20.4. Parent Company financial statements

1 – Income statement

Year ended 31 December 2014

Amounts in euros	Notes	31/12/2014	31/12/2013
Sales of services		490,678	460,301
Net revenue	**3.1**	**490,678**	**460,301**
Releases of amortisation provisions and expense transfers		1,157,012	3,320,828
Other income (trademark fees)		28,593,925	27,716,242
Operating income		**30,241,615**	**31,497,371**
External operating expenses		4,885,805	5,671,946
Taxes other than income tax		955,742	892,753
Wages and salaries		1,249,991	1,168,558
Social security charges		554,453	499,711
Depreciation amortisation and provisions - operating items		1,833,539	5,496,582
Other charges		176,062	245,438
Operating expenses		**9,655,592**	**13,974,988**
OPERATING PROFIT		**20,586,023**	**17,522,383**
Income from equity interests		37,403,967	21,904,701
Other interest and similar income		2,051,794	2,151,235
Releases of provisions and expense transfers		1,465,113	6,922,286
Foreign exchange gains		60,452,330	34,761,132
Net proceeds from disposals of marketable securities		10,886,850	3,923,826
Financial income		**112,260,054**	**69,663,180**
Depreciation amortisation and provisions - financial items		34,992,716	1,464,343
Interest and similar expenses		23,393,779	24,949,658
Foreign exchange losses		30,496,144	33,005,518
Net proceeds from disposals of marketable securities		11,254,729	4,332,098
Financial expenses		**100,137,368**	**63,751,617**
FINANCIAL INCOME		**12,122,686**	**5,911,563**
PROFIT FROM ORDINARY ACTIVITIES BEFORE TAX		**32,708,709**	**23,433,946**
Exceptional income - non-capital transactions		-	-
Exceptional income - capital transactions		4,895,539	0
Reversals of provisions		-	-
Exceptional income		**4,895,539**	**0**
Exceptional expenses - non-capital transactions		28,390	563,122
Exceptional expenses - capital transactions		5,493,155	90,705
Depreciation amortisation and provisions - exceptional items		-	-
Exceptional expenses	**3.2**	**5,521,545**	**653,827**
Net exceptional items		**(626,006)**	**(653,827)**
Corporate income tax	3.3	499,440	753,299
PROFIT FOR THE YEAR		**31,583,263**	**22,026,820**

2 – Balance Sheet - Year ended 31 December 2014

Amounts in euros	Notes	31/12/2014			31/12/2013
		Gross	Depreciation and amortisation	Net	Net
INTANGIBLE ASSETS					
Concessions, patents, brands and similar rights		-	-	-	-
FINANCIAL ASSETS	**4.1**				
Equity interests		1,266,782,922	136,761	1,266,646,161	1,312,676,252
Long-term loan from equity interests		19,895,771		19,895,771	7,248,998
Other long-term investments		595		595	595
Fixed assets		**1,286,679,288**	**136,761**	**1,286,542,527**	**1,319,925,845**
RECEIVABLES	**4.2**				
Trade receivables		7,202,769	2,344,307	4,858,461	5,090,931
Other receivables		49,134,092	-	49,134,092	38,662,196
Other items					
Marketable securities (including treasury shares: 765,441)	4.3	1,078,881		1,078,881	10,704,435
Cash		8,305,088		8,305,088	8,247,608
Accruals					
Prepaid expenses	4.4	4,553		4,553	5,553
CURRENT ASSETS		**65,725,383**	**2,344,307**	**63,381,075**	**62,710,723**
Deferred expenses	4.5	1,169,958		1,169,958	1,826,848
Translation differences assets	4.6	34,992,580		34,992,580	1,465,113
Total Assets		**1,388,567,209**	**2,481,068**	**1,386,086,140**	**1,385,928,529**
Authorised capital, of which paid-up: 11,331,646				11,334,058	11,334,058
Share, merger and contribution premiums				540,202,205	540,202,205
Legal reserve				1,133,406	1,133,164
Reserves required under the articles of association or contractually				49,654	49,654
Statutory reserves					
Other reserves				4,214	4,214
Prior-year earnings				34,613,415	44,285,351
Profit/(loss) for the year				**31,583,263**	**22,026,820**
EQUITY	**4.7**			**618,920,215**	**619,035,466**
Provisions for liabilities	4.8			35,565,222	2,198,473
Provisions for charges				-	-
PROVISIONS FOR LIABILITIES AND CHARGES				**35,565,222**	**2,198,473**
FINANCIAL DEBTS	**4.9**				
Other bonds				366,162,135	326,421,125
Bank borrowings				333,506,145	371,502,554
Miscellaneous borrowings and debt				6,494,962	7,159,617
Accounts payable	**4.10**				
Trade payables				1,613,907	1,418,045
Tax and social security liabilities				261,649	212,161
Other liabilities	**4.11**				
Amounts payable on fixed assets and related accounts					
Miscellaneous liabilities				22,842,935	52,823,847
Accruals					
Pre-paid income					
Liabilities				**730,881,733**	**759,537,349**
Unrealised translation gains	4.6			718,970	5,157,241
TOTAL LIABILITIES AND EQUITY				**1,386,086,140**	**1,385,928,529**

