



Ipsos Expands Behavioral Science Practice with New Hires

Namika Sagara and Colin Strong Bolster Ipsos' Commitment to Advancing This Exciting Field of Market Research.

New York, NY, August 15, 2016 — Ipsos recently announced two new hires within its Behavioral Science (BSci) practice: Namika Sagara and Colin Strong have joined as leaders in the U.S. and U.K., respectively. In their new roles, the two executives will drive Ipsos' work in the behavioral science space, providing strategic counsel to clients to help them use key principles in their market research and marketing.

Namika Sagara, Ph.D. joins Ipsos as President, North America, Behavioral science. Sagara is tasked with spearheading the Center's initiatives in North America. Sagara has more than 15 years of experience using scientific approaches to understand both conscious and unconscious factors that drives consumer behaviors. She will report to Elys Roberts, CEO, U.S., Ipsos Marketing. Prior to joining Ipsos, Sagara was the President of Sagara Consulting LLC. She has also taught marketing and research methods courses at the University of Oregon and holds a visiting research position at Duke University. Sagara received her B.S. and M.S. in Psychology and Ph.D. in Marketing from the University of Oregon, and was a Post-Doctoral Associate at Fuqua School of Business at Duke University.

The Ipsos Behavioral Science is one of the first dedicated centers on behavioral economics and behavioral science in the market research industry. The Center aims to spread the knowledge of behavioral economics and science and inspire its use to better understand, predict and influence customer behaviors. Among the Center's current initiatives are two unique partnerships. Ipsos recently announced a groundbreaking set of studies to be conducted with the Yale Center for Customer Insights (YCCI), as well as insights leaders from ConAgra Foods Inc., Mars Inc., Merck & Co., Pfizer Inc. and S. C. Johnson and Son Inc. The YCCI-Ipsos Think Tank follows a relationship begun in 2011, with Duke University. The Duke-Ipsos Shopper Research Center and Think Tank is an initiative that aims to better understand the decision theory associated with creating demand generation through the shopping experience.

"Ipsos' research in the fields of behavioral economics and behavioral science is already paying off for our clients," Sagara said. "I look forward to joining this great team and further developing our understanding of human motivations and behaviors."

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.

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With offices in 88 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).

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