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Ipsos Public Affairs Launches in Malaysia and Singapore

A boost to the market research giant's regional capabilities after Australia and India

Malaysia – Ipsos, a leading global market research company is continuing to bolster its capabilities in the APAC region, with the launch of Ipsos Public Affairs in Malaysia and Singapore.

Ipsos Public Affairs teams around the world conduct research on public policy issues and on the attitudes and behaviours of citizens and consumers. Our goal is to help our clients manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, and enhance communications. We provide clients with information that helps them understand how they can build efficient and effective policies, programmes, communication strategies, and marketing initiatives.

Ipsos Public Affairs is organised around three sub-specialisms: Corporate and Reputation Research; Government and Public Sector Research (including Government, Political and Election Research and Social Trends) and Global @dvisor, a 25-country online research service.



"Ipsos in Malaysia has had the privilege of working with various government ministries, regulatory bodies and government linked agencies on multiple research projects over the recent years. Having built pertinent experience in this unique area, it is timely for us to invest even more in our local capabilities in social research. Malaysian GLCs and government bodies continue to engage Malaysians in dialogue, to help inform policy development and drive social change. Market research plays an important role as it provides a channel of feedback in a systematic and effective way. By bringing together our thought leadership in research design, advanced analytics, data collection expertise, and an exceptional team of researchers, I am confident we will make a significant impact to the quality of that dialogue." Said **Katharine Davis, Managing Director, Ipsos in Malaysia.**

"One fundamental criteria to effective market research is ensuring data credibility. This can only be assured through an understanding of respondent behaviour and rigorous quality control measures throughout the fieldwork process. One way Ipsos has responded to the need for better data is the use of geo-tagging in fieldwork management. We are also making use of today's technological conveniences to essentially improve respondent engagement and therefore the quality of the data." Said **Eric Loke, Operations Director, Ipsos in Malaysia and Singapore.**

The Ipsos Public Affairs practice in Malaysia and Singapore is fully connected to and leverages the Ipsos' Public Affairs global network of professionals for excellence in delivering of our solutions and continued innovation.

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"We're delighted to expand our Public Affairs offer in Singapore and Malaysia. The local teams have built great relationships with key government departments and agencies, and an official Public Affairs unit will see the local teams leverage the power of Public Affairs' expertise globally, giving existing and new clients access to the knowledge of experts worldwide in social, reputation and international and trends research" says **Darrell Bricker, CEO, Ipsos Public Affairs.**

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About Ipsos www.ipsos.com

Ipsos ranks third in the global research industry. With a strong presence in 88 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery -. Ipsos has been listed on the Paris Stock Exchange since 1999.

GAME CHANGERS

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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