3 – Cash flow statement

Year ended 31 December 2014

In thousand euros	Fiscal year 2014	Fiscal year 2013
OPERATING ACTIVITIES		
Net profit	**31,583**	**22,027**
Non-monetary items with no impact on cash flow		**-**
Losses/(gains) on asset disposals	521	-
Amortisation of deferred charges	657	1,429
Movement in other provisions	33,547	(6,398)
Other elements	72,617	(43,046)
CASH FLOW	**138,925**	**(25,988)**
Change in trade receivables	67	6,189
Change in trade payables	196	(609)
Change in accrued interest on financial liabilities	44	(1,841)
Change in other receivables and payables	(56,770)	(58,958)
CHANGES IN WORKING CAPITAL REQUIREMENT	**(56,464)**	**(55,219)**
CASH FLOW FROM OPERATING ACTIVITIES	**82,461**	**(81,207)**
INVESTMENT ACTIVITIES	**-**	**-**
Acquisition of property, plant and equipment and intangible assets	-	-
Acquisition/(decrease) of equity interests	509	(4,491)
Proceeds from disposals of property, plant and equipment and intangible assets	-	-
Proceeds from disposals of equity interests	-	-
Decrease/(increase) in other long-term investments	1,268	275,819
Increase/(decrease) in payables to suppliers of fixed assets	(2,141)	(135,404)
CASH FLOW FROM INVESTMENT ACTIVITIES	**(364)**	**135,925**
FINANCING ACTIVITIES	**-**	**-**
Capital increase	-	187
Decrease/(increase) in marketable securities and treasury shares	(77)	295
Issuance of long-term debt	1,391,662	1,704,476
Repayment of long-term debt	(1,451,643)	(1,733,107)
Fees related to debt issue	-	-
Increase/(decrease) in bank overdrafts and short-term borrowings	-	-
Dividends paid to shareholders	(31,699)	(28,996)
CASH PROVIDED BY FINANCING ACTIVITIES	**(91,756)**	**(57,145)**
Cash at beginning of year	**18,264**	**20,691**
Net change in cash	**(9,658)**	**(2,428)**
Cash at closure[1]	**8,605**	**18,264**

[1]Including €313,000 of securities

Notes to the consolidated financial statements

Year ended 31 December 2014

1 – Highlights of the year

The main highlights of 2014 are described below:

- Acquisition of minority interests Ipsos CCA Inc
- Acquisition of assets IS Research
- Acquisition of assets Ipsos Korea
- Acquisition of assets Ipsos OOO
- Reduction in assets Ipsos Holding Belgium
- Disposal of Ipsos Belgium to Ipsos NV
- Liquidation of Ipsos Norway

In December 2014, Ipsos SA sold €3,082,000 of receivables to Ipsos Holding Belgium.

2 – Accounting rules and policies

The financial statements for the year ended 31 December 2014 have been drawn up in accordance with current French legislation and regulations. These rules appear mainly in the following texts: French Commercial Code, Decree of 23 November 1983, ANC Regulation 2014-03 of 5 June 2014 relating to the French General Chart of Accounts.

General accounting conventions have been applied with due regard to the principle of prudence, in accordance with basic assumptions: going concern, consistency of accounting methods from one financial year to another.

The basic method used to value items recorded in the accounts is the historical cost method.

The principal accounting methods used are as follows:

2.1 – Property, plant and equipment and intangible assets

Property, plant and equipment and intangible assets are measured at cost.

