GLOBAL BUSINESS EXCELLENCE

COMMITMENT TO INTEGRITY, PASSION FOR QUALITY.

FRAMEWORK FOR IPSOS SWITZERLAND

VERSION 3

NOVEMBER 2026

This PPT has a total of 3 slides.



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ISO 20252:2019 FRAMEWORK: **SWITZERLAND**

4.1.1 STATEMENT OF APPLICABILITY (SOA)

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Ipsos Switzerland serves, among 20 largest countries, the global Ipsos group, contributing significantly to the firm's worldwide market research and consulting activities. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. "Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

For ISO 20252:2029 certification purposes, Ipsos Switzerland comprises the following legal entities: Ipsos SA Switzerland – ref CHE-112.332.337. The three offices based in Geneva, Basel and Root all form part of the ISO 20252:2019 certification.

ANNEX TABLE	ATTESTED	EXCLUDED	EXPLANATION
ANNEX A: Sampling, including Access Panels	X		Access and Community Panel management is handled by our ISO 20252 certified teams based in Romania (IIS). Ipsos also uses sample from other contracted providers' panels, river sampling is also managed by IIS. Ipsos also uses non-probability sampling.
ANNEX B: Fieldwork	X		Ipsos carries out quantitative and qualitative fieldwork, which may be online, by telephone or in person using approved subcontractors and other Ipsos entities.
ANNEX C: Physical Observation	X		Mystery Shopping ; the management of shoppers and fieldwork is managed by the Ipsos entity in the Czech Republic.
ANNEX D: Digital Observation		X	Out of scope
ANNEX E: Self Completion	X		Offline and Online data collection carried out by approved subcontractors and other Ipsos entities.
ANNEX F: Data Management + Processing	X		All collected research data is managed and processed by Ipsos entities or approved subcontractors. This can include data storage, cleaning, coding, weighting, and entry into programmes to be used for client reporting or analysis.

VERSION	3
DATE LAST REVIEWED	**5th Novembre 2026**
APPROVED BY	**Marion-Anne Cattaneo (Country Manager)**
DATE	**November 2026**

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The table below lists the representatives for each Annex attested to for Ipsos SWITZERLAND

4.1.1 . ANNEX TABLE	REPRESENTATIVE
ANNEX A: Sampling, including Access Panels	Offline= Elena Bandirali, PM and Quality Director Online= Victoria Knychala, PM Director BHT/CRE
ANNEX B: Fieldwork	Quantitative= Gaelle Voye , PM Director MSU/INNO Qualitative= Jean Pierre Carnevale, UU SL leader
ANNEX C: Physical Observation	Mystery Shopping Annamaria Foldes = MSU and CHP SL Leader
ANNEX D: Digital Observation	Out of scope
ANNEX E: Self Completion	Online= Victoria Knychala, PM Director BHT/CRE Offline = Gaelle Voye , PM Director MSU/INNO
ANNEX F: Data Management + Processing	Online=Victoria Knychala, PM Director BHT/CRE Offline=Gaelle Voye , PM Director MSU/INNO