Company can reduce its environmental impact and enhance its resilience to climate-related risks.	<2°C 2-3°C	Medium Term (2028-2037)	We will develop further criteria for evaluating suppliers based on environmental performance and sustainability practices. These criteria can include factors such as carbon footprint, waste management, renewable energy use, and adherence to ethical labour practices. By prioritising suppliers with strong sustainability credentials, we can support companies that align with our own climate goals. We will promote regular communication, share best practices and provide support and incentives for suppliers to improve their environmental performance. YouGov will identify opportunities to diversify sources and reduce dependence on high-risk regions or suppliers. This can include exploring alternative suppliers in different geographical areas and considering local sourcing options.	We are considering and holding discussions to assess suppliers through an ESG questionnaire in FY25.

Analysis Results *continued*

#	Opportunity Type	TCFD Opportunity Alignment	Main Financial Impact	Description	Scenario	Timeframe	Description of Opportunity Response	Alignment to Net Zero
03	Resource Efficiency	Disposal of under-utilised sites – improved portfolio management	**Reduced indirect (operating) costs.**	The disposal of under-utilised sites and improved portfolio management presents a climate-related opportunity for YouGov. By strategically managing our real estate portfolio and disposing of under-utilised sites, the Company can optimise resource allocation, reduce environmental impacts (including our Scope 1, 2 and 3 emissions), and potentially generate financial benefits.	<2°C 2-3°C	Short – Medium Term (2023-2037)	YouGov already conducts regular analysis on our global sites to ensure that they are operationally viable. We will continue to conduct a thorough assessment of our real estate portfolio to identify under-utilised sites. This assessment will consider factors such as occupancy rates, energy consumption, maintenance costs, and environmental impact. By understanding the current state of our properties, YouGov can prioritise sites for disposal or repurpose based on their potential for improved sustainability and financial returns.	YouGov has committed to reducing absolute Scope 1 and 2 (market-based) emissions by 42% by 2030 from an FY22 baseline. A 23.5% reduction in Scope 1 and 2 emissions has been achieved. See Tables 6, 7 and 8 for progress against climate targets. YouGov can identify opportunities to reduce Scope 1 emissions by further assessing the energy consumption of under-utilised sites.
04	Reputation	Improved stakeholder reputation	**New client opportunities and positive impact on client retention rates.**	By effectively communicating YouGov's sustainability initiatives and TCFD reporting, clients are more likely to remain loyal to its products and services, resulting in higher retention rates. This also opens improved investment opportunities and access to new markets tied to the low-carbon economy. Enhanced ESG ratings further create opportunities to expand market share and increase shareholder value.	<2°C 2-3°C	Short – Long Term (2023-2052)	Consistent reporting on environmental metrics and the ability to estimate emissions reductions to be achieved during a contract helps build client trust in YouGov's services, aligning with their own Net Zero targets.	By demonstrating our progress towards emissions reduction, we give clients confidence that our services contribute to their own sustainability goals. See Table 6 for our progress towards climate targets.
05	Resilience	The business is well-adapted and positioned to deal with climate change	**Reduced long-term operating costs.**	The concept of climate resilience involves organisations developing adaptive capacity to respond to climate change to better manage associated risks and seize opportunities, including the ability to respond to transition and physical risks. Opportunities related to resilience may be especially relevant for organisations with long-lived fixed assets or extensive supply or distribution networks (those that depend critically on utility and infrastructure networks or natural resources in their value chain and those that may require longer-term financing and investment).	<2°C 2-3°C	Short – Medium Term (2023-2037)	Developing an adaptive strategy early (such as the Net Zero strategy in place) reduces the need for legal and consulting support in future to keep pace with stakeholder expectations.	Achieving emissions reduction targets can bolster our resilience against regulatory shifts and physical climate impacts. Please refer to Tables 6 and 11 for further details.

While we have not conducted formal financial modelling at this stage, we are taking a proactive approach to integrate climate considerations into our financial planning. By using a bottom-up approach, we are examining individual business units to identify specific climate-related risks and opportunities. Similarly, although we have not quantified the exact financial impacts, we believe that addressing climate-related issues is essential for long-term sustainability and can lead to indirect benefits such as improved reputation, enhanced risk management, and increased innovation. By taking proactive steps now, we're positioning ourselves to capitalise on emerging opportunities and mitigate potential risks associated with climate change.

03 Risk management

Disclose how the organisation identifies, assesses, and manages climate-related risks.

Risk Management

YouGov has integrated climate-related risks and opportunities into its overall risk management framework. This includes identifying, evaluating, and prioritising potential climate-related impacts and approving comprehensive mitigation strategies to manage these risks. We maintain a dedicated climate risk register to help us document and track risks and mitigations specific to this area.

