

YouGov Group Tax Strategy

Year ended 31 July 2025

Introduction

This document sets out the strategic tax objectives of YouGov Plc and subsidiaries (together the “YouGov” or the “Group”). The YouGov tax strategy is set by the Senior Accounting Officer in consultation with the VP Global Tax and Treasury. There is a review of the strategy on at least an annual basis. This strategy applies for the year ending 31 July 2025.

Audience and scope

The strategy is publicly available on YouGov’s website in order to allow external stakeholders to understand the Group’s approach to tax. The strategy is compliant with the UK tax strategy publication requirement set out in Paragraph 16(2) of Schedule 19 FA 2016.¹

The strategy applies globally, to the compliance, payment and reporting of all taxes borne and collected by YouGov worldwide.

Tax strategy statement

At YouGov we are committed to paying the correct amount of tax at the right time, under all relevant laws and regulations. The company may consider different tax outcomes when structuring commercially motivated transactions, but we will not undertake tax planning solely for the purpose of tax avoidance.

We constantly seek to review and improve the effectiveness of our tax strategy to identify, manage and reduce tax risks through appropriately designed and operated controls. The risks we primarily focus on when implementing our tax strategy are:

- Compliance Risk,
- Planning and Transactional Risk, and
- Reputational Risk.

As with other risks faced by the business, tax is managed within the overall risk framework and risk appetite of the group.

In order to further reduce tax risk, tax advice may be sought from external advisors where the Group Tax Department require further expertise in a particular area.

It is important that all areas of our business feel supported from a tax point of view to enable YouGov to achieve its commercial objectives. This includes managing tax risk but is also about making good investment decisions with the knowledge of all future associated tax costs. We will also claim any appropriate tax incentives, for example Research & Development credits, that are available and aligned with our business model.

As an organisation, one of our core values is “get it right”, this core principle of integrity is reflected in our relationships with tax authorities. Additionally, we seek to be proactive with tax authorities to ensure the efficient resolution of issues as they arise. YouGov does not engage in or condone tax evasion or the facilitation of tax evasion in any form.

UK Tax risk management

YouGov seeks to identify and address tax risks as described above, in respect of all UK taxes. Where a tax risk is identified, YouGov's internal governance procedures require that those risks are promptly brought to the attention of the appropriate senior personnel.

YouGov works to ensure that its tax positions appropriately reflect the business activities it undertakes in the UK.

Strategic objectives

1. Engage with tax authorities in an open and transparent way to minimise uncertainty.
2. Pro-actively partner with the business to provide clear, timely, relevant and business focussed advice across all aspects of tax.
3. Manage YouGov's tax risk by operating effective tax governance.
4. Aim to ensure that all relevant tax compliance obligations are met on a timely basis.

Tax management and organisation

YouGov's Group Tax Department, led by the VP Global Tax and Treasury, is part of the central finance function that reports to the Chief Financial Officer. The Group Tax Department comprises experienced tax professionals based in the Group's key markets, who provide support to the business across all territories in which it operates. Additionally, advice is sought from professional specialists you regularly support multinationals.

We are also committed to providing training and support to non-tax personnel in key areas such as HR, finance, legal, and business development to ensure that they are able to inform the tax team of relevant commercial transactions and developments, and to make decisions with tax consequences in line with this strategy.

The Senior Accounting Officer is responsible for the appointment of external advisors, subject to the Group's policy on audit / non-audit services. Such terms must adhere to YouGov's corporate governance and risk management policies, including the YouGov Business Principles.

Our relationship with HMRC

We engage fully with HMRC in a co-operative and compliant manner. We seek to resolve any differences through transparent discussion and meetings with HMRC.