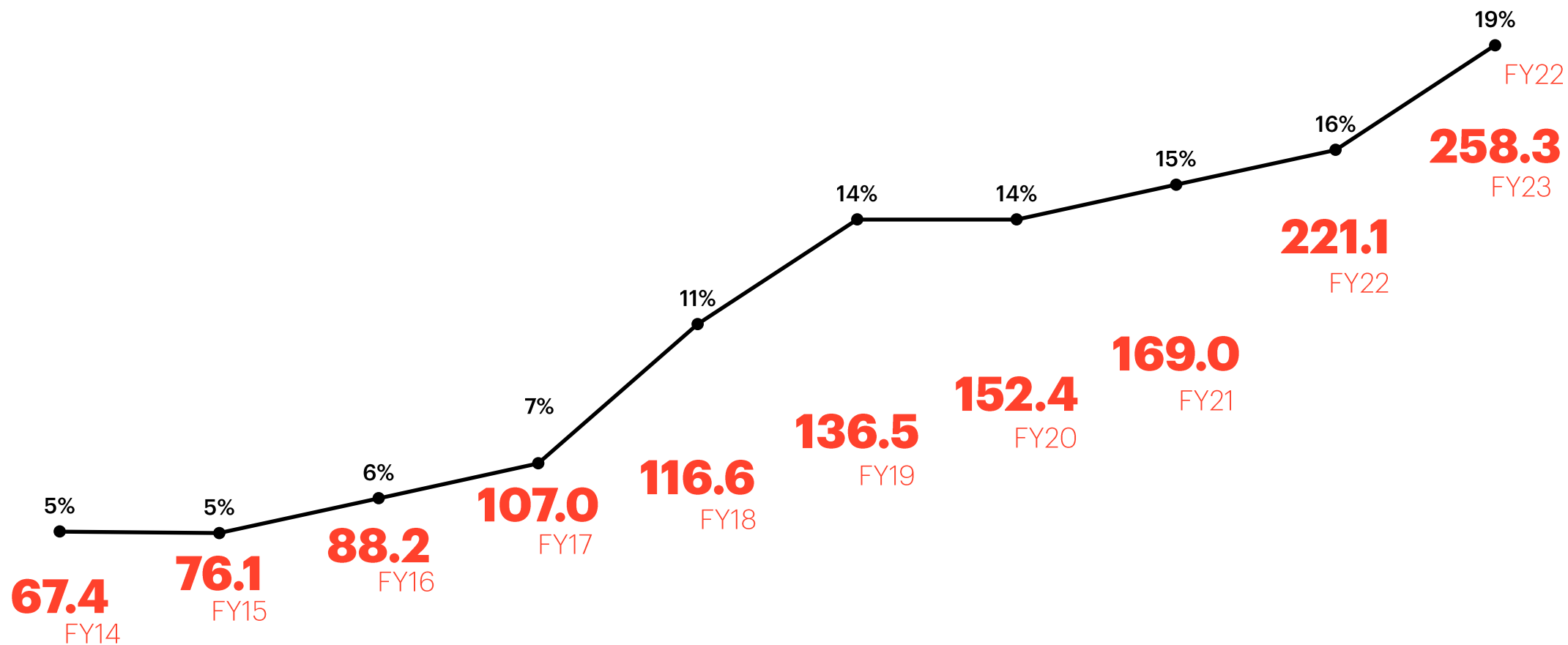


Disclaimer

This presentation contains forward-looking statements that reflect YouGov's current views with respect to future events and financial and operational performance. These forward-looking statements are based on YouGov's beliefs, assumptions and expectations regarding future events and trends that affect YouGov's future performance, taking into account all information currently available to YouGov, and are not guarantees of future performance. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future, and YouGov cannot guarantee the accuracy and completeness of forward-looking statements.

