



## YouGov Long-Term Incentive Plan 2023 (“LTIP 2023”) FY24 Performance Share Award Targets

November 2023: The YouGov Board’s Remuneration Committee has resolved that the targets for the first performance share awards to be granted under LTIP 2023 (the “FY24 Awards”) will be as noted below. Performance for these awards will be assessed over the three-year period ending 31 July 2026.

| Measure                 | Weighting | Basis  | Below Threshold  | Threshold   | Maximum                   |
|-------------------------|-----------|--|--|-------------|---------------------------|
|                         |           |  | 0% Vesting   | 25% Vesting | 100% Vesting <sup>1</sup> |
| Group EPS Growth        | 75%       | Growth in adjusted basic EPS for the YouGov Group <sup>2</sup> for the three years ending 31 July 2026   | <b>Level of EPS growth (CAGR) FY24-26</b>  |             |                           |
|                         |           |  | Below 17.5%  | 17.5%       | 27.5% or Above            |
| Americas Revenue Growth | 10%       | Growth in Americas Revenue for the three years ending 31 July 2026   | <b>Level of Americas Revenue growth FY24-26 (CAGR)</b>   |             |                           |
|                         |           |  | Below 16%  | 16%         | 20% or Above              |
| Customer NPS            | 10%       | Improvement in the Customer Net Promoter Score for the YouGov Group for the three years ending 31 July 2026  | <b>Level of Customer NPS Score improvement FY24-26 (CAGR)</b>  |             |                           |
|                         |           |  | Below 7%   | 7%          | 12% 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 2026, based on answers to the following questions: | <b>Change in mean scores for three key Annual Employee Engagement Survey questions FY24-26 (% 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 work in an environment that values and respects a range of backgrounds, perspectives and talents'</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               |

**Footnotes:**

1 Straight line vesting for performance between threshold and maximum.

2 The EPS targets have been set to include the expected impact of the planned acquisition of GfK’s Consumer Panel Business.