Our risk management process is divided to four steps as shown below.

Step 1: Identify: YouGov's annual climate scenario analysis was conducted in April 2024 by external consultants Inspired ESG to identify potential climate-related risks and opportunities at the Group level across different warming scenarios and time horizons impacting our business. This analysis identified eighteen climate-related risks (physical and transition) and five opportunities for FY24. The findings from this analysis were subsequently discussed in May 2024, during a dedicated workshop with stakeholders from finance, operations, and governance.

Step 2: Assess: In May 2024, our external consultants conducted our annual climate risk workshop to help us assess the identified risks, considering varying timescales and global warming projections (see Climate Scenarios above) to understand where the impact would be greatest on YouGov's business operations. The CGCO, Head of Compliance, and Head of Facilities participated in the workshop. This session also included a refresher training session on TCFD, focusing on YouGov's need to adopt TCFD recommendations, the framework, risk and opportunity categories, and strategies for building climate resilience. The session also explored climate, Scope 1, 2, and 3 emissions, as well as the distinction between Net Zero and carbon neutrality. Additionally, an overview of the CSRD (Corporate Sustainability Reporting Directive) was provided.

The core of our risk assessment methodology is a matrix that considers two key dimensions.

- **Likelihood x Impact:** Likelihood (probability of occurrence) is rated on a scale of 1 (unlikely) to 4 (certain). Impact is rated on a scale of 1 (low impact) to 3 (high impact). By multiplying the likelihood and impact scores, a risk score is generated, with higher scores indicating greater overall risk. Likelihood and impact scores for each risk are assigned subjectively based on discussions held during the workshop.

Table 3: Likelihood and Impact Description

	Likelihood
Unlikely	Very unlikely to occur (Over 12 Months)
Possible	Likely to occur in the medium term (6 – 9 Months)
Likely	Likely to occur in the shorter term (3 – 6 Months)
Certain	Almost certain to occur, could happen now (0 – 3 Months)

	Impact
Low	Minor delay, inconvenience or impact. Very short-term effect. Little damage to business, no significant financial cost (<0.5m), little media interest or reputational damage.
Medium	Significant impact on client service, operational function or finance (£0.5m to £2m). Medium-term effect with possible media interest or reputational damage.
High	Major impact on client service, operational function or regulatory compliance. Reputational damage, mid to long-term effect. Significant media attention. Major impact on finance (>£2m).

- **Action Levels:** Risks are assigned a colour-coded score (red, amber, or yellow) based on their calculated value. Risks scoring between 8 and 12 are categorised as "red" and are considered high-priority and material to the business. These require immediate attention and robust mitigation strategies. Risks categorised as "amber" (scored 3-6) warrant close monitoring but are not material, while "yellow" risks (scored 1 or 2) are typically of low priority.

Risk Management *continued*

Table 4: Risk Assessment Matrix

		Impact		
		Low	Medium	High
Likelihood	Unlikely	1	2	3
	Possible	2	4	6
	Likely	3	6	9
	Certain	4	8	12

Table 5: Action Levels

Required Action	
	Note and monitor risk. Management action is possibly not required.
	Management action is required. Monitor risk.
	Significant and urgent management action required, and regular reporting.

Step 3: Appraise: We assessed the potential impacts of climate-related risks and opportunities on YouGov's future and implemented various control measures to mitigate identified risks. By continuously evaluating the effectiveness of these measures, we identified strengths, weaknesses, and emerging risks. The Compliance team develops and implements targeted mitigation strategies to reduce the likelihood and impact of these risks, ensuring our approach remains aligned with the evolving business environment. To address climate change in FY24, we have taken several key steps. These include allocating internal resources and engaging with external specialists to ensure compliance with current and future regulations. Our system monitors legislative changes internally and within our supply chain. We have also defined our near- and long-term absolute Net Zero targets, which have been verified by the Science Based Targets initiative (SBTi) and approved by the Board. Additionally, we continued to optimise our real estate portfolio by identifying and addressing under-utilised sites to reduce our overall carbon footprint. Additionally, to manage climate-related risks effectively, we established a comprehensive climate risk register detailing each identified risk and its corresponding mitigation measures, please see Appendix I: Our Climate-related Risks for more details.

