

YouGov[®]

ESG Report extracted from the YouGov plc
Annual Report & Accounts 2025



Environmental, Social & Governance (“ESG”)

ESG factors run through the core of YouGov’s business model and values.



YouGov’s business is underpinned by an ethos of transparency and trust and a desire to give the world a voice. Sustainability and ESG factors run through our business model and values, and the Board sees ESG as key to a successful strategy for the business. The aim of our ESG strategy is to champion sustainable, ethical and responsible business practices in every aspect of our operations, to safeguard YouGov’s reputation and culture, return social value to our communities, and contribute to sustainable growth. Our ESG strategy reflects the findings of our most recent ESG Materiality Assessment, conducted in 2023, which identified the highest priority issues for internal and external stakeholders as including corporate purpose and culture, employee compensation, regulatory compliance and data privacy, Net Zero strategy, responsible energy use and waste management. We will continue to develop our strategy and approach to relevant ESG issues including those considered relatively less material, while following industry standards, regulatory guidance, our Company values, and taking into consideration ongoing feedback from stakeholders.

Evolution of our ESG reporting

Our ESG-related disclosures in this report reflect YouGov’s regulatory reporting obligations as well as those which we expect to be of greatest interest to our stakeholders and relevant to our growing and maturing business. In order that our stakeholders can easily locate all our ESG information, this ESG Report is extracted from the Annual Report & Accounts into a stand-alone document made available on our corporate website alongside further information on our environmental, social and governance policies and activities (at corporate.yougov.com/esg).

We aim to align our ESG disclosures with appropriate reporting frameworks where required or it makes sense to do so. This ESG Report includes an overview of our ESG commitments and credentials (pages 48 to 51), our FY25 Non-Financial and Sustainability Information Statement and Climate-Related Financial Disclosures (CFD) (on pages 55 to 67), and our Streamlined Energy & Carbon Reporting (SECR) (pages 64 to 66) and Carbon Balance Sheet (pages 66 and 67). Additionally, a Sustainability Accounting Standards Board (SASB) disclosure table can be found at the back of this report (page 192). Separately, our UK Ethnicity & Gender Pay Gap Reports and our Task Force on Climate-Related Financial Disclosures (TCFD) Reports can be found on our corporate website (at corporate.yougov.com/esg).

Progress to Net Zero

Our Scope 1, 2 and 3 emissions are presented on page 65. As we work through the integration of YouGov Shopper and develop our procurement capabilities, we are accessing more information on our environmental emissions, particularly Scope 3 emissions. This has given us additional data to inform our tracking and we look forward to making progress on our Net Zero ambitions, while ensuring that our objectives and targets remain appropriate for our business goals and aligned with our strategy.

Oversight of ESG

The YouGov plc Board of Directors has ultimate responsibility for all ESG commitments and obligations, including the mandatory disclosures and targets outlined in this report. The Chief Governance and Compliance Officer oversees a dedicated team and budget for ESG activities and is accountable to the Board of Directors for the delivery of the ESG strategy and regulatory compliance. This governance framework ensures that YouGov’s regulatory obligations are met, and sustainability priorities are reflected in the company culture at all levels of the organisation. The ESG team, within the Governance department, is responsible for day-to-day management of ESG requirements.

Our Purpose

The “Giving a Voice” pillar of our ESG strategy, in our social mission framework, supports our Company purpose, including our efforts to maintain a representative and accessible panel.

Our Mission

Central to our ESG approach is the principle of data accessibility, supporting our Company mission to share data on what the world thinks.

Our Values

Our ESG strategy is informed by YouGov’s Company values which run through the core of all our activities.

Our Strategy

There is natural alignment between our Company strategy and business model, and our ESG strategy and activities.

Our Culture

YouGov’s collaborative and innovative culture is underpinned by a shared desire to make a positive impact on the wider community.

OUR VALUES



Be fast

We are always fast to adapt and fast to deliver, keeping up with change.



Be fearless

We innovate, take savvy risks and stay true to ourselves, not following the crowd.



Get it right

We will do the right thing as scientists, technologists and citizens.



Trust each other

We work together as a team – challenging, pushing and improving each other to fulfil our ambition.



Respect

We respect everyone and are considerate of our differences, always supporting each other to succeed.

UN Global Compact & UN Sustainable Development Goals ("SDGs")

During the prior year, we entered into the UN Global Compact and submitted our first Communication of Progress (CoP) Report on YouGov's performance against the Ten Principles of the Compact and the Sustainable Development Goals (SDGs).



Gender equality

Our Company policies enforce our commitment to equal pay for work of equal value, non-discrimination and anti-harassment. We transparently report gender ratios and remuneration metrics to ensure transparency of gender equality in our workplace.



Decent work and economic growth

Our policies and processes support non-discrimination, anti-harassment, fair working hours and pay, while also encouraging internal promotions, training, and freedom of association rights. We offer professional development opportunities and maintain transparency in our grievance resolution processes as appropriate.



Industry, innovation and infrastructure

We have allocated budget for technology innovation and we aim to develop accessible technology in particular for our panel members. We encourage staff to participate in innovation. We have policies and quantifiable targets for environmental commitments and track the diversity of ownership among suppliers.



Reduced inequalities

We have implemented non-discrimination and anti-harassment policies; we promote equal opportunities and ensure fair wages and benefits. We support inclusive hiring practices and provide equal development opportunities for all employees.



Responsible consumption and production

Our initiatives include implementation of sustainable practices in our operations, promoting resource efficiency, and reducing waste. We are committed to encouraging sustainable sourcing and regularly monitor our environmental impact.

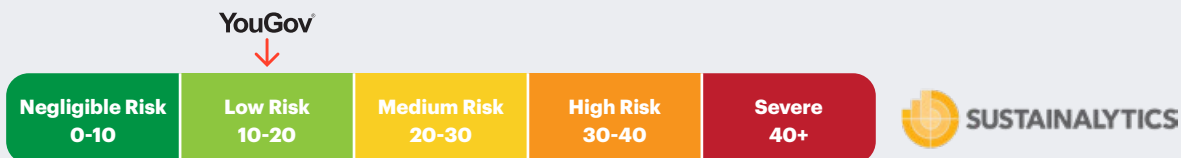


Climate action

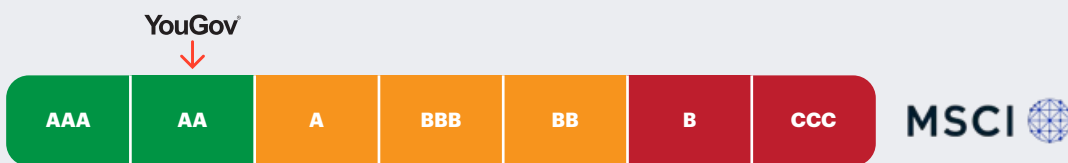
We annually publish our global carbon footprint and our first Task Force on Climate-Related Financial Disclosures (TCFD). We have set Net Zero targets and our commitments are enforced in our Group Environmental Policy, ESG Roadmap, and ESG Report.

Environmental, Social & Governance (“ESG”) continued

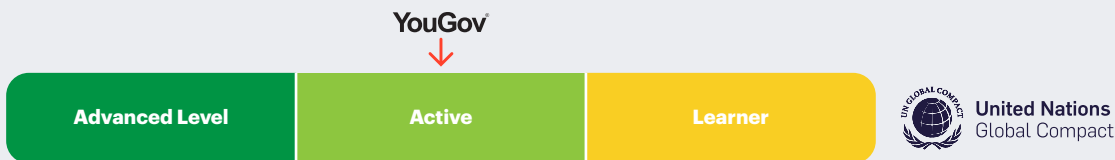
ESG-RELATED RATINGS



In February 2025, YouGov plc received an ESG Risk Rating of 15.3 from Morningstar Sustainalytics and was assessed to be at Low Risk of experiencing material financial impacts from ESG factors.



In March 2025, YouGov plc achieved an MSCI rating of AA.



In July 2025, YouGov plc was recognised at the Active level in the United Nations Global Compact, reflecting its commitment to corporate sustainability and responsible business practice.

42%
of French people have
previously booked a tourist
experience online, however
20% have no awareness
of the booking platform
brands surveyed

Source: YouGov survey of 1,025 French adults conducted in January 2025.



