



IPSOS SA

French Public Limited Company with a share capital of € 11 109 058,75

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HALF YEAR FINANCIAL REPORT **Half-year ended June 30, 2019**

(Article L 451-1-2 III of the Monetary and Financial Code and Article 222-4 and subsequent of the General Regulations of the AMF)

In the first half of 2019, Ipsos generated revenue of €903.4 million, up 14.9% compared with the same period the previous year.

Following the acquisition of certain divisions of GfK and Synthesio completed towards the end of 2018, the scope effect amounted to 10.2%. The currency effect was positive, equalling 2.4%.

The rate of organic growth increased as the year progressed, and revenue at constant exchange rates and scope rose by 3% in the first half of the year.

In Q2, Ipsos generated revenue of €481.5 million. Growth over the period from April to June was at 14.9%. As throughout the entire first half of the year, all areas of the business contributed to driving this level of growth.

Scope and currency effects amounted to 10.2% and 2.2%, respectively, and organic growth picked up to 3.6%.

PERFORMANCE BY REGION

Breakdown of consolidated revenue by region <i>(in millions of euros)</i>	H1 2019	H1 2018	YoY H1 change	Organic growth
Europe, Middle East and Africa	396.6	352.5	+12.5%	1.5%
Americas	335.9	280.5	+19.7%	2.6%
Asia-Pacific	171.1	153.0	+11.8%	7.2%
Revenue	903.4	786.0	+14.9%	3.0%

Ipsos recorded significant revenue growth in all regions, driven primarily by the acquisitions completed in 2018, and also encouraging organic growth, which was strongest in Asia-Pacific and reached a record high in the Americas.

All Ipsos markets (United States, Great Britain, China, France, Russia, Turkey and India) are doing well, supported by considerable demand from both international and local clients.

As in previous periods, developing countries notched up a greater rate of growth than developed countries, with like-for-like growth over H1 2019 of 5.9% and 1.6%, respectively. In Q2 alone, organic growth for developing and developed countries came out at 5.9% and 2.4%, respectively, confirming that the increased level of business month after month was driven by developed countries.

PERFORMANCE BY AUDIENCE

<i>In € millions</i>	H1 2019	Contribution	Total YoY H1 growth	Organic growth
Consumers ¹	432.4	48%	6.9%	1%
Clients and employees ²	213.7	24%	17.8%	3%
Citizens ³	122.2	14%	34.0%	10%
Doctors and patients ⁴	135.0	15%	24.0%	8%
Annual revenue	903.4	100%	14.9%	3.0%

Breakdown of each business line by segment:

1 - Brand Health, Clinics & Mobility Labs, Creative Excellence, Innovation, Ipsos UU, Ipsos MMA, Market Strategy & Understanding, Observer, Social Intelligence Analytics (excl. pharma and the public sector)

2 - Customer Experience, Market Measurement, Mystery Shopping, Quality Measurement, Retail Performance, ERM, Audience Measurement, Media Development

3 - Public Affairs, Corporate Reputation

4 - Pharma (quantitative and qualitative)

By segment and audience, the performances are all positive.

As in 2018, in the first quarter of 2019, operations involving citizens was a main driver of growth.

As announced at the beginning of the year, the pharmaceutical business bounced back from the dip in 2018 with organic growth of 8%.

FINANCIAL PERFORMANCE

Condensed income statement

<i>In € millions</i>	H1 2019	H1 2018	YoY H1 change	31/12/2018
Revenue	903.4	786.0	+14.9%	1,749.5
Gross margin	583.0	512.7	+13.7%	1,138.4
<i>Gross margin/revenue</i>	<i>64.5%</i>	<i>65.2%</i>	-	<i>65.1%</i>
Operating margin	49.3	45.6	+8%	172.4
<i>Operating margin/revenue</i>	<i>5.5%</i>	<i>5.8%</i>	-	<i>9.9%</i>
Other non-recurring income (expenses)	(4.0)	(1.4)	-	(5.3)
Finance costs	(13.1)	(9.4)	+39.1%	(21.3)
Other financial income (expense)	(3.7)	0.9	-	5.0
Taxes	(6.6)	(8.6)	-23.7%	(38.5)
Net profit attributable to owners of the parent	18.7	24.7	-24.2%	107.5
Adjusted net profit* attributable to owners of the parent	29.7	34.1	-13.9%	125.2

* Adjusted net profit is calculated before (i) non-monetary items covered by IFRS 2 (share-based payments), (ii) amortisation of intangible assets on acquisitions (customer relationships), (iii) the

impact net of tax of other non-recurring income and expenses, (iv) the non-monetary impact on changes in put options in other financial income and expenses and (v) deferred tax liabilities relating to goodwill whose amortisation is deductible in some countries.

Application of new accounting standards

1. IFRS 16

Ipsos applied IFRS 16 as from 1 January 2019 and has opted to apply the simplified modified retrospective approach, which involves adjusting equity at the date of application and measuring right-of-use assets from the commencement date. At 1 January 2019, equity was reduced by €9.6 million; right-of-use assets increased by €157 million; and lease liabilities increased by €179 million.

In the half-year income statement, the application of IFRS 16 had a positive impact on operating margin of €2.5 million and a negative impact of an equal amount in financial income (loss). Therefore, the half year net profit was not affected.

2. IFRIC 23

The IFRIC 23 interpretation had no effect on the Ipsos financial statements other than reclassifying a €0.3 million tax provision to tax debt payable in the balance sheet.

Impact of the acquisition of GfK Research

Ipsos completed the acquisition of four global divisions of GfK Custom Business Research: “Customer Experience”; “Experience Innovation”; “Health” and “Public Affairs”, which corresponded to an enterprise value of €105 million in October 2018. Given the way in which the operation was structured and the transition period required to safeguard the continuity and quality of data delivered to clients, Ipsos recorded revenue of only €30 million in 2018. It is expected to reach €180 million in 2019 and €200 million for the full year of 2020. In the first half of 2019, it amounted to €73 million, in line with expectations for the year. In 2018, profitability for these divisions was lower than average compared with the rest of the Ipsos Group. Nevertheless, it is expected to fall in line by 2020.

Seasonal impact

In general, the research market is heavily seasonal, with significantly increased business in the second half of the year as contracts are carried out. The revenue recorded over the first half of the year generally represents around 45% of the average annual business over recent years (at constant scope and exchange rates). However, the recognition of expenses in income is relatively stable throughout the year. This is why operating margin in the first half of the year equalled approximately 25% of operating margin for the entire year.

Items in the income statement

Gross margin (calculated by deducting from revenue the variable and external direct costs of contract execution) amounted to 64.5% compared with 65.2% in the first-half of 2018 (and 65.1% for full year 2018). The reduction in the gross margin ratio from one half year to the next is attributable to a less favourable mix due to the four divisions of GfK Research, which generate lower gross margins than the rest of the Group given the nature of their work. Stripping out this change in the scope of consolidation, the gross margin ratio was stable at 65.2%.

In terms of operating expenses, **payroll costs** rose by 18.1%, 11.4% of which was attributable to acquisitions.

The cost of **variable share-based payments** dropped slightly to €3.7 million, compared with €4.9 million in H1 2018 due to the extension in 2018 of the vesting period from two years to three years for the free share plan.

Overhead costs remained under control, rising by 5.4% despite revenue increasing at a faster pace.

Overall, Group **operating profit** amounted to €49.3 million, equal to 5.5% as a proportion of revenue and down 30 bps compared with same period in the previous year, mainly as a result of acquisitions. At constant scope, operating margin would have equalled 5.8%.

Moreover, due to the seasonality of market research, operating margin in the first half of the year does not reflect that of the full year.

Below operating margin, the **amortisation of intangible assets** identified on acquisitions concerns the portion of goodwill allocated to client relationships during the 12-month period following the acquisition, recognised in the income statement over several years, in accordance with IFRS. In H1 2019, this allocation amounted to €2.8 million compared with €2.4 million the previous year.

Other non-recurring income expenses totalled €4.0 million, compared with €1.4 million in the previous year. This figure covers exceptional items not related to operations and includes €2 million in acquisition costs as well as €7.9 million in costs incurred through ongoing restructuring plans.

It also includes, in the first half of 2019, a net gain of €6.4 million following the decision to capitalise internal development costs since January 2018 (compared with €7.6 million in the first half of 2018). The Group had until now only capitalised its external development costs when the conditions set out in its accounting methods were met. Following the improvement of its internal monitoring system, Ipsos is now able to capitalise its internal development costs, which consist of the staff costs of its teams working on its platforms and projects, under the same conditions. This decision has helped Ipsos to better understand its overall Research & Development costs and has led to a change in accounting estimates of the amounts that will now be capitalised. In accordance with IAS 8, the prospective method is applied from 1 January 2018 to recognise these impacts.

In order to avoid distorting the operating margin by recognising capitalisation income not offset by amortisation during the first few periods in which changes in accounting estimates are applied, the positive impact on operating profit of those first periods was reclassified in “Other non-operating income (expenses)” instead of operating margin. This same treatment will be applied for the coming years, until the implementation of the capitalisation reaches full momentum in 2022, considering a depreciation period of five years for this category of assets.

Finance costs. Net interest expenses amounted to €13.1 million compared with 9.4 million, due to the increase in net financial debt compared with the first half of 2018 following the acquisitions completed towards the end of last year.

Taxes. The effective tax rate on the IFRS income statement corresponded to 26.0%, compared with 25.7% for the same period in the previous year. It includes a deferred tax liability of €1.2 million, which cancels out the tax savings achieved by deducting tax on amortisations of goodwill in certain countries, even though this deferred tax charge would fall due only if the business lines concerned were sold (and which is restated accordingly in adjusted net profit).

Net profit attributable to owners of the parent stood at €18.7 million compared with €24.7 million in the first half of 2018.

Adjusted net profit attributable to owners of the parent, which is the proper and stable indicator used to measure performance, fell to €29.4 million, down from €34.1 million in the first half of 2018 due to the change in scope.

Financial structure

Cash flow. Operating cash flow rose to €86.7 million compared with €64.0 million in the first half of 2018 as a result of accounting entries required by IFRS 16 worth €22.9 million. Consequently, financing activities include two new items: “Net reimbursement of lease liabilities”, equal to €19.4 million, and “Net interest paid on lease commitments”, corresponding to €1.9 million. The application of IFRS 16 had no impact on cash overall.

Working capital requirement fell by €30.1 million as revenue picked up, in particular in Q2 2019, which also drove an increase in trade receivables.

In the first half of 2019, recurring investment in property, plant and equipment and intangible assets primarily included IT investments, reaching €21.2 million compared with €20.4 million in the same period the previous year.

Regarding non-recurring investment, Ipsos invested €21.4 million over the period in its acquisition programme, spending €4 million on GfK Research, purchasing a minority share in a US company and a 10% stake in QuestBack, a company developing a customer and employee relationship management platform (see the separate press release).

Equity totalled €1,022 million at 30 June 2019, compared with €1,035 million published at 31 December 2018, after deducting the €38.8 million in dividends paid on 5 July 2019.

Net financial debt amounted to €604.5 million at 30 June 2019, up slightly on 31 December 2018 (€574.6 million) as it included the amount invested in the acquisition programme.

Liquidity position. The cash position at the end of the first half of 2019 came out at €145.3 million, compared with €167.8 million at 31 December 2018, giving Ipsos a good liquidity position. The Group also has over €500 million in available credit facilities.

OUTLOOK FOR 2019

By deciding in spring 2018 to completely overhaul its structure, Ipsos recognised the necessity for the company to transform following the shift in its market.

Over the years, Ipsos has positioned itself as one of the three foremost market research companies in terms of volume of business. Ipsos has established operations in many countries, drawing on its solid foundations in strategic markets. It has developed a considerable client base made up of major international clients as well as smaller local accounts. Ipsos is exceptionally good at what it does, with teams of experienced and committed professionals, powerful and safe production platforms, tried and tested solutions and a reputation as a solid, upstanding and independent company, which is especially valuable in an era of “alternative realities” and “alternative truths”, where several realities exist simultaneously and separately.

For several years, Ipsos has benefited from its large scale and extensive geographic and sectoral coverage. Despite these strengths, despite the Group’s efforts to develop new ways of working (known as “new services”) through the “New Way” programme, despite the growing need for information and clarity expressed by a great many companies and institutions and despite the

emergence of new opportunities in major developing countries (headed by China), Ipsos has for several years now struggled with stagnating levels of business and profitability.