Depreciation and amortisation is calculated using the straight-line method over the following estimated useful lives:

software	1-3 years
fixtures and fittings	10 years
office and computer equipment	1-3 years
office furniture	5-10 years

2.2 – Financial assets

2.2 – Financial assets

Long-term investments are shown at cost less incidental costs.

Receivables from equity interests include medium and long-term loans, and advances available for consolidation and due to be capitalised in the future, granted to companies in which Ipsos owns an equity interest.

Equity interests are subject to an overall revaluation at each year-end to ensure that their carrying amount does not exceed their recoverable value, i.e. the higher of fair value or value in use.

Fair value may be based on revenue and earnings multiples applied to recent transactions, taking into account sales, past or projected profit margins, and economic, financial or sector factors.

Value in use is the discounted value of future cash flows. Estimates are derived from the forecasting database used for budgets and business plans drawn up by management. The discount rate applied reflects the rate of return required by investors and the risk premium specific to the Group's business. The perpetual growth rate applied depends on the geographical region.

Ipsos makes acquisitions solely in the field of survey-based research. Consequently, the Group acquires service sector companies, whose value is not estimated on the basis of their tangible assets, but on the basis of their current and future position in the research market, in terms of their ability to generate profits and take advantage of the experience gained in this business.

With effect from the year ended 31 December 2007, the Company has elected to include expenses relating to the acquisition of equity interests as part of the acquisition cost of the assets in accordance with the recommendation no. 2007-C of 15 June 2007 of the Emergency Committee of the French National Accounting Council.

2.3 – Receivables

Receivables are shown at face value. Provisions for doubtful receivables are recorded on a case-by-case basis after analysing information from the Group's debt recovery operations.

2.4 – Pension liabilities

Based on a calculation using the retrospective method, Ipsos SA's pension liabilities are not material.

2.5 – Marketable securities and treasury shares

Marketable securities are booked at purchase cost. A provision is recorded if the average value of marketable securities during the last month of the period is below the purchase value.

Treasury shares are recorded at their purchase value. A provision is recorded if the year-end value is below the purchase value.

2.6 – Foreign currency transactions

Foreign currency transactions are translated using the effective exchange rate on the transaction date.

Foreign currency receivables, debts and cash are converted using the effective exchange rate at the financial year-end, except for advances available for consolidation, which are not re-estimated.

Unrealised gains and losses resulting from the translation of receivables and liabilities at the closing rate are recorded under "unrealised translation gains and losses" on the assets and liabilities side respectively of the balance sheet. Unrealised foreign exchange gains and losses on cash are recognised in the income statement.

A provision for liabilities is set aside for unrealised foreign exchange losses that have not been hedged, expect for transactions whose due dates are sufficiently close, in which case any unrealised gains and losses may be considered as part of an overall foreign exchange position.

In addition, and in accordance with Article 420-6 of the French General Chart of Accounts, no provision is made for foreign exchange losses on loans used for the acquisition of equity stakes in companies paid in the same currency as that of the loan.

3 – Notes to the income statement

3.1 – Breakdown of revenue

Amounts in euros	Revenue, France	Revenue, Export	Total 31/12/2014	Total 31/12/2013
Personnel costs invoiced	276,777	-	276,777	276,777
Fees invoiced	213,903	-	213,903	183,525
Total	**490,680**	**-**	**490,680**	**460,302**

3.2 – Net exceptional items

Amounts in euros – As at 31 December 2014	Expenses	Income
Nature of expenses and income	-	-
Late payment penalty	(28,390)	
Disposal of Shares Ipsos Belgium to Ipsos NV	(4,727,262)	4,707,706
Liquidation of Ipsos Norway	(765,894)	187,834
Total	**(5,521,545)**	**4,895,540**

3.3 – Corporate income tax

3.3.1 – Scope of tax consolidation

On 30 October 1997, Ipsos opted for Group tax consolidation for a five-year period, renewed by tacit agreement. The tax consolidation group is organised as follows:

- Ipsos SA: head of the tax consolidation group
- Consolidated subsidiaries: Ipsos (France), Popcorn Media, Ipsos Observer, Espaces TV Communication, Synovate.

The Group tax charge breaks down as follows:

- for consolidated subsidiaries: member companies bear the tax charges for which they would have been liable if they had not been part of the tax consolidation group;
- for the head of the tax consolidation group: the head company bears the tax charge (or gain) arising from the difference between the Group tax charge and the aggregate tax charges (including the 3.3% contribution) calculated by the member companies.