Environmental

While YouGov is a naturally low-impact business, as global citizens, we recognise that we share a responsibility for protecting the environment and we have embedded environmental considerations in our global operations.

ESOS Phase 3 and 4

YouGov has participated in Phase 3 of the UK Energy Savings Opportunity Scheme (“ESOS”). As required, YouGov will notify the UK Environment Agency of its compliance for Phase 4, which includes carrying out energy audits to identify opportunities for improved efficiency and reduced consumption over the four-year compliance period.

We will also provide subsequent progress reporting submissions, in tandem with continuing to assess and implement energy efficiency measures internally.

SUPER certifications

YouGov partners with SUPER, a not-for-profit organisation that assesses a company’s single use plastic footprint and helps them implement alternatives to reduce and ultimately eliminate plastic waste.

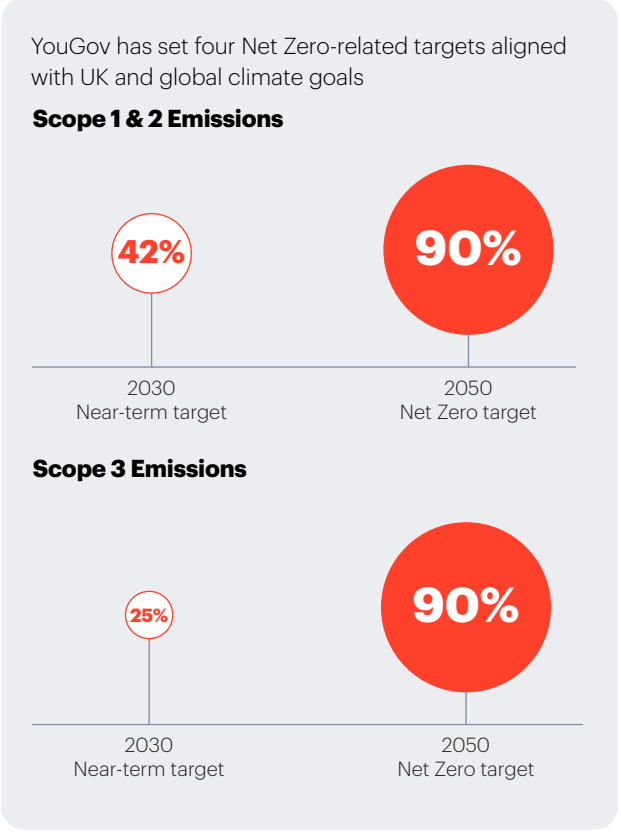
As at the date of this report, 13 office locations are certified for reducing single use plastic.

Waste management practices

Given the nature of our online, office-based business and our reliance on serviced leases (where we have limited influence) in several locations, to date we have not set annual business waste reduction or recycling targets. Rather, our focus in this area has been on improving the quality and reliability of data we capture, and on influencing our suppliers’ waste management and reporting practices. We aim to select e-waste vendors who demonstrate appropriate, responsible disposal practices. For general waste, we are committed to working with landlords and service providers to encourage compliant waste disposal and recycling practices.

FY25 environmental disclosures

- Non-Financial and Sustainability Information Statement, see pages 55 to 67.
- Carbon Balance Sheet, see pages 66 and 67.
- TCFD Report, go to corporate.yougov.com/esg.



Net Zero targets

YouGov is committed to meaningful climate action and has aligned its sustainability strategy with the Science Based Targets initiative (SBTi). At the Group level, we have made a commitment to achieve Net Zero across our operations by 2050 in line with the UK Government pledge, with interim targets for 2030 covering Scopes 1, 2, and 3 from our FY22 baseline. The SBTi approved these targets in September 2024, and we intend to review them during 2026 to ensure they remain appropriate for our current business priorities and footprint. We aim to achieve reduction through a combination of changes in behaviour, procurement decisions, and facilities management. One of our reduction priorities is to choose renewable energy wherever possible – our London headquarters has been 100% powered by renewable energy since 2018.

Environmental, Social & Governance (“ESG”) continued

Social

At YouGov, we are driven by shared social values and aspiration to make a positive impact in the world.


Our social mission

It is YouGov’s social mission to make people’s opinions heard for the benefit of our local, national and international communities. This encompasses our commitment to listening to and engaging with all our stakeholders including employees, panel members, clients, media and the public. By investing in our social mission, we are investing in the communities in which we operate and creating wider social value as well as value for YouGov.

Our commitment to maintaining a representative and accessible global panel helps us make the diversity of opinion heard and deliver trusted and accurate insights for our clients. Through our Public Data initiative, we make public opinion data and insights available

as a free resource on our business websites. YouGov also aims to create social value by being a good employer, able to offer fulfilling jobs that support continuous learning and growth in a thriving workplace. We foster an inclusive and diverse working environment, as outlined in our Group Diversity and Inclusion Policy and approach to encouraging diverse talent. We give back by supporting social mobility through internships and mentoring, and by making tailored charitable donations and volunteering contributions. We also have a strong commitment to equality, human rights and tackling modern slavery, both across our corporate activities and value chain, as reflected in our Group Human Rights Policy and Modern Slavery Statement which are aligned with key international human rights standards. YouGov has also been an accredited Living Wage Supplier since 2022.

FY25 Social mission in numbers

 **Giving a Voice**

YouGov Panel

32m
registered YouGov panel members across 64 countries worldwide, cultivated with a focus on ensuring representation across key demographics

YouGov Trustpilot score


4.5 Stars
☆☆☆☆☆

YouGov Plus

3,700
YouGov Plus members, our premium tier membership

31m
data points shared by YouGov Plus members

10.5 years
the average membership tenure for YouGov Plus members

 **Public Data Resources**

12.6m
inbound clicks from Google to our public data websites

13.2m
Politics pageviews, the most visited data category

Over 20
public data categories available including entertainment, sport, health, travel, retail and politics

 **Client Value Proposition**

Research projects
Read how GambleAware used YouGov insights to tackle gambling harms and more case studies at business.yougov.com/case-studies

Industry reports
Find YouGov’s Charity Brand Rankings 2025 report, which provides insights on top-performing charities and demographics of donation makers, at business.yougov.com

 **Employee Value Proposition and Community Impact**

YouGov workforce

83%
mean overall positive response to “I feel I can be my authentic self at work”


Community mentorship

- We partnered with a social mobility charity on providing placements for students from under-represented and less affluent backgrounds. The Sixth Form students were placed in our UK Public team where they gained exposure to social research careers.
- We partnered with an education charity to train 15 employees to offer 1:1 coaching to young people from disadvantaged backgrounds, to enhance their further education and employment opportunities.

Volunteering opportunities

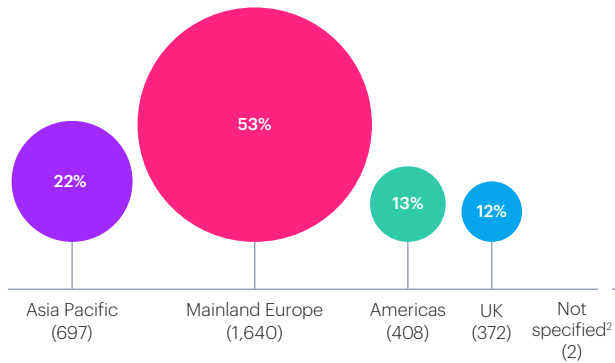
A highlight this year was the “Give back initiative” where YouGov employees helped provide

25,481
meals for individuals facing hardship across Australia

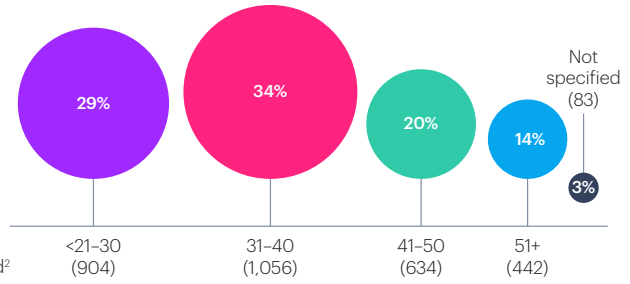
 Our Non-Financial and Sustainability Information Statement starts on **page 55**