Step 4: Address: By collaborating closely, the Audit and Risk Committee, Compliance team, and Board effectively manage climate-related risks, allocate resources efficiently, and protect the Company's interests. The Audit and Risk Committee is responsible for overseeing the Company's risk management framework, including the identification, evaluation, and prioritisation of climate-related risks annually. This committee delegates the day-to-day management of the risk management process to the Compliance team. The Compliance team conducts annual assessments of climate-related risks and opportunities, evaluating the effectiveness of existing controls and recommending additional measures. The Board ultimately retains responsibility for approving the climate risk register and ensuring the implementation of appropriate mitigation strategies. Subsequently, in June 2024, this climate risk register was integrated into the Group's overarching risk register to ensure effective management, aligning it with the organisation's broader risk management framework.

04 Metrics and targets

Disclose the metrics and targets used to assess and manage relevant climate-related risks and opportunities.

Metrics and targets

To demonstrate our commitment to climate action, YouGov committed to setting Science-based Targets through the SBTi in November 2023. These targets were approved by the SBTi in September 2024, showing that our near-term and Net Zero targets are in line with the climate science on limiting warming to 1.5°C. We follow the SBTi's definition of Net Zero, meaning a 90% absolute reduction in emissions, with the remaining 10% of emissions in the Net Zero year offset using high-quality sequestration offsets.

While the target years for reducing emissions are identical across Scopes 1, 2, and 3 at the Group level, the pace of reduction differs between the scopes. This is primarily due to the complexity of Scope 3 emissions, which encompass a broader range of activities and value chain partners. Consequently, achieving similar reduction rates across all scopes presents unique challenges.

During FY24, YouGov measured its full Scope 1, 2, and 3 carbon footprints at the Group level for the third time. We have implemented data collection improvements to increase the accuracy of the data feeding into our calculations over time. Additionally, with the acquisition of the Consumer Panel Services (CPS) business of GfK SE (CPS GfK), during the year, our data collection and emissions include CPS for the first time this year. Since the inclusion of CPS in our emissions reporting boundary has increased emissions by more than 5%, following the SBTi's recommendation, we have re-stated our FY22 and FY23 emissions to retroactively include CPS. Our targets set at the Group level will remain the same but will start from a higher emissions baseline. Therefore, emissions for FY22 and FY23 have been restated throughout. From this restated baseline, our FY24 emissions have increased by 43% (this includes total Scope 1, 2 and 3 emissions), driven predominantly by an increase in the spending on purchased goods and services. Our progress against our targets can be found in Table 5.

Metrics and targets *continued*

Table 6: YouGov's Progress Against Climate Targets

Target	FY22 Baseline Value (Restated)	FY24 Most Recent Year Value	Progress
YouGov commits to reducing absolute Scope 1 and 2 (market-based) emissions by 42% by 2030 from an FY22 baseline.	405.46 tCO_2e	**310.18 tCO_2e**	A 23.5% reduction in emissions has been achieved. An annual reduction of 3.0% is required until 2030 to reach this target.
YouGov commits to reducing absolute Scope 3 emissions by 25% by 2030 from an FY22 baseline.	11,551 tCO_2e	**16,759 tCO_2e**	A 45.1% increase in emissions has occurred. An annual reduction of 11.7% is required until 2030 to reach this target.
YouGov commits to reaching Net Zero Scope 1 and 2 (market-based) emissions by 2050 from an FY22 baseline.	405.46 tCO_2e	**310.18 tCO_2e**	A 23.5% reduction in emissions has been achieved. An annual reduction of 2.5% is required until 2050 to reach this target.
YouGov commits to reaching Net Zero Scope 3 emissions by 2050 from an FY22 baseline.	11,551 tCO_2e	**16,759 tCO_2e**	A 45.1% increase in emissions has occurred. An annual reduction of 5.1% is required until 2050 to reach this target.
YouGov commits to divert 100% of waste from landfill by 2035 from an FY22 baseline.	60.8% landfill diversion rate	**67.4% landfill diversion rate**	A 6.6 percentage point increase in landfill diversion has been achieved. A 3.0 annual percentage point increase in landfill diversion rate is required until 2035 to reach this target.

Streamlined Energy and Carbon Reporting (SECR)

Due to YouGov's office locations within the UK, YouGov is captured to report under the UK Government's SECR compliance scheme. In FY22, YouGov reported on UK and Global energy consumption and emissions for the first time, and this is replicated this year. The Group's Scope 1 emissions are from the combustion of natural gas and transport fuels in company-owned assets, plus the leakage of refrigerant gases. Scope 2 emissions are from the purchase of electricity. Scope 3 consumption and emissions cover emissions resulting from sources not directly owned by YouGov, i.e., grey fleet business travel undertaken in employee-owned vehicles only. FY24 contains emissions from YouGov and CPS, while FY23 only includes emissions from YouGov since data for CPS for FY23 was unavailable. Therefore, the FY23 Scope 1 and 2 emissions figures in Table 8 will not match the Scope 1 and 2 presented in Table 11 since Table 8 contains an estimate of CPS emissions.