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Steve Hatch	CEO	01	Key highlights FY23 and SP3 update	p. 5
Sundip Chahal	CBO	02	GfK CPB update	p. 13
Alex McIntosh	CFO	03	Financial review	p. 18
Steve Hatch	CEO	04	Summary	p. 24



YouGov is in the best position to deliver the connected solutions clients need



Industry problem

Our industry is dysfunctional because it is fragmented

- ✗ It cannot offer clients the solutions they need and want
- ✗ No one has a genuinely global panel
- ✗ No one can offer representative and niche samples at the required scale



YouGov's view

- ✓ Only highly engaged panels produce connected and quality data
- ✓ Only genuinely connected data can be operationalized
- ✓ Client needs must be addressed with a unified offer
- ✓ Clients must be able to activate data across testing, campaign tracking and customer experience



YouGov's solution

- ✓ Further improve and deepen panellist experience
- ✓ Globalise panel with higher quality
- ✓ Further connect survey responses with behavioural data
- ✓ Develop new tools that reach across client needs to operationalise data

YouGov is still the industry-leading pioneer

We led on using ML-driven analytics (e.g. MRP) and we now offer the ideal source data with the required characteristics for the next phase of AI:



**Genuinely
connected**



**Continuously
updated**

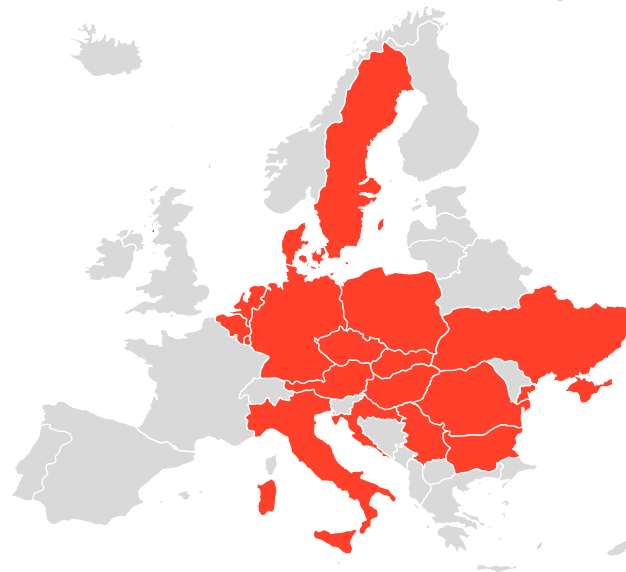


**Multi-level
profiling and
tracking**

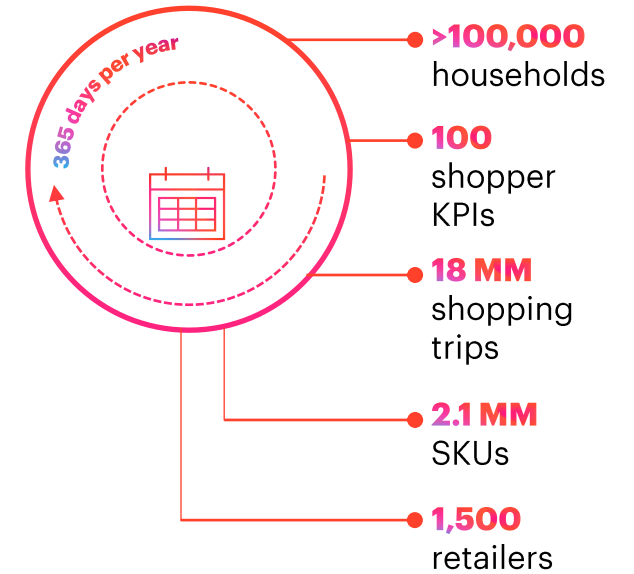


**Combining
behavioural and
survey data**

Covering 16 European Countries



Highly Engaged Panels, Rich Data Assets



High Quality Data

Consumer Tracking /
Advanced Analytics

Strong Client Base

Long-term
customer
relationships

Future-ready

GfK CPB Retail Measurement Panels

GfK CPB offers clients rich household purchase and behavioural data



YouGov Survey research

YouGov turbocharges the “Who” and the “Why” using profiling, media consumption and brand data



Increases **exposure to the FMCG industry** which typically has large market research budgets



Highly-engaged, low-churn panel providing connected, granular data that can be operationalised



360° Consumer View from combining GfK CPB's rich purchase data with YouGov's detailed profiling and re-contact surveys



Opportunity to use newly launched YouGov Plus panel to **replicate GfK CPB's offering in the US**



Expanding share of **high-margin, syndicated, subscription products** through the addition of GfK CPB's Consumer Tracking division



Enhances YouGov Cube through collection, management and inference of valuable SKU-level data



Accelerate growth by combining with financial transaction data, selling data slices and enabling marketing activation

