IPSOS
OUR ESG JOURNEY

2025 Edition

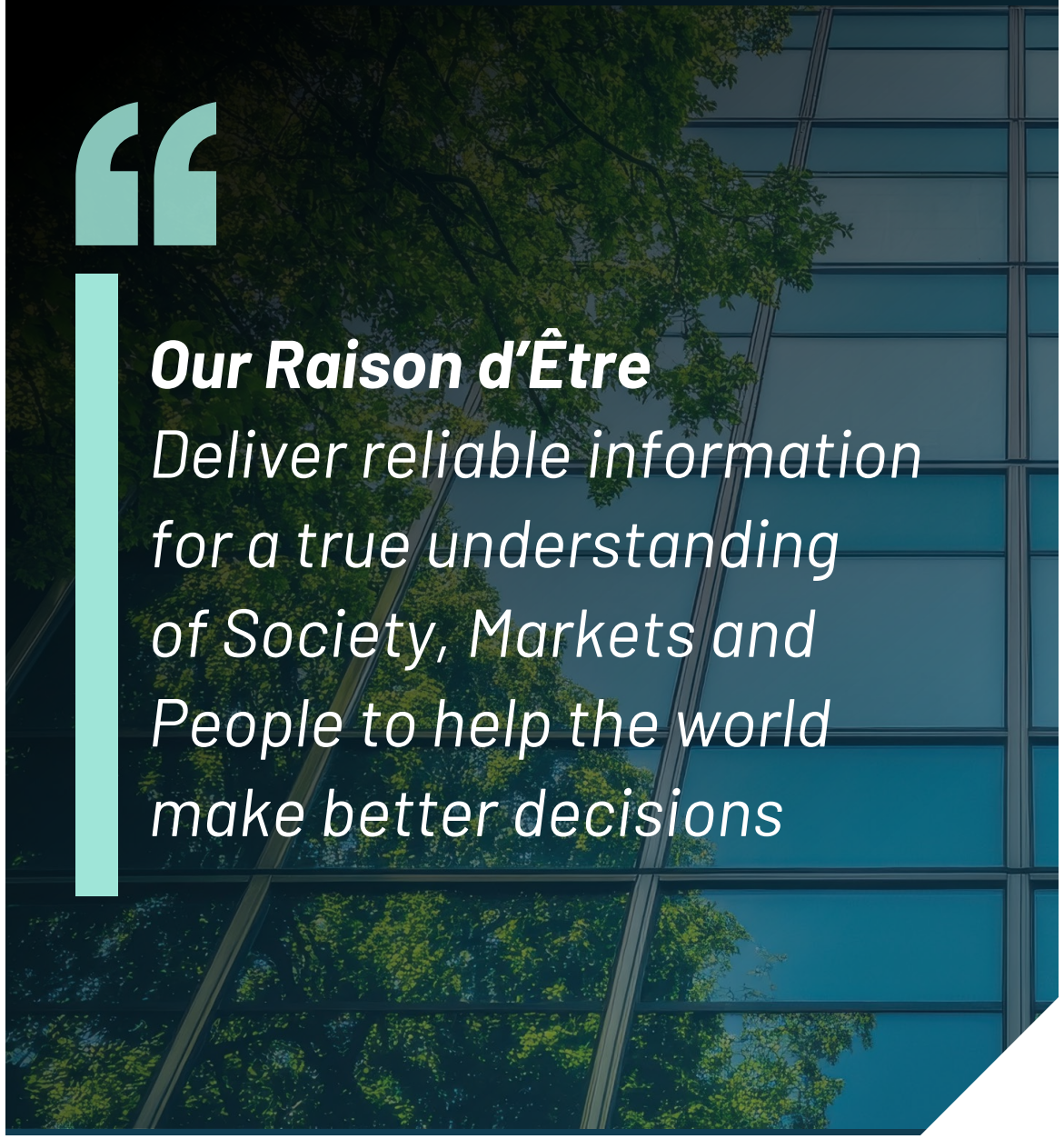
SUMMARY

1 ESG IN OUR DNA

2 OUR ESG OFFER

3 OUR ACTIONS

ESG
IN OUR DNA



OUR RAISON D’ÊTRE

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

In the face of fake news and alternative truths, companies and public organisations need reliable and verified data.