Table 7: YouGov UK and Global Total Energy Consumption (kWh)

Utility and Scope	FY24 UK Consumption (kWh)	FY24 Global (excluding UK) Consumption (kWh)	FY23 UK Consumption (kWh)	FY23 Global (excluding UK) Consumption (kWh)
Scope 1 Total	**638**	**441,293**	**4,754**	**47,811**
Natural Gas	638	58,464	4,754	47,811
Transport	0	382,829	0	0
Scope 2 Total	**199,167**	**312,591**	**199,214**	**199,550**
Grid-Supplied Electricity	199,167	289,956	199,214	199,550
Transport	0	22,635	0	0
Scope 3 Total	**12,562**	**91,944**	**2,670**	**37,862**
Grey Fleet	12,562	91,944	2,670	37,862
Total	**212,367**	**845,828**	**206,638**	**285,223**
Global (Including UK) Total	**1,058,195**		**491,861**	

Metrics and targets *continued*

Table 8: YouGov UK and Global Total Market-based Emissions (tCO_2e)

Utility and Scope	FY24 UK Emissions (tCO_2e)	FY24 Global (excluding UK) Emissions (tCO_2e)	FY23 UK Emissions (tCO_2e)	FY23 Global (excluding UK) Emissions (tCO_2e)
Scope 1 Total	**24.89**	**96.71**	**20.32**	**8.75**
Natural Gas	0.12	10.69	0.87	8.75
Transport	0.00	86.02	0.00	0.00
Refrigerants	24.77	0.00	19.45	0.00
Scope 2 Total	**41.24**	**139.31**	**41.25**	**75.80**
Grid-Supplied Electricity	41.24	134.62	41.25	75.80
Transport	0.00	4.69	0.00	0.00
Scope 3 Total	**2.80**	**20.49**	**0.60**	**8.52**
Grey Fleet	2.80	20.49	0.60	8.52
Total	**68.93**	**256.51**	**62.17**	**93.06**
Global (Including UK) Total	**325.44**		**155.23**	

Table 9: YouGov Global SECR Intensity Metrics

Intensity Metric	Location-based tCO_2e		Market-based tCO_2e	
	FY2024	FY2023	**FY2024**	FY2023
Total £m revenue	335.30	259.00	335.30	259.00
All Scopes tCO_2e per £m revenue	0.97	0.60	0.99	0.58
YoY Percentage Change (tCO_2e)	**61.76%**		**72.92%**	

Table 10: Energy Efficiency Narrative

Completed FY24 Actions	Planned FY25 Actions
We defined our near- and long-term absolute Net Zero targets and achieved verification from the Science Based Targets initiative (SBTi). The Board also approved these targets.	We will launch new all-staff training on climate change concepts.
We continued to regularly assess our real estate portfolio to identify under-utilised sites, taking actions to close or amalgamate sites where appropriate to reduce our overall carbon footprint.	We will assess opportunities for energy efficiency throughout the integration of CPS.
We installed new lighting to replace less efficient options.	Where within our control, we will assess the feasibility of upgrading our building management systems.

Our SECR Methodology

Our Scope 1 and 2 emissions have been calculated using the GHG Protocol – A Corporate Accounting and Reporting Standard, Greenhouse Gas Protocol – Scope 2 Guidance, ISO 14064-1 and ISO 14064-2, and Environmental Reporting Guidelines: Including Streamlined Energy and Carbon Reporting Guidance. Government Emissions Factor Database 2024 version 1 has been used, utilising the published kWh gross calorific value (CV) and $kgCO_2e$ emissions factors relevant for the reporting period 01/08/2023 – 31/07/2024. Estimations were undertaken to cover missing billing periods for properties directly invoiced to YouGov. These were calculated on a kWh/day pro-rata basis at the meter level. All estimations equated to 15.5% of reported consumption, up from 13.3% estimation in FY23 due to the incorporation of new CPS sites. Market-based calculations were calculated using the emissions factor provided by the electricity supplier where available. Where such information was not available, the country's residual grid factor, taken from Carbon Footprint's 2024 publication of global electricity factors, was used.