Workforce diversity¹

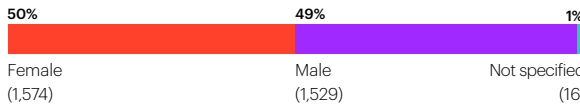
Region



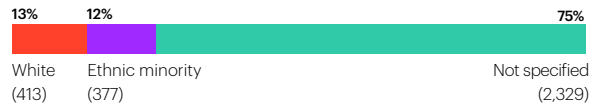
Age



Gender

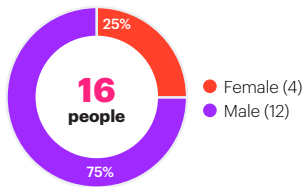


Ethnicity³

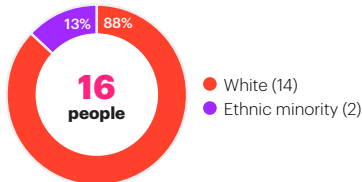


Executive Leadership (Steering Team)⁴

Gender

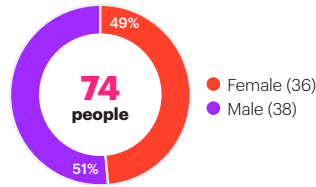


Ethnicity³

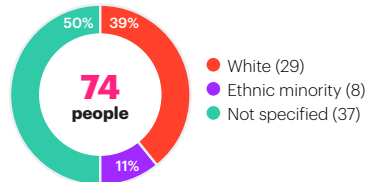


Direct Reports to Executive Leadership

Gender

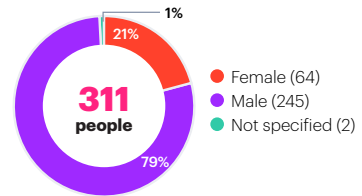


Ethnicity³

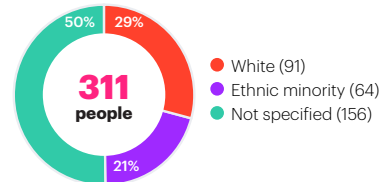


Technology Teams⁵

Gender



Ethnicity³



¹ Data at 31 July 2025 representing the YouGov Group workforce including Shopper of 3,119 employees. "Employees" includes permanent workers only and excludes contingent workers. For Board diversity information, see page 73.

² "Not specified" includes both "Prefer not to say" and no response. Not all diversity monitoring questions are asked in each market due to compliance with local data collection laws and conventions. Ethnic group information is collected on a voluntary basis and is not currently collected for Shopper population.

³ Workforce ethnicity data representative of YouGov population only; excludes Shopper. We have chosen to use the term "ethnic minority" to refer to racial and ethnic groups that are statistical minorities in the UK population. We recognise that many of these racial and ethnic groups are majorities in the global population. For the purposes of this report, we have made a binary distinction between white and ethnic minority groups, and we have classified employees with partially white mixed ethnic backgrounds (e.g. Black Caribbean and White, Asian and White, etc.) under the term "ethnic minority".

⁴ We have defined Executive Leadership as the Steering Team which comprises the Executive Directors (CEO and CFO) and senior management including the functional leaders reporting into the CEO and the Regional CEOs and had 16 members at 31 July 2025.

⁵ Representative of technology professionals within YouGov population only; excludes Shopper.

Environmental, Social & Governance (“ESG”) continued



Governance

YouGov is committed to maintaining robust governance frameworks and policies to ensure transparency, accountability and ethical business practices across our global operations.

For detail of YouGov’s Board-level governance framework and activities, see the Governance Report on pages 68 to 119.

FY25 Governance in numbers

100%

staff tested for email phishing awareness via simulated campaigns

~40

internal communications issued to staff on data privacy and information security awareness topics

200

employee-facing policies identified and assessed for harmonisation following recent acquisitions

Neutrality at YouGov

Neutrality is an essential component of YouGov’s work as a research and data analytics group. Our clients must be able to trust our research and editorial insights are accurate, and panel members must be able to trust that we will reflect the full range of public opinion. A module on our neutrality principles is part of everyone’s mandatory training at YouGov. Our neutrality principles are:

- Ensuring research output does not reflect a bias or preference for any particular response.
- Treating all survey responses, opinions and perspectives fairly and equally, regardless of personal beliefs or affiliations.
- Upholding transparency in communications, particularly in presenting survey methodologies and research findings.
- Maintaining confidentiality with all data and ensuring professionalism in all interactions, including refraining from engaging in discussions that could compromise the independence of the research.

ESG in executive remuneration

In FY25, YouGov’s Executive Directors each had an ESG target as part of their variable remuneration (bonus and long-term incentive plans). Performance against these targets is shared in the Directors’ Remuneration Report on pages 98 to 115. There is also an ESG element to the Long-Term Incentive Plan 2023 (“LTIP 2023”) performance share award targets for Executive Directors and senior leaders, relating to workforce engagement.

Non-Financial and Sustainability Information Statement

Compliance statement

YouGov plc and its subsidiaries (“the Group”) (“YouGov”) are in scope of the UK Companies (Strategic Report) (Climate-related Financial Disclosure) Regulations 2022 (“CFD”). As an Alternative Investment Market (AIM)-listed company with more than 500 employees, the Group is required to report against all mandatory disclosure elements. In FY25, YouGov fully complied with the four pillars (Governance, Risk Management, Strategy, Metrics and Targets) and eight recommendations set out in the regulations.

Governance

YouGov’s commitment to environmental responsibility is overseen annually by the Board, which holds ultimate responsibility for climate-related risks, opportunities, and disclosures. This commitment is supported by a robust governance structure, which includes Board committees and a dedicated management-level team responsible for day-to-day implementation.

Board-level oversight of climate change

The Board has overall responsibility for YouGov’s ESG strategy, overseeing climate-related risks and opportunities, Net-Zero targets, and disclosures. Board accountability for ESG is maintained through the Chief Governance and Compliance Officer and Company Secretary (CGCO) who serves as the senior escalation point for all ESG matters, including climate change, and engages with the ESG team to stay thoroughly informed on climate-related activities.

To ensure effective oversight, the Board continues its annual engagement with the ESG team and held two deep-dive sessions on ESG in FY25. In May FY25, the first session addressed governance matters and outlined how YouGov applies the requirements of the AIM Rules, corporate governance codes, and internal policies and procedures to ensure compliance and transparency. The second, in June 2025, focussed on environmental and social topics, including climate change. In these sessions, the Board considered developments in FY25, current and upcoming ESG activities and workstreams, a reminder of YouGov’s social mission, climate education and climate risk. These sessions provided a forum to review climate-related risks and opportunities and consider developments in the regulatory landscape. The June 2025 session also included a formal review and approval of the Group’s climate risk register. The Board is committed to ongoing professional development in sustainability and climate change. Alongside ESG deep-dive sessions, all members received a supplemental reading pack covering climate change, governance, and evolving regulatory requirements to strengthen their understanding. In FY25, a capacity-building webinar on climate change was also delivered by external

consultants. This enhanced Board knowledge informs both our commercial and ESG initiatives.

Audit & Risk Committee

The Board has assigned the Audit & Risk Committee (ARC) responsibility for overseeing and scrutinising YouGov’s enterprise risk management framework, including climate-related risks. In June FY25, the climate risk register was reported directly to the Board by the CGCO and Deputy Company Secretary rather than through the ARC, as part of an exceptional reporting arrangement this year. The ARC continued to oversee the broader risk management framework, including processes related to climate-related risks and integrating climate-related risks into the corporate risk map. The ARC met four times during FY25, reviewing the Group’s broader risk management framework and ensuring climate-related risks were appropriately considered. In doing so, the ARC collaborated closely with the ESG and Compliance teams to support effective day-to-day management of climate-related risks and their integration into the corporate risk map. The ARC’s role remains fully aligned with YouGov’s four-step climate risk process. For details of the Committee’s broader risk oversight remit, see the risk management and principal risks section on pages 40 to 47.

Remuneration Committee

ESG targets are included in executive Long-Term Incentive Plans (LTIP), with oversight delegated to the Remuneration Committee. While 15% of the LTIP weighting relates to ESG factors (customer Net Promoter Score and employee engagement), these targets focus on social and stakeholder considerations, not environmental outcomes such as energy, water or emissions. For details, see the Directors’ Remuneration Report on pages 98 to 115.