Ipsos uses all available data sources combined with our teams’ expertise:

- from face-to-face interviews to satellite imagery
- from social listening to lab testing
- from online polls to drone footage

INTERVIEWING ALL AUDIENCES FOR BETTER DECISIONS

CITIZENS

How does inflation impact **citizens**' spending?

How can transportation services be improved in Paris?

PATIENTS

Are **patients** satisfied with their treatment?

How did the Covid pandemic evolve?

EMPLOYEES

Are **employees** happy in their company?

Do they perceive their company as inclusive?

CONSUMERS

How to develop sustainable packaging for **consumers**?

Is it relevant to develop Direct to **customers** shipping?

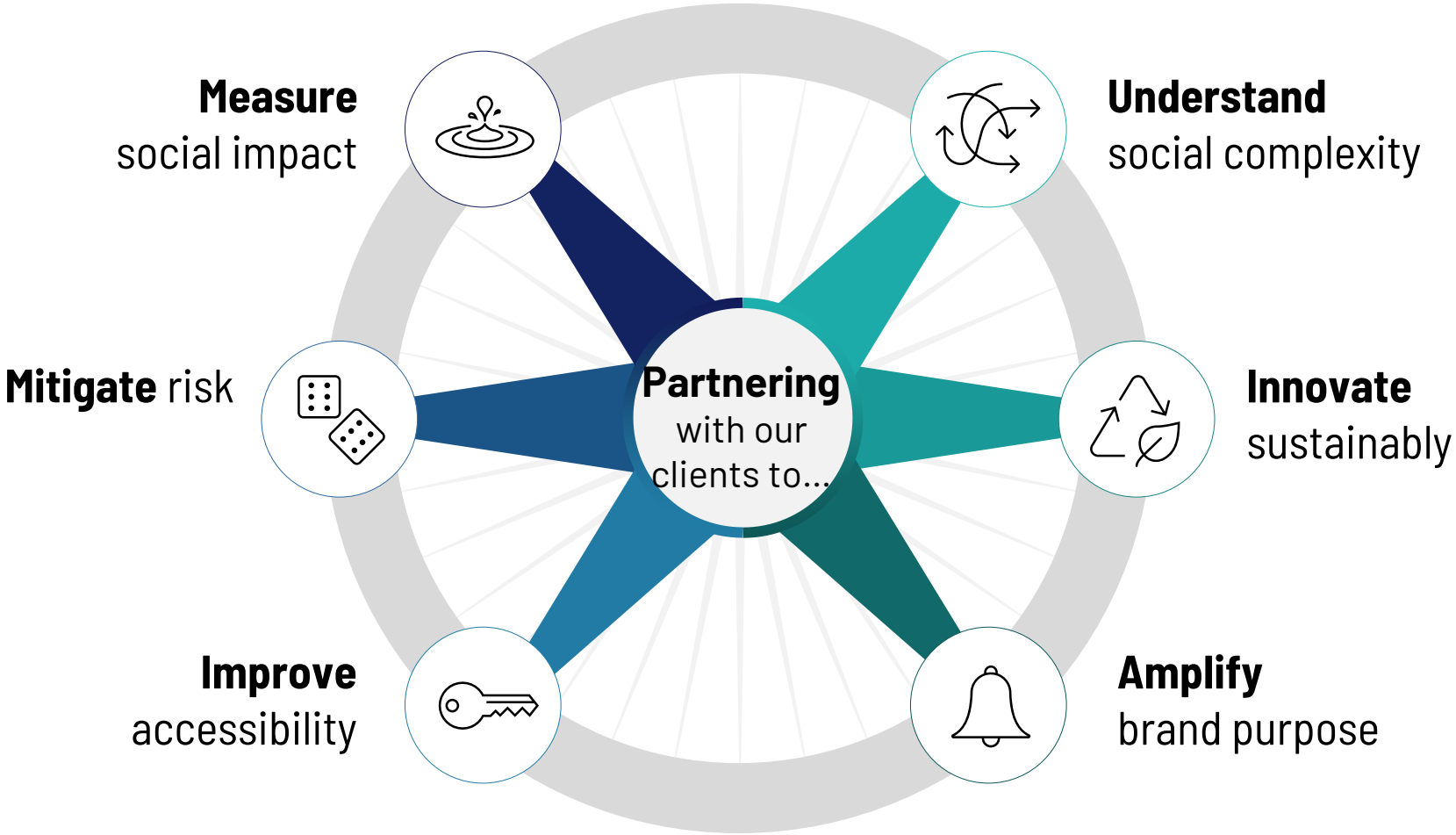
OUR ESG OFFER

Sustainability has evolved from theory to real-world impact.

The challenge: balancing short and medium-term **business imperatives** with **societal responsibilities**.

Mastering this equilibrium unlocks **resilient growth, innovation, and reduced risks**.

GETTING THE **BALANCE RIGHT** TO DRIVE **LONG-TERM GROWTH**



HELPING OUR CLIENTS ON THEIR OWN SUSTAINABILITY JOURNEYS

THE WORLD BANK

ESG Risk Monitor

leveraging digital data & analytics to identify risk and shape timely ESG engagements