July and September

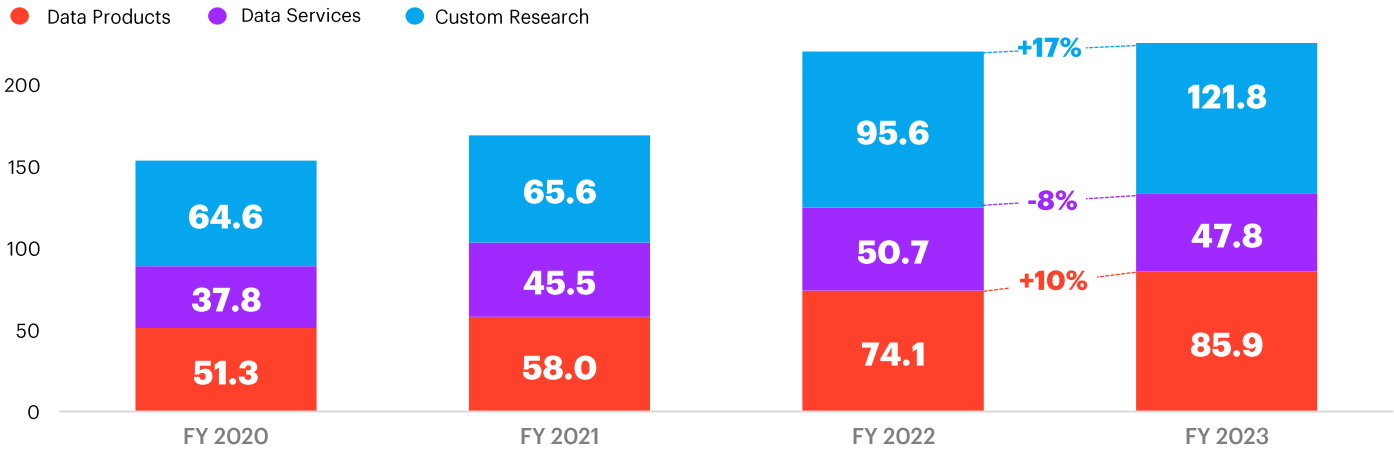
October onwards

Robust performance in a challenging environment

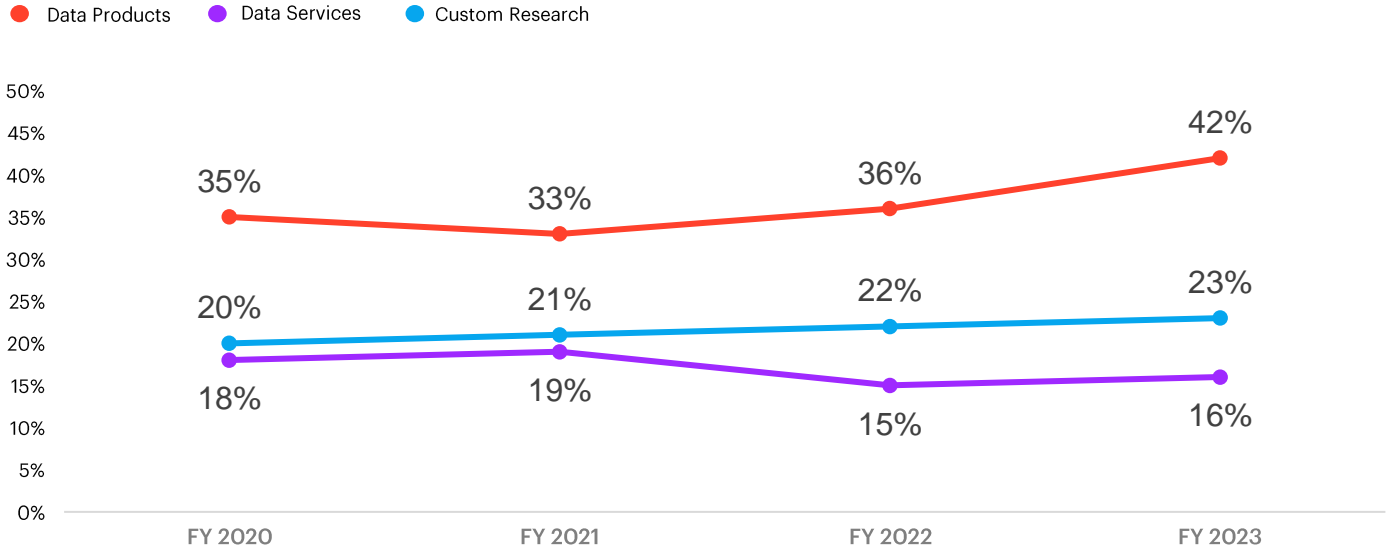
- **Data Products:** Maintained strong renewal rates, however, lower uptake of new subscriptions has resulted in slower growth in the year
- **Data Services:** As highlighted previously and seen across the industry, demand for fast-turnaround research has been more muted over the past year due to weaker macro-environment
- **Custom Research:** Continue to see strong customer demand for strategic research, reflected in ongoing growth for Custom Research.

