

2021

THIRD QUARTER RESULTS

PROVEN GROWTH

Thursday October 21, 2021

◆ **Didier Truchot**
Chairman of the Board, CEO*

◆ **Ben Page**
Chief Executive Officer**

◆ **Laurence Stoclet**
Deputy CEO and Group CFO

* Until November 14th, 2021

** As of November 15th, 2021



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CONTENTS

1

OVERVIEW OF
THE THIRD QUARTER

2

THE SUCCESS OF THE
TOTAL UNDERSTANDING
PROJECT

3

A VISION FOR
THE FUTURE

4

OUTLOOK

OVERVIEW OF THE THIRD QUARTER

1

KEY FIGURES 9 MONTHS 2021



REVENUE

€1,520 m



ORGANIC GROWTH

+24.0%

vs. 9 months 2020

+12.0%

vs. 9 months 2019

REVENUE BREAKDOWN BY REGION

In millions of euros	2021 9 months YTD	Share	Organic Growth 9 months vs. 2020	Organic Growth 9 months vs. 2019
EMEA	731.9	48%	24.5%	21.9%
Americas	533.5	35%	25.5%	7.3%
Asia Pacific	254.2	17%	19%	-1.6%
Total*	1 519.6	100%	24.0%	12.0%

* Of which	Share	Organic Growth 9 months vs. 2020	Organic Growth 9 months vs. 2019
Developed countries	73%	26.8%	16.1%
Emerging countries	27%	22.9%	3.1%

REVENUE BREAKDOWN BY AUDIENCE

In millions of euros	2021 9 months YTD	Share	Organic Growth 9 months vs. 2020	Organic Growth 9 months vs. 2019
Consumers ¹	664.7	44%	31.5%	9.0%
Customers and employees ²	314.9	21%	16%	-9.5%
Citizens ³	281.1	18%	15%	44.6%
Doctors and patients ⁴	258.9	17%	27%	28.5%
Total	1 519.6	100%	24.0%	12.0%

Breakdown of each Business Line by audience segment: breakdown of revenue by audience segment is non-financial data, likely to change over time depending on changes to the organization of Ipsos teams.

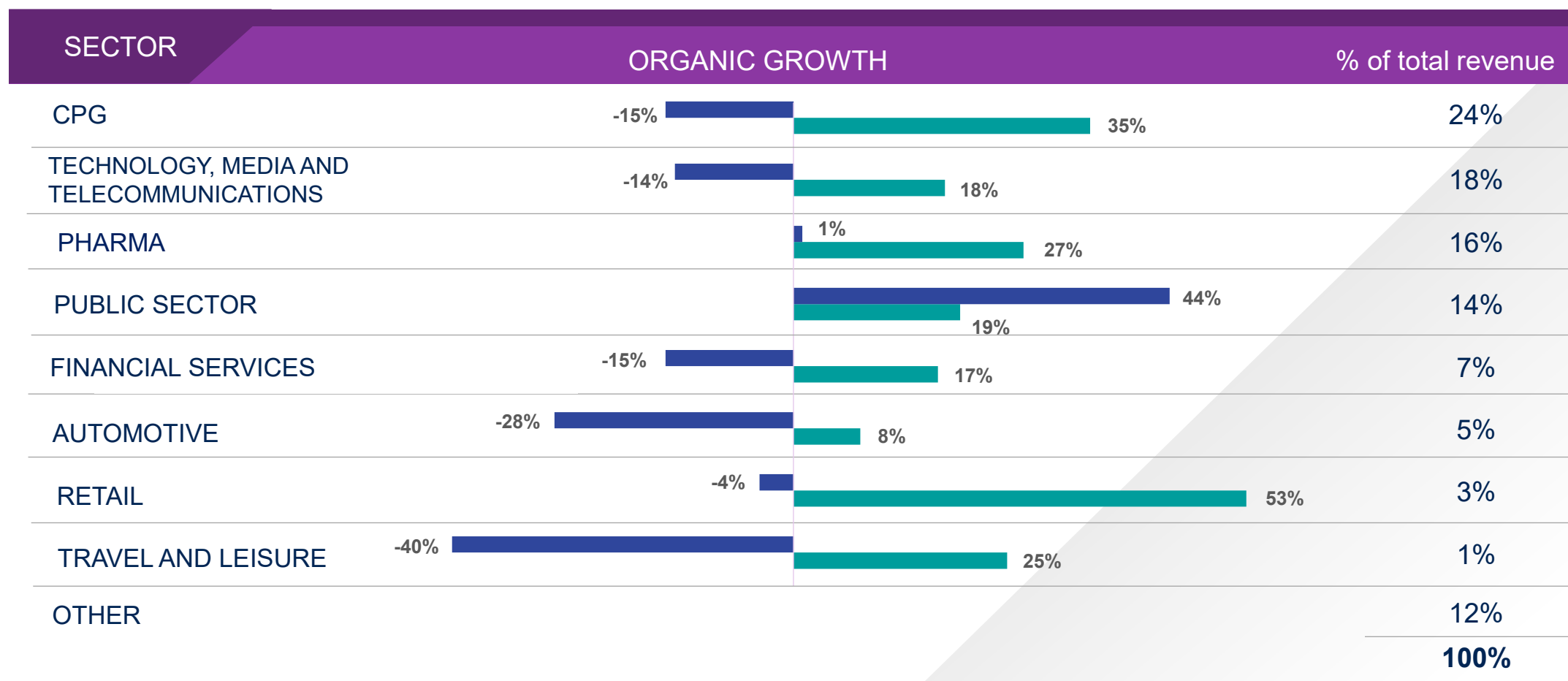
1- Brand Health Tracking, Creative Excellence, Innovation, Ipsos UU, Ipsos MMA, Market Strategy & Understanding, Observer (excl. public sector), Social Intelligence Analytics