UNHCR The UN Refugee Agency

Lives on Hold

impacting refugee policy across Europe

FINANCE COMPANY

Measuring Research Project Sustainability using Ipsos' Carbon Calculator tool

Mondelēz International

Evaluating Cocoa Life Program's progress towards sustainable sourcing goals

Coca-Cola

Exclusive partner

to measure ESG marketing initiatives at brand level

Google

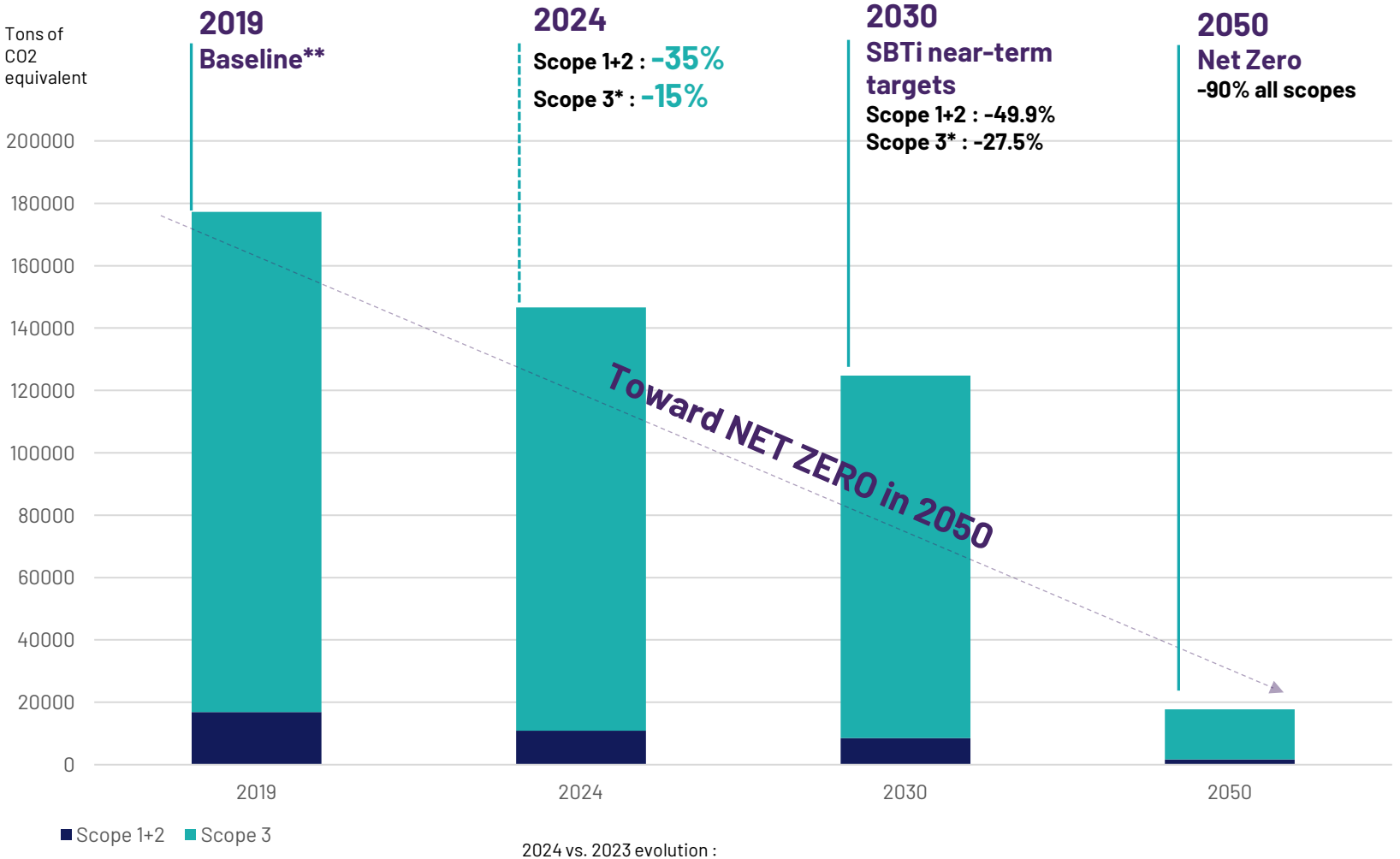
How to communicate on sustainability to drive behaviour change

OUR ACTIONS

OUR ACTIONS FOR THE PLANET

*Ipsos' near-term and net-zero targets **validated** by the Science Based Targets initiative (SBTi).*

SCIENCE BASED TARGETS



excluding scope 3.2 capital oods

2024 vs. 2023 evolution :
+ 4.1 % (current scope)
+1.2% (constant scope)

REDUCING IPSOS' CARBON FOOTPRINT

OFFICES

Considering sustainability criteria when selecting new offices

Reducing energy consumption

Adjusting our office surface area

Increasing the share of renewable energy

Banning single-use plastic

Promoting Eco-gestures

TRANSPORT

Company vehicle policy (reduce car fleet and promote electrification)