The Group tax breaks down as follows:

Amounts in euros	Amount
Tax payable in respect of Ipsos Observer	-
Tax payable in respect of Ipsos (France)	-
Income tax in respect of Popcorn Media	205,663
Income tax in respect of Espaces TV Communication	81,473
Tax payable in respect of Synovate	-
Tax payable in respect of Ipsos SA	(287,136)
Ipsos tax expense payable by the Group	**-**

3.3.2 – Breakdown of income tax

Amounts in euros	Profit before tax	Income tax	Profit after tax
Profit from ordinary activities before tax	32,708,709	(499,440)	32,209,269
Net exceptional items	(626,006)	-	(626,006)
PROFIT	**32,082,703**	**(499,440)**	**31,583,263**

3.3.3 – Deferred and contingent tax

Amounts in euros	Amount
Income tax due on:	
Translation differences assets	11,664,193
Total increases	**11,664,193**
Income tax paid in advance on:	
Temporarily non-deductible charges (deductible the following year):	-
Organic	(1,452)
Translation differences liabilities	(239,657)
Provision for foreign exchange losses	(11,664,193)
Total allowances	**(11,905,302)**
Net deferred tax position	**(241,108)**

4 – Notes to the balance sheet

4.1 – Financial assets

4.1.1 – Changes during 2014

Amounts in euros	31/12/2013	Increases	Decreases	Reclassifying	31/12/2014
Equity interests[1]	1,312,813,014	4,386,359	(50,416,451)	-	1,266,782,922
Long-term loan from equity interests	7,248,998	17,080,815	(4,434,042)	-	19,895,771
Other long-term investments	596		-	-	596
Gross value	**1,320,062,607**	**21,467,174**	**(54,850,493)**	**-**	**1,286,679,288**
Impairment losses on equity interests	(136,762)	-	-	0	(136,762)
Impairment losses on other long-term investments	0		-	0	0
Depreciation and impairment losses	**(136,762)**	**-**	**-**	**-**	**(136,762)**
Net value	**1,319,925,845**	**21,467,174**	**(54,850,493)**	**-**	**1,286,542,526**

[1]The amount of acquisition costs included in investment securities in 2014 amounting to €20,497

4.1.2 – Maturity schedule of financial receivables

Amounts in euros	Gross	Due in 1 year or less	Due in more than 1 year
Long-term loan from equity interests	19,895,771	19,895,771	-
Loan			
Other long-term investments	596		596
Total	**19,896,367**	**19,895,771**	**596**