Carbon Balance Sheet

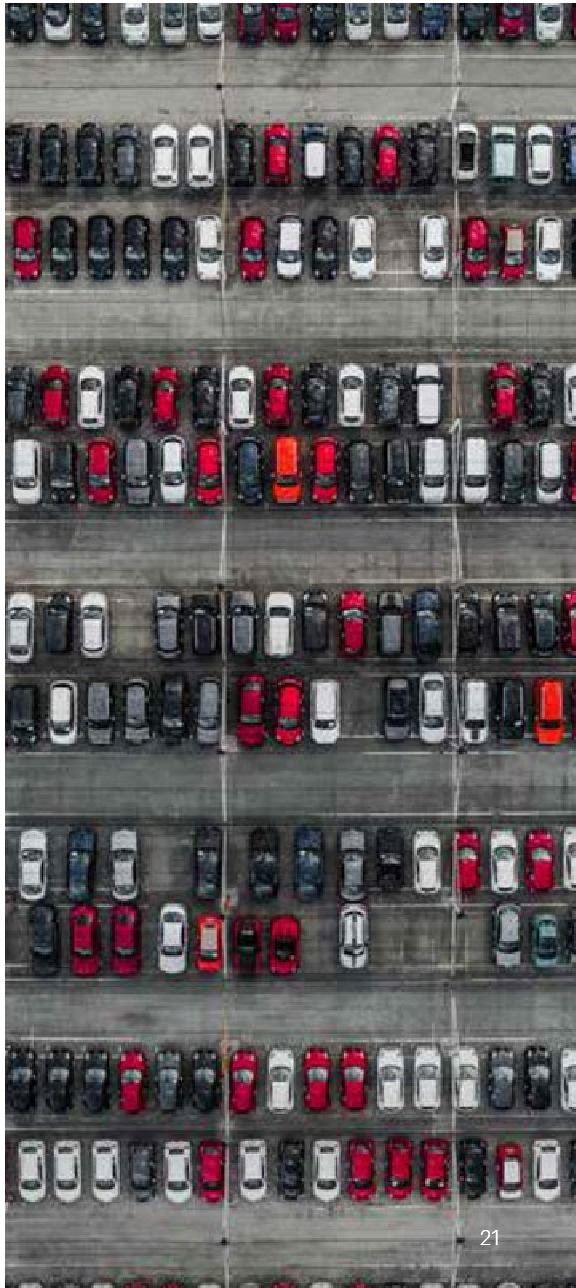
Emissions are calculated following the Greenhouse Gas Protocol. All fifteen Scope 3 categories were evaluated to understand the applicability to the business and eight categories were found to be applicable and have been quantified. The seven non-applicable categories are Category 9: Downstream Transportation and Distribution (no transport as no product), Category 10: Further Processing of Sold Products (no products sold), Category 11: Use of Sold Products (no products sold), Category 12: End-of-life Treatment of Sold Products (no products sold), Category 13: Downstream Leased Assets (no assets leased to others), Category 14: Franchises (no franchises) and Category 15: Investments (no investments).

Between FY22, the baseline year, and FY24, there was a 23.5% decrease in our total Scope 1 and 2 (market-based) emissions and a 45.1% increase in our Scope 3 emissions. The increase in Scope 3 emissions is due to a large increase in the spend on purchased goods and services. FY22 and FY23 emissions have been restated to include CPS.

Table 11: Carbon Balance Sheet

Emissions Scope and Scope 3 Category	FY22 (tCO_2e) (restated)	FY23 (tCO_2e) (restated)	**FY24 (tCO_2e)**	% Change from restated FY22 baseline
Scope 1	**132**	**144**	**122**	**-8%**
Scope 2 (Market-based)	**274**	**220**	**189**	**-31%**
Scope 3	**11,551**	**11,724**	**16,759**	**+45%**
1. Purchased Goods and Services	5,857	5,448	9,014	+54%
2. Capital Goods	1,103	1,185	838	-24%
3. Fuel-related Emissions	54	58	66	+23%
4. Upstream Transportation and Distribution	251	257	524	+109%
5. Waste Generated in Operations	61	81	44	-28%
6. Business Travel	589	1,030	813	+38%
7. Employee Commuting	2,673	2,573	3,036	+14%
8. Upstream Leased Assets	964	1,093	2,424	+151%
9-15	Not Applicable			
Total Emissions (Market-based)	**11,957**	**12,088**	**17,069**	**+43%**

All emissions and energy use figures have been calculated by a third party using YouGov data. No formal assurance has been provided.