Responsible business travel

Promoting sustainable commuting modes

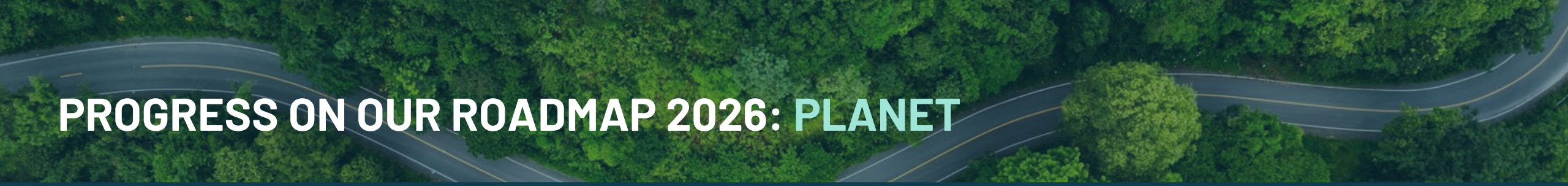
Hybrid working

Optimising interviewers' travel

SUPPLIERS

Supplier engagement program, ensuring they join Ipsos on our Net Zero journey

Sustainability criteria (UNGC, SBTi) in RFP processes



PROGRESS ON OUR ROADMAP 2026: PLANET

	Baseline value	Target set in 2024 for 2026	Achievement in 2024
Greenhouse gas emissions	**2019 (baseline) :** Scope 1 + 2 : 19 544 tCO2e* Scope 3*: 158 960 tCO2e*	Scopes 1 + 2 : -42% vs. 2019 scope 3* : -19% vs. 2019	Scope 1 + 2 : **10 912 tCO2e (-35% vs. 2019)** scope 3 *: **135 663 tCO2e (-15% vs. 2019)**
Share of renewable energy within the total energy consumption	N/A	**35%**	**21%**

*excluding capital goods

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

OUR ACTIONS FOR PEOPLE

Our mission, values and behaviors

are the foundation of how we recruit, develop and retain our 19,000 employees in our 90 markets

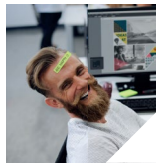
United by strong values:

1. INTEGRITY

2. CURIOSITY

3. COLLABORATION

4. CLIENT FIRST



5. ENTREPRENEURIAL SPIRIT

OUR PEOPLE: OUR MOST VALUABLE ASSET

MONITORING EMPLOYEE ENGAGEMENT

Ipsos introduced Pulse in 2003, **annual satisfaction survey** conducted worldwide

Global action plans reinforce employee satisfaction and engagement

78%
Engagement rate*

CREATING AN INCLUSIVE WORKPLACE

98% of our staff are **permanent employees**

Global Programmes: Belong, Ipsos CARES, Gender Balance Network, Pride, Ethnicity, Neurodiversity

Second Parent leave

91%
Feel able to be themselves at work

CONTINUOUS TRAINING AND LEARNING

Ipsos Training Center designs and delivers online training to all employees

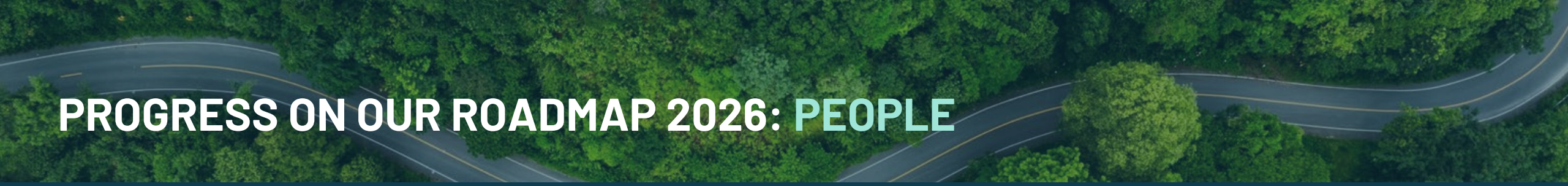
Ipsos Knowledge Center shares the best of what Ipsos knows

~ 500
training courses

DEVELOPING TALENT

Generation Ipsos program offers young talents opportunities to discover Ipsos' business through multiple activities

5,500
graduates in *Generation Ipsos* since launch



PROGRESS ON OUR ROADMAP 2026: PEOPLE

	Baseline value 2023	Target set for 2026	Achievement in 2024
Employee commitment	72% (2023 "RED" benchmark)	Employee commitment at least equal to the "RED" (Representative Employee Data) benchmark	**78%** (vs. "RED" benchmark of 72% in 2024)
Gender equality	40%	**42%** of women in level 1 of the *Leadership Team*	- Level 1: **40%**
	48%	**50%** of women in level 2 of the *Leadership Team*	- Level 2: **50%**
Employee turnover rate	7.8%	**Below 12%** related to voluntary departures (excluding employees with under 3 years length of service)	**6.5%**