¹ Growth figures are on an underlying basis. Defined as growth in business excluding impact of current and prior period acquisitions, business closures, and movement in exchange rates.

Revenue¹ by Segment (£m)



Adj. Operating Margin by Division (£m)

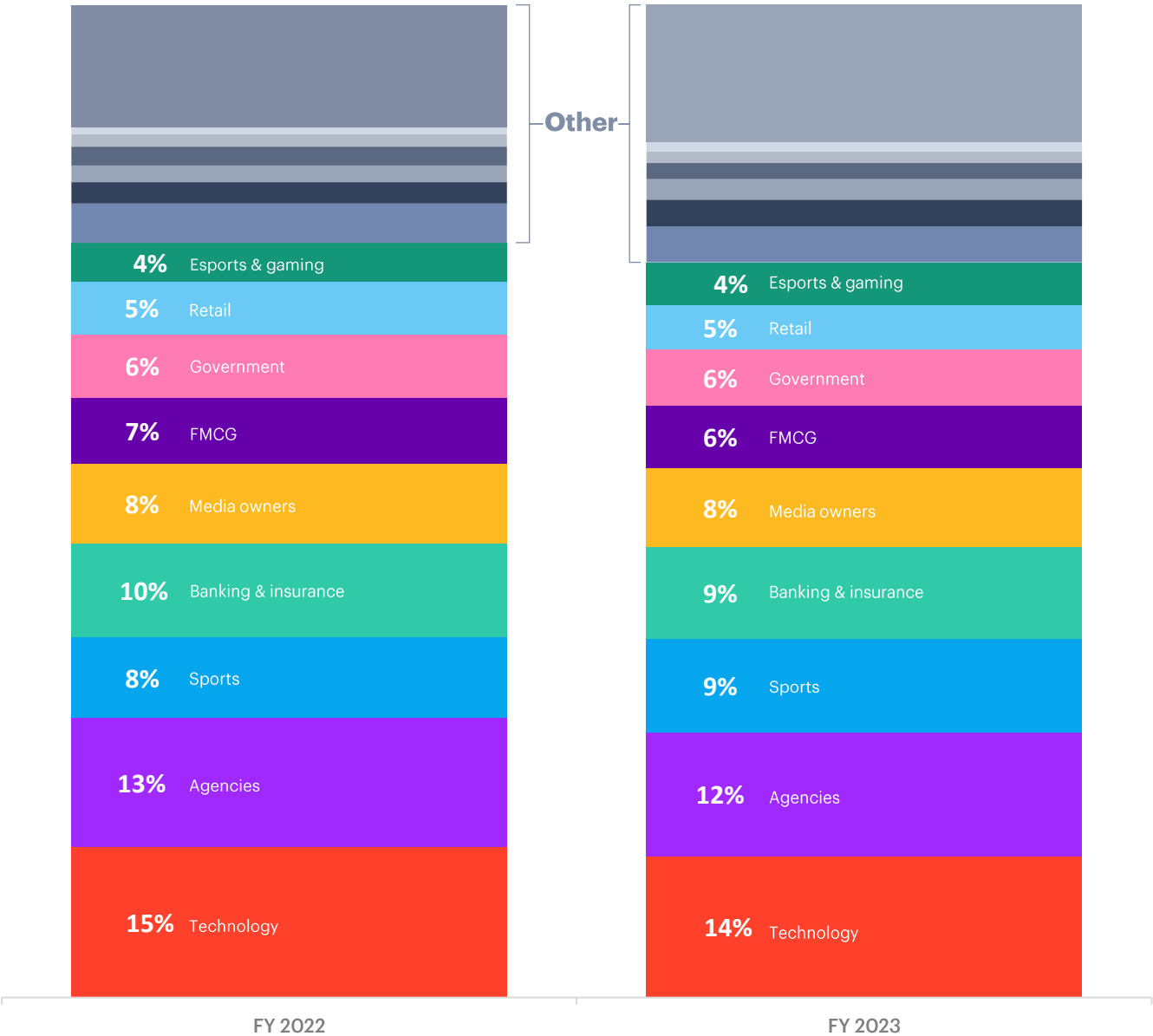


Diversified customer base provides resilience

The Technology sector remains the largest segment, despite temporary slowdown in momentum