2- Automotive & Mobility Development, Audience Measurement, Customer Experience, Channel Performance (including Retail Performance and Mystery Shopping), Media Development, Capabilities

3- Public Affairs, Corporate Reputation

4- Pharma (quantitative and qualitative)

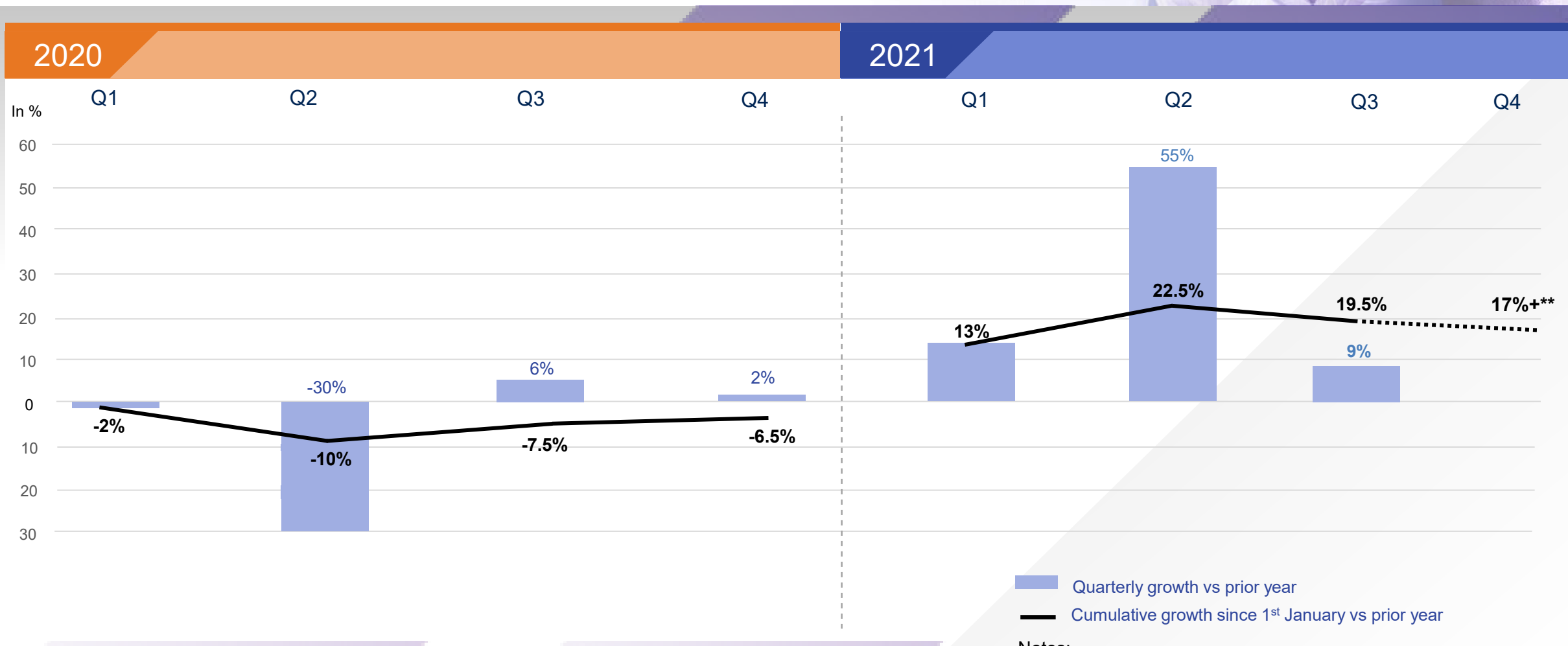
EVOLUTION BY SECTOR



SUSTAINED GROWTH WITH A ROBUST 3RD QUARTER 2021

Order book* for each period

At constant rates and scope



- Quarterly growth vs prior year
- Cumulative growth since 1st January vs prior year

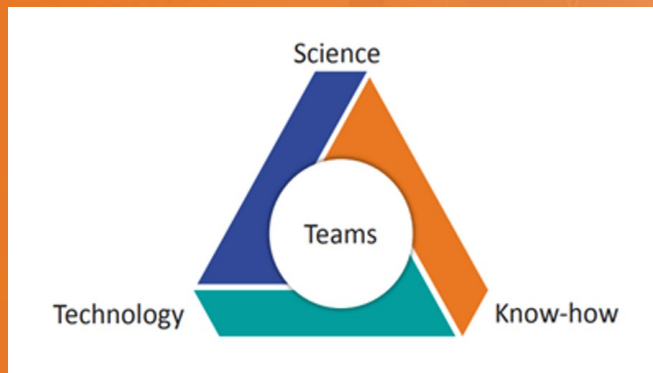