At the same time, many other companies from different backgrounds, such as tech or consulting companies, have entered Ipsos' market offering different services. They use efficiency, automation and cost reductions to attract clients. They have frequently developed innovative new methods, for example, replacing sometimes imprecise behavioural questions, by leveraging the new sciences and technologies which are supposedly more accurate and which now became possible to implement. Other new entrants – the consulting firms that have started to compete with Ipsos – have used their skills, understanding of companies and their ability to support companies in implementing their digital transformation programmes.

In 2018, Ipsos decided to change direction, as the Group was fully aware of the opportunities, which include a growing, solvent market actively demanding new solutions that, for the first time, go beyond selling data collected using the tried and tested methods that are now sometimes considered out of date. It was from this decision that the “Total Understanding” programme was born. The programme is intended to enable Ipsos to get back to a strong level of growth, in relation to market levels, which stands at around 3% per year. The aim is to ensure Ipsos develops:

- a stronger foothold in the largest markets, especially in the US, China, the UK, France and certain major developing countries;
- a more diverse client base by combining the impact of growth in tech, media and healthcare, without neglecting its core client base;
- the competitiveness of the services it offers to its clients by harnessing technology, sciences and new services more effectively and regularly;
- a more compelling response to the specific needs of its clients by dedicating the time of 250 of its most experienced professionals, not with the intention of directly selling its services, but to make it easier for them to access the advantages Ipsos is able to unlock for them. These experts support Ipsos' teams to better understand them and by taking advantage of the full range of the services Ipsos is able to deploy locally and globally to build integrated solutions that ideally match their specific need for information.

The “Total Understanding” programme is a growth project that mobilises all company resources and adapts to the needs of its clients. Ipsos seeks to translate its goals into consistently high levels of organic growth of between 2% to 4%. Each year, from 2019 onwards, the Group strives to grow at a faster pace than over the 2012-2018 period.

To achieve this aim, the Group must demonstrate strict operational control that authorises greater levels of investment than before without weakening the company's core financial equilibrium. This investment concerns the range of services, which must be of excellent quality but also designed to be modular. Investment will be coupled with training, qualitative improvements made with employees handling client relationships, and the implementation of operating procedures to enhance efficiency, especially regarding the speed and simplicity of the services provided. Furthermore, investment must take into account Ipsos' acquisition programme, as achieved in 2018, when the Group took advantage of an opportunity to strengthen its position in several markets, clients and services by integrating GfK Research and when it bought out a highly effective, advanced technology platform, Synthesio. Used in isolation or in conjunction with other analytical capabilities, the platform enables Ipsos to wholly throw itself into developing and marketing ever-richer social media content-related services.

However, this goal requires proper financial backing. Ipsos must form new teams, who for example are able to advise clients and analyse data, access new technologies and develop, modernise and even revolutionise methods used to collect, store and analyse data. This is why the targets Ipsos has set with regard to recurring operating margin remain modest, with the aim of improving to reach 11% by 2021. In accordance with the philosophy championed by the “Total

Understanding” programme, the greater pace of growth will initially cover the additional spending in research and development, establishing business development teams, and implementing teams of experts in science and technology before it drives improvements in operating margin and cash flow generation.

Over the first half of 2019, growth in operating profit was outpaced by that of revenue, reflecting the investments made by Ipsos since 1 July 2018, the date on which the “Total Understanding” programme came into effect. The company is fully confident in its ability to achieve the targets set in terms of growth and a 10% operating margin in 2019. More so than in previous years, Ipsos will benefit from a double boost from the seasonal effect of revenue recognition.

Ipsos is aware of the good fortune it has to operate in a solid, global and specialised market undergoing considerable change. Today, it is confident regarding the launch and implementation of its “Total Understanding” programme and therefore in its ability to once again return to a consistent, profitable cycle of growth.

II. Half-year 2019 consolidated financial statements

1. Consolidated income statement

Interim condensed consolidated financial statements at 30 June 2019

in € thousands	Notes	30/06/2019	30/06/2018	31/12/2018
Revenue	3	903,359	786,000	1,749,494
Direct costs	4.1	(320,380)	(273,294)	(611,119)
Gross profit		582,978	512,706	1,138,374
Staff costs – excluding share-based payments		(423,587)	(358,583)	(753,464)
Staff costs – share-based payments	5.6.3	(3,672)	(4,944)	(8,937)
General operating expenses	5.12	(106,776)	(101,280)	(207,477)
Other operating income and expenses	4.2	336	(2,272)	(3,922)
Operating margin	3	49,279	45,628	172,418
Amortisation of intangible assets identified on acquisitions		(2,830)	(2,240)	(4,380)
Other non-recurring income and expenses	4.3	(4,003)	(1,355)	(5,273)
Share of profit/(loss) of associates		(356)	(8)	587
Operating profit		42,090	42,026	163,352
Finance costs	4.4	(13,116)	(9,428)	(21,281)
Other financial income and expenses	4.4	(3,686)	913	4,980
Profit before tax		25,288	33,511	147,051
Income tax – excluding deferred tax on goodwill amortisation		(5,411)	(8,027)	(37,078)
Deferred tax on goodwill amortisation		(1,164)	(585)	1,420
Income tax	4.5	(6,575)	(8,612)	(38,498)
Net profit		18,714	24,900	108,554
Attributable to owners of the parent		18,744	24,719	107,520
Attributable to non-controlling interests		(30)	181	1,033
Basic earnings per share (in €)	4.6	0.43	0.57	2.48
Diluted earnings per share (in €)	4.6	0.42	0.55	2.40

2. Consolidated statement of comprehensive income

Interim condensed consolidated financial statements at 30 June 2019

in € thousands	30/06/2019	30/06/2018	31/12/2018
Net profit	18,714	24,900	108,554
Other comprehensive income			
Hedges of net investments in foreign operations	725	(7,398)	(9,225)
Cumulative translation adjustment	12,102	969	(649)
Deferred tax on hedges of net investments in foreign operations	(297)	1,602	(1,650)
Total other comprehensive income that may be reclassified subsequently to profit or loss	12,530	(4,826)	(8,225)
Actuarial gains and losses	-	-	834
Deferred tax on actuarial gains and losses	-	-	-
Total other comprehensive income that will not be reclassified subsequently to profit or loss	-	-	834
Total other comprehensive income	12,530	(4,826)	(7,391)
Total comprehensive income	31,243	20,072	101,163
Attributable to owners of the parent	31,131	19,501	99,393
Attributable to non-controlling interests	112	572	(1,769)

3. Consolidated statement of financial position

Interim condensed consolidated financial statements at 30 June 2019

in € thousands	Notes	30/06/2019	31/12/2018
ASSETS			
Goodwill	5.1	1,304,470	1,291,077
Right-of-use assets	5.11	158,623	-
Other intangible assets	5.2	86,212	82,001
Property, plant and equipment		37,302	37,890
Investments in associates		2,712	2,892
Other non-current financial assets	5.3	45,697	35,021
Deferred tax assets		26,885	26,987
Non-current assets		1,661,903	1,475,868
Trade receivables and related accounts	5.4	352,168	466,119
Contract assets	5.10	253,007	168,822
Current tax		22,951	16,905
Other current assets	5.5	92,899	78,831
Derivative financial instruments	5.7	-	500
Cash and cash equivalents	5.7	145,263	167,834
Current assets		866,287	899,011
TOTAL ASSETS		2,528,190	2,374,878
EQUITY AND LIABILITIES			
Share capital	5.6	11,109	11,109
Share premium account		516,038	516,038
Treasury shares		(13,340)	(22,723)
Currency translation differences		(109,088)	(121,475)
Other reserves		599,213	633,697
Equity attributable to the shareholders of Ipsos SA		1,003,932	1,016,646
Non-controlling interests		18,237	18,314
Total equity		1,022,169	1,034,960
Borrowings and other non-current financial liabilities	5.7	731,835	729,180
Non-current lease liabilities	5.11	140,140	-
Non-current provisions	5.8	3,820	4,678
Provisions for retirement benefit obligations	5.8	30,803	29,715
Deferred tax liabilities		70,417	70,934
Other non-current liabilities	5.9	15,204	22,040
Total non-current liabilities		992,219	856,547
Trade payables and related accounts		254,620	276,266
Borrowings and other current financial liabilities	5.7	17,913	13,713
Current lease liabilities	5.11	41,473	-
Current tax		4,078	12,153
Current provisions	5.8	3,606	4,996
Contract liabilities	5.10	27,990	30,199
Other current liabilities	5.9	164,121	146,045
Total current liabilities		513,802	483,372
TOTAL EQUITY AND LIABILITIES		2,528,190	2,374,878

4. Consolidated cash flow statement

Interim condensed consolidated financial statements at 30 June 2019

in € thousands	Notes	30/06/2019	30/06/2018	31/12/2018
OPERATING ACTIVITIES				
NET PROFIT		18,714	24,900	108,554
Items with no impact on cash flow from operations				
Amortisation and depreciation of property, plant and equipment and intangible assets		36,467	12,705	32,698
Net profit of equity-accounted companies, net of dividends received		356	8	(609)
Losses/(gains) on asset disposals		(19)	40	(9,461)
Net change in provisions		1,833	1,587	4,074
Share-based payment expense		3,424	4,585	8,458
Other non-cash income/(expenses)		1,666	2,157	(1,106)
Acquisition costs for consolidated companies		2,002	9	3,930
Finance costs		15,716	9,428	21,281
Tax expense		6,575	8,612	38,498
CASH FLOW FROM OPERATIONS BEFORE TAX AND FINANCE COSTS		86,734	64,029	206,317
Change in working capital requirement	6.1	(14,098)	16,004	3,482
Income taxes paid		(21,896)	(22,349)	(39,697)
NET CASH (USED IN)/FROM OPERATING ACTIVITIES		50,740	57,684	170,103
INVESTMENT ACTIVITIES				
Acquisitions of property, plant and equipment and intangible assets	6.2	(21,185)	(20,406)	(49,006)
Proceeds from disposals of property, plant and equipment and intangible assets		58	96	164
Increase/(decrease) of financial assets		2,960	(5,047)	5,216
Acquisitions of companies and consolidated activities, net of acquired cash		(3,987)	(3,987)	(152,479)
NET CASH (USED IN)/FROM INVESTMENT ACTIVITIES		(22,154)	(29,343)	(196,105)
FINANCING ACTIVITIES				
Increases/(reductions) in share capital		-	-	-
(Purchases)/sales of treasury shares		304	1,198	1,219
Increase in long-term borrowings		27	236,868	603,286
Decrease in long-term borrowings		(22)	(280,209)	(481,034)
Increase in long-term borrowings from associates		(12,391)	-	-
Increase/(decrease) in bank overdrafts and short-term debt		(555)	(838)	567
Repayment of lease liabilities		(19,359)	-	-
Net interest paid		(7,594)	(8,332)	(18,385)
Net Interest paid on lease liabilities		(1,958)	-	-
Acquisitions of non-controlling interests		(10,836)	(8,779)	(9,125)
Dividends paid to shareholders of Ipsos SA		-	-	(37,831)
Dividends paid to non-controlling interests in consolidated companies		-	(841)	(857)
NET CASH (USED IN)/FROM FINANCING ACTIVITIES		(52,383)	(60,933)	57,869
NET CHANGE IN CASH		(23,797)	(32,592)	31,837
Impact of foreign exchange rate movements		1,225	(1,195)	(1,269)
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD		167,834	137,267	137,267
CASH AND CASH EQUIVALENTS AT END OF PERIOD		145,263	103,481	167,834