Management-level oversight of climate change

The Steering Team and the ESG teams primarily handle ongoing management-level oversight, with the CGCO providing a direct link to the Board. The CGCO is an Officer of YouGov plc and has the highest management position overseeing climate-related risks and opportunities.

Steering Team

The Steering Team, composed of YouGov’s senior leadership, including C-suite executives and Regional CEOs, oversees the Group’s overall management, including climate-related risks and opportunities. The Steering Team embeds strategic priorities across the business and is represented at Board meetings by the Chief Executive Officer (CEO). In FY25, climate-related matters were reported to the Board at a Board meeting in June 2025,

Environmental, Social & Governance (“ESG”) continued

Non-Financial and Sustainability Information Statement

which included updates on the FY25 climate risk scenario analysis and the revised climate risk register. The CGCO ensures these issues are integrated into strategy and operations and directly escalates risks and opportunities to the Board, maintaining alignment between governance and business operations.

ESG team

The ESG team drives the Group’s ESG programme operationally. It manages the climate risk register, supports regulatory compliance, and coordinates ESG disclosures and communications across YouGov. Collaborating closely with other Governance teams, Human Resources, Facilities and Finance, the team identifies, assesses and manages climate-related risks and opportunities on an annual basis. It also provides ESG information to stakeholders, sources accurate data, ensures regulatory compliance and engages suppliers on ESG matters.

The ESG team is part of the Governance department, reporting to the CGCO who sits on the Steering Team and serves the Board, ensuring smooth information flow across governance levels. In FY25, the ESG team continued providing regular updates to the CGCO, though no formal reporting schedule is currently set. The ESG team attends at least one Board meeting per year. This meeting was held in June 2025, where the ESG team, represented by the CGCO and Deputy Company Secretary, presented updates on the climate risk register and an ESG deep dive.

The ESG team includes communications within the monthly internal Global Newsletter and maintains a comprehensive intranet site with ESG policies and the most recent versions of ESG-related publications, articles and communications. This supports internal awareness and serves as a resource for client-facing colleagues and the team is planning a refreshed internal communications programme for FY26.

Risk management

YouGov integrates climate-related risks and opportunities into its overall enterprise risk management framework and processes but maintains a stand-alone climate risk register. The Board is responsible for overall risk management, delegating oversight to the ARC, while the ESG and Compliance teams manage the day-to-day risk processes. This framework includes the annual identification, evaluation, prioritisation and approval of climate-related risks and mitigation strategies. A dedicated climate risk register is maintained through a structured four-step process: Identify, Assess, Appraise and Address. In 2025, the ARC conducted a comprehensive review of the enterprise risk management process. The Board undertook a separate review of the stand-alone climate risk register as part of its annual ESG deep dive, though it is anticipated that the typical review schedule for the climate risk register via the

ARC will resume in FY26. Further details on the enterprise risk assessment methodology is set out in the Risk Management section on pages 40 to 47.

Step 1: Identify

Climate-related risks are identified annually, with responsibility in the current year assigned to the ESG and Compliance teams, which report to the CGCO. The CGCO is the senior management link to the Board and ensures that climate-related risks and opportunities are escalated appropriately. The ESG team coordinates the process closely with Governance, Facilities and Group Finance.

Risks are initially identified through climate scenario modelling conducted by external consultants, Inspired ESG. The most recent climate scenario modelling, completed in April FY24 assessed multiple warming scenarios and time horizons, identifying eighteen climate-related risks - both physical and transition, and five opportunities. Transition risks were considered at the Group level, while physical risks were assessed at individual sites. Based on top revenue as of Jan FY24, sites were selected to focus on the most operationally and financially significant locations. In addition, fourteen key suppliers were evaluated for potential climate-related disruptions. This modelling was not repeated in FY25; instead, the FY24 results were used as the basis for review. Following the modelling, an internal climate risk workshop was held in June 2025, facilitated by the ESG and Compliance teams. The workshop reviewed the FY24 scenario results in detail, identified additional risks and opportunities through structured discussions considering the Group’s business model, operations and key markets, and updated the climate risk register accordingly.

Step 2: Assess

The climate risk and opportunity assessment is conducted annually, and the climate risk register is updated accordingly. In FY25, the ESG team coordinated this process, while the CGCO attended the workshop and later escalated the outcomes to the Board for approval. The FY25 update drew on the FY24 scenario analysis, which was reviewed in detail at the workshop, with adjustments for changes in our site footprint and completed mitigations. All participants received tailored training materials in advance to support informed decision-making, including a climate-focused webinar and the FY24 scenario analysis report. The workshop, held in June FY25, was attended by senior managers from Governance, Facilities and Group Finance. The core of our climate risk assessment methodology is a matrix that considers two key dimensions. No identified climate-related risks were deemed material in FY25, though emerging risks continue to be monitored. To determine whether climate-related risks and opportunities are material to the Group, we adopted the following two key dimensions:

- **Likelihood x Impact:** Likelihood (probability of occurrence) is rated on a scale of 1 (unlikely) to 4 (certain). Impact is rated on a scale of 1 (low impact) to 3 (high impact). A risk score is generated by multiplying the likelihood and impact scores, with higher scores indicating greater overall risk. In FY26, we intend to explore moving to a 5x5 scale in line with our revised enterprise risk scoring methodology.
- **Action Levels:** Risks are assigned a colour-coded score (red, amber or yellow) based on their calculated risk score. Risks scoring between 8 and 12 are categorised as “red” and are considered high-priority and material to the Group. These require immediate attention and robust mitigation strategies. Risks categorised as “amber” (scored 3-6) warrant close monitoring but are not material, while “yellow” risks (scored 1 or 2) are typically of low priority and are not material.

Step 3: Appraise

Climate-related risks and opportunities are assessed for potential business impact during the climate risk workshop and annual reviews. In line with the Group Risk Management Policy & Procedure, all enterprise risks, including climate change, are reviewed at least annually to confirm relevance, adjust thresholds, and address emerging risks aligned with YouGov’s strategy. Mitigation measures are developed collaboratively between the Compliance team, Risk Owners, and external consultants. This ensures that controls are evidence-based, tailored to YouGov’s business model and strategy, and aligned with evolving best practices in emissions reduction and sustainable operations. Each risk is assigned to a named risk owner responsible for managing it towards its target level, monitoring changes over time, and communicating actions and mitigations within their remit.

Step 4: Address

The ARC, ESG and Compliance teams and Board collaborate annually to manage climate-related risks and allocate resources effectively. The ESG team handles day-to-day management of the climate risk register, conducts annual climate risk review, and recommends further actions when needed. The Board ultimately retains responsibility for approving the climate risk register and ensuring the implementation of appropriate mitigation strategies. The ARC ensures that the climate risk register is integrated into the wider corporate risk map and that thorough evaluation occurs annually. This integrated risk management process allows climate-related risks to be identified and raised through the enterprise risk management framework.

Strategy

YouGov recognises the increasing significance of climate change and its potential impacts on our business, stakeholders and the global community. We have integrated climate-related considerations into our overall business strategy to address these challenges.

Through our core data collection and analysis, we contribute to the global understanding of climate change. We can provide valuable insights into climate-related trends, consumer behaviour, and market dynamics by leveraging our extensive data platform and analytical capabilities. This information empowers our clients to make informed decisions and develop climate-resilient strategies. We are also committed to managing climate-related risks that may impact our operations, including physical risks from extreme weather and long-term temperature changes, and transition risks from the move to a low-carbon economy. Through risk assessment, we can develop mitigation and adaptation strategies and can explore opportunities to support the low-carbon transition.

At the Group level, we have made a global commitment to achieve Net Zero by 2050 in line with the UK Government pledge, with interim targets for 2030 covering Scopes 1, 2 and 3 from the FY22 baseline. The SBTi approved these targets in September 2024, confirming that our near-term and Net Zero targets are in line with the climate science on limiting warming to 1.5°C. With our external consultants, we have ensured that our Net Zero strategy is ambitious while achievable and aligned with the latest climate science. To achieve these goals, we are focussing on adopting renewable energy sources.

Climate scenarios

We analysed potential climate-related risks and opportunities for our FY25 Climate-related Financial Disclosures (CFD). This analysis was informed by the climate scenario modelling completed in FY24, as no new modelling was undertaken in FY25. However, we conducted an internal workshop to align our ongoing risk assessment with CFD recommendations. The workshop, facilitated by the ESG team, focussed on reviewing the results of the FY24 climate scenario modelling and discussing identified climate-related risks and opportunities. We also received preparation and delivery support from external consultants to facilitate this process.