OUR ACTIONS FOR SOCIETY

The Ipsos Foundation

Promotes **access to education for disadvantaged children worldwide**

>150 projects supported since 2014 over 50 countries

Each project sponsored by an Ipsos employee

Ipsos supports refugees

Member of the **Tent Partnership for Refugees**

Committed to **recruit 100 refuges by 2026** – after a successful campaign initiated in 2018

Takes a stance on **World Refugee Day**: annual survey on the perception and integration of refugees, volunteering initiatives around the world

Employees are involved in **mentoring** for refugees

GIVING BACK TO LOCAL COMMUNITIES IN OUR 90 MARKETS

2 VOLUNTEERING DAYS
per year for all employees, to devote to charities or community service

MATCHED GIVING
for employees donating to charitable organisations

MAKING OUR SUPPLY CHAIN PART OF OUR ESG JOURNEY

SUPPLIER CODE OF CONDUCT

Shared commitments on all dimensions of ESG, including labour rights, environmental action and good governance

SUPPLIER ENGAGEMENT PROGRAMME

Contributing to Ipsos' Net Zero commitment (two-thirds of our carbon emissions linked to our supply chain)

SECURITY OF RESPONDENTS AND DATA QUALITY

GOLD STANDARDS ON COMPLIANCE

Procedures and training in place
Commitments to Esomar / GDPR rules for protecting respondents
Data privacy officer in each country

PREVENTING CYBER RISKS

First rates security providers
VPN and Multifactor ID in place
Increasing investment in Cybersecurity

DATA QUALITY

Highest data quality standards: fighting online fraud, high quality panels, responsible AI

A DIVERSE BOARD OF DIRECTORS

Didier Truchot
Chairman of the Board

Jean Laurent Poitou
Chief Executive Officer

STRATEGY COMMITTEE

Filippo Lo Franco (I)

Chair

Patrick Artus

Àngels Martín Muñoz (I)

Lionel Chaine, (I)
representing Bpifrance Investissement

APPOINTMENTS AND COMPENSATION COMMITTEE

Anne-Marie Couderc (I)

Chair

Pierre Barnabé (I)

André Lewitcki (E)

AUDIT COMMITTEE

Virginie Calmels (I)

Chair

Laurence Stoclet

Armelle Carminati-Rabasse (I)

ESG COMMITTEE

Eliane Rouyer-Chevalier (I)

Chair

Sylvie Mayou (E)

Roles of Chairman and CEO separated (since 2021)

3 NATIONALITIES

50% WOMEN, 50% MEN

67% INDEPENDENT

(I): independent
(E): representing employees
Committee

SOUND GOVERNANCE

A DEDICATED ESG COMMITTEE AT THE BOARD OF DIRECTORS… CHAIRED BY AN INDEPENDENT DIRECTOR

Placing ESG at the heart of Ipsos' overall corporate strategy

Chaired by an independent director

TOP MANAGEMENT COMPENSATION LINKED TO ESG PERFORMANCE

KPIs: carbon emissions reduction & gender balance among the leadership teams

20% of the CEO's bonus & free shares & 20% of the

Group Management Committee free shares

CODE OF CONDUCT AND ETHICS

Code of conduct including Data protection and privacy, anti-corruption, corporate government, labour rights, whistle blowing…

Applicable alongside the International ESOMAR Code on Market, Opinion and Social Research and Data Analytics

PROGRESS ON OUR ROADMAP 2026: GOVERNANCE

	Baseline value	Target set for 2026	Achievement in 2024
Share of employees trained on data protection and security risks and on corruption risks with regard to client and suppliers	N/A	**95%**	**48%***

