



Press Release

Information Document on the merger of Ipsos and LT Participations made available

Paris, 25 November 2016 – Following the press release of 14 November 2016, the Ipsos' and LT Participations' Boards of Directors approved the proposal of the merger by absorption of LT Participations by Ipsos on 22 November 2016.

The merger information document (Document E) was filed this day with the Autorité des marchés financiers (AMF) under the number E. 16-079.

Document E is made available free of charge to the public at the Ipsos and LT Participations' head offices (35, rue du Val de Marne - 75013 Paris). It can also be consulted on the Ipsos (www.ipsos.com) and LT Participations (www.LTParticipations-publicationslegales.com) websites, and on the AMF website (www.amf-france.org).

The reports on the merger by the Statutory Auditors designated as Olivier Peronnet and Jacques Potdevin confirm the fairness in the balance of exchanges and premiums and are included in Document E.

The merger will be submitted for approval by Ipsos and LT Participations' shareholders during the Annual General Meeting of Shareholders on 29 December 2016, subject to the lifting of the suspensive conditions stipulated by the merger project.

This merger will have no diluting effect for Ipsos' shareholders, as the number of shares in Ipsos' equity will remain unchanged compared to the situation at 25 November 2016, i.e. 44,436,235 shares with a nominal value of 25 centimes.

GAME CHANGERS

"Game Changers" is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. We deliver with security, speed, simplicity and substance.

We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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