

ESG - INVESTOR PRESENTATION

Updated January 2021

GAME CHANGERS



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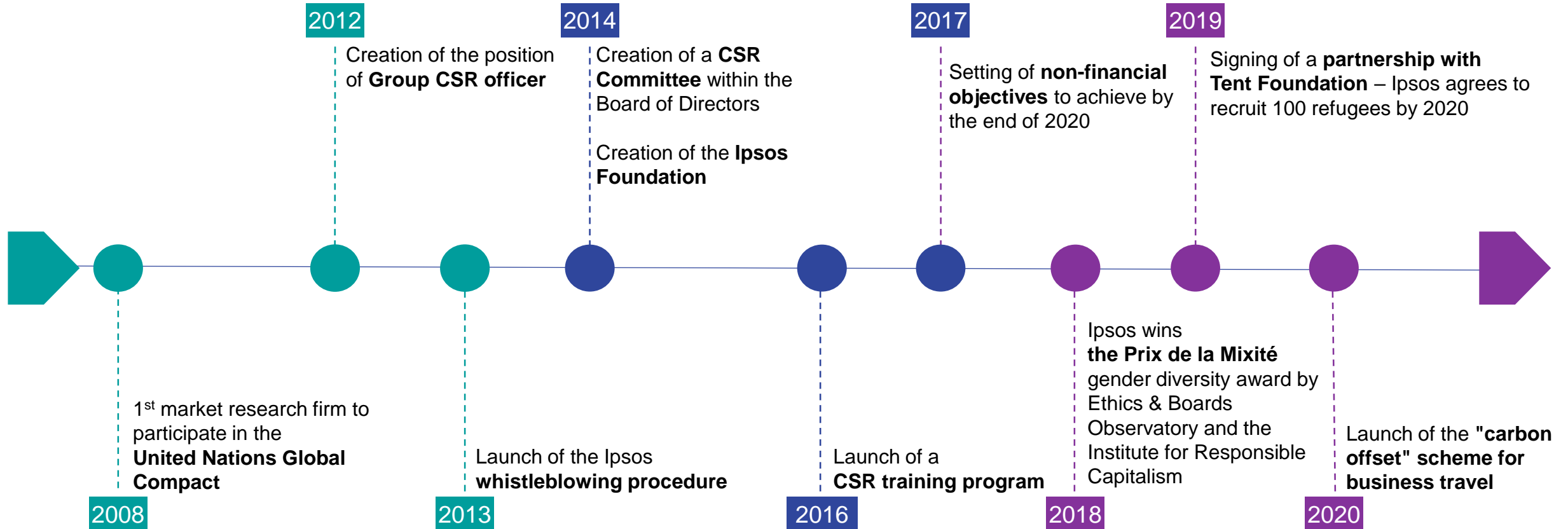
03 TARGETS AND INITIATIVES 2020

**ESG :
OVER 10 YEARS OF
COMMITMENT**



CORPORATE SOCIAL RESPONSIBILITY JOURNEY

More than 10 years of commitment



2020: IPSOS ADOPTS A “RAISON D’ETRE”



Deliver reliable information for a true understanding of Society, Markets and People.

This is our raison d’être.



Didier Truchot,
Chairman and CEO



CORPORATE SOCIAL RESPONSIBILITY GOVERNANCE

Board-level oversight of the CSR strategy

CSR COMMITTEE

- Created in 2014.
- 3 to 4 members appointed by the Board of Directors, at least two of whom must be independent directors.
Chairman since 2014: Florence von Erb, Independent Board Member and also Representative of Afammer (NGO) at the United Nations
- Missions:
 - Reviewing CSR policies, reporting tools and monitoring the Group's non-financial issues and targets
 - Reviewing the non-financial performance statement as well as reviewing non-financial information contained in that statement
 - Overseeing the activities of Ipsos Foundation, the purpose of which is to provide assistance, develop and implement educational actions for children and young people worldwide.