Appendix I: Our Climate-related Risks

A. Transition Risks

Risk and Rating	Timeline	Pathway	Impact	Explanation and Mitigation
Policy and Legal				
T1. Increased reporting requirements due to climate change Impact: 1 Likelihood: 4 Risk Level: 4	Short – Medium Term (2023-2037)	<2°C 2-3°C	Increased operating costs (higher compliance costs).	YouGov has already experienced an increase in emissions reporting regulations, such as SECR and ESOS. We are also required to comply with mandatory climate-related financial disclosures and will be affected by the Corporate Sustainability Reporting Directive CSRD). YouGov intends to report on their CSRD compliance in FY27 for the financial year FY26. We have allocated internal resources and engaged with external specialists to ensure compliance with current and future regulations. Our system monitors legislative changes internally and within our supply chain. Although compliance costs may rise during the low-carbon transition, our senior management closely follows legal and reporting requirements and collaborates with our ESG team to maintain compliance. Our existing ESG program and dedicated resources minimise these costs relative to our revenue.
T2. Mandates on and regulation of existing products and services Impact: 1 Likelihood: 2 Risk Level: 2	Short – Medium Term (2023-2037)	<2°C 2-3°C	Decreased revenue due to reduced demand for current products and services.	We mitigate this risk through a diversified product portfolio, which reduces dependency on any single industry or sector. By serving a broad range of markets and continuously innovating our product offerings, we can adapt more easily to changing regulations and evolving client needs. In addition, we actively monitor regulatory developments to ensure our products remain compliant, and we invest in research and development to create sustainable, climate-friendly solutions. This approach positions us to meet new regulatory requirements and capitalise on emerging opportunities in greener markets.
T3. Carbon pricing mechanisms Impact: 1 Likelihood: 3 Risk Level: 3	Medium – Long Term (2028-2052)	2-3°C	Increased direct costs estimated at £14,000 under this scenario and timeframe.	Given our commitment to Net Zero, we would anticipate a gradual decline in our overall CO_2 emissions moving forward. By producing our own renewable energy (via Solar PV), lowering our reliance on the National Grid, and reducing our energy consumption across the Group, we may further reduce the risk to YouGov. We are committed to achieving Net Zero (Scopes 1, 2, and 3) by 2050, with interim targets to reduce market-based emissions by 42% in Scope 1 and 2 by 2030 and 25% in Scope 3 by 2030. These targets have been validated by SBTi approval.
T4. Exposure to litigation Impact: 1 Likelihood: 1 Risk Level: 1	Short – Medium Term (2023-2037)	<2°C 2-3°C	Increased operating costs (higher compliance costs).	We have a robust mechanism in place to ensure that we keep pace with all new reporting requirements well in advance of deadlines and seek legal guidance where necessary to understand how to respond to mandates. We budget accordingly to ensure we don't face unexpected legal costs. We keep detailed compliance records to prepare for any potential audits.

Appendix I: Our Climate-related Risks *continued*

A. Transition Risks

Risk and Rating	Timeline	Pathway	Impact	Explanation and Mitigation
Markets				
T5. Changing client behaviour Impact: 2 Likelihood: 2 Risk Level: 4	Short – Medium Term (2023-2037)	<2°C 2-3°C	Decreased revenue due to changing client behaviour.	We believe that communicating our evolving sustainability programme can minimise this risk. However, as a global public opinion and data company, we cannot market and promote our efforts for sustainability and climate change. As we are on a journey to reduce our carbon emissions and reach Net Zero, we can be ready to meet changing customer demands. We have an ESG programme, a dedicated ESG Manager and resources available to ensure our ESG strategy remains at the heart of our business. In 2024, we published our first independent ESG report accessible through our website. Our commitment to neutrality is not unique to YouGov and is a feature of the entire industry, including our competitors.
T6: Uncertainty of market signals Impact: 1 Likelihood: 1 Risk Level: 1	Short – Medium Term (2023-2037)	<2°C 2-3°C	Capital and financing – Decreased access to capital.	We believe that by communicating our evolving sustainability programme, we can minimise this risk. However, as a global public opinion and data company, we cannot market and promote our efforts for sustainability and climate change. As we are on a journey to reduce our carbon emissions and reach Net Zero, we can position ourselves to be ready for changing customer demands. We have an ESG programme and a dedicated ESG Manager and resources available to ensure our ESG strategy remains at the heart of our business. In 2024, we released our first standalone ESG report, which is available on our website. Our commitment to neutrality is standard across the industry and is shared by our competitors as well.
T7: Increased cost of raw materials Impact: 1 Likelihood: 3 Risk Level: 3	Medium – Long Term (2028-2052)	<2°C 2-3°C	Increased indirect (operating) costs.	At YouGov, we routinely examine who our suppliers are and uphold good connections with our biggest vendors. Our dedicated procurement team will continue to monitor and keep up these relationships with our present suppliers in 2024 and beyond so that we will be alerted as soon as possible if there are any delays or problems with us obtaining products. Although we cannot control changes in energy rates, we monitor them and strive to always be on the best renewable tariff we can. For many of our global sites, we have no say in the energy mix for the energy they consume. When we are renewing our leases in the future, renewable energy will factor into our decision-making. As part of Energy Savings Opportunity Scheme ESOS Phase 3, we aim to reduce the amount of energy we consume across our estates to minimise our energy costs.