5. Consolidated statement of changes in equity

in € thousands	Share capital	Share premium account	Treasury shares	Other reserves	Currency translation differences	Equity		Total
						Attributable to shareholders of Ipsos SA	Attributable to non-controlling interests	
1 January 2018 (published)	11,109	516,130	(35,235)	569,719	(112,515)	949,208	17,290	966,498
Change in share capital	-	-	-	(6,977)	-	(6,977)	(22)	(6,998)
Dividends paid	-	-	-	(37,484)	-	(37,484)	(841)	(38,325)
Impact of acquisitions of and commitments to acquire non-controlling interests	-	-	-	(317)	-	(317)	1,007	690
Delivery of treasury shares in connection with the free share plan	-	-	10,905	(10,905)	-	-	-	-
Other movements in treasury shares	-	(81)	1,279	-	-	1,198	-	1,198
Share-based payments taken directly to equity	-	-	-	4,585	-	4,585	-	4,585
Other movements	-	-	-	(334)	-	(334)	177	(157)
Transactions with the shareholders	-	(81)	12,184	(44,455)	-	(32,352)	343	(32,009)
Net profit	-	-	-	24,719	-	24,719	180	24,900
Other comprehensive income	-	-	-	-	-	-	-	-
<i>Hedges of net investments in foreign operations</i>	-	-	-	-	(7,267)	(7,267)	(131)	(7,398)
<i>Deferred tax on hedges of net investments in foreign operations</i>	-	-	-	-	1,602	1,602	-	1,602
<i>Cumulative translation adjustment</i>	-	-	-	-	447	447	523	969
<i>Actuarial gains and losses</i>	-	-	-	-	-	-	-	-
<i>Deferred tax on actuarial gains and losses</i>	-	-	-	-	-	-	-	-
Total other comprehensive income	-	-	-	-	(5,218)	(5,218)	392	(4,826)
Total comprehensive income	-	-	-	24,719	(5,218)	19,501	572	20,072
30 June 2018	11,109	516,049	(23,051)	543,007	(117,734)	929,380	18,184	947,564
1 January 2019	11,109	516,038	(22,723)	633,697	(121,475)	1,016,646	18,314	1,034,960
IFRS 16, change in accounting policy	-	-	-	(9,532)	-	(9,532)	(44)	(9,576)
Change in share capital	-	-	-	-	-	-	-	-
Dividends paid	-	-	-	(38,327)	-	(38,327)	(0)	(38,327)
Impact of acquisitions of and commitments to acquire non-controlling interests	-	-	-	(23)	-	(23)	35	12
Delivery of treasury shares in connection with the free share plan	-	-	9,162	(9,162)	-	-	-	-
Other movements in treasury shares	-	-	221	83	-	304	-	304
Share-based payments taken directly to equity	-	-	-	3,424	-	3,424	-	3,424
Other movements	-	-	-	309	-	309	(180)	129
Transactions with the shareholders	-	-	9,383	(43,696)	-	(34,313)	(145)	(34,458)
Net profit	-	-	-	18,744	-	18,744	(30)	18,714
Other comprehensive income	-	-	-	-	-	-	-	-
<i>Hedges of net investments in foreign operations</i>	-	-	-	-	799	799	(73)	725
<i>Deferred tax on hedges of net investments in foreign operations</i>	-	-	-	-	(297)	(297)	-	(297)
<i>Cumulative translation adjustment</i>	-	-	-	-	11,887	11,887	215	12,102
<i>Actuarial gains and losses</i>	-	-	-	-	-	-	-	-
<i>Deferred tax on actuarial gains and losses</i>	-	-	-	-	-	-	-	-
Total other comprehensive income	-	-	-	-	12,388	12,388	142	12,530
Total comprehensive income	-	-	-	18,744	12,388	31,131	112	31,243
30 June 2019	11,109	516,038	(13,340)	599,213	(109,088)	1,003,932	18,237	1,022,169

Notes to the consolidated financial statements

Interim condensed consolidated financial statements at 30 June 2019

1. Company information and summary of significant accounting policies

1.1. Company information

Ipsos is a global company specialising in survey-based research for brands, companies and institutions. It is currently the world's third-largest player in its market, with consolidated subsidiaries in 89 countries.

Ipsos SA is a French public limited company ("Société Anonyme") listed on Euronext Paris. Its registered office is at 35 rue du Val de Marne, 75013 Paris, France.

On 24 July 2019, Ipsos' Board of Directors approved and authorised publication of the interim condensed consolidated financial statements for the six months ended 30 June 2019.

1.2. Significant accounting policies

1.2.1. Basis of preparation of interim financial information for the six months ended 30 June 2019

The Group's interim condensed consolidated financial statements for the six months ended 30 June 2019 have been prepared in accordance with IAS 34 "Interim Financial Reporting". These interim condensed consolidated financial statements do not include all of the information and disclosures required for the annual financial statements, and should therefore be read in conjunction with the Group's annual consolidated financial statements at 31 December 2018.

The accounting policies applied in the preparation of the interim condensed consolidated financial statements at 30 June 2019 are identical to those followed in the preparation of the Group's consolidated financial statements for the year ended 31 December 2018. These accounting policies are described in Note 1 to the consolidated financial statements included in the 2018 registration document and are consistent with Internal Financial Reporting Standards (IFRSs) as adopted for use in the European Union.

Standards, amendments and interpretations published by the International Accounting Standards Board (IASB) whose application is mandatory for reporting periods beginning on or after 1 January 2019:

- IFRS 16

The Group has applied IFRS 16 as from 1 January 2019.

Within the Group, leases regulated by IFRS 16 are leases relating to office space and vehicles.

Previously, each lease was classified either as a finance lease or as an operating lease, with a specific accounting treatment for each category. Under IFRS 16, all leases are now to be treated by recognising an asset that reflects the right to use the leased asset as well as a liability corresponding to the present value of future lease payments. Each lease's term is determined on an individual basis and corresponds to the non-cancellable period of the lease commitment, plus any option periods that are reasonably certain to be applied. The Group has opted to present right-of-use assets separately from other assets in the statement of financial position. Similarly, the Group has opted to present lease liabilities separately from other liabilities.

The Group has opted to apply the simplified modified retrospective approach, which involves the recognition of the cumulative effect of initially applying IFRS 16 as an adjustment to equity at the date of application, i.e. 1 January 2019, with the measurement of right-of-use assets from the commencement date.

The following additional simplification measures have also been applied at the date of application:

- Leases with a remaining term of less than 12 months from 1 January 2019 do not give rise to the recognition of a right-of-use asset and a lease liability. The corresponding lease payments continue to be recognised in operating expenses.
- Discount rates used at the date of application are based on the Group's marginal borrowing rate, to which a spread is added to take account of the economic environment in each country. These discount rates have been determined on the basis of the remaining lease terms from the initial date of application, i.e. 1 January 2019, and will be reviewed every six months.
- Initial direct costs were excluded from the measurement of right-of-use assets and lease liabilities at the beginning of the period.

Under IFRS 16, the Group has used the following elements of information to determine the termination dates of its leases: (i) the existence of an extension option and (ii) medium-term forecasts for business growth.

The weighted average marginal borrowing rate applied to lease commitments at the initial date of application was 2.8%. At the date of application, the balance sheet impact of implementing this new standard was as follows:

In € thousands	Notes	31/12/2018	IFRS 16 adjustments	01/01/2019 restated
ASSETS				
Right-of-use assets – net	5.11	-	156,844	156,844
Other non-current financial assets	5.3	35,021	1,926	36,947
Non-current assets		1,475,868	158,770	1,634,638
Other current assets	5.5	78,831	(356)	78,475
Current assets		899,011	(356)	898,655
TOTAL ASSETS		2,374,878	158,414	2,533,292

In € thousands	Notes	31/12/2018	IFRS 16 adjustments	01/01/2019 restated
EQUITY AND LIABILITIES				
Other reserves		633,697	(9,576)	624,121
Equity		1,034,960	(9,576)	1,025,384
Non-current lease liabilities	5.11	-	141,476	141,476
Non-current liabilities		856,547	141,476	998,023
Trade payables and related accounts		276,266	(8)	276,258
Current lease liabilities	5.11	-	37,404	37,404
Other current liabilities	5.8	146,045	(10,882)	135,163
Current liabilities		483,372	26,514	509,886
TOTAL EQUITY AND LIABILITIES		2,374,878	158,414	2,533,292

At 30 June 2019, the income statement impact of implementing IFRS 16 was as follows:

In € thousands	Notes	30/06/2019 excluding IFRS 16	IFRS 16 adjustments	30/06/2019 published
General operating expenses	5.12	(109,360)	2,584	(106,776)
Operating margin		46,695	2,584	49,279
Other non-current income and expenses	4.3	(4,005)	2	(4,003)
Operating profit		39,504	2,586	42,090
Other financial income and expenses	4.4	(1,193)	(2,493)	(3,686)
Profit before tax		25,195	93	25,288
Income tax – excluding deferred tax on goodwill amortisation	4.5	(5,407)	(4)	(5,411)
Net profit		18,625	89	18,714
Attributable to owners of the parent		18,662	82	18,744
Attributable to non-controlling interests		(37)	7	(30)

At 30 June 2019, the balance sheet impact of implementing IFRS 16 was as follows:

In € thousands	Notes	30/06/2019 excluding IFRS 16	IFRS 16 adjustments	30/06/2019 published
ASSETS				
Right-of-use assets – gross	5.11	-	178,088	178,088
Right-of-use assets – impairment	5.11	-	(19,465)	(19,465)
Right-of-use assets – net	5.11	-	158,623	158,623
Other non-current financial assets	5.3	44,173	1,524	45,697
Non-current assets		1,501,756	160,147	1,661,903
Other current assets	5.5	93,470	(571)	92,899
Current assets		866,858	(571)	866,287
TOTAL ASSETS		2,368,614	159,576	2,528,190
EQUITY AND LIABILITIES				
Equity attributable to the shareholders of Ipsos SA		1,013,536	(9,604)	1,003,932
Non-controlling interests		18,274	(37)	18,237
Equity		1,031,810	(9,641)	1,022,169
Non-current lease liabilities	5.11	-	140,140	140,140
Deferred tax liabilities		70,410	7	70,417
Non-current liabilities		852,072	140,147	992,219
Trade payables and related accounts		254,628	(8)	254,620
Current lease liabilities	5.11	-	41,473	41,473
Other current liabilities	5.9	176,516	(12,395)	164,121
Current liabilities		484,732	29,070	513,802
TOTAL EQUITY AND LIABILITIES		2,368,614	159,576	2,528,190

Off-balance sheet commitments disclosed in the most recent published financial statements totaled €194 million. The discounting of these commitments at the average marginal borrowing rate, taking account of their specific maturities, results in an amount of €178 million, which is in line with the liability of €179 million recognised at 1 January 2019.

At 30 June 2019, the cash flow statement impact of implementing IFRS 16 was as follows:

in € thousands	30/06/2018	30/06/2019 Before IFRS 16 adjustments	IFRS 16 adjustments	30/06/2019 published
OPERATING ACTIVITIES				
NET PROFIT	24,900	18,625	89	18,714
Items with no impact on cash flow from operations				
Amortisation and depreciation of property, plant and equipment and intangible assets	12,705	17,561	18,906	36,467
Net profit of equity-accounted companies, net of dividends received	8	356		356
Losses/(gains) on asset disposals	40	(19)		(19)
Net change in provisions	1,587	(316)		1,833
Share-based payment expense	4,585	3,424		3,424
Other non-cash income/(expenses)	2,157	311	1 355	1 666
Acquisition costs for consolidated companies	9	2,002		2,002
Finance costs	9,428	13,115	2,601	15,716
Income tax expense	8,612	6,571	4	6,408
CASH FLOW FROM OPERATIONS BEFORE TAX AND FINANCE COSTS	64,029	63,779	22,955	86,734
Change in working capital requirement	16,004	(12,815)	(1,283)	(14,098)
Income taxes paid	(22,349)	(21,896)		(21,896)
NET CASH (USED IN)/FROM OPERATING ACTIVITIES	57,684	29,069	21,672	50,740
INVESTMENT ACTIVITIES				
Acquisitions of property, plant and equipment and intangible assets	(20,406)	(20,830)	(355)	(21,185)
Proceeds from disposals of property, plant and equipment and intangible assets	96	58		58
Increase/(decrease) of financial assets	(5,047)	2,960		2,960
Acquisitions of companies and consolidated activities, net of acquired cash	(3,987)	(3,987)		(3,987)
NET CASH (USED IN)/FROM INVESTMENT ACTIVITIES	(29,343)	(21,799)	(355)	(22,154)
FINANCING ACTIVITIES				
Increases/(reductions) in share capital	-			
(Purchases)/sales of treasury shares	1,198	304		304
Increase in long-term borrowings	236,868	27		27
Decrease in long-term borrowings	(280,209)	(22)		(22)
Increase in long-term borrowings from associates	-	(12,391)		(12,391)
Increase/(decrease) in bank overdrafts and short-term debt	(838)	(555)		(555)
Repayment of lease liabilities	-	-	(19,359)	(19,359)
Net interests paid *	(8,332)	(7,594)	-	(7,594)
Net Interests paid on lease liabilities	-	-	(1,958)	(1,958)
Acquisitions of non-controlling interests	(8,779)	(10,836)		(10,836)
Dividends paid to non-controlling interests in consolidated companies	(841)	-	-	-
NET CASH (USED IN)/FROM FINANCING ACTIVITIES	(60,933)	(31,066)	(21,317)	(52,383)
NET CHANGE IN CASH	(32,592)	(23,797)		(23,797)
Impact of foreign exchange rate movements	(1,195)	1,225		1,225
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD	137,267	167,834		167,834
CASH AND CASH EQUIVALENTS AT END OF PERIOD	103,481	145,263		145,263

*As explained in note 1.2.1, the financial interest has been reclassified to the net cash-flow from financing activities.