Climate scenarios, which depict various future climate conditions, were developed using a combination of advanced climate models and internationally recognised frameworks. These include the International Energy Agency’s World Energy Models, Shared Socioeconomic Pathways, Climate Natural Catastrophe Damage Model, Coordinated Regional Climate Downscaling Experiment (CORDEX), and Integrated Assessment Models (IAM).

Environmental, Social & Governance (“ESG”) continued

Non-Financial and Sustainability Information Statement

We recognise that while climate models are valuable tools, they have inherent limitations in accurately replicating complex real-world systems. As such, their projections should be interpreted cautiously and continuously refined as our understanding of climate change evolves.

In line with CFD recommendations and ISO 14091 standards, the climate scenarios used are plausible, credible and based on varying combinations of key factors. Multiple scenarios were applied to understand how different variables could lead to a range of outcomes, providing a common reference point for assessing strategic and financial implications of climate-related risks and opportunities. Scenario analysis is a methodological tool designed to inform decision-making and long-term planning. The scenarios are based on assumptions, simplifications and historical data that may be incomplete or uncertain, and they may not capture all natural emission sources. As such, scenario outputs are illustrative and should be interpreted as guidance rather than precise forecasts. These scenarios are regularly updated as methods and data evolve to ensure they remain aligned with current scientific understanding and best practice.

- **Assessing Our Vulnerability:** We assessed the potential impacts of climate change on our business, considering both the direct physical risks and the transition risks associated with transitioning to a low-carbon economy. Physical risks can be either acute (event-driven e.g. flooding) or chronic (long-term shifts in the climate’s processes, e.g. sea-level rise) and illustrate the growing exposure to extreme weather events such as flooding and heatwaves, while transition risks relate to regulatory changes and market shifts arising from transitioning to a low-carbon economy and follow themes of policy and legal, market, reputation and technology. Transition risks and climate-related opportunities have been identified at the Group level, significantly impacting the overall business strategy and operations. Physical risks are identified at the site level. Specific sites, totalling 58 in FY24, were assessed to address physical risks across various regions.
- **Futureproofing Our Business:** We analysed various climate scenarios to understand the potential implications of climate change. Our analysis extended beyond standard industry practices to incorporate a range of warming pathways, enabling us to assess risks across different time horizons. The long-term horizon aligns with the UK’s and the Group’s Net Zero Strategy for 2050. The scenarios were selected to reflect plausible futures that could materially impact YouGov’s operations. The Group considered the resilience of the business model and strategy to three different climate scenarios and the potential effect on the business model and strategy for each of these scenarios. Therefore, the

business model and strategy of the Group was deemed resilient to the following three climate scenarios:

- **<2°C by 2100: Ambitious Climate Action:** This represents a collective commitment to limiting global temperature rise to below 2°C by the end of the century, as outlined in the Paris Agreement. Despite heightened transition risks in the short term, this approach markedly diminishes future climate consequences. Our low-carbon, digital business model drives growth, reduces transition risks and ensures resilience against this scenario, supporting operational continuity, brand strength, and new revenue opportunities while aligning strategy with ambitious climate action.
- **2-3°C by 2100: Uneven Action:** The 2-3°C scenario reflects a potential future where global climate action is uneven. While some governments enact regulations, a lack of strong, coordinated responses could create business uncertainties. In this scenario, YouGov can improve its energy efficiency and ensure its suppliers and partners are committed to environmentally responsible practices. YouGov’s business model and strategy leverage global diversification and localised insights to help clients navigate complex regulatory landscapes. Operational focus on energy efficiency and responsible supply chains strengthens stability, maintains competitiveness and ensures the business model and strategy remain resilient under this climate scenario.
- **>3°C by 2100: Limited Climate Action:** This scenario represents a world with minimal climate action that presents significant long-term challenges. In this scenario, YouGov can capitalise on opportunities for innovation and leadership in addressing climate change, positioning itself as a resilient and sustainable organisation. Limited global action results in significant physical risks and long-term operational challenges. YouGov’s data-driven solutions and expertise enable support for clients in adaptation and risk management. Our focus on innovation, sustainable products and adaptive capabilities enables the Company to remain operationally robust and manage physical and transition risks. We also maintain our role as a trusted partner despite extreme climate outcomes, ensuring business model and strategy resilience in the limited climate action scenario.

The following outlines the time horizons to identify when a risk or opportunity will significantly impact the business.

- **Short Term (2023-2027):** Aligned with the strategic planning cycle, this timeframe provides an ideal opportunity to embed sustainability into core operations. Focus on opportunities in energy efficiency, ESG-led supplier management, climate training and improving reporting to cut emissions, enhance brand value and prepare for future regulations.
- **Medium Term (2028-2037):** This timeframe represents a critical juncture for YouGov to solidify its role as a sustainability leader. This timeframe also aligns with our commitment to our absolute interim targets of reducing emissions by 42% in Scope 1 and 2 (market-based) and 25% in Scope 3 by 2030.
- **Long Term (2038-2052):** This extended timeframe offers a strategic vantage point to anticipate and adapt to the evolving landscape of global operations and the research and data analytics industry. This timeframe aligns with our commitment to achieving Net Zero (Scopes 1, 2, and 3) by 2050.

All opportunities identified in Table 1 below will be pursued across these timeframes, ensuring consistent progress toward our Net Zero and sustainability goals.

Analysis of results

YouGov's core business activities primarily involve data collection, analysis, and insights generation. This operational model inherently results in a relatively low environmental impact compared to industries with significant physical operations or resource consumption. Consequently, through a comprehensive assessment of 18 potential climate-related risks (physical and transition), none were deemed material to the Group's business model or strategy. YouGov's inherently low-impact, digital business model ensures resilience and continuity under a range of warming pathways and limits exposure to significant climate-related risks. Existing strategies to enhance operational efficiency, supplier engagement and global diversification actively mitigate potential impacts of climate-related risks. No further financial modelling was undertaken to quantify potential impacts for the current period. This represents an area for further development to ensure future assessments explicitly consider and document how climate-related risks, even when judged immaterial, are reflected in key financial assumptions.

Since climate change has a low impact on YouGov's operations, it was initially classified as an emerging risk in 2023 under the formal annual risk management process. This classification was made by the CGCO, Head of Compliance, and ESG Manager, following a thorough assessment and internal discussions of its potential business implications. In FY25, it remains an emerging risk, through the same procedure, reflecting ongoing monitoring of potential developments without posing a material threat to the business. The climate risk assessment will be repeated each year to ensure changes in risk materiality are quickly identified and mitigated. While YouGov's current environmental impact is minimal, the evolving regulatory landscape, increasing stakeholder expectations, and potential future business expansions could introduce greater climate-related risks.

Supply chain assessment

Our climate risk assessment incorporated a supply chain analysis. Utilising climate modelling, we evaluated 14 key suppliers for potential climate-related disruptions (acute and chronic physical risks), such as flooding and extreme heat. We found no currently at-risk supply chain routes. The same methodology was applied to assess the supply chain risks, which are detailed in the preceding section. This analysis enables us to develop mitigation strategies and build resilience into our operations proactively. Most of YouGov's suppliers are office-based and geographically dispersed, minimising their exposure to direct physical climate risks such as extreme weather events. Additionally, many of our suppliers have already implemented robust climate risk management frameworks aligned with the CFD recommendations, including regular assessments of their physical risk exposure. Based on this information, the potential physical impacts on our suppliers are minimal. Furthermore, we assessed these suppliers for transition risks, such as reputational damage from non-compliant suppliers or increased costs due to their carbon reduction efforts. While no material transition risks were identified for these specific suppliers, our analysis highlighted potential areas of future focus, including reputational damage and increased supplier costs. All identified supply chain climate risks and their assessments are formally recorded in the climate risk register, ensuring they are monitored and managed within our risk management framework.