Notes:

* Sales net of cancellations and postponements to be recognized in revenue during the year

** And around 10% vs 2019

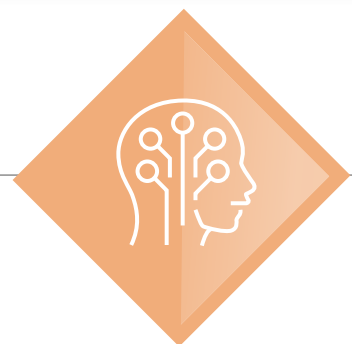
THE SUCCESS OF THE TOTAL UNDERSTANDING PROJECT

2



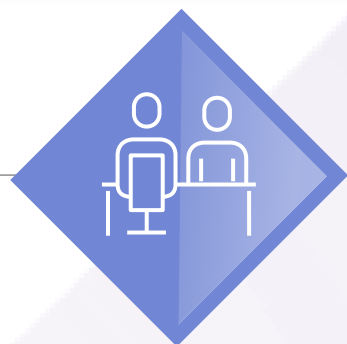
GOAL OF TUP: GO BACK TO GROWTH

The pillars of Total Understanding



SERVICE LINES

- Ensure competitiveness
- Use New Services



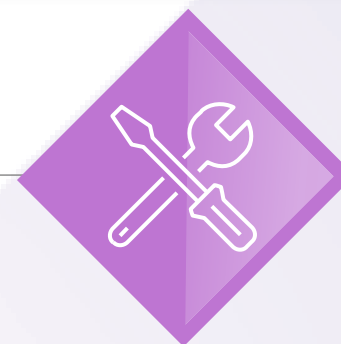
CLIENT ORGANISATION

- Better management of client relationships, globally and locally
- Re-balance client base among sectors