CSR TARGETS ARE PART OF THE CEO'S QUALITATIVE ANNUAL OBJECTIVES

- Reduction of the CO2 emissions
- Improvement of the gender equality ratio

CORPORATE SOCIAL RESPONSIBILITY : SOCIAL

Turning initiatives into concrete CSR actions

Actions

- Creation of the Ipsos Foundation in 2014 promoting and providing access to education of disadvantaged children
- Partnership with the Tent Foundation mobilizing the private sector to improve the lives & livelihoods of refugees. There is 30 million refugees around the globe.
- Deployment of our commitments through the Taking Responsibility program and our code of conduct through the Ipsos Green Book
- Signing up to the United Nations principles protecting LGBTI rights in 2019
- Actions improving the comfort of employees in their working environment (Fitness center in France, Yoga session in UAE, Lawyer consultation in US, etc.)

Some results

100
refugees recruited by
the end of 2020

40
education projects
for refugee children
in more than 25
countries

CORPORATE SOCIAL RESPONSIBILITY: CORPORATE -EMPLOYEES

Turning initiatives into concrete CSR actions

Actions

- Continuous training for employees via the Ipsos Training Center
 - Each new recruit must also take a mandatory training course on our e-learning platform
 - The Ipsos Training Center launched the “Generation Ipsos - Getting to know Ipsos' Service Lines” program in early 2018. This initiative is designed to provide to new graduates with a solid research knowledge and competences
- Internal Ipsos Pulse satisfaction survey (since 2003)
 - Ipsos Pulse survey has become a key annual event for employees worldwide and a valuable HR management tool
 - 85% of response rate in 2019
- Improve gender equality in the workplace
 - In 2019, Ipsos launched a worldwide program called "Women in Ipsos" that aims to ensure that women are not discriminated against in terms of salary, career progression, treatment
- Member of the UN Women’s Unstereotype Alliance

Some results

1,500
new graduates in the
Generation Ipsos
program since 2018

Women in senior
management roles
30% of the Executive
Committee (MBEC)
50% of the Board of
Directors

CORPORATE SOCIAL RESPONSIBILITY : CORPORATE - GOVERNANCE AND COMPLIANCE

Professional code of conduct

- ESOMAR:

Ipsos is an active member of ESOMAR, which, through its Code on Market and Social Research drawn up jointly with the International Chamber of Commerce, sets out global regulatory and ethical guidelines

- Ipsos professional code of conduct:

the “Green Book”, is the reference guide for all Group employees. This Professional Code of Conduct sets out the policies and procedures in place to ensure compliance not only with the most stringent industry legislation and standards, but also with our values as a leader in the field of market research

Data protection

- Data protection toward clients, employees and interviewers is a fundamental part of Ipsos Group’s activities.
- Personal data is managed with great care by Group companies and in compliance with applicable laws, privacy regulations and professional standards
- Data Protection Officer at Group level and Data Protection Officers in each country in which it operates ensuring the compliance with the latest regulation (eg. GDPR)

Duty of care

- Regular assessment of subcontractor and suppliers
- Inclusion clauses committing to the UN Global Compact principles plus audit clauses in new contracts with our main suppliers and subcontractors.

CORPORATE SOCIAL RESPONSIBILITY : ENVIRONMENTAL

Turning initiatives into concrete CSR actions

As Ipsos is first and foremost a “people business” providing intellectual services to its clients, the impact of Ipsos on the environment is limited.

Actions

- In 2008, Ipsos embarked on a structured approach to manage its environmental footprint. To this end, a report is compiled on its greenhouse gas emissions.
- Reduce our carbon emissions, our use of energy, plastic and paper. Objectives 2020:
 - 10% reduction in CO2 emissions
 - 10% reduction in purchases of paper
 - All paper available for recycling to be recycled
- Reduce business travels. Objectives 2020:
 - 10% reduction
- Raise environmental awareness with our 18,000 employees and clients:
 - Encouraging to practice more sustainable and responsible consumption by educating them about best practice and eco-friendly behavior
 - Implementing a policy of recycling, and eliminating the use of plastic in its offices.
 - Supporting our clients in their internal sustainable development projects as well as with the design of their products and services