Environmental, Social & Governance (“ESG”) continued

Table 1: YouGov Group Climate-related Opportunities

TCFD Opportunity Alignment	Main Financial Impact	Description	Scenario and Timeframe
O1. Energy Resources			
Use and installation of low-emission energy technology	<p>Self-generated electricity can be used in business operations and excess sold to the grid.</p> <p>Reduced indirect (operating) costs.</p>	<p>Investment in resource efficiency will lower energy intensity and should lead to cheaper and more consistent operating costs, enhancing operating efficiency. This will be accomplished by decreasing energy use across the Group. The main energy users for the Group are the power needed for our offices, data centres, heating, ventilation, air conditioning and lighting.</p>	<p><2°C</p> <p>2-3°C</p> <p>Short – Medium Term (2023-2037)</p>
O2. Resource Efficiency			
Use of more efficient suppliers and diversifying our supply chain	<p>Reduced indirect (operating) costs.</p>	<p>The use of more efficient suppliers and diversifying the supply chain presents a significant climate-related opportunity for YouGov to reduce operating costs and reduce Scope 3 emissions. By actively seeking suppliers prioritising sustainability and adopting a diversified supply chain, the Group can reduce its environmental impact and enhance its resilience to climate-related risks.</p>	<p><2°C</p> <p>2-3°C</p> <p>Medium Term (2028-2037)</p>
O3. Resource Efficiency			
Disposal of under-utilised sites – improved portfolio management	<p>Reduced indirect (operating) costs.</p>	<p>The disposal of under-utilised sites and improved portfolio management present a climate-related opportunity for YouGov to reduce operating costs and reduce Scope 1 and 2 emissions. By strategically managing our real estate portfolio and disposing of under-utilised sites, the Group can optimise resource allocation, reduce environmental impacts (including our carbon footprint), and potentially generate financial benefits.</p>	<p><2°C</p> <p>2-3°C</p> <p>Short – Medium Term (2023-2037)</p>
O4. Reputation			
Improved stakeholder reputation	<p>New client opportunities and positive impact on client retention rates.</p> <p>Increased revenues resulting from increased demand.</p>	<p>By communicating YouGov's sustainability efforts and CFD reporting, clients are more likely to continue using YouGov's products and services, leading to high retention rates. YouGov strengthens its growth potential by improving investment opportunities and enabling access to new markets associated with the low-carbon economy. By achieving improved ESG ratings, YouGov creates greater opportunity to increase market share and increase market value for shareholder value.</p>	<p><2°C</p> <p>2-3°C</p> <p>Short – Long Term (2023-2052)</p>
O5. Resilience			
The business is well adapted and positioned to deal with climate change	<p>Reduced long-term operating costs.</p>	<p>The concept of climate resilience involves organisations developing adaptive capacity to respond to climate change to better manage the associated risks and seize opportunities, including the ability to respond to transition and physical risks.</p>	<p><2°C</p> <p>2-3°C</p> <p>Short – Medium Term (2023-2037)</p>

Material opportunities

The climate-related opportunities presented in this spread support YouGov's continued investment in sustainability and operational efficiency initiatives. They can help us save money, reduce risk, improve our sustainability and strengthen our competitive position. In assessing climate-related opportunities, YouGov has considered the potential impact across its supply chain, products and services, operational sites, markets and geographical regions of operation. Five opportunities were identified using the scenario modelling previously discussed, reviewed in the risk workshop, and based on internal discussions; all five opportunities were classified as material. The Compliance team, Risk Owners, and external consultants assessed these opportunities, classified all five as material, and discussed relevant real-life examples and practical initiatives already underway from across our sites to validate their significance.

Description of Opportunity Response

Alignment to Net Zero

We are committed to achieving Net Zero for Scopes 1, 2, and 3 by 2050, with interim targets of a 42% reduction in Scope 1 and 2 emissions and a 25% reduction in Scope 3 emissions by 2030 from a baseline of FY22. To meet these goals, we will invest in low-emission technologies as solutions become available. While many of our properties are leased, we engage with landlords on opportunities for low-carbon technologies such as solar. Energy efficiency improvements include Leadership in Energy and Environmental Design (LEED) Gold-certified offices in Chicago, Navi Mumbai, and Nuremberg, and a LEED Platinum office in Prague. These measures reduce energy use and costs, while planned solar expansions and fleet electrification will further lower costs, grid reliance and potential carbon tax exposure.

Investing in low-emission energy technologies, expanding solar photovoltaic (PV) installations, improving energy efficiency and electrifying the fleet will support our goal of reducing absolute Scope 1 (location-based) and Scope 2 (market-based) emissions by 42% by 2030, and achieving Net Zero Scope 1 (location-based) and 2 (market-based) emissions by 2050. It indirectly supports Scope 3 reductions where energy-related activities influence upstream emissions.

We will develop further criteria for evaluating suppliers based on their environmental performance and sustainability practices. These criteria can include factors such as carbon footprint, waste management, use of renewable energy and adherence to ethical labour practices. We will promote regular communication, share best practices, and provide support and incentives for suppliers to improve their environmental performance. YouGov will seek to diversify suppliers and reduce reliance on high-risk regions, including exploring alternatives and local sourcing options.

We are considering assessing suppliers through an ESG questionnaire in FY26. Reducing Scope 3 emissions by 25% by 2030 from an FY22 baseline directly involves engaging suppliers to adopt more efficient, low-carbon practices.

YouGov already conducts regular analysis on its global sites to ensure that they are operationally viable. We will continue to conduct a thorough assessment of our real estate portfolio to identify under-utilised sites. This assessment will consider factors such as occupancy rates, energy consumption, maintenance costs and environmental impact. By understanding the current state of our properties, YouGov can prioritise sites for disposal or repurpose based on their potential for improved sustainability and financial returns.

YouGov has committed to reducing absolute Scope 1 (location-based) and 2 (market-based) emissions by 42% by 2030 from an FY22 baseline. We will reduce Scope 1 emissions by assessing the under-utilised sites' energy consumption.

Consistent reporting on environmental metrics and the ability to estimate emissions reductions to be achieved during a contract help to build client trust in YouGov's services, aligning with Net Zero targets.

By demonstrating our progress towards emissions reduction, we give clients confidence that our services contribute to their own sustainability goals. Progress against our commitments, including reducing absolute Scope 1 and 2 emissions by 42% and Scope 3 emissions by 25% by 2030 from an FY22 baseline, reinforces client trust and supports stronger ESG ratings.

Developing an adaptive strategy early (such as the Net Zero strategy in place) reduces the need for legal and consulting support in future to keep pace with stakeholder expectations. Due to its digital, data-driven business model, YouGov is less exposed to physical climate risks like extreme weather or resource scarcity, reducing potential operational disruptions. Financially, resilience translates into cost savings and revenue opportunities through investments in low-emission energy technologies, energy-efficient offices, and digital tools that support sustainable operations. Transition opportunities, such as low-carbon technology adoption and enhanced ESG credibility, also strengthen the brand, attract clients, and support long-term growth.

Achieving emissions reduction targets can bolster our resilience against regulatory shifts and physical climate impacts. This includes delivering on our commitment to reduce absolute Scope 1 and 2 emissions by 42% and Scope 3 emissions by 25% by 2030 from an FY22 baseline, ultimately reaching Net Zero across all scopes by 2050.

Environmental, Social & Governance (“ESG”) continued

Metrics and targets

YouGov’s emission reduction targets are science-based and align with the latest climate science guidance, which aims to limit warming to 1.5°C. Our targets were set using an FY22 baseline (prior to the acquisition of YouGov Shopper (formerly known as CPS)) and validated by the SBTi in September 2024 and include both near-term and long-term absolute emission reduction targets.

Our near-term targets are to reduce our absolute Scope 1 and 2 (market-based) emissions by 42% by FY30, from the FY22 baseline and to reduce our absolute Scope 3 emissions by 25% over the same timeframe. Our long-term, Net Zero target is to reduce our absolute Scope 1, 2 and 3 emissions by 90% by FY50, from the FY22 baseline. Our Net Zero target definition aligns with that of the SBTi, meaning up to 10% of our baseline emissions can be offset using high-quality sequestration offsets. Progress against our targets is reported in Table 2. While the target years for reducing emissions are identical across Scopes 1, 2, and 3 at the Group level, the pace of reduction differs between the scopes. This is primarily due to the complexity of Scope 3 emissions, which encompass a broader range of activities and value chain partners.