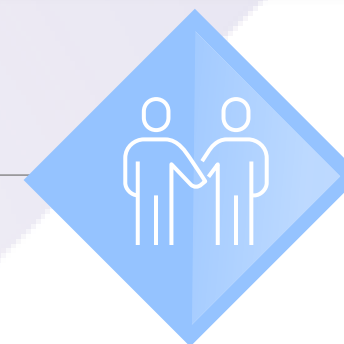
STRONG LOCAL PRESENCE

- Greater responsibility of local markets
- Greater presence in key markets



REINFORCED CROSS-COMPANY CAPABILITIES

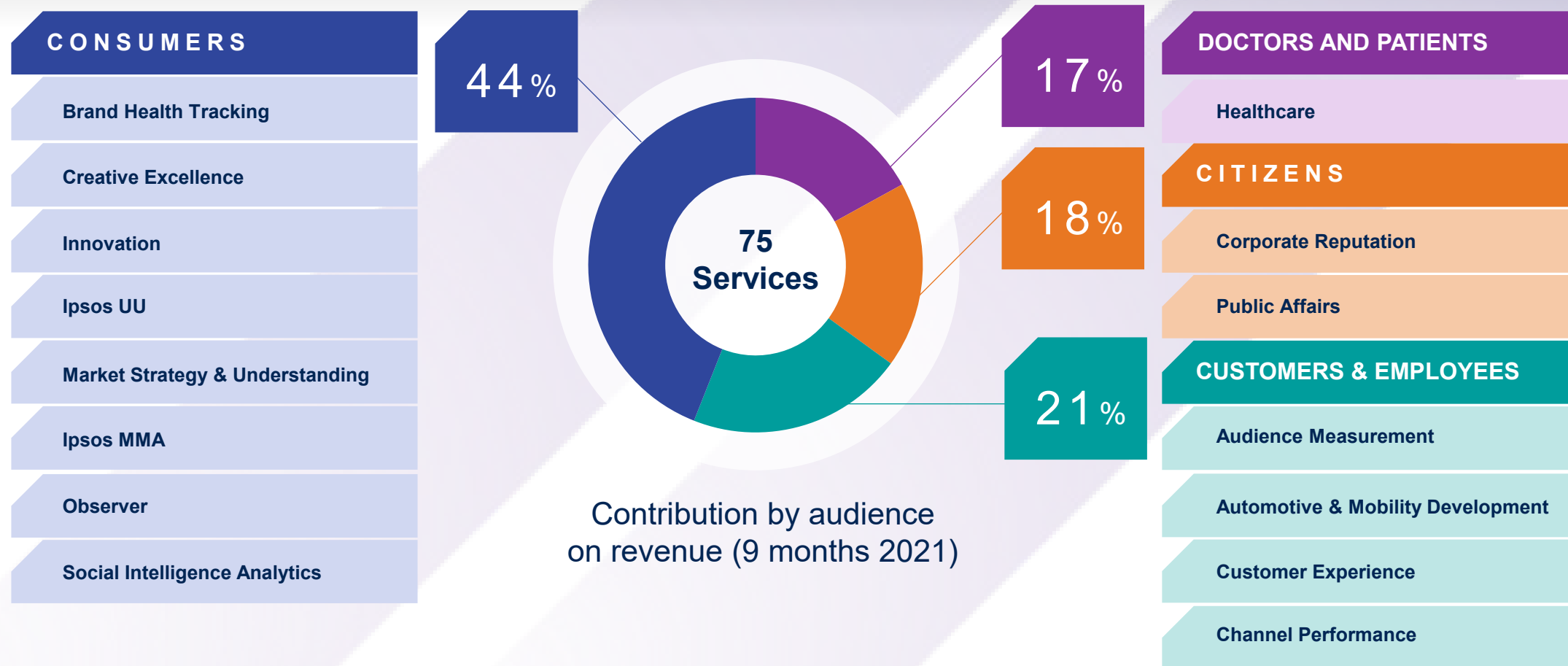
- Science Team A
- Tech Team A
- Ipsos Knowledge Centre
- Operation Efficiency