Appendix I: Our Climate-related Risks *continued*

A. Transition Risks

Risk and Rating	Timeline	Pathway	Impact	Explanation and Mitigation
Reputation				
T8. Increased stakeholder concern Impact: 2 Likelihood: 1 Risk Level: 2	Short – Medium Term (2023-2037)	<2°C 2-3°C	Decreased access to capital.	We've diversified our client base to mitigate risks from individual client loss and are adapting to clients' sustainability demands. To ensure compliance, we've allocated internal resources and hired an external specialist. Our ESG Manager and Compliance team implement the strategy, overseen by the Chief Governance and Compliance Officer. We're forming a Sustainability Committee to address key ESG matters and ensure our regulatory obligations are met, and sustainability is integrated into the company culture.
T9. Regulatory risk of bias when communicating our sustainability strategy – Reputational damage (perception of failure to act) Impact: 1 Likelihood: 2 Risk Level: 2	Short – Long Term (2023-2052)	<2°C 2-3°C	Decreased access to capital.	We will focus on developing comprehensive and transparent sustainability reports that outline environmental initiatives, including those related to climate change. These reports should be made available to stakeholders through our website, annual reports, and other communication channels. By providing detailed information on our sustainability strategy, actions taken, and progress made, YouGov can effectively communicate our commitment to addressing climate-related risks without marketing or promoting this. Despite this, we believe that transparency is key with ESG and climate change reporting, and we will never hide our efforts from stakeholders despite being unable to promote them within our brand and marketing channels. During 2024, we published our first independent ESG report and recruited an ESG team member to assist the ESG Manager. Our ESG reports are audited and reviewed internally before publication, reducing the chances of material being biased. Our commitment to neutrality is not unique to YouGov and is a feature of the entire industry, including our competitors.

Appendix I: Our Climate-related Risks *continued*

A. Transition Risks

Risk and Rating	Timeline	Pathway	Impact	Explanation and Mitigation
Technology				
T10. Rising spend of high efficiency assets Impact: 1 Likelihood: 4 Risk Level: 4	Short – Medium Term (2023-2037)	<2°C 2-3°C	Reduction in total revenue.	As client preferences shift towards environmentally friendly products, YouGov will likely face rising costs to invest in sustainable technology and resources. We are proactively positioning ourselves to meet shifting customer expectations by minimizing our carbon emissions. This will require an initial increase in capital expenditures as we invest in alternative materials and technologies to develop lower-emission products. Air conditioning and heating, two of our largest Scope 1 and 2 emissions contributors, will be replaced with more energy-efficient solutions. By implementing these upgrades, we ensure that our services remain sustainable and aligned with customer demands for greener operations. Achieving Net Zero will further strengthen our position, allowing us to offer a fully sustainable service. This not only mitigates the financial risk associated with rising spending on high-efficiency assets but also positions us to capitalise on opportunities in a low-carbon economy, ensuring long-term resilience and competitiveness.
T11: Write-off of low-efficiency assets Impact: 1 Likelihood: 3 Risk Level: 3	Short – Medium Term (2023-2037)	<2°C 2-3°C	Increased operating costs.	We have already engaged with third-party consultants to support their rollout of embedding more sustainable processes and have introduced internal initiatives to reduce emissions. Due to the nature of our business, our Scope 1 and 2 emissions are relatively low due to our office and Work From Home (WFH)-based culture. We are currently exploring options to improve the energy efficiency in all of our sites and are actively involving our facilities managers in our ESG roadmap by conducting Assessments at our offices. We have also updated our business travel policy to try and reduce the number of emissions arising from YouGov staff travelling for business purposes, which also reduces our expenditures. We are also looking to partner with a new low-carbon employee travel booking supplier to reduce our employees' carbon emissions per km travelled.
T12: Unsuccessful investment in new technologies Impact: 1 Likelihood: 1 Risk Level: 1	Short – Medium Term (2023-2037)	<2°C 2-3°C	Increased operating costs.	Investing in new technology poses financial risks, including high upfront costs, integration challenges, and potential early write-offs. Complexity, training needs, and unsuccessful implementations may reduce productivity and increase emissions and costs in the short term, with no guaranteed payback from failed R&D efforts. High spending will be borne by third parties such as data centres, so the impact of increased costs will be reduced. Direct investment in energy-efficient technologies will be minimal.