During FY25, YouGov measured its full Scope 1, 2, and 3 greenhouse gas emissions footprint using internal records and calculations conducted by external consultants. While reasonable care has been taken to ensure accuracy and completeness, the data has not been externally verified. YouGov tracks progress annually, reporting the percentage reductions achieved and the annual percentage reduction rates still required to meet its goals.

YouGov’s FY22 emission baseline has not been restated in FY25. While activities to integrate YouGov Shopper were ongoing during the year, some data was available for this year’s calculations, while some data gaps were identified. An exercise to rescope sites reported under SECR and under Scope 3 Category 8: Upstream Leased Assets is planned for FY26. This will also enable the consolidation of YouGov Shopper data, using specific assumptions around growth and operational changes. The baseline year will be reassessed in FY26 to ensure our reporting reflects the most accurate operational boundaries.

Americans are more likely than Australians or Britons to have a negative view of swearing with 43% saying they have an outright negative opinion of using foul language

Source: YouGov surveys of 2,031 GB adults conducted in July 2025, 1535 Australian adults conducted in May-June 2025, and 1413 US adults conducted in March 2025.

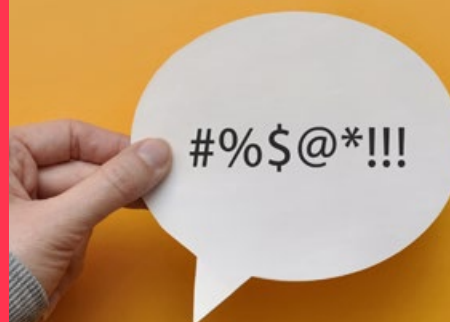


Table 2: YouGov Progress Against Climate Targets

Target	FY22 (Baseline)	FY25 (Current)	Related Opportunities (refer to Table 1)	Progress
YouGov commits to reducing absolute Scope 1 (location-based) and 2 (market-based) emissions by 42% by 2030 from an FY22 baseline.	405 tCO ₂ e	386 tCO ₂ e	O1 is achieved through low-emission energy technologies; O3 is achieved through energy efficiency at under-utilised sites and portfolio management.	A reduction of 5% has been achieved against the baseline year. This equates to an average annual reduction of 2%, which falls short of the required 7% average annual reduction from the baseline year. Looking ahead, to stay on track for the 2030 target, an annual reduction of 11% (based on FY25 emissions) will now be required.
YouGov commits to reducing absolute Scope 3 emissions by 25% by 2030 from an FY22 baseline.	11,551 tCO ₂ e	21,701 tCO ₂ e	O2 is achieved by engaging suppliers to adopt low-carbon practices and diversifying the supply chain.	An 88% increase against the FY22 baseline has been observed. Going forward, an average annual reduction of 12%, compared to the FY25 figures, which equates to an annual average decrease of 4% compared to the baseline emissions is required to meet the near-term 2030 target.
YouGov commits to reaching Net Zero Scope 1 and 2 (market-based) by achieving a 90% absolute reduction in emissions by 2050 from an FY22 baseline.	405 tCO ₂ e	386 tCO ₂ e	O1 is through energy technologies, O3 through site efficiency and portfolio optimisation.	A reduction of 5% has been achieved against the baseline year. To reach our Net Zero target by 2050, an annual reduction of 4% from FY25 levels will be required going forward.
YouGov commits to reaching Net Zero by achieving a 90% absolute reduction in Scope 3 emissions by 2050 from an FY22 baseline.	11,551 tCO ₂ e	21,701 tCO ₂ e	O2 is supplier engagement and supply chain diversification continue to reduce Scope 3 emissions over the long term.	An 88% increase against the FY22 baseline has been observed. As emissions have increased, an average annual reduction of 4% from FY25 figures is needed to achieve our Scope 3 Net Zero target.
YouGov commits to diverting 100% of waste from landfill by 2035 from an FY22 baseline.	61% landfill diversion rate	14% landfill diversion rate ¹	Not applicable.	A 47% decrease in landfill diversion has been recorded from baseline. A 9% annual percentage point increase in landfill diversion rate is required until 2035 to reach a 100% diversion target.

¹ FY24 data was used for FY25 emission calculations due to FY25 data monitoring challenges.

Although we have achieved reductions in our absolute Scope 1 and 2 emissions, our Scope 3 emissions have increased significantly since our FY22 baseline and following the acquisition and integration of YouGov Shopper, which maintains a large site footprint and vehicle fleet. In FY26 we plan to review our baseline to ensure it remains a representative starting point to measure future progress from, especially in light of recent business acquisitions. In addition, moving forward, we aim to further develop our emissions reduction initiatives across the Group as we continue to refresh our ESG Roadmap.

Environmental, Social & Governance (“ESG”) continued

Streamlined Energy and Carbon Reporting (SECR)

Due to YouGov’s office locations within the UK, YouGov is required to report under the UK Government’s SECR compliance scheme. We continue to report both our UK and Global energy consumption and emissions. The Group’s Scope 1 emissions are from the combustion of natural gas and transport fuels in Company-owned assets, plus the leakage of refrigerant gases. Scope 2 emissions are from the purchase of electricity and heat. Scope 3 consumption and emissions cover emissions resulting from sources not directly owned by YouGov, i.e., grey fleet business travel undertaken in employee-owned vehicles only. Tables 3, 4 and 5 present our energy usage, associated emissions, energy efficiency actions and energy performance in line with the UK government’s SECR requirements.

During the year, our Scope 1 natural gas and refrigerant consumption decreased from 59,102 kWh to 23,333 kWh, and corresponding emissions fell from 36 tCO₂e to 7 tCO₂e, a 79% reduction in FY25 compared to FY24, primarily due to the closure of the Guildford site. Scope 2 electricity and purchased heat consumption decreased from 489,124 kWh in FY24 to 362,424 kWh in FY25, with associated emissions falling from 1,756 tCO₂e to 130 tCO₂e, a 26% reduction compared to the previous year, driven by the closure of the

Guildford site. Transport energy consumption rose from 509,970 kWh in FY24 to 912,127 kWh in FY25, with associated emissions increasing from 114 tCO₂e to 208 tCO₂e, an 83% rise compared to the previous year. The increase was primarily due to the first full-year inclusion of YouGov Shopper following its acquisition and integration, alongside improved data collection processes. Total consumption increased slightly from 1,058,195 kWh in FY24 to 1,297,884 kWh in FY25. Overall, reductions in stationary energy use demonstrate progress in consolidating and optimising operations, but the increase in transport emissions drove total emissions up from 325 tCO₂e to 346 tCO₂e, a 6% net increase compared to the previous year.

YouGov’s operations have an intensity metric of 0.89 tCO₂e per revenue (£m) for this reporting year. This represents a reduction in the operational carbon intensity of 8% from last year ending July FY24. This decrease in carbon intensity is a direct result of revenue growth. This decrease does not necessarily mean that absolute emissions fell significantly; rather, it reflects that revenue increased faster than emissions. In other words, while the business grew and generated more revenue, the associated emissions grew more slowly. This improvement in carbon intensity indicates greater efficiency in generating revenue with lower relative emissions.

Table 3: YouGov UK and Global Energy Consumption (kWh)

Utility and Scope	FY25 Consumption (kWh)			FY24 Consumption (kWh)		
	UK	Global (excluding UK)	Total	UK	Global (excluding UK)	Total
Scope 1 Total	44	829,832	829,876	638	441,293	441,931
Natural Gas (Scope 1)	44	23,289	23,333	638	58,464	59,102
Transportation (Scope 1)	0	806,543	806,543	0	382,829	382,829
Scope 2 Total	123,828	254,830	378,659	199,167	312,591	511,758
Grid-Supplied Electricity (Scope 2)	123,828	234,847	358,676	199,167	289,956	489,124
Transportation (Scope 2)	0	16,235	16,235	0	22,635	22,635
Purchased Heat (Scope 2)	0	3,748	3,748	0	0	0
Scope 3 Total	23,072	66,277	89,349	12,562	91,944	104,506
Transportation (Scope 3)	23,072	66,277	89,349	12,562	91,944	104,506
Total	146,944	1,150,940	1,297,884	212,367	845,828	1,058,195

Table 4: YouGov Location and Market-based Emissions (tCO₂e)

Utility and Scope	FY25 Emissions		FY24 Emissions	
	Location-based (tCO ₂ e)	Market-based (tCO ₂ e)	Location-based (tCO ₂ e)	Market-based (tCO ₂ e)
Scope 1 Total	192	192	122	122
Natural Gas (Scope 1)	4	4	11	11
Refrigerants (Scope 1)	3	3	25	25
Transportation (Scope 1)	185	185	86	86
Scope 2 Total	133	194	181	189
Grid-Supplied Electricity (Scope 2) ¹	130	190	176	184
Transportation (Scope 2)	3	3	5	5
Purchased Heat (Scope 2)	1	1	0	0
Scope 3 Total	21	21	23	23
Transportation (Scope 3)	21	21	23	23
Total	346	406	325	333

¹ Emissions from Grid-Supplied Electricity (Scope 2) are captured and reported in tCO₂e only, due to the market-based methodology. See page 67 for more details on methodology.

