

2026

Third Quarter Results

October 23, 2026

Kelly Beaver, CEO
Olivier Champourlier, CFO

OPENING REMARKS

Kelly Beaver, CEO

Acceleration is top priority

Organic
Growth
Q3

2.0%

1.2%

**9 Months
Organic
Growth**

Horizons is the right strategy for Ipsos

A strategy built around six strategic pillars

1

Leverage our multi-specialist business offerings

2

Global company with a local footprint

3

Speed as an absolute priority

4

AI as a catalyst for market leadership

5

Access to real people as a critically relevant competitive advantage

6

**Value-added service partner
e.g. DI&A**

Horizons is in action

**Leadership
positions
appointed**

**Acceleration
of the AI
roll-out**

**Broader
use of
Ipsos Digital**

We continue to deliver on 26-week operational plans

Accelerating the AI roll-out

#Strategic Aim 4: AI as a catalyst for market leadership

IPSOS FACTO 2.0

Powered by **Gemini Enterprise** to augment employees' capabilities.

AGENTIC AI

Agentic platform for developing and scaling AI-powered solutions.

AUGMENTING SPEED

Automate workflows to accelerate speed of insight.

AUGMENTING TRUST

Strict data privacy, governance & model ownership protection.

AUGMENTING INSIGHTS

Enabling researchers to focus on impactful insights.

STRATEGIC
PARTNERSHIP

Gemini



Expanding the Ipsos.Digital Platform

#Strategic Aim 3: Speed as an absolute priority

NEW SOLUTIONS

Creative | Impact: Results in 48 hours in 6 markets.

Employee Experience Essentials.

Open reach client sample for Healthcare and employee experience.

AI INNOVATIONS

Agentic concept testing via InnoExplorer AI with self service chat, in 61 markets.

Coming next:

- AI-powered questionnaire design
- Agents in each product

ADOPTION PROGRAMME

Ipsos.Digital First mandate with global certification for power users and company wide training programme

FINANCE UPDATE

Olivier Champourlier, CFO

Key figures



	REVENUE	TOTAL GROWTH	ORGANIC GROWTH	SCOPE	FX
Q3 2026	€ 636M	0.0%	2.0%	-2.7%	0.8%
9 Months 2026	€ 1,806M	0.9%	1.2%	1.6%	-1.9%

Revenue by region



	REVENUE	TOTAL GROWTH	ORGANIC 9 MONTHS 2026	ORGANIC Q3 2026
EMEA	897.3	2.8%	1.6%	3.5%
Americas	618.2	-1.9%	0.0%	-1.2%
Asia-Pacific	290.8	1.0%	2.8%	4.3%
Total	1,806.3	0.9%	1.2%	2.0%

Revenue by audience



	REVENUE	TOTAL GROWTH	ORGANIC 9 MONTHS 2026	ORGANIC Q3 2026
Consumers ¹	870.2	-1.3%	0.9%	0.7%
Clients & Employees ²	370.6	2.9%	-1.1%	-2.5%
Citizens ³	308.6	8.2%	4.7%	8.6%
Doctors & Patients ³	256.8	-2.8%	1.6%	5.7%
Total	1,806.3	0.9%	1.2%	2.0%

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), Ipsos Synthesio, Strategy3

2. Automotive & Mobility Development, Audience Measurement, Customer Experience, Channel Performance (including Mystery Shopping and Shopper), ERM, Capabilities

3. Public Affairs, Corporate Reputation
4. Pharma (quantitative and qualitative)

Outlook 2026

Organic Growth **BETWEEN**
1.2%–1.5%

**Operating
Profit Rate**

EQUIVALENT TO
2025

Augmented services in more markets

#Strategic Aim 4: AI-enhanced observation augmenting L'Oréal's R&D decisions

THE CHALLENGE



Uncovering hidden frictions

Consumer videos revealed barriers traditional research missed.

THE SOLUTION



Seeing the unseen at speed & scale

Product View AI converted video evidence into fast, actionable insights.

THE ADVANTAGE



A faster path to better decisions

Ipsos experts delivered recommendations in **4 days instead of 15 days**.

**CONSUMER
VIDEOS**



**AI AUGMENTED
OBSERVATION**



**EVIDENCE TO
ACTION AT
SPEED**

Turning Synthesio into a connected AI agent

#Strategic Aim 4: AI as a catalyst for market leadership

Synthesio analyzes millions of online conversations to deliver actionable insights.

A dedicated AI agent and MCP integration, **making Synthesio's social intelligence directly accessible within LLMs and AI-powered workflows for clients.**

**OUR
SYNTHESIO
AGENT**

**CONNECTED
TO LLMS**

**CLIENT
BENEFIT**

Brings Synthesio intelligence into clients' everyday workflows for quicker, data-driven decisions.

Ipsos partners with tvbeat

#Strategic Aim 1: Leverage our multi-specialist business offerings

A partnership with tvbeat to deliver the new Total TV Audience Measurement System for TVNZ and Sky in NZ.

Measuring audiences across both linear TV and streaming platforms in a single framework.

A trusted Total TV measurement currency

Supporting planning, measurement and advertising effectiveness across platforms.

Independent audience measurement expertise

Combining Establishment Surveys, passive audience panels and MediaCell to validate viewing data.



Ipsos shaping the future of our industry

Human Advantage Conference 2026

A global event exploring how Behavioural Science, AI and Human Intelligence can drive better decisions.

20+

hours of live
content

50+

speakers

2,000+

companies
represented

100

countries
reached

Exploring the forces shaping business and society: From the future of work and leadership to innovation, consumer behaviour and trust.

Convening world-class thought leaders and global business leaders: Featuring Nobel Prize-winning economist Philippe Aghion, leading academics and executives.



Q&A SESSION

NEXT UPDATE

11TH FEBRUARY 2027:
2026 ANNUAL RESULTS

THANK YOU