Some results

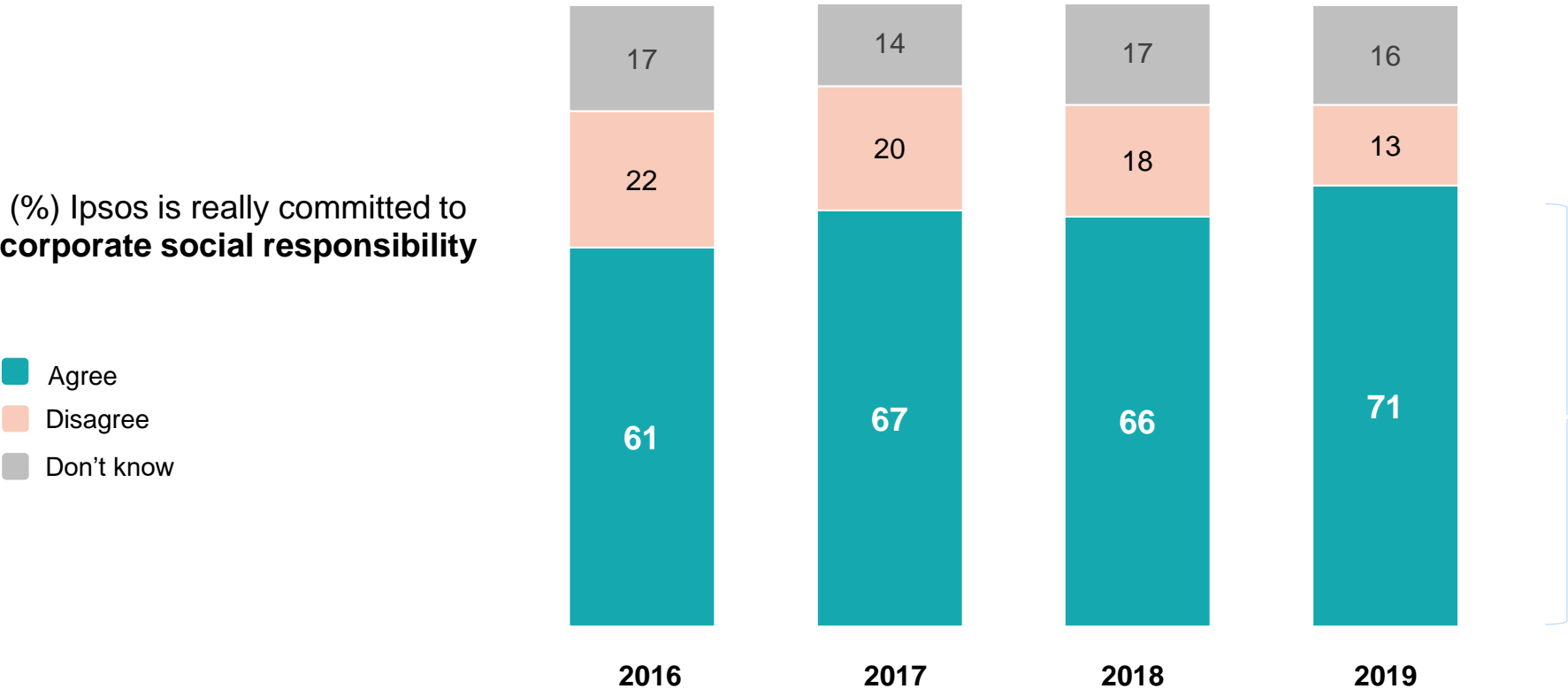
69%
of Ipsos countries
have adopted a policy
to streamline
business travel

2,780
new employees
trained in
environmental
protection

PERCEPTION OF IPSOS' CSR COMMITMENT BY OUR EMPLOYEES

An active and increasing commitment recognized by our employees*

*Internal anonymous survey "Pulse"