4.1.3 – List of subsidiaries and equity interests

Company (in thousand euros)	Share capital	Equity prior to appropriation if profit and excluding share capital	Equity before appropriation of prior-year earnings and excluding share capital	% interest	Carrying amount of shares		Loans and advances		2014 Net revenue	2014 profit	Dividends received in 2014
					Gross	Net	Gross	Net			
Ipsos (France)	43,710	45,496	1,693	100.00%	65,898	65,898			102,518	93	3,005
Ipsos Stat	1,700	6,675	5,515	55.00%	844	844			-	(540)	
Ipsos Ocean Indien	50	214	98	50.40%	528	528			1,911	65	23
Ipsos Dom	188	325	51	100.00%	902	902			-	85	
Ipsos Strategic Puls sas	37	30	(9)	90.80%	9,345	9,345			-	2	
Ipsos MORI UK Ltd	1,515	26,833	17,502	90.00%	5,765	5,765			143,275	7,817	
Price Search	-	(1,587)	(1,236)	100.00%	3,574	3,574			-	(351)	
IIS Ltd (Ipsos Acces Panel services)	320	8,644	(6,108)	100.00%	10,767	10,767			-	14,432	13,500
Ipsos EMEA Holding Limited	120	150,525	146,681	100.00%	312,638	312,638	749		-	3,725	1,770
Ipsos MRBI	1,000	2,047	1,147	100.00%	1,564	1,564			5,249	(100)	
Ipsos GmbH	562	13,496	11,283	100.00%	20,624	20,624			42,800	1,650	
Trend.test GmbH	100	468	132	100.00%	67	67			5,975	236	
Ipsos Srl	2,000	15,085	12,102	100.00%	27,334	27,334			44,323	982	
Ipsos Operaciones	61,937	62,542	(452)	100.00%	65,221	65,221			5,336	1,058	
Ipsos Holding Belgium	485,531	521,808	20,294	100.00%	485,531	485,531			-	15,983	
Ipsos Szonda	42	828	1,250	100.00%	6,945	6,945			5,916	(464)	
Synovate Market Research Ltd	1	94	94	100.00%	835	835			-	(1)	
Ipsos Apeme	150	186	23	25.00%	586	449			58	13	
Ipsos America	15,059	(67,601)	(53,004)	100.00%	97,461	97,461	15,247		-	(29,656)	10,086
ICCA	2,286	4,845	2,177	100.00%	3,035	3,035			4,329	382	
Ipsos Inc	22	650	810	49.00%	952	952			1,634	(182)	
Ipsos TMG	(15)	371	386	21.73%	477	477			-	-	
Ipsos Asia	530	50,422	49,885	100.00%	54,139	54,139			-	7	
Ipsos Singapore	7,017	5,610	(1,191)	100.00%	2,131	2,131			18,479	(217)	
Ipsos Korea	2,601	791	(1,587)	100.00%	3,086	3,086			27,492	(223)	
Ipsos Indonesia	76	2,801	1,993	60.00%	192	192			7,024	732	
Ipsos Malaysia	368	3,188	2,057	99.90%	379	379			10,319	762	
Ipsos Australia	8,198	9,836	4,346	100.00%	5,741	5,741			19,773	(2,708)	
Ipsos Public Affairs Pty Ltd	161	783	228	100.00%	3,517	3,517			6,460	393	
AGB Stat Ipsos	118	1,235	1,057	30.00%	41	41			1,290	60	
Ipsos Canada Inc	194	0	(194)	100.00%	3,164	3,164			-	-	
Ipsos NPD Canada	4,914	3,963	(967)	100.00%	4,971	4,971			-	16	
Ipsos Reid Corporation	31,329	33,072	5,847	100.00%	30,251	30,251			-	(4,104)	
Ipsos Napoleon Franco	948	979	(304)	66.60%	1,699	1,699			14,037	335	
Ipsos Sp. z.o.o	2,004	797	(1,634)	100.00%	2,386	2,386			12,107	426	
Ipsos Sweden AB	19	947	1,174	100.00%	3,475	3,475			18,230	(247)	
Ipsos (Saoudi Arabia) LLC	151	3,987	4,487	10.00%	334	334			10,242	(651)	
Ipsos Central Eastern Europe	8	180	155	100.00%	3,437	3,437			-	17	
Ipsos OOO	483	8,201	3,775	100.00%	492	492			24,673	3,944	1,274
Ipsos SRO	777	3,365	2,011	68.20%	4,292	4,292			12,477	577	1,097
Ipsos Suisse	72	5,978	758	100.00%	65	65			33,753	5,147	4,432
Ipsos Research India	205	4,890	4,759	53.35%	6,792	6,792			15,821	(73)	
Ipsos Arastirma ve Danismanlik AS	624	12,075	6,550	81.70%	11,242	11,242			34,435	4,900	1,917
Oakleigh Investments	-	1,353	1,353	100.00%	3,698	3,698			-	-	
Ipsos Nigeria Limited	203	1,506	804	60.00%	90	90			5,528	498	
Ipsos (East Africa) Limited	90	6	(83)	60.00%	79	79			-	-	
OI Market Research SA	24	(468)	(176)	30.00%	7	7			1,628	(316)	
Autres	-	-	-	-	187	187	3,901				85
TOTAL					**1,266,783**	**1,266,646**	**19,896**	**-**			**37,189**

4.2 – Receivables

4.2.1 – Schedule of receivables

Amounts in euros	Gross	Due in 1 year or less	Due in more than 1 year
Doubtful or disputed receivables			-
Trade receivables	7,202,766	7,202,766	-
Amounts due to employees	45,206	45,206	-
State and other authorities: corporate income tax	533,566	533,566	-
State and other authorities: value added tax	197,211	197,211	-
Amounts due from Group companies and shareholders	28,289,842	28,289,842	-
Miscellaneous receivables[1]	20,068,268	20,068,268	-
Prepaid expenses	4,553	4,553	-
Total	**56,341,412**	**56,341,412**	**-**