- IFRIC 23

The Group has elected to apply IFRIC 23 “Uncertainty over Income Tax Treatments” as from 1 January 2019. This interpretation clarifies the procedure for the application of IAS 12 “Income Taxes” by specifying arrangements for measuring and recognising

uncertainties relating to income taxes. Its implementation by the Group had no effect on the measurement of current and deferred taxes. Uncertain tax liabilities previously presented under provisions have been reclassified under income taxes payable

- Change of presentation

Taking into account the application of IFRS 16 “Leases”, the group decided to change the presentation of net interests paid in the table of cash flows and present net interests paid in cash flows generated by financing operations rather than in the flows generated by the activity. This presentation, specified by IAS 7 “Statement of Cash Flows”, is more relevant since it allows repayments and interests on lease obligations to be presented in the same category. This presentation was applied retrospectively to each period presented, in application of IAS 8 “Accounting Policies, Changes in Accounting Estimates and Errors”. This change/reclassification had the effect as at the December 31, 2018 reporting date of increasing “net cash (used in)/from operating activities” by euro €8.3 million and reducing “net cash (used in)/from financing activities” by the same amount.

1.2.2 Use of estimates

When drawing up the consolidated financial statements, the measurement of certain balance sheet or income statement items requires the use of assumptions, estimates and assessments. These assumptions, estimates and assessments are based on information or situations existing on the date on which the financial statements were prepared and which may in future prove to be different from the actual situation.

The assumptions, estimates and assessments used in preparing the interim financial statements are the same as those used in preparing the annual financial statements, with the exception of the following items:

- provisions for retirement benefit obligations, which are estimated according to a forecast based on the latest available actuarial valuation;
- the income tax expense for the Group, which is calculated according to the effective income tax rate estimated for the 2019 financial year (see Note 4.5 “Income taxes”);
- goodwill, whose recoverable amount is tested for impairment annually and only when there is an indication that it may be impaired (see Note 5.1.1 “Goodwill impairment tests”);
- changes in the fair value of earn-out payments and commitments to acquire non-controlling interests.

2. Changes in the scope of consolidation

The main changes in the scope of consolidation during the first half of 2019 are shown in the following table:

Name of entity concerned	Type of transaction	Change in % of voting rights	Change in % interest	Date of first consolidation / Date from which no longer consolidated	Country
Ipsos SASU	Founding	100%	100%	First quarter 2019	Cameroon
Ipsos MMA, Inc.	Acquisition of non-controlling interests	2.6%	2.6%	Second quarter 2019	United States

On 10 October 2018, Ipsos acquired four global divisions of GfK Custom Business Research – Customer Experience, Experience Innovation, Health and Public Affairs – for an enterprise value of €105 million. These divisions cover 26 countries: Argentina, Australia, Austria, Belgium, Brazil, Chile, China, the Czech Republic, Germany, Hungary, India, Italy, Japan, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Singapore, Sweden, Switzerland, Turkey, Ukraine, the United Kingdom and the United States.

The signing of the agreement with GfK was announced on 30 July 2018. It was subject to various conditions that have since been met, including obtaining authorisation from the competition authorities, which was announced on 17 September 2018.

The purchase price taken into account for the interim consolidated financial statements at 30 June 2019 is the same as that considered for the 2018 consolidated financial statements. This purchase price remains provisional and amounts to €99 million,

including the estimated working capital requirement of €29.9 million. The definitive price is expected to be agreed during the second half of 2019.

Acquisition costs of €4.1 million were recognised in the income statement, as required by IFRS 3 (revised) (*€1.5 million have been recognised in the income statement for the six-month ended June 30, 2019*).

The purchase price allocation (PPA) was determined on the basis of the provisional fair value of the assets and liabilities acquired at the acquisition date. Goodwill amounted to €67.0 million, as compared with €65.8 million recognised at 31 December 2018. At 30 June 2019, Ipsos recognised provisions of €7.5 million in respect of the PPA (€5.8 million, net of tax effect), as an adjustment to goodwill, to take into account the contractual commitments made by Ipsos having generated costs without an offsetting entry. These provisions had been recognised in the amount of 6.0 million (€4.5 million, net of tax effect) at 31 December 2018. They gave rise to a reversal of €2.1 million (1.7 million, net of tax effect) reported under “Other operating income and expenses” in the Group’s consolidated income statement at 30 June 2019.

This provisional allocation will be adjusted in the event of a change in these values compared with the situation at the acquisition date, no later than 12 months after that date. These changes in fair value might involve property, plant and equipment, intangible assets, provisions for risks, or deferred taxes.

The impact of this acquisition on the Group’s financial position is summarised in the following table:

In € millions	01/10/2018		
	Asset deals	Share deals	Total
ASSETS			
Property, plant and equipment	1.6	0.1	1.6
Intangible assets	9.3	0.5	9.8
Non-current assets	-	0.2	0.2
Current assets	-	1.8	1.8
Deferred tax assets	3.9	0.0	3.9
Cash and cash equivalents	-	2.4	2.4
Total assets	14.8	5.0	19.8
LIABILITIES			
Provisions for retirement benefits and other long-term obligations	1.9	-	1.9
Provisions	7.5	-	7.5
Current liabilities	6.7	2.8	9.5
Total liabilities	16.2	2.8	19.0
Fair value of net assets acquired	(1.4)	2.2	0.8
Goodwill	65.7	1.2	67.0
Consideration exchanged	64.4	3.4	67.8
- of which payment in 2018			67.5
- of which earn-outs provisioned			0.3

3. Segment reporting

The segment reporting presented below is based on internal reporting regularly reviewed by Ipsos’ Executive Management to evaluate the performance of segments and allocate resources to each of them. Executive Management is the chief operating decision maker as this function is described in IFRS 8.

In addition to its three operating segments, the Group reports information for holding companies and eliminations between the operating segments, both classified in “Other”.

Furthermore, Ipsos has a single business activity: survey-based research.

Segment assets consist of property, plant and equipment and intangible assets (including goodwill), trade and other receivables.

3.1 Segment reporting at 30 June 2019

in € thousands	EMEA	Americas	Asia-Pacific	Other	Total
Revenue	410,653	345,654	182,540	(35,489)	903,359
<i>Sales to external clients</i>	<i>396,568</i>	<i>335,632</i>	<i>170,865</i>	<i>75</i>	<i>903,140</i>
<i>Inter-segment sales</i>	<i>14,085</i>	<i>10,022</i>	<i>11,676</i>	<i>(35,564)</i>	<i>219</i>
Operating margin	7,946	22,880	14,482	3,969	49,278
Depreciation and amortisation	(16,752)	(13,153)	(6,562)	-	(36,467)
Segment assets ⁽¹⁾	952,012	963,259	368,571	840	2,284,681
<i>Right-of-use assets – IFRS 16</i>	<i>80,418</i>	<i>46,899</i>	<i>31,305</i>	<i>-</i>	<i>158,623</i>
Segment liabilities	305,098	178,401	109,095	43,414	636,007
<i>Liabilities on contracts – IFRS 16</i>	<i>94,793</i>	<i>53,535</i>	<i>33,286</i>	<i>-</i>	<i>181,613</i>
Capital expenditure for the period	8,677	8,269	3,096	1,142	21,185

(1) Segment assets consist of property, plant and equipment and intangible assets (including goodwill), trade and other receivables.

3.2 Segment reporting at 30 June 2018

in € thousands	EMEA	Americas	Asia-Pacific	Other	Total
Revenue	363,495	290,807	162,799	(31,100)	786,000
<i>Sales to external clients</i>	<i>352,491</i>	<i>280,475</i>	<i>152,704</i>	<i>330</i>	<i>786,000</i>
<i>Inter-segment sales</i>	<i>11,004</i>	<i>10,332</i>	<i>10,095</i>	<i>(31,430)</i>	<i>(0)</i>
Operating margin	14,920	13,879	11,570	5,258	45,628
Depreciation and amortisation	(7,883)	(3,072)	(1,750)	(0)	(12,705)
Segment assets ⁽¹⁾	828,160	815,257	315,448	(104,910)	1,854,034
Segment liabilities	317,355	122,951	80,950	(130,427)	390,883
Capital expenditure for the period	9,018	9,341	2,046	0	20,406

(1) Segment assets consist of property, plant and equipment and intangible assets (including goodwill), trade and other receivables.

3.3 Segment reporting at 31 December 2018

in € thousands	EMEA	Americas	Asia-Pacific	Other	Total
Revenue	789,271	677,972	356,170	(73,919)	1,749,494
<i>Sales to external clients</i>	<i>761,425</i>	<i>653,360</i>	<i>334,632</i>	<i>75</i>	<i>1,749,492</i>
<i>Inter-segment sales</i>	<i>27,846</i>	<i>24,612</i>	<i>21,538</i>	<i>(73,994)</i>	<i>2</i>
Operating margin	69,337	77,450	30,967	(5,495)	172,258
Depreciation and amortisation	(16,492)	(12,380)	(3,826)	-	(32,698)
Segment assets ⁽¹⁾	867,024	917,382	337,892	2,352	2,124,740
Segment liabilities	251,985	161,065	99,221	7,025	519,295
Capital expenditure for the period	17,192	22,355	6,322	3,137	49,006

(1) Segment assets consist of property, plant and equipment and intangible assets (including goodwill), trade and other receivables.

3.4 Reconciliation of segment assets with total Group assets

in € thousands	30/06/2019	30/06/2018	31/12/2018
Segment assets	2,284,681	1,854,034	2,124,740
Financial assets	48,410	31,631	37,913
Tax assets	49,836	39,312	43,892
Derivative financial instruments	-	84	500
Cash and cash equivalents	145,263	103,481	167,834
Total Group assets	2,528,190	2,028,542	2,374,878

4. Notes to the income statement

4.1. Direct costs

in € thousands	30/06/2019	30/06/2018	31/12/2018
Interviewer payroll costs	(41,234)	(40,407)	(83,012)
Other direct costs	(279,147)	(232,887)	(528,107)
Total	(320,380)	(273,294)	(611,119)

4.2. Other operating income and expenses

This heading mainly consists of non-recurring items recognised for currency effects relating to commercial transactions.

4.3. Other non-recurring income and expenses

in € thousands	30/06/2019	30/06/2018	31/12/2018
Acquisition costs	(2,002)		(3,930)
Provision for employee-related claims in Brazil	(680)	(1,422)	(3,026)
Costs of restructuring and rationalisation	(7,920)	(7,054)	(14,038)
Change in commitments to acquire non-controlling interests	(455)	(438)	(1,076)
Total non-recurring expenses	(11,055)	(8,914)	(22,070)
Capitalisation of internal development costs (*)	6,411	7,559	14,809
Reversal of provisions on tax risks	641		1,989
Total non-recurring income	7,052	7,559	16,798
Total	(4,003)	(1,355)	(5,273)

(*) See Note 5.2 on the capitalisation of internal development costs.

