## NOTICE OF AVAILABILITY

**The Notice of Annual General Meeting to which this Proxy Form relates and the Report and Accounts are available on the Company's website at https://corporate.yougov.com**

## NOTES TO THE FORM OF PROXY

1 If you wish to appoint some other person as your proxy please insert his/her name, initial and strike out the words 'the Chair of the Meeting'. A proxy need not be a member of the Company. Appointing a proxy will not preclude you from personally attending and voting at the meeting (in substitution for your proxy vote) if you subsequently decide to do so. If no name is entered, the return of this form, duly signed, will authorise the Chair of the meeting to act as your proxy.

2 Please indicate with an X in the appropriate box how you wish your vote to be cast. Unless otherwise instructed the proxy will exercise his/her discretion as to whether, and if so how he/she will vote. Unless instructed otherwise, the proxy may also vote or abstain from voting as he or she thinks fit on any other business which may properly come before the meeting (including amendments to resolutions). You may appoint more than one proxy provided each proxy is appointed to exercise rights attaching to different shares. You may not appoint more than one proxy to exercise rights attached to any one share. To appoint more than one proxy please contact the Registrars of the Company as detailed in note 4 below.

3 This Form of Proxy must, in the case of an individual, be signed by the appointer or his/her attorney or, in the case of a corporation, be given under its common seal or signed on its behalf by an attorney or a duly authorised officer or, if it is subject to the Companies Act 2006 (as amended), in accordance with Section 44 thereof.

4 To be valid this Form of Proxy and any power of attorney or other authority under which it is executed (or a duly notarised copy thereof) must be lodged with the Registrars of the Company, Neville Registrars Limited, Neville House, Steelpark Road, Halesowen B62 8HD not later than 8:30 a.m. GMT on 1 December 2026 or not less than 48 hours before the time appointed for the adjourned meeting at which it is to be used.

5 As an alternative to completing this hard copy Form of Proxy you can appoint a proxy or proxies electronically by registering the proxy with Neville Registrars Limited at www.sharegateway.co.uk using your personal proxy registration code (Activity Code) shown below. For an electronic proxy appointment to be valid, the appointment must be received by Neville Registrars Limited no later than 8:30 a.m. GMT on 1 December 2026.

6 In the case of joint holders of a share the vote of the senior who tenders a vote whether in person or by proxy shall be accepted to the exclusion of the votes of the other joint holders and for this purpose seniority shall be determined by the order in which the names stand in the statutory register of members in respect of the share.

7 Any alteration in this Form of Proxy must be initialled by the person in whose hand it is signed or executed.

8 CREST members who wish to appoint a proxy or proxies by using the CREST electronic appointment service may do so by using the procedures described in the CREST Manual. To be valid, the appropriate CREST message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instructions given to a previously appointed proxy, must be transmitted so as to be received by our agent Neville Registrars Limited (CREST ID: 7RA11) by 8:30 a.m. GMT on 1 December 2026. See the notes to the Notice of Meeting for further information on proxy appointments through CREST.

9 The 'Vote Withheld' option is provided to enable you to abstain on any particular resolution. However, it should be noted that a 'Vote Withheld' is not a vote in law and is not counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.

**Please complete and return this Form of Proxy to the Registrar at the address shown overleaf. If you wish to use an envelope, please address it to Neville Registrars Limited at the address shown overleaf and pay the appropriate postage charge. If it is posted outside the United Kingdom, please return it in an envelope using the address shown overleaf and pay the appropriate postage charge.**

YouGov®

# FORM OF PROXY

(Incorporated in England and Wales under the Companies Act 1985 with Registered Number 3607311)

I/We _____ being (a) member(s) of the Company and entitled to vote at the Annual General Meeting, hereby appoint

**(Please only complete if appointing someone other than the Chair of the Meeting)**

or failing him/her, the Chair of the meeting as my/our proxy, to attend, speak and vote for me/us and on my/our behalf at the Annual General Meeting of the Company, to be held on 3 December 2026 at 50 Featherstone Street, London, EC1Y 8RT at 8:30 a.m. and at any adjournment thereof.

## Resolutions (*Special Resolutions)

| | | FOR | AGAINST | WITHHELD |
|---|---|---|---|---|
| 1 | To receive the Company's Annual Report & Accounts for the financial year ended 31 July 2026 | ☐ | ☐ | ☐ |
| 2 | To approve the Directors' Remuneration Report | ☐ | ☐ | ☐ |
| 3 | To approve the Directors' Remuneration Policy | ☐ | ☐ | ☐ |
| 4 | To re-appoint Grant Thornton UK LLP as the Company's auditor | ☐ | ☐ | ☐ |
| 5 | To authorise the Directors to fix the remuneration of the auditor | ☐ | ☐ | ☐ |
| 6 | To re-elect Ian Griffiths as a Director | ☐ | ☐ | ☐ |
| 7 | To re-elect Belinda Richards as a Director | ☐ | ☐ | ☐ |
| 8 | To re-elect Devesh Mishra as a Director | ☐ | ☐ | ☐ |
| 9 | To re-elect Ashley Martin as a Director | ☐ | ☐ | ☐ |
| 10 | To re-elect Stephan Shakespeare as a Director | ☐ | ☐ | ☐ |
| 11 | To authorise the Directors to allot shares in the Company | ☐ | ☐ | ☐ |
| 12* | To disapply statutory pre-emption rights for pre-emptive issues and general purposes | ☐ | ☐ | ☐ |
| 13* | To disapply statutory pre-emption rights for acquisitions and other capital investments | ☐ | ☐ | ☐ |
| 14* | To authorise the Company to make market purchases of its own shares | ☐ | ☐ | ☐ |
| 15* | To authorise the calling of General Meetings on not less than 14 clear days notice | ☐ | ☐ | ☐ |

**Your Personal Proxy Registration Code is: ABCD-123-EFG**

If you are planning to attend the Annual General Meeting, please tick the following box: ☐

Mark this box with an "X" if you are appointing more than one proxy: ☐

Leave blank to authorise your proxy to act in relation to your full entitlement or enter the number of shares in relation to which your proxy is authorised to vote: ☐

Signed:

Date: D D - M M - Y Y

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NEVILLE REGISTRARS

YouGov PLC

# Attendance Card

Name
Address 1
Address 2
Address 3
Address 4
Address 5
Address 6

The Annual General Meeting will start at 8:30 a.m. and is being held on 3 December 2026 at 50 Featherstone Street, London, EC1Y 8RT.

**If you plan to attend the Annual General Meeting, please bring this card with you to ensure you gain entry as quickly as possible.**

Please present this card at the registration desk. It will be used to show that you have the right to attend, speak and vote at the Annual General Meeting.

NEVILLE
REGISTRARS

Business Reply Plus
Licence Number
RTZE-YRRG-ETSK

Neville Registrars Limited
Neville House
Steelpark Road
Halesowen
B62 8HD