2022 FIRST QUARTER RESULTS

Performing Well

Laurence Stoclet, Deputy CEO and CFO

Antoine Lagoutte, Deputy CFO

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Ipsos

CONTENTS

FIRST QUARTER ACTIVITY

1

CONTINUED DYNAMIC IN FIRST QUARTER 2022

REVENUE

€548M

GROWTH

Total	Organic
+17.5%	**+12.3%**

vs Q1 2021

HISTORICAL GROWTH

Organic

+28.6%	**+29.2%**
vs Q1 2020	vs Q1 2019

STRONG PERFORMANCE IN ALL SECTORS

Sector	Organic growth: Q1 2022 vs Q1 2021	Organic growth: Q1 2021 vs Q1 2020	% of total revenue
CPG	18 %	17 %	25%
TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS	24 %	-3 %	18%
PHARMA	11 %	28 %	16%
PUBLIC SECTOR	-15 %	88%	12%
FINANCIAL SERVICES	23 %	1 %	8%
AUTOMOTIVE	13 %	-23 %	5%
RETAIL	16 %	20 %	3%
TRAVEL, LEISURE	23 %	-24 %	1%
OTHERS			12%
			100%

REVENUE BREAKDOWN BY REGION

In millions of euros	Q1 2022	Share	Organic growth vs 2021	Total growth vs 2021
EMEA	251.7	46%	5%	7.4%
Americas	201.6	37%	22%	30.4%
Asia-Pacific	94.4	17%	15%	22.3%
Total	**547.8**	100%	12.3%	17.5%

* Of which			
Developed countries	*74%*	*10.2%*	*15.9%*
Emerging countries	*26%*	*18.3%*	*21.9%*

REVENUE BREAKDOWN BY AUDIENCE

In millions of euros	Q1 2022	Share	Organic growth vs 2021
Consumers[1]	257.1	47%	20%
Clients and employees[2]	105.0	19%	17%
Citizens[3]	94.6	17%	-7%
Doctors and patients[4]	91.1	17%	11%
Total	**547.8**	**100%**	**12.3%**

Breakdown of each Service Line by 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, Strategy3
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)

FOCUS ON SECTORS AND REGIONS

2

AUDIENCE MEASUREMENT RENEWS WITH GROWTH

+ 25% of organic growth in Q1

POST PANDEMIC OPPORTUNITIES

NEED FOR FAST AND FREQUENT DATA

New approach to collect data: passive measurement and technology

New norms on content consumption: devices, cross media

PANELS ENABLE DATA CALIBRATION

Provide a reliable way to adjust big data to ensure it is representative of national behaviors

NEW MEDIA STREAMS

Connected and smart devices e.g TV and speakers

NEW CAPABILITIES AND CONTRACTS

ADDITIONAL CAPABILITIES THROUGH ACQUISITIONS

Web and mobile measurement with **Fistnet-Dotmetrics**

Integrate Echomodulation audio watermarking with **Intrasonics**

Out-of-home audience measurement with **MGE Data**

MEASURING ONLINE AUDIENCES IN UK WITH IPSOS IRIS

- Audiences > 10,000 individuals aged 15+
- Across all personal devices
- Measures everything individuals do online and on apps

IN 2022

United Kingdom:

- Two major Media Agencies onboarded in Q1
- Video measurement to be released in Q2

Australia: Launch in July

EUROPEAN EXPANSION OF IPSOS KNOWLEDGEPANEL®

Delivering highest quality in online panels

WHAT IS KNOWLEDGEPANEL®?

Activity and technology solution acquired in 2018 via GfK Research deal

Random probability online panel considered a gold standard in research

Provide a premium and reliable source of nationally representative data at speed

CLIENTS CHOOSE KNOWLEDGEPANEL® TO:

- Inform public debate and policy
- Meet regulatory reporting requirements
- Face critical business decisions

Recognized as the most accurate survey estimate of COVID-19 vaccination rates **by the U.S. Centers for Disease Control and Prevention**

KNOWLEDGEPANEL® EXPANSION

1999 – Launch in the USA

2020 – Launch in the UK

2022 – Deployment in the European Union:

- **20 countries** by end of 2022
- **all EU 27 countries** by Q1 2023

CHINA: MOMENTUM CONTINUES IN SPITE OF PANDEMIC

ORGANIC GROWTH

Q1 2022 vs Q1 2021

+ 12.2%

Q1 2022 vs Q1 2020

+ 10%

Q1 2022 vs Q1 2019

+ 32.2%

COSMETICS AND BEAUTY CLIENTS

vs Q1 2021

+ 39%

Clients spend more budget on market understanding

Business scope expanded to APAC

CONSUMER ELECTRONICS

vs Q1 2021

+ 27%

Leverage top clients' experience to other clients in the industry

Expand the Chinese brands going global opportunities with the support of Ipsos' global resources

