



Press Release

Lakshmi Madabhushi Joins Ipsos Marketing as Chief Innovation Officer

Newly appointed CIO adds greater depth to Ipsos Marketing's innovation and capabilities

New York, NY, June 8, 2017 — Ipsos Marketing continues to drive the development of innovative solutions and technology applications with the appointment of Lakshmi Madabhushi to the newly created role of Chief Innovation Officer. Lakshmi's broad and deep experience includes senior positions at BASES (later acquired by Nielsen), Ipsos ASI (now Ipsos Connect), Millward Brown, and Nielsen Consumer Neuroscience (Neurofocus). In addition, Lakshmi was part of the Marketing Department faculty at Miami University in Ohio early in her career.



According to Lauren Demar, Global CEO, Ipsos Marketing Quant, "The market research industry is transforming at lightning speed. Ipsos' ambition is to be at the forefront of driving this change; we will continue to develop innovative approaches that will disrupt the market and deliver faster and better solutions to our clients. Lakshmi brings extensive experience across a range of market research methods, capabilities, and technologies which uniquely positions her to catalyze the development of our game-changing solutions."

"Ipsos is a known leader in helping to propel the market research world forward in our rapidly evolving digital world," says Lakshmi. "With overnight and mobile solutions, social intelligence, and behaviorally-based approaches, Ipsos is reinventing how we do research. I look forward to building new platforms that will further accelerate and elevate how we help clients uncover consumer insights and solve their business challenges."

In her new position, Lakshmi will be responsible for transforming the Ipsos Marketing offer and developing breakthrough innovations that will meet the needs of clients today and in the future.

Lakshmi holds a Ph.D. in Marketing from the University of Oklahoma and a Master's Degree in Finance from Delhi University.

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Press Release – continued –

About Ipsos Marketing

At a time when marketing is going through a revolution fostered by technology and globalization, Ipsos Marketing helps clients define their marketing strategy, understand market opportunities and consumers' path to purchase, build brands, services and products that are truly relevant and differentiated, and optimize the allocation of their marketing expenditures. At Ipsos Marketing, we distribute information in real-time within clients' organizations by leveraging mobile and digital solutions and running activation sessions. We integrate knowledge by combining various sources of data enriched by business analytics.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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