

## YouGov Long-Term Incentive Plan 2023 (“LTIP 2023”) FY25 Performance Share Award Targets

The YouGov Board’s Remuneration Committee has resolved that the targets for the performance share awards to be granted under LTIP 2023 in December 2024 (the “FY25 Awards”) will be as noted below. Performance for these awards will be assessed over the three-year period ending 31 July 2027.

Measure	Weighting	Basis	Below Threshold 0% Vesting	Threshold 25% Vesting	Maximum 100% Vesting <sup>1</sup>
Group EPS Growth	75%	Growth in adjusted basic EPS for the YouGov Group for the three years ended 31 July 2027	<b>Level of EPS growth (CAGR) FY25-27</b>		
			Below 10%	10%	20% or Above
Americas Revenue Growth	10%	Achieve growth in Americas Revenue for the three years ended 31 July 2027	<b>Level of Americas Revenue growth FY25-27 (CAGR)</b>		
			Below 10%	10%	12% or Above
Customer NPS	10%	Achieve improvement in the Customer Net Promoter Score for the YouGov Group for the three years ended 31 July 2027	<b>Level of Customer NPS Score improvement FY25-27 (CAGR)</b>		
			Below 5%	5%	9% or Above
Employee Engagement	5%	Maintain high scores in the annual employee engagement survey for the YouGov Group for the three years to 31 July 2027:	<b>Change in mean scores for three key YouGov Annual Employee Engagement Survey questions FY25-27 (% growth over 3-year period)</b>		
		<i>'I see myself at YouGov in two years' time'</i> (1.66% weighting)	Below 0%	0%	5% or Above
		<i>'I think YouGov has a diverse and representative workforce.'</i> (1.66% weighting)	Below 0%	0%	5% or Above
		<i>'I can see a clear link between my work and the YouGov goals and business strategy'</i> (1.66% weighting)	Below 0%	0%	5% or Above

<sup>1</sup> Straight line vesting for performance between threshold and maximum.