Table 5: YouGov Global Emissions Intensity Metrics

	FY25	FY24	FY25	FY24
Total Revenue (£m)	388.90	335.30	388.90	335.30
Reporting Method	Location-based tCO₂e per Revenue (£m)		Market-based tCO₂e per Revenue (£m)	
All Scopes (1, 2 & 3)	0.89	0.97	1.04	0.99
Percentage change	-8.38%		+5.05%	
Total Full Time Equivalents (FTE)	3,000	2,831	2,942	2,831
Reporting Method	Location-based tCO₂e per FTE		Market-Based tCO₂e per FTE	
All Scopes (1, 2 & 3)	0.12	0.11	0.14	0.12
Percentage change	+0.28%		+14.98%	

Environmental, Social & Governance (“ESG”) continued

Energy efficiency activities

YouGov maintains a register of prospective energy efficiency measures and is committed to delivering year-on-year improvements.

Measures Undertaken in FY25	Measures Planned for FY26
<p>Net-Zero Target Monitoring: Following the setting of science-aligned near-term and Net-Zero emissions targets in FY24 (as described on page 51), this year, focus was given to improving data collection and monitoring to ensure accountability and transparency in our progress.</p>	<p>Exploring Smart Building Management: Within operational control, YouGov plans to assess the feasibility of upgrading the building management systems, with a view to identify opportunities for solutions that enhance energy efficiency, improve environmental performance and support more sustainable building operations.</p>
<p>Real-Estate Portfolio Optimisation: To streamline operations following the acquisition of YouGov Shopper, we consolidated our YouGov and Shopper office footprints in four locations - Bucharest, Copenhagen, Milan and Warsaw.</p>	<p>Heating, Ventilation and Air-Conditioning (HVAC) Optimisation: YouGov is planning proactive maintenance of HVAC systems across its sites, focussing on energy efficiency and improved performance.</p>
<p>Energy and Water Efficiency: We introduced a range of efficiency improvements across our sites, including the installation of smart LED lighting systems to replace less efficient options and sensor-activated taps to reduce water usage.</p>	<p>Water Usage: YouGov is planning to assess ways to improve our water usage monitoring and data collection.</p>

Our SECR methodology

Our emissions (including the Scope 1, 2 and 3 kWh consumption and CO₂e emissions data) has been developed and calculated using the GHG Protocol – A Corporate Accounting and Reporting Standard (World Resources Institute and World Business Council for Sustainable Development, 2004); Greenhouse Gas Protocol – Scope 2 Guidance. Government Emissions Factor Database 2025 version 1 has been used, utilising the published kWh gross Calorific Value (CV) and kgCO₂e emissions factors relevant for the reporting period (1 August 2024 to 31 July 2025). Estimates were undertaken to cover missing billing periods for properties directly invoiced to YouGov plc. These were calculated on a kWh/day pro-rata basis at the meter level for three electricity supplies. For properties where YouGov plc is indirectly responsible for utilities (i.e., via a landlord or service charge) or no data is available for the meter, the reported consumption has been estimated using FY24 data. For meters with incomplete data, the reported consumption has been estimated using the median consumption across the portfolio.

Carbon Balance Sheet

Scope 1 emissions increased by 58% compared to the previous year and 45% since the FY22 baseline, driven by an increase in transport-related emissions. This increase is primarily due to the first full-year inclusion of YouGov Shopper, which maintains a vehicle fleet following its acquisition and integration, as well as improved data collection processes. Scope 2 (market-based) emissions rose 3% compared to the previous year but have decreased 29% since the FY22 baseline, driven by site closures. Despite achieving reductions to date, YouGov will need to reduce Scope 1 and 2 emissions more rapidly in order to meet our near-term FY30 target. In support of this, measures planned for FY26 include further investment in smarter, more efficient building operations to enhance energy performance across sites. As transport emissions now represent 48% of total Scope 1 and 2 (market-based) emissions, a move to hybrid and electric vehicles presents a key opportunity to help meet our near-term target.

Total Scope 3 emissions grew 17% compared to the previous year and 88% since the FY22 baseline. The largest contributor was Purchased Goods and Services, which increased 16% compared to the previous year and 117% from the baseline. The highest-emitting purchases in Category 1 were from support staff: employee benefits and data procurement third parties. This rise in Scope 3 emissions places us behind the trajectory required to meet our 2030 near-term target. In response, a supplier engagement survey is being developed for FY26 to gather supplier-

specific emissions data. This will provide the foundation for a more targeted procurement strategy aimed at reducing emissions within our supply chain across YouGov and YouGov Shopper. The second-highest emitting category was Upstream Leased Assets (Scope 3, Category 8), which rose 38% compared to the previous year and showed the most significant percentage increase since the baseline

at 248%. Emissions in this category can be reduced via the occupation of more energy-efficient buildings and the use of green energy contracts, both of which are planned measures as noted above. Another main source of YouGov's emissions is employee commuting (Scope 3, Category 7) which rose 8% compared to the previous year (and 23% since the baseline) following the acquisition of Shopper.

Table 6: YouGov Global Carbon Balance Sheet

Emissions Scope and Scope 3 Category	FY25	FY24	FY25	Change from	
	(tCO ₂ e) (Baseline)	(tCO ₂ e) ¹	(tCO ₂ e)	FY24 to FY25 (%)	% Change from baseline
Scope 1	132	122	192	+58%	+45%
Scope 2 (Market-based)	274	189	194	+3%	-29%
Scope 3	11,551	18,609	21,701	+17%	+88%
1. Purchased Goods and Services	5,857	10,958	12,702	+16%	+117%
2. Capital Goods	1,103	726	950	+31%	-14%
3. Fuel-related Emissions	54	75	89	+19%	+65%
4. Upstream Transportation and Distribution	251	565	666	+18%	+165%
5. Waste Generated in Operations ²	61	44	44	0%	-28%
6. Business Travel	589	781	607	-22%	+3%
7. Employee Commuting	2,673	3,036	3,290	+8%	+23%
8. Upstream Leased Assets	964	2,424	3,353	+38%	+248%
Total Emissions (Market-based)	11,957	18,919	22,087	+17%	+85%
All tCO₂e (market-based) per Revenue (£m)	54	56	57	+2%	+6%

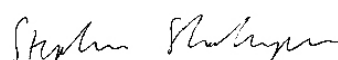
¹ FY24 Scope 3 emissions have been restated in line with updated DEFRA emission factors.

² Scope 3 Category 5: Waste Generated in Operations has been calculated using FY24 data due to FY25 data collection challenges.

Carbon Balance Sheet methodology

All emissions have been calculated following the GHG Protocol's Corporate Accounting and Reporting Standard. All fifteen Scope 3 categories were evaluated to understand the applicability to the business, and eight categories were found to be applicable and have been quantified. The seven non-applicable categories are Category 9: Downstream Transportation and Distribution (no transport as no product), Category 10: Further Processing of Sold Products (no products sold), Category 11: Use of Sold Products (no products sold), Category 12: End-of-life Treatment of Sold Products (no products sold), Category 13: Downstream Leased Assets (no assets leased to others), Category 14: Franchises (no franchises) and Category 15: Investments (no investments). Improved data was collected and referenced for Scope 1 – Leased Company Cars. Beyond this, there have been minimal improvements in data collection and monitoring for wider Scope 3 Categories, with estimations applied to complete reporting.

All emissions and energy use figures have been calculated by a third party using YouGov data. No formal assurance has been provided.



Stephan Shakespeare
Chief Executive Officer

13 October 2025