4.4. Financial income and expenses

in € thousands	30/06/2019	30/06/2018	31/12/2018
Interest expenses on borrowings and bank overdrafts	(13,679)	(10,323)	(22,641)
Change in the fair value of derivatives	(60)	229	262
Interest income from cash and cash equivalents	623	666	1,097
Finance costs	(13,116)	(9,428)	(21,281)
Foreign exchange gains and losses	(949)	1,095	(1,456)
Other financial expenses	(494)	(832)	(1,422)
Other financial income	358	651	7,858
Net interest on leases	(2,601)		
Other financial income and expenses	(3,686)	913	4,980
Total financial result	(16,801)	(8,514)	(16,301)

4.5. Income tax

The income tax expense for the six months ended 30 June 2019 was calculated using the effective income tax rate estimated for the 2019 financial year for the Ipsos Group as a whole. Based on these projections, the effective income tax rate amounts to 26% for the period, as shown below:

in € thousands	30/06/2019	30/06/2018	31/12/2018
Profit before tax	25,288	33,511	147,051
Share of profit/(loss) of associates	356	8	(587)
Profit before tax of consolidated companies	25,644	33,519	146,464
Income tax	(6,575)	(8,612)	(38,498)
Effective tax rate	26,0%	25,7%	26,2%

4.6. Earnings per share

4.6.1. Earnings per share

Weighted average number of shares	30/06/2019	30/06/2018	31/12/2018
At beginning of period	44,436,235	44,436,235	44,436,235
Increases/(reductions) in share capital	-	(61,341)	(69,788)
Exercise of options	-	61,341	69,788
Treasury shares	(595,601)	(1,105,005)	(994,469)
Number of shares used to calculate basic earnings per share	43,840,634	43,331,230	43,441,766
Number of additional shares potentially resulting from dilutive instruments	992,120	1,238,009	1,329,871
Number of shares used to calculate diluted earnings per share	44,832,754	44,569,239	44,771,637
Net profit attributable to owners of the parent (in € thousands)	18,744	24,719	107,520

Basic earnings per share (in €)	0.43	0.57	2.48
Diluted earnings per share (in €)	0.42	0.55	2.40

4.6.2. Adjusted earnings per share

	30/06/2019	30/06/2018	31/12/2018
Adjusted net profit			
Net profit attributable to owners of the parent	18,744	24,719	107,520
<i>Items excluded:</i>			
- Staff costs – share-based payments	3,672	4,944	8,937
- Amortisation of intangible assets identified on acquisitions	2,830	2,240	4,380
- Other non-recurring income and expenses	4,003	1,355	5,273
- Non-monetary impact on changes in put options	172	188	(227)
- Deferred tax on goodwill amortisation	1,164	585	1,420
- Income tax on excluded items	(840)	479	(1,527)
- Non-controlling interests in excluded items	(375)	(416)	(539)
Adjusted net profit attributable to owners of the parent	29,370	34,092	125,237
Average number of shares	43,840,634	43,331,230	43,441,766
Average diluted number of shares	44,832,754	44,569,239	44,771,637
Basic adjusted earnings per share (in €)	0.67	0.79	2.88
Diluted adjusted earnings per share (in €)	0.66	0.76	2.80

4.7. Adjusted net profit

in € thousands	30/06/2019	30/06/2018	31/12/2018
Revenue	903,359	786,000	1,749,494
Direct costs	(320,380)	(273,294)	(611,119)
Gross profit	582,978	512,706	1,138,374
Staff costs – excluding share-based payments	(423,587)	(358,583)	(753,464)
Staff costs – share-based payments (*)	(3,672)	(4,944)	(8,937)
General operating expenses	(106,776)	(101,280)	(207,477)
Other operating income and expenses	336	(2,272)	3,922
Operating margin	49,279	45,628	172,418
Amortisation of intangible assets identified on acquisitions (*)	(2,830)	(2,240)	(4,380)
Other non-recurring income and expenses (*)	(4,003)	(1,355)	(5,273)
Share of profit/(loss) of associates	(356)	(8)	587
Operating profit	42,090	42,026	163,352
Finance costs	(13,116)	(9,428)	(21,281)
Other financial income and expenses (*)	(3,686)	913	4,980
Profit before tax	25,288	33,511	147,051
Income tax – excluding deferred tax on goodwill amortisation	(5,411)	(8,027)	(37,078)
Income tax – deferred tax on goodwill amortisation (*)	(1,164)	(585)	(1,420)
Income tax	(6,575)	(8,612)	(38,498)
Net profit	18,714	24,900	108,554
Attributable to owners of the parent	18,714	24,719	107,520

Attributable to non-controlling interests	(30)	181	1,033
Adjusted net profit (*)	29,714	34,689	126,810
Attributable to owners of the parent	29,370	34,092	125,237
Attributable to non-controlling interests	345	597	1,572
Adjusted basic earnings per share (in €)	0.67	0.79	2.88
Adjusted diluted earnings per share (in €)	0.66	0.76	2.80

(*) The adjusted net profit is calculated before non-monetary items covered by IFRS 2 (share-based payments), before amortisation of intangible assets on acquisitions (customer relationships), before deferred tax liabilities relating to goodwill whose amortisation is deductible in some countries, and before the impact net of tax of other non-recurring income and expenses and the non-monetary impact on changes in put options in other financial income and expenses.

4.8. Dividends paid and proposed

The Company's policy is to pay a single dividend in respect of a given financial year in July of the following year.

The amounts per share paid and proposed are as follows:

In respect of	Net dividend per share (in €)
2018 ⁽¹⁾	0.88
2017	0.87
2016	0.85
2015	0.80

(1) Total dividend payment of €38 million (after elimination of dividends on treasury shares at 31 December 2018) proposed to the General Meeting of Shareholders on 28 May 2019. The dividend was paid on 3 July 2019.

5. Notes to the statement of financial position

5.1. Goodwill

5.1.1. Goodwill impairment tests

At 31 December 2018, on the basis of internal measurements in accordance with the accounting policies described in Note 1.2.15 to the 2018 consolidated financial statements, Ipsos' management concluded that both the fair value and the value in use based on the present value of future cash flows of goodwill allocated to each group of cash-generating units exceeded its carrying amount.

At 30 June 2019, the group has identified no new indication of impairment

5.1.2. Changes at 30 June 2019

in € thousands	01/01/2019	Increases	Decreases	Change in commitments to acquire non-controlling interests	Exchange rate impact	30/06/2019
Goodwill	1,291,077	1,669	(334)	100	11,948	1,304,470

5.2. Other intangible assets

in € thousands	01/01/2019	Increases	Decreases	Exchange rate impact	Changes in scope of consolidation and other movements	30/06/2019
Brands	7,079	1	-	35	-	7,116
Online panels	38,258	3,890	-	164	(2)	42,311
Offline panels	6,406	52	-	54	(1)	6,511
Customer relationships	68,860	0	-	552	-	69,412
Other intangible assets ⁽¹⁾	98,250	12,204	(23)	36	(317)	110,150
Gross amount	218,853	16,147	(23)	841	(320)	235,500
Brands	(698)	(765)	-	(7)	(1)	(1,469)
Online panels	(27,668)	(4,192)	-	(100)	1	(31,959)
Offline panels	(4,601)	(91)	-	(29)	-	(4,721)
Customer relationships	(37,799)	(2,037)	-	(267)	-	(40,103)
Other intangible assets	(66,086)	(5,277)	24	(7)	311	(71,034)
Amortisation and depreciation	(136,852)	(12,362)	24	(409)	311	(149,288)
Net amount	82,001	3,785	1	432	(9)	86,212

1) Capitalisation of internal development costs

Since 1 January 2018, Ipsos has capitalised its internal development costs, comprised of payroll expenses for the teams working on its platforms and projects, as described in Note 1.2.11 to the 2018 consolidated financial statements.

For the first half of 2019, capitalised staff costs amounted to €9,527k and amortisation relating to this capitalisation amounted to €2,445k.

The impacts of this change on the financial statements at 30 June 2019 were as follows:

In the balance sheet, other intangible assets increased by €7,082k and deferred tax assets decreased by €1,820k.

There was a positive impact of €5,262k on net profit in the income statement at 30 June 2019.

At 30 June 2019, in order not to create any distortion in the reading of the operating margin by the recognition of a capitalisation income item not offset by amortisation during an initial period, the positive effects on profit in this second year of asset recognition were reclassified from operating margin to non-recurring income. The same treatment was applied at 31 December 2018, and will continue to be applied in coming years, until the implementation of capitalisation reaches cruising speed.

The positive impact on profit before tax at 30 June 2019 was €7,082k, divided as follows:

- Net impact on staff costs for 2019 if the method had been applied continuously: €671k.
- Exceptional impact of the application of the prospective method, recorded as a net amount in other non-recurring income and expenses: €6,411k.

The Ipsos Group has assessed the impact of this change in accounting estimates on subsequent years.

Insofar as the Group considers that the capitalized amount should remain constant over the next few years, the impacts on the income statement for subsequent years would be as follows:

in € thousands	30/06/2019	31/12/2019	31/12/2020	31/12/2021	31/12/2022
Staff costs – excluding share-based payments	671	1,342	668	297	227
Other non-recurring income and expenses	6,411	12,822	8,803	5,385	1,667
Operating profit ^(*)	7,082	14,164	9,470	5,682	1,893
Tax	(1,820)	(3,641)	(2,351)	(1,411)	(470)
Net profit	5,262	10,523	7,119	4,271	1,423

(*) Including amortisation of intangible assets.

And the impacts on the balance sheet in subsequent years would be as follows:

in € thousands	30/06/2019	31/12/2019	31/12/2020	31/12/2021	31/12/2022
Net amount of other intangible assets	23,668	30,750	40,221	45,903	47,796
Deferred tax assets	(5,974)	(9,615)	(11,967)	(13,377)	(13,847)

5.3. Other non-current financial assets

in € thousands	01/01/2019	Increases	Decreases	Changes in scope of consolidation, reclassifications and currency translation differences	30/06/2019
Loans	6,019	12,391	(5)	(201)	18,204
Other financial assets	28,537	8,485	(11,440)	2,697	28,280
Gross amount	34,556	20,876	(11,445)	2,497	46,483
Loan provision	(689)	-	-	(4)	(693)
Impairment of other financial assets	1,154	-	-	(1,248)	(93)
Impairment	466	-	-	(1,252)	(786)
Net amount	35,021	20,876	(11,445)	1,245	45,697

5.4. Trade receivables and related accounts

in € thousands	30/06/2019	30/06/2018	31/12/2018
Gross amount	359,497	309,636	473,006
Impairment	(7,329)	(6,593)	(6,887)
Net amount	352,168	303,043	466,119

5.5. Other current assets

in € thousands	30/06/2019	30/06/2018	31/12/2018
Advances and payments on account	6,928	5,582	4,603
Social security receivables	5,128	4,824	3,972
Tax receivables	39,509	39,430	34,193
Prepaid expenses	19,906	19,393	17,509
Other receivables and other current assets	21,428	14,098	18,555
Total	92,899	83,328	78,831

All other current assets have a maturity of less than one year.

5.6. Equity

5.6.1. Share capital

At 30 June 2019, Ipsos SA's share capital amounted to €11,109,058.75, represented by 44,436,235 shares, each with a par value of €0.25.

The number of shares making up the share capital and the number of treasury shares changed as follows during the first half of 2019:

Number of shares (par value: €0.25)	Shares issued	Treasury shares	Shares in issue
At 31 December 2018	44,436,235	(882,924)	43,553,311
Increase in share capital (exercise of share subscription options)	-	-	-
Reduction in share capital (by way of the cancellation of treasury shares)	-	-	-
Transfers (delivery of shares under the free share plan)	-	353,049	353,049
Purchases/(sales) other than under the liquidity contract	-	-	-
Purchases/(sales) under the liquidity contract	-	13,523	13,523
At 30 June 2019	44,436,235	(516,352)	43,919,883

5.6.2. Share plans

5.6.2.1 Share subscription option plans

Since 1998, Ipsos SA's Board of Directors has set up several share subscription option plans at a specified price, for certain employees and all of the Group's senior executives. The features of the plans outstanding at 1 January 2019 are as follows:

Grant date	Earliest option exercise date	Final date for exercise of options	Exercise price (in €)	Number of grantees	Number of options initially granted	Number of options outstanding at 01/01/2019	Number of options granted during the period	Number of options cancelled during the period	Number of options exercised during the period	Number of options expired during the period	Number of options outstanding at 30/06/2019
04/09/2012	04/09/2015			129	1,545,380	628,794	-	(20,440)	-	-	608,354
04/09/2012	04/09/2016	04/09/2020	24.63	27	423,990	236,670	-	-	-	-	236,670
Total 2012-2020 IPF Plan				156	1,969,370	865,464	-	(20,440)	-	-	845,024

5.6.2.2 Free share plans

Each year since 2006, Ipsos SA's Board of Directors has set up plans to grant awards of free shares to French and international residents who are executive officers and employees of the Ipsos Group. Prior to the 2018 plan, these shares only vested after a period of two years, provided that the grantee was still an employee or officer of the Group at the end of that period. From 2018, the vesting period was extended to three years.