[1]Reinvoicing of €19,471,000 to the subsidiaries in respect of free shares granted to their employees

4.2.2 – Provision for impairment of account receivables

Amounts in euros	31/12/2013	Allowances	Releases	31/12/2014
Provision for impairment of account receivables	2,163,815	2,344,307	(2,163,815)	2,344,307
Total Provisions	**2,163,815**	**2,344,307**	**(2,163,815)**	**2,344,307**

4.3 – Marketable securities and treasury shares

At 31 December 2013 and 31 December 2014, the Marketable securities item in the balance sheet broke down as follows:

Amounts in euros	Total 31/12/2013	Total 31/12/2014
Treasury Shares	688,359	1,078,881
DAT	10,016,077	-
Total	**10,704,436**	**1,078,881**

- **Treasury shares held directly:**

At 31 December 2014, Ipsos SA held 435 treasury shares directly at an average cost of €27.91. At 31 December 2014, the Ipsos share was valued at €23.71.

Over the course of the year, Ipsos SA delivered 385,451 free shares to employees under the free share allocation plan of April 2011.

At the same time, Ipsos SA repurchased 385,831 treasury shares.

- **Treasury shares held under a market-making agreement:**

At 31 December 2014, Ipsos SA held 31,697 treasury shares acquired at an average cost of €23.71 per share under a market-making agreement.

4.4 – Prepaid expenses

Amounts in euros	31/12/2014	31/12/2013
Operating expenses		
Other operating expenses		1,009
Insurance	4,544	4,544
Total	**4,544**	**5,563**

4.5 – Deferred expenses

Deferred expenses comprise:

- **Expenses on the arrangement of a €250 million credit facility:**
  In October 2011, Ipsos SA arranged a €250 million credit facility. Expenses relating to the arrangement of this facility are deferred on a straight-line basis over a five-year period.
  At 31 December 2014, residual expenses to be deferred stood at €1,169,957.04.

The changes in deferred expenses during the year break down as follows:

Amounts in euros	31/12/2013	Increases	Amortisation	31/12/2014
Borrowing issuance costs	1,826,849		(656,892)	1,169,958
Total	**1,826,849**	**-**	**(656,892)**	**1,169,958**

4.6 – Translation differences on foreign currency assets and liabilities

Amounts in euros	Assets (unrealised translation losses)	Provision for foreign exchange losses	Liabilities (unrealised translation gains)
Financial assets	-	-	-
Net receivables	710	710	28,454
Financial debts	34,475,979	34,475,979	452,531
Accounts payable	515,891	515,891	237,985
Total	**34,992,580**	**34,992,580**	**718,970**

4.7 – Equity

4.7.1 – Breakdown of share capital

Amounts in euros	Number of instruments			Per value
	At end of year	Issued during the year	Reimbursed during the year	
Ordinary shares	45,336,232	-		0.25 €
Stock options exercised	-	-		-
Capital increase	-	-	-	-
Issue of shares as consideration for acquisitions	-	-	-	-

4.7.2 – Equity

Amounts in euros	Share capital	Share premiums	Other reserves	Prior-year earnings	Profit for the year	Total
Balance at 31 Dec. 2012	**11,331,647**	**540,017,832**	**1,184,940**	**48,030,332**	**25,253,033**	**625,817,785**
Capital increase through issue of shares						0
Capital increase through issue of initial shares						0
Capital decrease through the exercise of options	2,412	184,373				186,786
Capital increase through capitalisation of retained earnings						0
Dividends paid				-28,995,921		-28,995,921
Appropriation of prior-year earnings			2,093	25,250,940	-25,253,033	0
Profit for the year					22,026,819	22,026,819
Balance at 31 Dec. 2013	**11,334,059**	**540,202,205**	**1,187,033**	**44,285,351**	**22,026,819**	**619,035,469**
Capital increase through issue of shares						0
Capital increase through issue of initial shares						0
Capital decrease through the exercise of options						0
Capital increase through capitalisation of retained earnings						0
Dividends paid				-31,698,514		-31,698,514
Appropriation of prior-year earnings			242	22,026,819	-22,027,061	0
Profit for the year					31,583,263	31,583,263
Balance at 31 December 2014	**11,334,059**	**540,202,205**	**1,187,275**	**34,613,656**	**31,583,021**	**618,920,219**