ACQUISITIONS

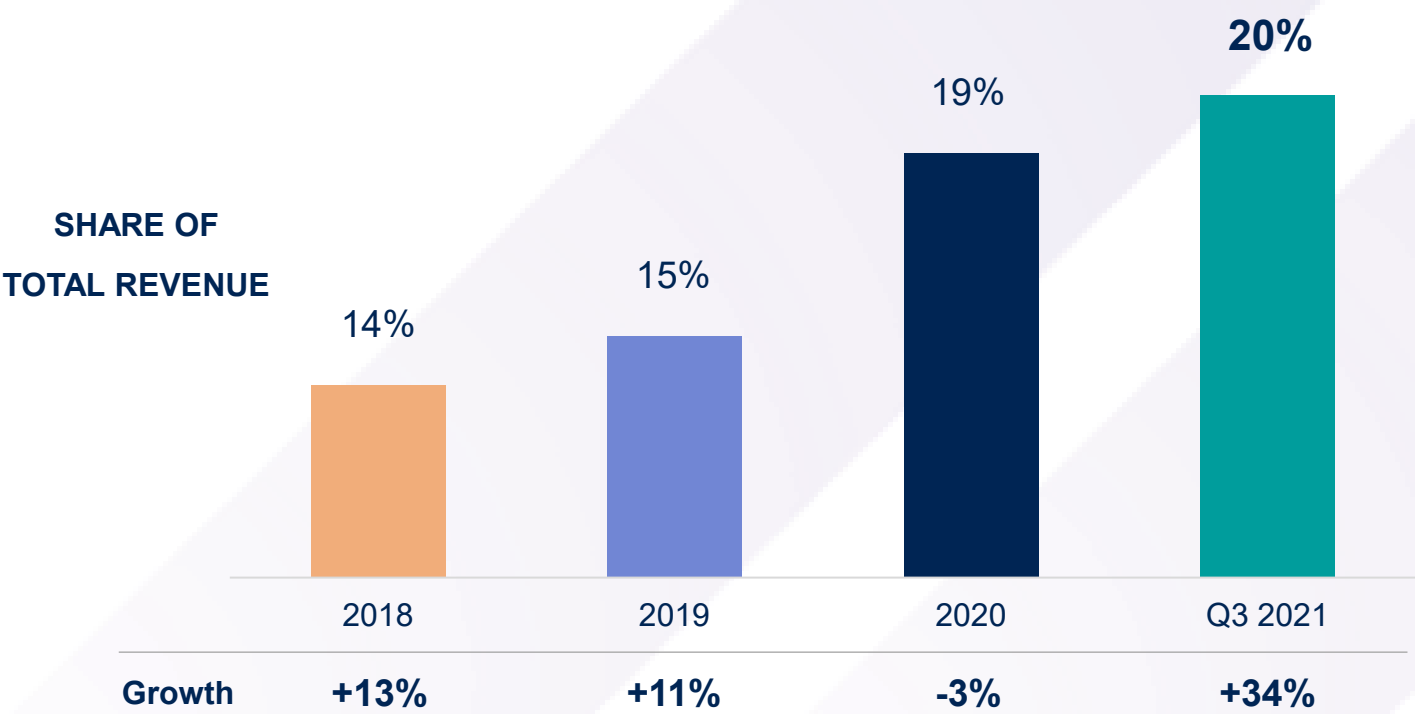
- Specialty
- Technology
- Opportunity

75 SERVICES OPERATED BY 15 SERVICE LINES



NEW SERVICES REACH 20% OF TOTAL REVENUE

Contribution of New Services



MEASURE DIFFERENTLY

Analyze new data sources through passive measurement and social media with Synthesio

GET DATA IN REAL TIME

Gather survey results in short time mainly through Ipsos.Digital

ANALYZE BIG DATA

Integrate technologies to analyze vast amounts of structured and unstructured data reliably and quickly

OFFER CLIENT ADVISORY SERVICES

Provide advice along clients' research process, from understanding their needs to decision making