The features of the free share plans outstanding at 1 January 2019 are as follows:

Grant date	Type of shares	Number of grantees	Number of shares in awards initially granted	Vesting date	Number of shares outstanding at 01/01/2019	Number of shares in awards granted during the period	Number of shares in awards cancelled during the period	Number of shares in awards reclassified during the period	Number of shares vested during the period	Number of shares outstanding at 30/06/2019
28/04/2017	Ordinary shares	851	397,878	28/04/2019	366,764	-	(13,715)	-	(353,049)	-
Subtotal 2017 Plan		851	397,878	-	366,764	-	(13,715)	-	(353,049)	-
04/05/2018	Ordinary shares	1,006	394,398	04/05/2021	381,291	-	(4,262)	-	-	377,029
15/11/2018	Ordinary shares	30	54,205	15/11/2021	54,205	-	-	-	-	54,205
Subtotal 2018 Plan		1,036	448,603	-	435,496	-	(4,262)	-	-	431,234
27/02/2019	Ordinary shares	54	44,062	27/02/2022	-	44,062	(916)	-	-	43,146
28/05/2019	Ordinary shares	1,110	440,127	28/05/2022	-	440,127	-	-	-	440,127
Subtotal 2019 Plan		1,164	484,189	-	-	484,189	(916)	-	-	483,273
Total free share plans					802,260	484,189	(18,893)	-	(353,049)	914,507

5.6.3. Analysis of share-based payment expense

The expense recognised in respect of option plans and free share plans was calculated as follows:

in € thousands	30/06/2019	30/06/2018	31/12/2018
Free share plan of 28 April 2017	1,435	2,573	4,877
Free share plan of 4 May 2018	1,589	472	2,003
Free share plan of 15 November 2018	158		38
Free share plan of 28 May 2019	241		
Total (excluding employer contributions)	3,424	4,585	8,458
Employer contributions: France and United Kingdom	248	359	479
Total (with employer contributions)	3,672	4,944	8,937

5.7. Net financial debt

Analysis of borrowings and other financial liabilities by maturity

Net financial debt, after deducting cash and cash equivalents, was as follows:

in € thousands	30/06/2019				31/12/2018			
	Total	Maturity			Total	Maturity		
		Less than 1 year	Between 1 and 5 years	More than 5 years		Less than 1 year	Between 1 and 5 years	More than 5 years
Bonds	479,036	-	184,750	294,286	476,780	-	183,246	293,534
Bank borrowings	257,910	5,257	252,653	-	257,256	5,267	251,989	-
Derivative financial instruments – liabilities	8	8	-	-	-	-	-	-
Debt linked to finance leases	141	94	46	-	632	326	306	-
Other financial liabilities	111	11	100	-	114	8	106	-
Accrued interest on financial liabilities	10,263	10,263	-	-	5,284	5,284	-	-
Bank overdrafts	2,279	2,279	-	-	2,828	2,828	-	-
Borrowings and other financial liabilities (a)	749,748	17,912	437,550	294,286	742,894	13,713	435,647	293,534
Derivative financial instruments – assets (b)	-	-	-	-	500	500		
Marketable securities	4,673	4,673	-	-	4,475	4,475	-	-
Cash	140,590	140,590	-	-	163,358	163,358	-	-
Cash and cash equivalents (c)	145,263	145,263	-	-	167,834	167,834	-	-
Net financial debt (a - b - c)	604,485	(127,351)	437,550	294,286	574,560	(154,621)	435,647	293,534

5.8. Current and non-current provisions

in € thousands	1 January 2019	Allowances	Reversals of provisions used	Reversals of provisions not used	Change in scope of consolidation and other reclassifications	Exchange rate impact	30 June 2019
Provisions for litigation and other risks	4,745	185	(679)	(55)	(52)	70	4,214
Provisions for other losses and contingencies	4,929	2,850	(2,219)	(655)	(1,840)	148	3,213
Provisions for retirement benefit obligations	29,714	1,019	6		2	62	30,803
Total	39,388	4,054	(2,892)	(710)	(1,890)	280	38,230
o/w current provisions	4,996						3,606
o/w non-current provisions	4,678						3,820

Provisions for litigation primarily concern commitments relating to legal disputes with employees.

Provisions for other losses and contingencies mainly include provisions for social risks.

5.9. Other current and non-current liabilities

in € thousands	30/06/2019			31/12/2018		
	Within 1 year	After 1 year	Total	Within 1 year	After 1 year	Total
Purchase prices and earn-out payments ⁽¹⁾	506	11,641	12,146	450	11,514	11,964
Acquisitions of non-controlling interests ⁽¹⁾	727	2,996	3,723	11,161	2,911	14,072
Tax and social security liabilities	114,988	-	114,988	129,816	-	129,816
Contract liabilities	27,990	-	27,990	30,199	-	30,199
Other debt and other liabilities	47,899	567	48,466	4,618	7,615	12,233

Total	192,110	15,204	207,313	176,244	22,040	198,284
Total excluding contracts liabilities	164,120	15,204	179,323	146,045	22,040	168,085

(1) See comments in Note 6.3.1. "Acquisition-related commitments".

(2) This item mainly concerns research carried out for customers where the amount invoiced exceeds revenue recognised using the percentage-of-completion method.

5.10. Contract assets and liabilities

Contract assets relate to the Group's right to receive payments for research not invoiced at the reporting date. Contract liabilities relate to advance payments received from customers for research where revenue is recognised on an accrual basis as well as deferred income relating to revenue generated by contracts.

5.11. Right-of-use assets and lease liabilities

The analysis by maturity of lease liabilities is as follows:

in € thousands	30/06/2019			
	Total	Maturity		
		Less than 1 year	Between 1 and 5 years	More than 5 years
Lease liabilities (current)	40,837	40,837	-	-
Interest expense on lease liabilities	636	636	-	-
Total lease liabilities (current)	41,473	41,473		
Lease liabilities (non-current)	140,140	-	104,297	35,843
Lease liabilities (total)	140,140	-	104,297	35,843

The analysis by type of right-of-use asset is as follows:

in € thousands	01/01/2019	Increases	Decreases	Exchange rate impact	Changes in scope of consolidation and other movements	30/06/2019
Right-of-use assets (office space leases)	153,334	19,945	(1,776)	2,130	-	173,633
Right-of-use assets (vehicle leases)	3,510	960	(10)	(5)	-	4,455
Gross amount	156,844	20,905	(1,785)	2,125	-	178,088
Right-of-use assets (office space leases)		(18,038)	235	(803)	-	(18,606)
Right-of-use assets (vehicle leases)		(868)	10	(2)	-	(860)
Amortisation and depreciation	-	(18,906)	245	(805)	-	(19,465)
Net amount	156,844	1,999	(1,540)	1,320	-	158,623

5.12. General operating expenses

in € thousands	30/06/2019	30/06/2018	31/12/2018
General operating expenses, excluding amortisation and depreciation	(76,696)	(91,505)	(182,081)
Lease expenses eliminated under IFRS 16	21,490	-	-
Amortisation and depreciation	(30,080)	(9,775)	(25,397)
Amortisation and depreciation of lease liabilities under IFRS 16	(18,906)	-	-
Total general operating expenses	(106,776)	(101,280)	(207,477)

6. Notes to the cash flow statement and additional information

6.1. Change in working capital requirement

in € thousands	30/06/2019	30/06/2018	31/12/2018
Decrease/(increase) in trade receivables	33,805	89,690	14,446
Increase/(decrease) in trade payables	(17,003)	(38,899)	(6,876)
Change in other receivables and payables	(30,900)	(34,786)	(4,088)
Change in working capital requirement	(14,098)	16,004	(3,482)

6.2. Cash flows from investing activities

in € thousands	30/06/2019	30/06/2018	31/12/2018
Acquisitions of intangible assets	(16,147)	(14,346)	(35,021)
Acquisitions of property, plant and equipment	(4,727)	(6,074)	(13,797)
Total acquisitions during the period	(20,874)	(20,420)	(48,818)
Deferred disbursement	(311)	15	(187)
Payments made on acquisitions of intangible assets and property, plant and equipment	(21,185)	(20,406)	(49,006)

6.3. Commitments

6.3.1. Acquisition-related commitments

Commitments to acquire non-controlling interests, deferred payments and earn-out payments that are discounted and recognised as other non-current liabilities and other current liabilities at 30 June 2019 break down as follows:

in € thousands	Less than or equal to 1 year	Between 1 and 5 years	More than 5 years	Total
Deferred payments and earn-out payments				
EMEA	457	6,991		7,448
Americas	49			49
Asia-Pacific			4,650	4,650
Subtotal	506	6,991	4,650	12,146
Commitments to acquire non-controlling interests				
EMEA	727	2,051		2,778
Americas		944		944
Asia-Pacific				
Subtotal	727	2,996		3,723
Total	1,233	9,987	4,650	15,870

6.3.2. Other commitments and litigation

At 30 June 2019, the Group was not involved in any significant litigation.

6.4. Related party transactions

Related party transactions were not material at 30 June 2019.

6.5. Risk factors

There have been no significant changes to the risk factors as described in chapter 4 “Risk factors” of the 2018 registration document.

6.6. Subsequent events

No significant subsequent events have occurred since the end of the period.

Companies included in the scope of consolidation at 30 June 2019

6.7. Scope of consolidation

The following companies are included in the scope of consolidation:

Fully consolidated companies

Company	Legal form	% of voting rights	% interest 2019	Country	Address
Ipsos	SA	Parent	100.00	France	35 rue du Val de Marne, 75013 Paris
Europe					
Ipsos Group GIE	GIE	100.00	100.00	France	35 rue du Val de Marne, 75013 Paris
Ipsos France	SAS	100.00	100.00	France	35 rue du Val de Marne, 75013 Paris
Ipsos Observer	SA	100.00	99.99	France	35 rue du Val de Marne, 75013 Paris
Popcorn Media	SA	99.99	99.98	France	35 rue du Val de Marne, 75013 Paris
GIE Ipsos	GIE	100.00	100.00	France	35 rue du Val de Marne, 75013 Paris
Ipsos Ocean Indien	SARL	100.00	100.00	France	158 rue Juliette Dodu, 97400 Saint Denis, La Réunion
Ipsos Antilles	SAS	100.00	100.00	France	Les Hauts de Californie, Morne Pavillon, 97232 Le Lamentin, Martinique
Synthesio SAS	SAS	99.94	99.94	France	8-10 rue Villedo, 75001 Paris
Espaces TV	SA	100.00	100.00	France	30 rue d'Orléans, 92200 Neuilly sur Seine
Ipsos MORI UK Ltd	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Price Search	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Ipsos Interactive Services Ltd	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
M&ORI Limited	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
MORI Ltd	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Ipsos EMEA Holding Limited	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Ipsos Pan Africa Holdings Limited	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Synovate Healthcare Limited	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Ipsos Retail Performance Ltd	Ltd	100.00	100.00	United Kingdom	Beech House, Woodlands Business Park, Milton Keynes MK14 6ES
Ipsos Mystery Shopping UK Ltd	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Ipsos Mystery Shopping S UK Ltd	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Synthesio Ltd	Ltd	100.00	99.94	United Kingdom	28 Brunswick Place, London N1 6DZ
Ipsos Limited	Ltd	100.00	100.00	Ireland	Block 3, Blackrock Business Park, Blackrock, Co Dublin
Ipsos GmbH	GmbH	100.00	100.00	Germany	Sachsenstraße 6, 20097 Hamburg
Ipsos Operations GmbH	GmbH	100.00	100.00	Germany	Sachsenstraße 6, 20097 Hamburg
Ipsos Loyalty	GmbH	100.00	100.00	Germany	Sachsenstraße 6, 20097 Hamburg
Trend.test GmbH	GmbH	100.00	100.00	Germany	Kolonnenstraße 26, 10829 Berlin
Ipsos Bahnreisenforschung GmbH	GmbH	100.00	100.00	Germany	Elektrastraße 6, 81925 Munich
1-2-3 MysteryWorldNet GmbH	GmbH	100.00	100.00	Germany	Herrngraben 3, 20459 Hamburg
Ipsos S.r.l.	S.r.l.	100.00	100.00	Italy	Via Tolmezzo 15, 20132 Milan