4.8 – Provisions for liabilities

Amounts in euros	31/12/2013	Allowances	Releases	31/12/2014
Provisions for foreign exchange losses	1,465,113	34,992,716	(1,465,113)	34,992,716
Other provisions for liabilities	733,360	572,506	(733,360)	572,506
Total provisions for liabilities and charges	**2,198,473**	**35,565,222**	**(2,198,473)**	**35,565,222**

4.9 – Bank borrowings and debts

4.9.1 – Change in bank borrowings and debts

Amounts in euros	31/12/2013	Increases	Decreases	Exchange rates	Reclassification	31/12/2014
Other bonds	326,332,678	573,946		37,102,120	2,153,393	366,162,137
Bank borrowings and debts	371,591,013	971,966,825	(1,031,792,308)	23,894,018	(2,153,393)	333,506,155
Miscellaneous borrowings and debt	7,159,607	14,708,899	(15,380,141)	6,598		6,494,962
Total	**705,083,298**	**987,249,670**	**(1,047,172,449)**	**61,002,735**	**-**	**706,163,254**

4.9.2 – Maturity of borrowings and debts

Amounts in euros	Gross	Due in 1 year or less	More than 1 year, less than 5 years	Over 5 years
Other bonds	366,162,137	3,555,886	173,520,344	189,085,907
Bank borrowings and debts	333,506,155	82,900,070	250,606,085	
Miscellaneous borrowings and debt	6,494,962	6,494,962		
Total	**706,163,254**	**92,950,918**	**424,126,430**	**189,085,907**

4.10 – Accounts payable

Amounts in euros	Gross	Due in 1 year or less	Over 1 year, less than 5 years	Over 5 years
Trade payables	1,613,907	1,613,907		
Amounts due to employees	46,965	46,965		
Social security and other welfare agencies	149,769	149,769		
State: corporate income tax payable		-		
State: VAT payable	49,346	49,346		
State: commitments guaranteed	-	-		
State: other taxes payable	15,567	15,567		
Total	**1,875,554**	**1,875,554**	**-**	**-**

4.11 – Miscellaneous liabilities

Amounts in euros	Gross	Due in 1 year or less	Over 1 year, less than 5 years	Over 5 years
Amounts due to Group companies and shareholders	3,345,862	3,345,862		
Miscellaneous liabilities[1]	19,497,073	19,497,073		
Total	**22,842,935**	**22,842,935**	**-**	**-**

[1]*Including an amount of €19,471,073 in respect of free shares to be granted to employees*

5 – Financial commitments and other disclosures

5.1 – Financial commitments

Commitments given (in euros)	31/12/2014	31/12/2013
Deposits	3,159,743	2,817,957
Comfort letters	37,341,610	9,215,654
Undertakings to purchase minority interests / Shareholders	84,470,000	84,189,089
Total	**124,971,353**	**96,222,699**

Commitments received (in euros)	31/12/2014	31/12/2013
Undertaking to repay a waived loan in accordance with a return to better fortune clause	4,638,987	8,680,041
Total	**4,638,987**	**8,680,041**

5.2 – Accrued income and accrued expenses

Amounts in euros	31/12/2014	31/12/2013
TRADE RECEIVABLES	-	-
Accrued income	-	-
Other receivables	595,370	371,579
Suppliers – amounts due	-	-
Dividend receivables	*595,370*	*371,579*
Total accrued income	**595,370**	**371,579**
BANK BORROWINGS AND DEBTS	***3,942,694***	***3,898,933***
Accrued interest on debt	3,942,694	3,898,933
TRADE PAYABLES	***657,614***	***237,538***
Accrued costs	657,614	237,538
Other payables	**-**	**-**
Accrued income	-	-
Tax and social security liabilities	***66,788***	***70,545***
Accrued holiday pay	25,626	26,503
Holiday bonus accrual	7,083	6,825
Provision on apprenticeship tax	8,477	8,704
Continuing professional training accrual	5,550	7,020
Accrued social security charges on accrued holiday pay	12,044	12,456
Accrued social security charges on holiday bonus accrual	3,329	3,208
Accrued liabilities	256	265
State: other accrued taxes	4,350	5,496
State: accrued tax on bonuses	71	68
Other payables	***19,496,073***	***26,242,367***
Accrued expenses[1]	19,496,073	26,242,367
Total accrued expenses	**24,163,168**	**30,449,382**