AN AMBITIOUS ACQUISITIONS POLICY

SPECIALTY



MARKET PULSE INTERNATIONAL
OCTOBER 2018

**MARITZ'S MYSTERY SHOPPING
BUSINESS**
FEBRUARY 2020

TECHNOLOGY



SYNTHESIO
OCTOBER 2018

DATA LIBERATION
DECEMBER 2019

ASKIA
FEBRUARY 2020

FISTNET / DOTMETRICS
JANUARY 2021

MGE DATA
JANUARY 2021

INTRASONICS
APRIL 2021

OPPORTUNITY



**GFK CUSTOM RESEARCH
BUSINESSES**
OCTOBER 2018

ACQUISITION OF ADVANCED TECHNOLOGICAL CAPABILITIES IN SEPTEMBER 2021

INFOTOOLS

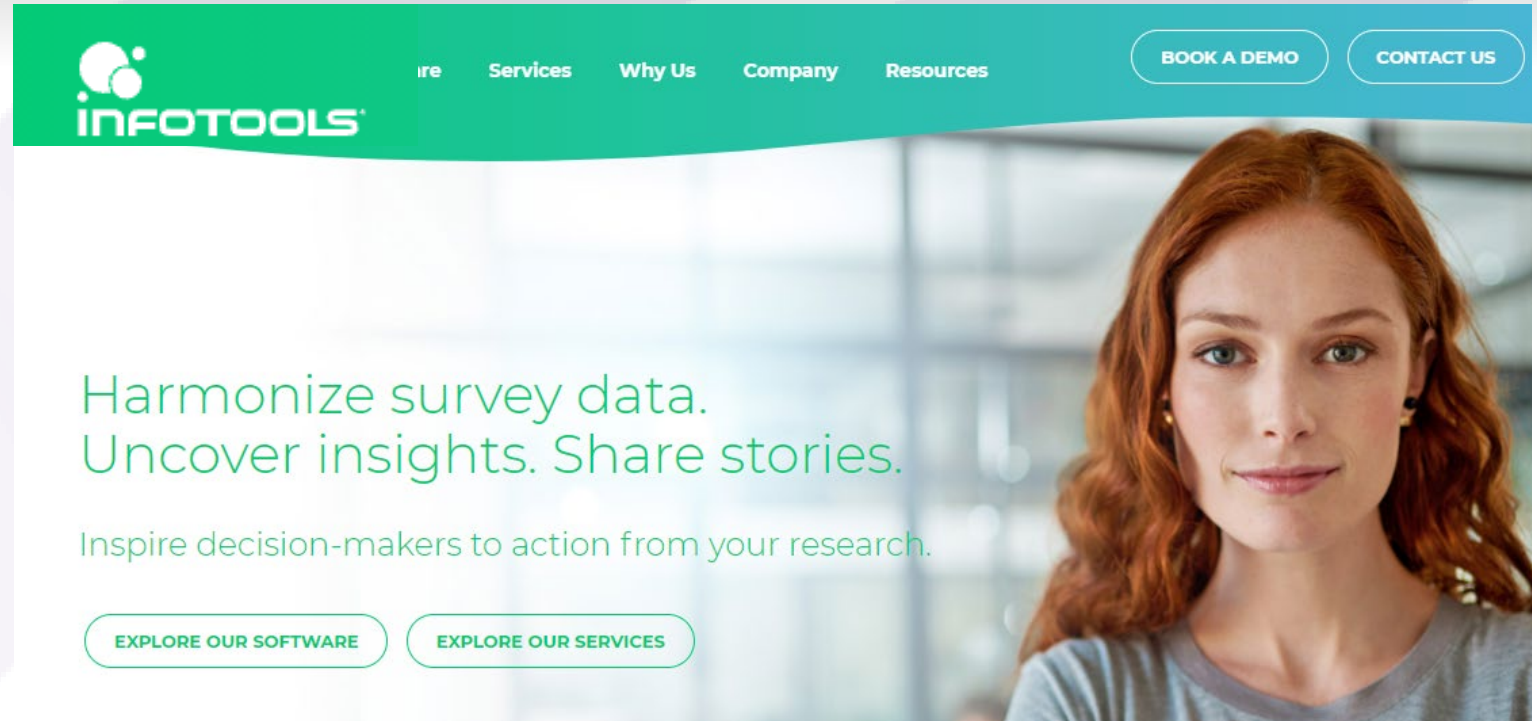
15th SEPTEMBER 2021

Experts in harmonizing, analyzing, visualizing and sharing market research data.

Fast and exhaustive data exploration to present insights in dynamic and interactive formats.

Cloud-based platform, Harmoni, allows easy process, analysis and sharing of complex data through interactive reporting.

Active worldwide with offices in the United States, United Kingdom, Latin America, South Africa and New Zealand.