THE ACCELERATED MOVE TO ONLINE REMAINS PERMANENT BECAUSE OF COVID PANDEMIC

Online data collection represents 62%

Contribution to revenue from quantitative studies*

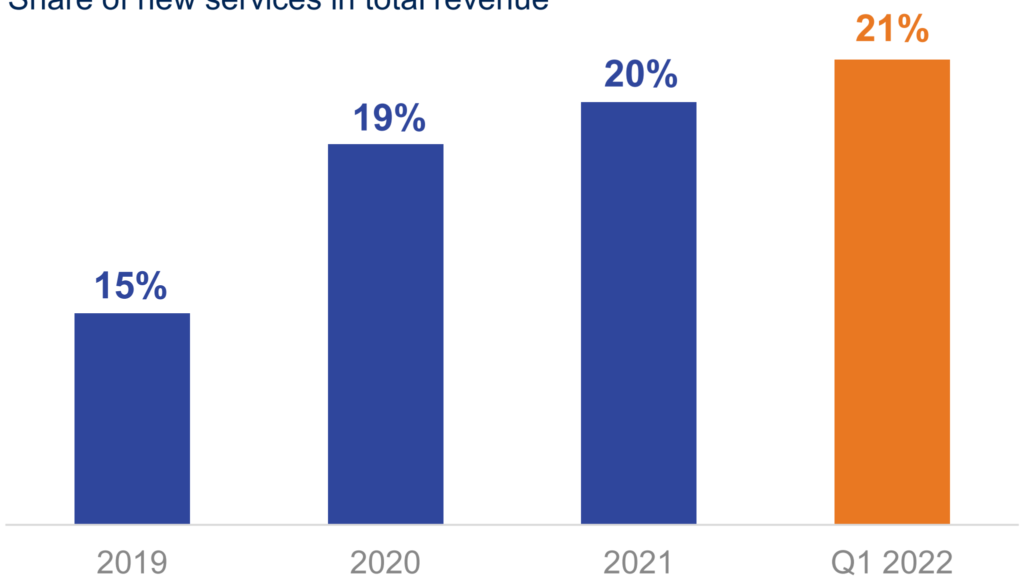
* Quantitative studies represent 70% of the share of total revenue

	2019	2020	2021	Q1 2022
ONLINE	55%	60%	62%	62%
FACE-TO-FACE	30%	25%	23%	22%
TELEPHONE	10%	10%	10%	10%
POSTAL	4%	5%	5%	6%

21% OF REVENUE GENERATED BY NEW SERVICES

AN OFFER PROPELLED BY THE USE OF TECHNOLOGY

Share of new services in total revenue



Growth

2019	2020	2021	Q1 2022
+11%	**-3%**	**+27%**	**+20%**

4 CATEGORIES OF NEW SERVICES

Measure differently
Analyze new data sources using passive measurement and social media with Synthesio

Get data in real time
Collect survey results quickly mainly thanks to Ipsos.Digital

Analyze big data
Integrate technologies to analyze large amounts of structured and unstructured data quickly

Client advisory services
Provide advice for clients throughout the survey process

OUR ACQUISITIONS

2021-2022

January 2021	Fistnet/Dotmetrics
January 2021	mGe data – Marketing Geographics Environment
April 2021	Intrasonics – An Ipsos Company
September 2021	Infotools
October 2021	Karian and Box
February 2022	WeCheck – Now you know.

WeCheck – NOW YOU KNOW.

Canadian Mystery Shopping specialist
Support clients in the improvement of customer experience and satisfaction through data and research

- 5 employees
- Annual revenue: 800,000 CAD

OUTLOOK

3

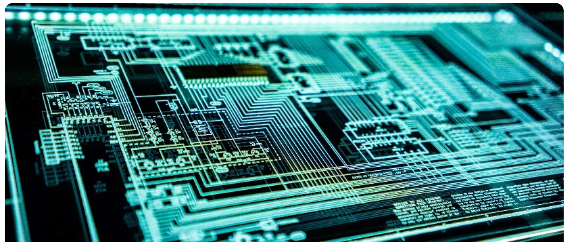
UNCERTAINTIES REMAIN

Geopolitical tensions with the war in Ukraine

Inflation acceleration

Covid-19 pandemic continues

Rising inequalities



Technology tipping point: data, AI and Metaverse

Climate change and the fragility of our planet

OUTLOOK FOR 2022

A STRONG START TO 2022

- Client demand remains strong
- Further productivity gains thanks to technology investment
- An exciting range of potential acquisitions in key sectors and territories

BUILDING ON 2021 PERFORMANCE

- Confidence in achieving full-year headline organic growth of around 5%, but an underlying growth of around 7% (taking out the positive impact of Covid-related contracts)
- Gross margin will continue to rise
- Operating margins will remain ahead of the pre-pandemic period, between 12 and 13% for 2022

THANK YOU!

Q&A session

<u>Please find below the dial-in phone numbers</u>:

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**"