Company	Legal form	% of voting rights	% interest 2019	Country	Address
Ipsos Iberia, S.A.	S.A.	100.00	100.00	Spain	Avenida del Llano Castellano 13 - 3ª, 28034 Madrid
Ipsos Understanding Unlimited, S.A.U.	S.A.U.	100.00	100.00	Spain	Avenida del Llano Castellano 13 - 3ª, 28034 Madrid
Ipsos Holding Belgium	SA	100.00	100.00	Belgium	Paepsemiaan 11, 1070 Anderlecht
Ipsos NV (Belgium)	SA	100.00	100.00	Belgium	Grote Steenweg 110, 2600 Berchem
Social Karma	SA	100.00	99.94	Belgium	Rue du Belvédère 29, 1050 Brussels
Ipsos Hungary Zrt.	Zrt.	100.00	100.00	Hungary	Pap Károly u. 4-6, Budapest 1139
Synovate - Investigação de Mercado, Lda	Lda	100.00	100.00	Portugal	Rua Ramalho Ortigão No. 8-2º Dto., 1070-230 Lisbon
Ipsos Sp. z o.o.	Sp. z o.o.	100.00	100.00	Poland	ul. Domaniewska 34A, Warsaw 02-672
Ipsos AB	AB	100.00	100.00	Sweden	S:t Göransgatan 63, Box 12236, 102 26 Stockholm
Ipsos Norm AB	AB	100.00	100.00	Sweden	Hälsingegatan 49, 5tr., 113 31 Stockholm
Ipsos AS	AS	100.00	100.00	Norway	Karenslyst Allé 20, 0278 Oslo, Postal address: Postboks 64 Skøyen, 0212 Oslo
Ipsos A/S	AS	100.00	100.00	Denmark	Store Kongensgade 1, 1. sal, 1264 Copenhagen K
Ipsos Interactive Services SRL	SRL	100.00	100.00	Romania	Splaiul Independenței 319G, Atrium House, parter, Sectorul 6, 060044 Bucharest
Ipsos Research SRL	SRL	100.00	100.00	Romania	Str. Sîriului 20, Zona A, Corp A, Etaj 1, Sector 1, 014354 Bucharest
Ipsos Digital SRL	SRL	100.00	100.00	Romania	Splaiul Independenței 319G, Atrium House, parter, Zona A, Corp A, Sectorul 6, 060044 Bucharest
Ipsos Eood	EOOD	100.00	100.00	Bulgaria	119 Europa Boulevard, 5th Floor, 1324 Sofia
Ipsos Comcon LLC	LLC	100.00	100.00	Russia	3, Bld. 2, Verhn. Krasnoselskaya St., 107140 Moscow
Ipsos s.r.o.	s.r.o.	78.70	78.70	Czech Republic	Slovanský dům, vchod E, Na Příkopě 22, Prague 1, 110 00
Ipsos s.r.o.	s.r.o.	100.00	78.70	Slovakia	Heydukova 12, 811 08 Bratislava
Ipsos GmbH	S.r.l.	100.00	78.70	Austria	Rotenturmstraße 16-18 / 7th Floor, 1010 Vienna
Ipsos LLC	LLC	100.00	100.00	Ukraine	6A Volodimirskaya Street, Office 1, 01025 Kiev
Ipsos S.A.	S.A.	100.00	100.00	Switzerland	11 Chemin du Château-Bloch, 1219 Le Lignon, Geneva
Ipsos	A.S.	100.00	100.00	Turkey	Centrum Is Merkezi Aydınevler No 3, 34854 Küçükyalı, Istanbul
Synovate (Holdings) South Africa Pty Ltd	Pty Ltd	100.00	100.00	South Africa	Building 3 & 4, Prism Business Park, Ruby Close, Fourways 2055, Johannesburg
Ipsos (Pty) Ltd	Pty Ltd	100.00	100.00	South Africa	Building 3 & 4, Prism Business Park, Ruby Close, Fourways 2055, Johannesburg
Ipsos Strategic Puls SAS	SAS	90.80	90.80	France	35 rue du Val de Marne, 75013 Paris
Ipsos Strategic Marketing d.o.o.	d.o.o.	100.00	90.80	Serbia	Gavrila Principa 8, 11000 Belgrade
Ipsos d.o.o.	d.o.o.	100.00	90.80	Croatia	Šime Ljubića 37, 21000 Split
Ipsos Strategic Puls d.o.o.e.l.	d.o.o.e.l.	100.00	90.80	Macedonia	Kairska 31, 1000 Skopje
Ipsos Strategic Puls d.o.o.	d.o.o.	100.00	90.80	Montenegro	Bulevar Svetog Petra Cetinjskog 149, 81000 Podgorica
Ipsos d.o.o.	d.o.o.	100.00	90.80	Slovenia	Leskoškova 9E, 1000 Ljubljana
Ipsos d.o.o.	d.o.o.	100.00	90.80	Bosnia and Herzegovina	Hamdije Kreševljakovića 7c, 71 000 Sarajevo
Strategic Puls Research	Sh.p.k.	100.00	90.80	Albania	Rr. Frosina Plaku. Godina 8 kate, apt. 7, kati 2, 1020 Tirana
Ipsos d.o.o.e.l. - Dega Ne Kosove	Branch	90.80	90.80	Kosovo	Emin Duraku 16, 10000 Prishtina
Ipsos Nigeria Limited	Ltd	100.00	100.00	Nigeria	70 Adeniyi Jones Avenue, Ikeja, Lagos

Company	Legal form	% of voting rights	% interest 2019	Country	Address
Ipsos (East Africa) Limited	Ltd	80.00	80.00	Kenya	Acorn House, 97 James Gichuru Road, Lavington, P.O. Box 68230, 00200 City Square, Nairobi
Ipsos Limited	Ltd	100.00	100.00	Kenya	Acorn House, 97 James Gichuru Road, Lavington, P.O. Box 68230, 00200 City Square, Nairobi
Ipsos Limited	Ltd	100.00	100.00	Ghana	4 Farrar Avenue, Asylum Down, PMB 7, Kanda, Accra
Ipsos SARL	SARL	100.00	100.00	Côte d'Ivoire	Boulevard Latrille, Carrefour Macaci, II Plateaux - Cocody, Rue J 54, Villa duplex No. 69, BP 2280, Abidjan 11
Ipsos Moçambique, Lda	Lda	100.00	100.00	Mozambique	Avenida Francisco Orlando Magumbwe 528, Maputo
Ipsos Ltd	Ltd	100.00	100.00	Uganda	Padre Pio House, Plot 32, Lumumba Road, PO Box 21571, Kampala
Ipsos Tanzania Limited	Ltd	100.00	100.00	Tanzania	Plot 172, Regent Estate, PO Box 106253, Mikocheni, Dar es Salaam
Ipsos Limited	Ltd	100.00	100.00	Zambia	Plot 9632, Central Street, Chudleigh, PO Box 36605, Lusaka
Ipsos Senegal	SASU	100.00	100.00	Senegal	Centre Agora, VDN Villa No. 7, Fann Mermoz, BP 25582, Dakar
Ipsos SASU	SASU	100.00	100.00	Cameroon	Centre d'affaires Flatters, 96 rue Flatters, Bonanjo, Douala
Synovate Holdings BV	BV	100.00	100.00	Netherlands	Amstelveenseweg 760, 1081 JK Amsterdam
Ipsos BV	BV	100.00	100.00	Netherlands	Amstelveenseweg 760, 1081 JK Amsterdam
Ipsos Norm BV	BV	100.00	100.00	Netherlands	Amstelveenseweg 760, 1081 JK Amsterdam
Ipsos A.E.	A.E.	100.00	100.00	Greece	8 Kolokotroni Street, 10561 Athens
Ipsos Market Research Ltd	Ltd	100.00	100.00	Cyprus	2-4 Arch. Makarios III Avenue, Capital Center, 9th Floor, 1065 Nicosia
Portdeal Ltd	Ltd	100.00	100.00	Cyprus	Themistokli Dervi 3, Julia House, P.C. 1066, Nicosia
Regional Financing Company S.A.	SA	100.00	100.00	Luxembourg	15 avenue Émile Reuter, 2420 Luxembourg
North America					
Ipsos America, Inc.	Inc.	100.00	100.00	United States	301 Merritt 7, Norwalk, CT 06851
Ipsos-Insight, LLC	LLC	100.00	100.00	United States	301 Merritt 7, Norwalk, CT 06851
Ipsos-Insight Corporation	Corp.	100.00	100.00	United States	301 Merritt 7, Norwalk, CT 06851
Ipsos Interactive Services US, LLC	LLC	100.00	100.00	United States	301 Merritt 7, Norwalk, CT 06851
Ipsos Public Affairs, LLC	LLC	100.00	100.00	United States	301 Merritt 7, Norwalk, CT 06851
Ipsos MMA, Inc.	Inc.	100.00	100.00	United States	301 Merritt 7, Norwalk, CT 06851
Research Data Analysis, Inc.	Inc.	100.00	100.00	United States	450 Enterprise Court, Bloomfield Hills, MI 48302
Synthesio, Inc.	Inc.	100.00	99.94	United States	35 West 31st Street, 5th Floor, New York, NY 10001
Ipsos NPD Inc.	Corp.	100.00	100.00	Canada	240 Duncan Mill Road, Suite 2240, Toronto, ON M3B 3S6
Ipsos Corp.	Corp.	100.00	100.00	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Interactive Services Limited Partnership	LP	100.00	100.00	Canada	1075 West Georgia Street, 17th Floor, Vancouver, BC V6E 3C9
Ipsos Limited Partnership	LP	100.00	100.00	Canada	1075 West Georgia Street, 17th Floor, Vancouver, BC V6E 3C9
Latin America					
Ipsos Argentina	S.A.	100.00	100.00	Argentina	Olazábal 1371, CP 1428DGE, Buenos Aires, Argentina
Ipsos Observer S.A.	S.A.	51.00	51.00	Argentina	Olazábal 1371, CP 1428DGE, Buenos Aires, Argentina
Ipsos Brasil Pesquisas de Mer.	Ltda	100.00	100.00	Brazil	Avenida Nove de Julho, 4865, 7º andar, Jardim Paulista, CEP 01407-200, São Paulo, SP

Company	Legal form	% of voting rights	% interest 2019	Country	Address
Ipsos Brazil 2011 Pesquisas de Mercado	Ltda	100.00	100.00	Brazil	Calçada Antares 264, Centro de Apoio II, Alphaville, CEP 06541-065, Santana do Parnaíba, SP
Ipsos C.A.	C.A.	100.00	100.00	Venezuela	Avenida Francisco de Miranda entre Primera Avenida y Avenida Andrés Bello, Edf. Mene Grande I, Piso 1, oficina 1-3, Urb. Los Palos Grandes, Chacao, Caracas 1060
Ipsos S.A. de C.V.	S.A. de C.V.	100.00	100.00	Mexico	Paseo de las Palmas 500, piso 1, Col. Lomas de Chapultepec, Miguel Hidalgo, CP 11000 Mexico City DF
Field Research de Mexico S.A. de C.V.	S.A. de C.V.	100.00	100.00	Mexico	Avenida Ingenieros Militares 85, Interior 101, Col. Nueva Argentina, Miguel Hidalgo, CP 11230 Mexico City DF
Ipsos CCA Inc.	Inc.	100.00	100.00	Panama	816 Edificio Century Tower, Avenida Ricardo J. Alfaro, Panama City
Ipsos SRL	SRL	90.00	90.00	Dominican Republic	Calle Frank Felix Miranda 47, Ensanche Naco, Santo Domingo, DN
Ipsos, S.A.	S.A.	100.00	100.00	Guatemala	13 Calle 2-60, Zona 10, Edificio Topacio Azul, Nivel 8, Of. 803, 01010 Guatemala
Ipsos, Inc. (Puerto Rico)	Inc.	100.00	100.00	Puerto Rico	463 Fernando Calder Street, 00918 San Juan
Ipsos TMG Panama S.A.	S.A.	100.00	100.00	Panama	816 Edificio Century Tower, Avenida Ricardo J. Alfaro, Panama City
Ipsos TMG S.A.	S.A.	100.00	100.00	Panama	816 Edificio Century Tower, Avenida Ricardo J. Alfaro, Panama City
Ipsos Opinión y Mercado S.A.	S.A.	100.00	100.00	Peru	Avenida Reducto 1363, Miraflores, Lima 18
Premium Data S.A.C.	S.A.C.	100.00	100.00	Peru	Avenida Republica de Panama 6352, Miraflores, Lima 18
Ipsos Opinion y Mercado S.A.	S.A.	100.00	96.80	Bolivia	Calle Waldo Ballivián 540, Sopocachi, La Paz
Ipsos Ecuador S.A.	S.A.	100.00	100.00	Ecuador	Javier Aráuz N36-15 y Germán Alemán, Quito
Servicios Ecuatorianos Atika S.A.	S.A.	65.40	65.40	Ecuador	Javier Aráuz N36-15 y Germán Alemán, Quito
Ipsos Herrarte, S.A. de C.V.	S.A. de C.V.	99.00	50.49	El Salvador	79 Avenida Norte y 7 Calle Poniente, No. 4109, Col. Escalón, San Salvador
Ipsos Herrarte S.A. de C.V. (Nicaragua)	S.A. de C.V.	99.00	50.49	Nicaragua	Plaza Julio Martínez 1c. abajo, 3c. al sur, 1c. abajo, Managua RUC: J0310000176078
Herrarte, S.A. de C.V.	S.A. de C.V.	99.00	50.49	Honduras	Col. Loma Linda Sur, Segunda Calle, Trece Avenida, Casa No. 32, Bloque H, Atrás de la Iglesia Cristo Viene, Tegucigalpa, M.D.C. RTN: 08019008184302
Ipsos S.A.	S.A.	100.00	100.00	Costa Rica	Barrio Escalante, de la Iglesia Santa Teresita 300 metros este, 100 norte y 25 este, San José
Synovate (Costa Rica) S.A.	S.A.	100.00	100.00	Costa Rica	Barrio Escalante, de la Iglesia Santa Teresita 300 metros este, 100 norte y 25 este, San José
Ipsos (Chile) S.A.	S.A.	100.00	100.00	Chile	Pedro de Valdivia 555, piso 10, Providencia, Santiago
Ipsos Observer Chile	S.A.	100.00	100.00	Chile	Pedro de Valdivia 555, piso 7, Providencia, Santiago
Ipsos ASI Andina S.A.S.	S.A.S.	100.00	100.00	Colombia	Calle 74 No 11 – 81, Piso 5, Bogotá
Ipsos Napoleon Franco & Cia S.A.S.	S.A.S.	100.00	100.00	Colombia	Calle 74 No 11 – 81, Piso 5, Bogotá
Synovate Colombia S.A.	S.A.	100.00	100.00	Colombia	Calle 74 No 11 – 81, Piso 5, Bogotá
Livra Europe Ltd	Ltd	100.00	100.00	United Kingdom	3 Thomas More Square, London E1W 1YW
Livra.com S.A.	S.A.	100.00	100.00	Argentina	Olazábal 1371, CP 1428DGE, Buenos Aires, Argentina
Asia-Pacific					
Ipsos Limited	Ltd	100.00	100.00	Hong Kong	22F Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong
Ipsos (China) Consulting Co., Ltd.	Ltd.	100.00	100.00	China	Suite 1201-1204, 12th Floor, Union Plaza, 20 Chaowai Avenue, Beijing
Ipsos Asia Limited	Ltd.	100.00	100.00	Hong Kong	22F Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong

Company	Legal form	% of voting rights	% interest 2019	Country	Address
Ipsos China Limited	Ltd.	100.00	100.00	Hong Kong	22F Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong
Synovate Ltd	Ltd	100.00	100.00	Hong Kong	22F Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong
Ipsos Observer Limited	Ltd	100.00	100.00	Hong Kong	22F Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong
Ipsos Pte Ltd	Pte Ltd	100.00	99.99	Singapore	3 Killiney Road, #05-01 Winsland House 1, Singapore 239519
Synthesio Pte Ltd	Pte Ltd	100.00	99.94	Singapore	1 George Street, Level 10, Singapore 049145
Ipsos Limited	Ltd.	100.00	100.00	Taiwan	25F, No. 105, Sec. 2, Tun Hwa S. Rd., Da-an District, Taipei 106
Ipsos Co., Ltd.	Co. Ltd.	100.00	100.00	South Korea	12th Floor, Korea Daily Economic Building, 463 Cheongpa-ro, Jung-gu, Seoul 04505
Ipsos (Philippines), Inc.	Inc.	100.00	100.00	Philippines	Unit 1401B, One Corporate Centre, Julia Vargas Avenue corner Meralco Avenue, Ortigas Center, Pasig City, Metro Manila
Ipsos Inc.	Inc.	100.00	100.00	Philippines	Unit 1401B, One Corporate Centre, Julia Vargas Avenue corner Meralco Avenue, Ortigas Center, Pasig City, Metro Manila
Ipsos Ltd.	Ltd.	100.00	100.00	Thailand	19th Floor, Empire Tower, 1 South Sathorn Road, Yannawa, Sathorn, Bangkok 10120
PT Ipsos Market Research	PT	100.00	100.00	Indonesia	Gedung Graha Arda Lt. 3, Jl. H.R. Rasuna Said Kav. B-6, Setiabudi, Jakarta Selatan 12910
Ipsos Sdn Bhd	Sdn Bhd	100.00	100.00	Malaysia	C-2-3A TTDI Plaza, 3 Jalan Wan Kadir, Taman Tun Dr. Ismail, 60000 Kuala Lumpur
IJD Limited	Ltd.	100.00	100.00	Thailand	Asia Centre Building, 21st and 22nd Floors, 173 South Sathorn Road, Thungmahamek, Sathorn, Bangkok 10120
PT Field Force Indonesia	PT	100.00	100.00	Indonesia	Gedung Graha Arda Lt. 3, Jl. H.R. Rasuna Said Kav. B-6, Setiabudi, Jakarta Selatan 12910
Ipsos Radar Market Consulting	Ltd.	100.00	100.00	China	Room 3409, International Trade Center, Ren Min Nan Road , Shenzhen
Ipsos LLC	LLC	100.00	100.00	Vietnam	Level 9A, Nam A Bank Building, 201-203 Cach Mang Thang 8 Street, District 3, Ho Chi Minh City
Ipsos Pty Ltd	Pty Ltd	100.00	100.00	Australia	Level 13, 168 Walker Street, North Sydney, NSW 2060
I-View Pty Ltd	Pty Ltd	100.00	100.00	Australia	Level 14, 168 Walker Street, North Sydney, NSW 2060
Ipsos Public Affairs Pty Ltd	Pty Ltd	100.00	100.00	Australia	Level 13, 168 Walker Street, North Sydney, NSW 2060
Ipsos Ltd	Ltd	100.00	100.00	New Zealand	Level 3, 8 Rockridge Avenue, Penrose 1061, Auckland
Ipsos KK	KK	100.00	100.00	Japan	1-12-12 Higashitenma, Kita-ku, Osaka 530-0044
Japan Marketing Operations Co.	KK	100.00	100.00	Japan	1-12-12 Higashitenma, Kita-ku, Osaka 530-0044
Ipsos Japan Holding Co., Ltd.	KK	100.00	100.00	Japan	1-12-12 Higashitenma, Kita-ku, Osaka 530-0044
Ipsos Healthcare Japan Ltd.	Ltd.	100.00	100.00	Japan	Hulic Kamiyacho Building, 4-3-13 Toranomon, Minato-ku, Tokyo 105-0001
Ipsos Research Pvt. Ltd.	Pvt. Ltd.	100.00	100.00	India	Lotus Corporate Park, Unit No. 1701, F Wing, Off Western Express Highway, Goregaon East, Mumbai 400063
Ipsos LLP	LLP	100.00	100.00	Kazakhstan	Tole Bi Str. 101, Dalych Business Center, Block "A", Office 5 "A", Almalinskiy Raion, Almaty 050012
Middle East and North Africa					
Ipsos Stat SA	SA	52.67	52.67	France	35 rue du Val de Marne, 75013 Paris
Ipsos s.a.l.	s.a.l.	93.33	49.16	Lebanon	Ipsos Building, Freeway Street, Dekwaneh, Beirut
AGB Stat Ipsos s.a.l.	s.a.l.	58.00	43.76	Lebanon	Ipsos Building, Freeway Street, Dekwaneh, Beirut
Ipsos Mena Offshore s.a.l.	s.a.l.	98.66	51.96	Lebanon	Ipsos Building, Freeway Street, Dekwaneh, Beirut
Ipsos Stat Jordan (Ltd)	LLC	100.00	52.67	Jordan	Wasfi Al Tal Str, P.O. Box 830871, Amman 11183

Company	Legal form	% of voting rights	% interest 2019	Country	Address
The European Co. for Marketing Research	LLC	100.00	52.67	Kuwait	Beirut Street, PO Box 22417, Safat 13085, Hawally
Ipsos Stat (Emirates) LLC	LLC	42.14	42.14	United Arab Emirates	Al Thuraya Tower 1, 8th Floor, Dubai Media City, PO Box 71283, Dubai
Ipsos Stat FZ	LLC	100.00	52.60	United Arab Emirates	Al Thuraya Tower 1, 8th Floor, Dubai Media City, PO Box 71283, Dubai
Ipsos Saudi Arabia LLC	LLC	100.00	52.60	Saudi Arabia	Tahlia Street, Yamamah Building, Office 31, P.O Box 122200, Jeddah 21332
Ipsos WLL	WLL	99.00	52.14	Bahrain	Al Ain Building, Flat 11, Building 92, Road 36, Block 334, Manama/Al Mahooz
Ipsos Egypt for Consultancy Services	S.A.E.	100.00	52.67	Egypt	35A Saray El-Maadi Tower, 4th Floor, Cornish El-Nile, Maadi, Cairo
Iraq Directory for Research and Studies Co. Ltd.	Co. Ltd.	70.00	36.87	Iraq	Al-Ahtamia, Najib Basha, Mahala 306, Street 13, Building 91, Baghdad
Synovate - The Egyptian Market Research Co	LLC	100.00	52.67	Egypt	35A Saray El-Maadi Tower, 4th Floor, Cornish El-Nile, Maadi, Cairo
Marocstat	SARL	99.00	52.14	Morocco	16 rue des Asphodèles, 5ème étage, Maârif, Casablanca 20380
MDCS	SARL	100.00	52.14	Morocco	16 rue des Asphodèles, 5ème étage, Maârif, Casablanca 20380
Synovate Market Research SARL	SARL	100.00	52.67	Morocco	16 rue des Asphodèles, 5ème étage, Maârif, Casablanca 20380
EURL Synovate	EURL	100.00	100.00	Algeria	Lotissement AADL, Villa n° 13, Saïd Hamdine, Bir Mourad Raïs, Algiers
Ipsos SARL	SARL	100.00	52.66	Tunisia	Immeuble Luxor, 3ème étage, Centre Urbain Nord, 1082 Tunis
Ipsos Market Research Ltd.	Ltd.	100.00	100.00	Israel	Tuval 13, 525228 Ramat Gan
Ipsos Qatar WLL	LLC	50.00	50.00	Qatar	IBA Building, 1st Floor, C Ring Road, Doha
Ipsos Pakistan	Pvt. Ltd.	36.87	36.90	Pakistan	4th Floor, Tower 10, MPCHS, E-11/1 Islamabad

Equity-accounted companies

Company	Legal form	% of voting rights	% interest 2018	Country	Address
APEME	Lda	25.00	25.00	Portugal	Avenida Duque de Ávila 26, 3º andar, 1000-141 Lisbon
Ipsos-Opinion S.A.	A.E.	30.00	30.00	Greece	8 Kolokotroni Street, 10561 Athens
Shanghai Ipsos Info Technology Co. Ltd.	Co. Ltd.	40.00	40.00	China	Room 581, Gate 2, No. 148, Lane 999, Xin'er Road, Baoshan District, Shanghai
Zhejiang Oneworld BigData Investment Co. Ltd.	Co. Ltd.	40.00	40.00	China	Room 657, Office Building No. 5, Meishan Avenue Business Center, Beilun District, Ningbo City, Zhejiang

III. Statutory auditor's review report on the half-yearly financial information (Period from 1st of January 2019 to 30th of June 2019)

This is a free translation into English of the statutory auditors' review report on the half-yearly financial information issued in French and it is provided solely for the convenience of English-speaking users. This report includes information relating to the specific verification of information given in the Group's half-yearly management report. This report should be read in conjunction with, and construed in accordance with, French law and professional standards applicable in France.

To the Shareholders,

In compliance with the assignment entrusted to us by your General Meeting and in accordance with the requirements of article L. 451-1-2 III of the French Monetary and Financial Code (Code monétaire et financier), we hereby report to you on:

- the review of the accompanying condensed half-yearly consolidated financial statements of Ipsos SA, for the period from 1 January 2019 to 30 June 2019;
- the verification of the information contained in the half-yearly management report.

These condensed interim consolidated financial statements are the responsibility of the Board of Directors. Our role is to express a conclusion on these financial statements based on our review.

1 Conclusion on the financial statements

We conducted our review in accordance with professional standards applicable in France. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with professional standards applicable in France and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Based on our review, nothing has come to our attention that causes us to believe that the accompanying condensed half-yearly consolidated financial statements are not prepared, in all material respects, in accordance with IAS 34 – "standard of the IFRSs as adopted by the European Union applicable to interim financial information.

Without qualifying our conclusion, we draw your attention to the matter set out in note "1.2.1. Basis of preparation of interim financial information for the six months ended 30 June 2019" to the condensed half-yearly consolidated financial statements regarding the effects resulting from:

- the first application of IFRS 16 on lease contracts and IFRIC 23 on uncertainty over income tax treatments,
- the changes in the presentation of the cash flow statement in connection with the application of IFRS 16.

2 Specific verification

We have also verified the information presented in the half-yearly management report on the condensed half-yearly consolidated financial statements subject to our review. We have no matters to report as to its fair presentation and consistency with the condensed half-yearly consolidated financial statements.

Neuilly-sur-Seine and Courbevoie, 24 July 2019

The Statutory auditors

French original signed by:

Grant Thornton
Membre français de Grant Thornton
International

Mazars

Solange Aiache
Partner

Isabelle Massa
Partner

IV. Statement of Responsible Person

I hereby certify that, to the best of my knowledge, the condensed consolidated financial statements for the half-year ended June 30, 2019 were prepared in accordance with the applicable accounting standards and give a true and fair view of the assets, liabilities, financial position and results of Ipsos SA and all the entities included in the scope of consolidation and that the interim report in Chapter I above provides a true and fair overview of the important events of the first half of the financial year and of their impact on the financial statements, of the main transactions with related parties, as well as a description of the main risks and uncertainties for the remaining six months of the financial year.

Paris,
On July 24, 2019

Didier Truchot
Chairman and CEO