A VISION FOR THE FUTURE

3

MY PRIORITIES

**Values based
leadership
and behaviours**



**Create global
consistency and
discipline to
maintain and
improve margins**



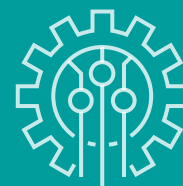
**Raise our profile
through a
stronger thought
leadership
programme**



**Be the best
place to work
in our industry**



**Build on and
scale our best
practice &
innovation**



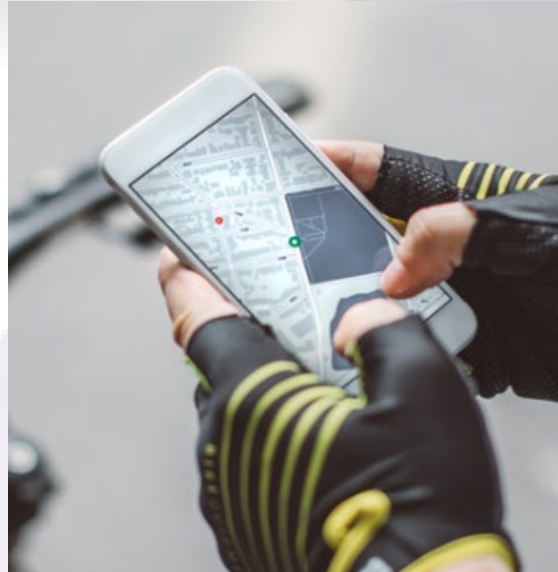
**Drive our
technologists
to go faster**



IPSOS IRIS: USING DATA SCIENCE TO GET A TOTAL UNDERSTANDING OF ONLINE BEHAVIOUR



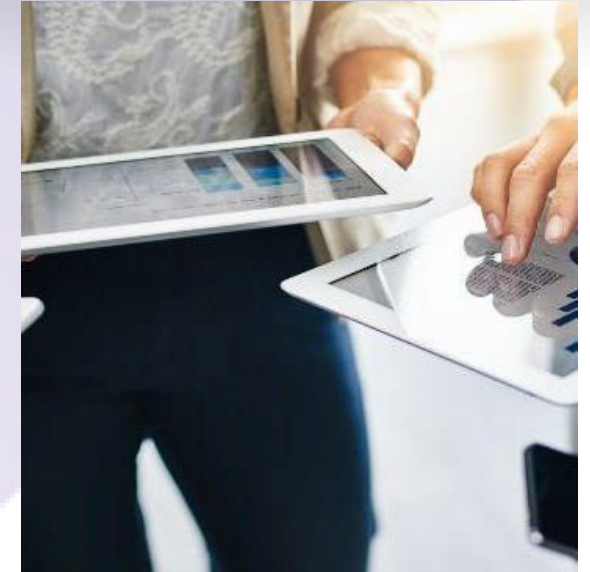
**Audiences – 10,000
individuals aged 15+**