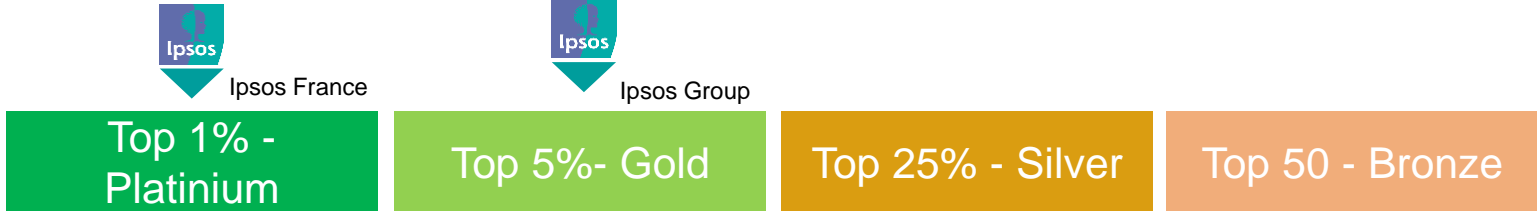
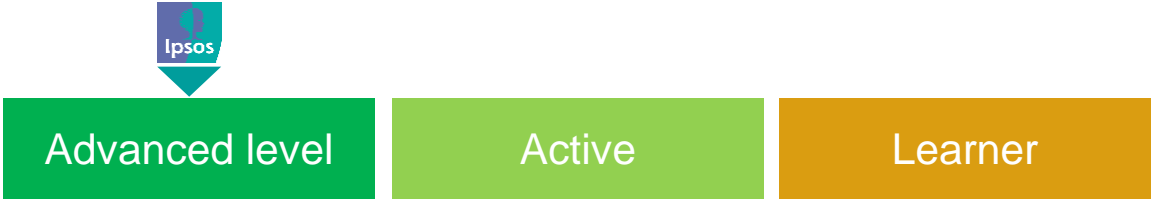
+10 pts

Trend 2016 - 2019

AWARDS AND EXTRA-FINANCIALS RATINGS



IPSOS AMONG THE BEST-IN-CLASS COMPANIES



Carbon Disclosure Project



* In line with sectorial benchmark



TARGETS AND INITIATIVES 2020



CORPORATE TARGETS & INITIATIVES

3 YEARS PLAN: 2018 - 2020

Type	Target 2020	In 2019
Employee commitment	Increase the level of employee commitment by exceeding the "RED" (Representative Employee Data) benchmark by 2 points	✓ Ipsos 73% The RED benchmark is 72%
Employee turnover rate	Turnover rate below 17%	21.7% Of which voluntary departure rate 18.4%
Gender equality - % of female members in the Partnership Pool	35% female members	30.1%
Response rate to the "Taking Responsibility" survey	100% response to the TR survey for countries with over 20 employees	✓ 100%

SOCIETAL TARGETS & INITIATIVES

3 YEARS PLAN: 2018 - 2020

Type	Target 2020	In 2019
Number of suppliers who have signed up to the UNGC	Increase the number of suppliers who have signed up to the UNGC to 50 by 2020	✓ 47 (was 40 in 2018)
% of countries with a CSR policy	All countries with over 20 employees	✓ 90% (was 80% in 2018)

ENVIRONMENTAL TARGETS & INITIATIVES

3 YEARS PLAN: 2018 - 2020

Type	Target 2020	In 2019
Greenhouse gas emissions per employee	Reduce the total tonnage of CO2 equivalent emissions for Scopes 1 and 2 and business travel in Scope 3 by 10% per employee by 2020	✓ 2.56 metric tons of CO2e per employee, down 2% (was -5% in 2018)
Greenhouse gas (GHG) emissions	Reduce the total tonnage of CO2 equivalent emissions for Scopes 1 and 2 and business travel in Scope 3 by 10% by 2020	37,627 metric tons of CO2, up 7% due to change in scope (was -4% in 2018)
Direct purchases of paper	Reduce purchases of paper by 10%	331 metric tons (was 342 tons in 2018)
Paper recycling %	100% of recyclable paper actually recycled	✓ 64.5% (was 61.9% in 2018)

Scope: 30 countries monitored for GHG emissions