- Lower spend from Agencies on tactical PR work
- Sports sector continues to expand share through new client wins
- Contribution from Government sector maintained due to contribution from LINK acquisition
- Several smaller sectors, such as tourism and leisure, growing at a faster pace

¹ Other includes sectors such as charities & non-profit, travel & tourism, leisure & entertainment, telecoms, health & pharma, automotive



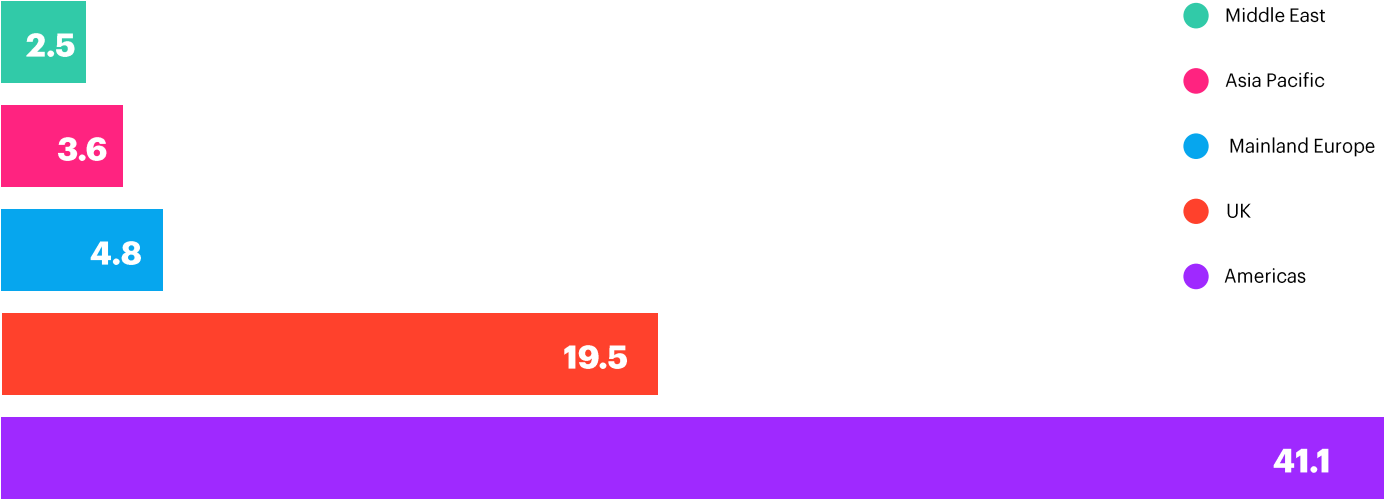
Adjusted Operating Profit growth through cost discipline and operating leverage

Operating profit margin expanded to **18.7%** (FY22: **16.4%**) despite inflationary pressures and continued investment in the business

- US remains the biggest profit driver and the region with the highest margin (FY23: 35%)
- UK margins largely stable due to mix effect
- Good growth in operating profit generated in Mainland Europe, albeit off a small base

¹ Defined as operating profit including amortisation of intangible assets charged to operating expenses and excluding separately reported items. Chart excludes central Group costs.

FY 2023 Adjusted Operating Profit¹ (£m)