Appendix I: Our Climate-related Risks *continued*

B. Physical Risks

Risk and rating	Timeline	Pathway	Impact	Explanation and Mitigation
Acute				
P1. Increased Severity of Flooding Impact: 1 Likelihood: 4 Risk Level: 4	Medium – Long Term (2028-2052)	2-3˚C >3˚C	Increased direct costs.	38 of our sites are prone to flooding. We recognise that increased flooding could result in disruptions to our business. Some of our sites already have mitigation methods in place to deal with flooding events or are situated on elevated ground, meaning the impact is lower than the analysis suggests. We have carried out specific flood risk assessments on the most at-risk sites, and we make sure we are comprehensively covered by insurance. In the longer term, YouGov will also have to ensure that drainage systems at our sites are well-maintained and serviced. Our award-winning Group Working Arrangements Policy supports remote working by allowing employees to formalise a hybrid or fully remote arrangement if transport networks to offices are impacted.
P2. Increased Frequency of Wildfires Impact: 1 Likelihood: 4 Risk Level: 4	Long Term (2038-2052)	>3˚C	Increased direct and indirect costs.	38 of our sites are prone to wildfires. YouGov might need to ensure appropriate insurance policies cover properties if this risk were to increase in the future. The risk of wildfires poses more of a risk to our supply chain. Our award-winning Group Working Arrangements Policy facilitates remote working, enabling employees to formalise a hybrid or fully remote setup in case of disruptions to transport networks affecting access to offices.
P3. Heatwaves/ Extreme heat Impact: 1 Likelihood: 4 Risk Level: 4	Short – Long Term (2023-2052)	2-3˚C >3˚C	Increased direct costs.	All 58 YouGov sites are estimated to be impacted by heatwaves. YouGov allows staff to take regular comfort breaks that may be needed to ensure employees do not suffer from heat-related illnesses, which reduces productivity. YouGov has air conditioning across some of their office locations to ensure staff are cool during the summer months. YouGov will educate staff on dealing with heatwaves to ensure that all staff can work remotely in case of travel disruptions. The working arrangements policy will be updated to ensure that staff can work remotely during the hotter months. YouGov will communicate to staff the new remote working policy ahead of the summer months. Our award-winning Group Working Arrangements Policy enables employees to establish a formal hybrid or fully remote working arrangement, supporting flexible work options. We also consciously encourage public transit and low-carbon travel alternatives where business travel is necessary. We are committed to achieving Net Zero (Scopes 1, 2, and 3) by 2050, with interim targets to reduce emissions by 42% in Scope 1 and 2 by 2030 and 25% in Scope 3 by 2030. These targets have been validated by SBTi approval.

Appendix I: Our Climate-related Risks *continued*

B. Physical Risks

Risk and rating	Timeline	Pathway	Impact	Explanation and Mitigation
Chronic				
P4. Sea Level Rise Impact: 1 Likelihood: 1 Risk Level: 1	Long Term (2038-2052)	>3˚C	Increased direct and indirect costs.	18 of YouGov sites are at risk from sea level rise. We may have to invest resources in carrying out site-specific coastal flood risk assessments and monitoring flood risk at coastal sites for long-term impacts. Sea level rise will primarily affect YouGov through ports along our supply routes, leading to shipping delays. This risk is chronic, meaning we will have time to prepare and mitigate any issues that arise at our actual sites due to climate change.
P5. Rising Mean Temperatures Impact: 1 Likelihood: 4 Risk Level: 4	Long Term (2038-2052)	2-3˚C >3˚C	Increased direct costs.	All 58 YouGov sites are estimated to be impacted by rising mean temperatures. Carbon emission reduction will be achieved through a combination of changes to behaviour, procurement decisions, and facilities management. In the future, as the world collectively transitions to Net Zero, we anticipate that new technologies will offer greater opportunities for carbon reduction. One of our carbon reduction priorities is to choose renewable energy wherever possible. Our London headquarters has been 100% powered by renewable energy since 2018.
P6. Water Stress Impact: 1 Likelihood: 2 Risk Level: 2	Medium – Long Term (2028 – 2052)	>3˚C	Increased indirect costs (operating costs).	26 sites are at risk of being impacted by water stress. Our operations are not water intensive, so this risk will have a minimal impact on our business. However, we will have to ensure our staff are properly hydrated during working hours and monitor any legislative changes to our water use during droughts.