**All their PCs, laptops,
smartphones, tablets**



**Everything they do
online and on apps**



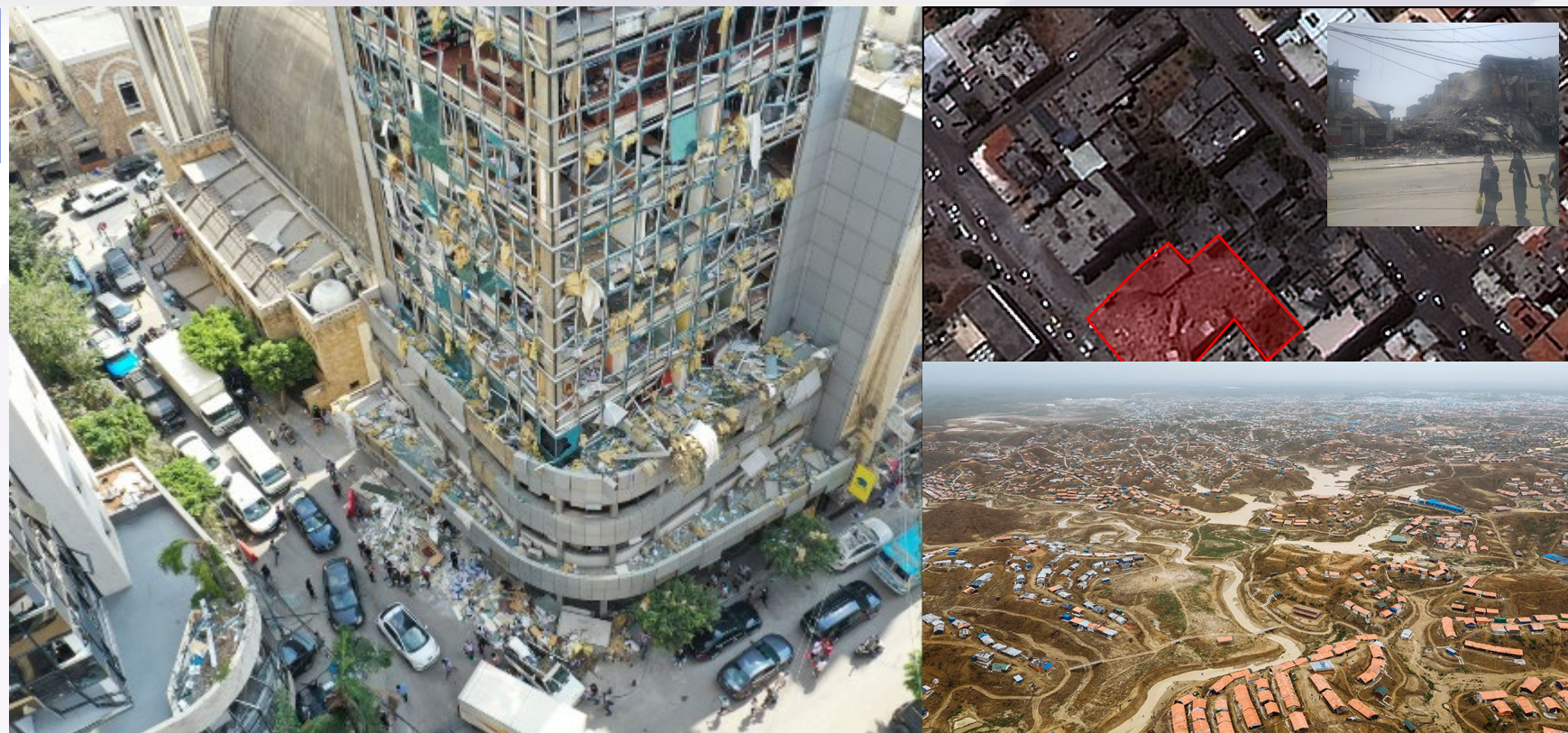
All websites they visit

USING AI TO SUPPORT HUMANITARIAN OPERATIONS

AI-enabled multi-source real time insight

Ipsos supported **20+** disaster and humanitarian response operations since 2019

- High Resolution Satellite and Drone Imagery
- Synthetic Aperture Radar
- Social Intelligence
- Anonymized Mobility Analysis
- IoT Analytics
- Ground Survey



HELPING SAMSUNG TO UNDERSTAND GEN Z

‘Unlock it Live’

A trial interactive live shopping experience in social media, integrated with interactive mini-games.

Seen by a potential 75 million consumers across Europe.

Generating revenue through additional product sales.



USING TECH TO UNDERSTAND TRUE CONSUMER BEHAVIOUR TRACKING

In-the-moment behaviour tracking

Ipsos is starting to track laundry washing behaviour via a complete tech environment : an Ipsos-developed app, a plug connected to the machine to track real usage and connected devices to gather as many information as possible on products used, brands, format etc.

All in real time, 24/7, moving away from claimed data. This results in an understanding of the relationship between the brand attraction and contextual brand selection and usage, as well as a diagnoses of motivations by occasion.



BEST PEOPLE AND TECHNOLOGY



OUTLOOK

4

2021 FORECAST CONFIRMED



Ipsos should know an organic growth of **at least 17%** for the whole year 2021 compared to 2020.

The organic growth in 2021 will be **around 10%** when compared to 2019.



The operating margin for the second half of 2021 **will exceed the one recorded in the first half of the year**, which reached 11%.



Ipsos' strong growth will continue with Ben Page, Ipsos' new Chief Executive Officer.

2022 OUTLOOK



Uncertainties remain

- Pandemic
- Inflation
- Reflation or stagflation
- Chip supply crisis
- International Tensions
- Deglobalization

Ipsos is in a favorable position

Ipsos is a strong company, active in dynamic markets.

The teams have done solid work in 2020 and 2021.

We are planning to grow in 2022 and to continue selected acquisitions.

Q&A

We are now available to answer your questions

Please dial-in:

◆ France: +33 (0) 1 7037 7166

◆ UK: +44 (0) 33 0551 0200

◆ US: +1 212 999 6659

The password to access the call is "**Ipsos**".



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