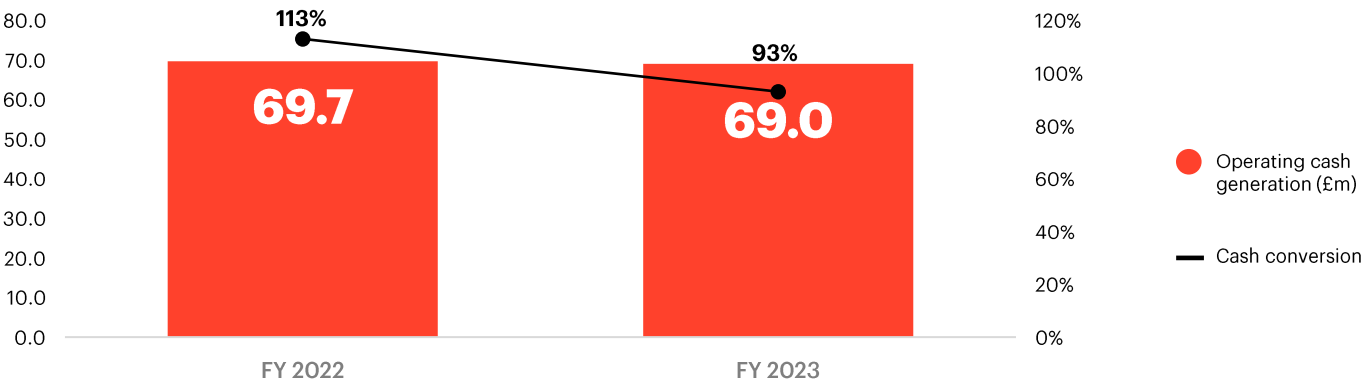
Adj. Operating Profit (£m)	FY 2023	FY 2022	Growth %	Margin %	
				FY 2023	FY 2022
Data Products	36.0	27.0	33%	42%	36%
Data Services	7.5	7.7	(3%)	16%	15%
Custom Research	27.5	21.0	31%	23%	22%
Central Costs	(22.7)	(19.4)	-	-	-
Group	48.3	36.3	33%	19%	16%

Stable cash generation amid continued investment

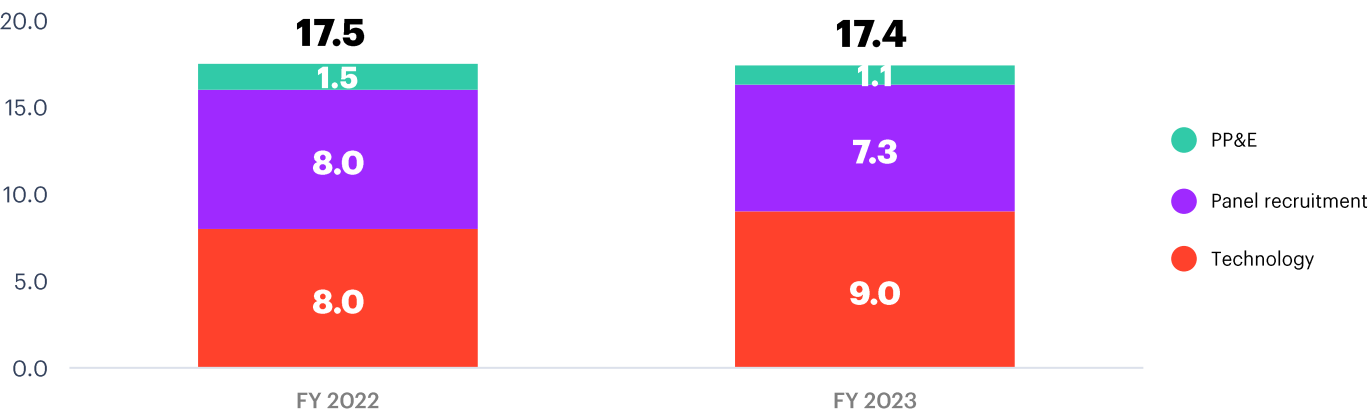
Stable cash generation from operations at £69.0m (FY22: £69.7m)

- Cash conversion at **93%** of adjusted EBITDA lower than prior year due to deferred consideration payments and outflow from working capital
- Ongoing investment in future growth
 - £9.0m invested in continuing development of technology platform
 - £7.3m spent on panel recruitment largely in line with prior year
- Financing cashflow includes £49.8m net inflow from the equity placing in relation to the proposed acquisition of GfK CPB, dividend payments of £7.7m and £9.8m in share repurchases
- Net cash balance at end of period £107.2m (FY22: £37.4m)

Cash generation and conversion



Capital expenditures (£m)



Becoming the world's #1 market research company

YouGov's history has been successive cycles of building a strategy that leads to differentiated long-term performance. We are laying the groundwork in FY24 for continued growth

How we win:



Panel

Maintaining a high-quality, global panel that is truly engaged and meets our high standards for panel integrity



Platform

Delivering a best-in-class and fit-for-purpose research platform enabling clients to self-serve their research needs



Products

Continuing to launch innovative new products and increasing uptake of our existing product range



People

Driving a high-performance culture through open communication and clear goals

Thank you

Living Consumer Intelligence
corporate.yougov.com

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