[1]*Including €19.5 million related to free Ipsos shares to be granted to Ipsos group employees under free share allocation plans*

5.3 – Disclosures concerning affiliated companies

Amounts in euros	Affiliates	Equity interests[1]	Liabilities, commercial paper receivables
FIXED ASSETS			
Equity interests		1,266,782,922	-
Long-term loan from equity interests	506,242	19,389,529	-
Other long-term investments			-
Current assets			
Trade receivables	3,266,412	3,936,354	-
Other receivables	37,556	13,693,964	-
Liabilities			**-**
Miscellaneous borrowings and debt	782,372	5,712,591	-
Trade payables	(12,272)	9,701	-
Miscellaneous liabilities	2,110,318	1,233,078	-
Financial expenses			
Provision for impairment of long-term loan from equity interests	-	-	-
Provision for impairment of equity interests			-
Allowance and write-back of provision on other receivables			-
Loan interests	14,912	82,042	
Waiver of receivables		-	
Financial income			**-**
Interest on current accounts during the period	891	21,238	-

[1]Subsidiaries directly held by Ipsos SA

Ipsos SA recorded a receivable of €19 million on its subsidiaries related to the delivery of free shares (see note 4.2.1) granted to their employees.
Related-party transactions are not significant.

5.4 – Financial instruments

Amounts in euros	31/12/2014	31/12/2013
The Company entered into interest-rate swaps to cover interest payments. At 31 December 2014, the notional amounts of the outstanding swaps stood at a market value of €3,195,440.	165,903,000	166,489,000

5.5 – Average headcount

Headcount	Headcount	Temporary employees
Managerial grades	3	-
Total	**3**	**-**

5.6 – Executive compensation

In 2014, the total compensation and benefits in kind paid to senior executives amounted to €1,240,695.

5.7 – Identity of the parent company consolidating Ipsos

Company name - Registered office	Legal form	Amount of capital	% owned
LT Participations 35 rue du Val de Marne 75013 Paris	Société Anonyme	35,092,120	26.16%

5.8 – Post-balance sheet events

No significant events have occurred since the closing date.

5.9 – Pension liabilities

The pension liabilities of Ipsos SA amounted to €115,289 as at 31 December 2014.

20.5. Age of the latest financial information

31 December 2014

20.6. Dividend policy

Ipsos's dividend policy is to pay out around 25% of adjusted net income.

The provisions of the articles of association relating to the appropriation of income are described in Section 21.2.3 "Description of the rights, preferences and restrictions attached to each class of existing shares" of this Reference document.

Details of the proposed appropriation of income are provided in paragraph 2.2 of the Board of Directors' report to the general shareholders' meeting in Section 26 "Shareholders' General Meeting of 25 April 2014" of this Reference document.

20.7. Legal and arbitration proceedings

The Group is not involved in any significant litigation except the litigation with Aegis in relation with the acquisition of Synovate Group on 12 October 2011, which includes claims relating to the following:

(i) concerning the acquisition contract with Synovate (the "SPA"), and dispute over the acquisition price, specifically concerning the application of contractual post-closing adjustments to the initial acquisition price. The expert appointed to handle this matter submitted his report on 12 July 2013. Following the expert's conclusions, on 19 July 2013, Aegis paid Ipsos an amount of €15.4 million. Ipsos disagrees with this calculation and certain positions of the report but considered at this stage that the amount received corresponds to the post-year end adjustment. This dispute and its consequences on the financial statements are described in greater detail in section 2 "Presentation of the Ipsos group consolidated financial statements– Net impact of remeasurements relating to the Synovate transaction post allocation period" of this Management Report as well as paragraph "2.2 Synovate acquisition" of the notes to the consolidated financial statements;

(ii) furthermore, in 2013, Ipsos started legal proceedings in the English courts against Aegis in relation to the breach by Aegis of warranty and tax guarantees granted to Ipsos under the SPA and other breach of contract claims under the SPA. The trial is due to start in June 2016.

20.8. Significant change in the issuer's financial or commercial position

Since January 1st, 2013, the Ipsos group has carried out acquisitions of companies detailed in Section 5.1.5 "Important events in the development of Ipsos activities" of this Reference document.

To Ipsos' knowledge and with the exception of the items described in this Reference document, there have been no other material changes to the Ipsos group's financial and commercial position since December 31, 2014.