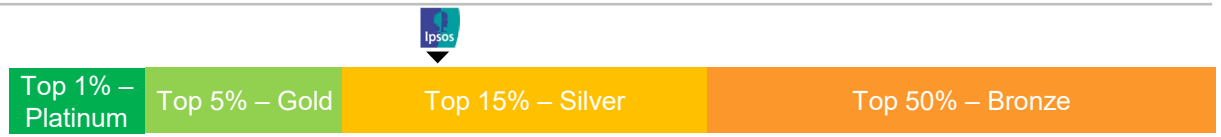
* 84% achieved as at end of June 2025

CONTINUED BROAD RECOGNITION OF OUR ESG PERFORMANCE

CDP
Carbon Disclosure Project

MSCI

ecovadis

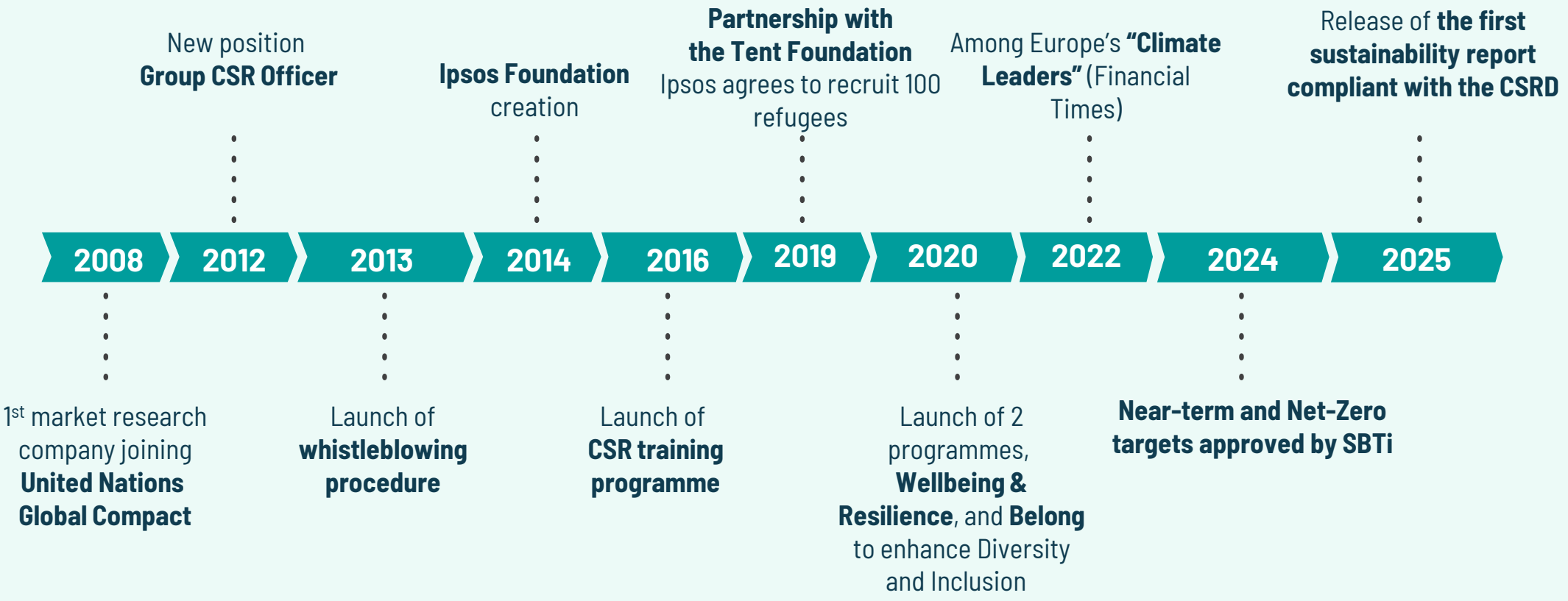


Moody's ESG Solutions

SUSTAINALYTICS

S&P Global

UN Global Compact
United Nations Global Compact

Forbes 2024
WORLD'S TOP COMPANIES FOR WOMEN
POWERED BY STATISTA

A LONG HISTORY OF COMMITMENT TO ESG