



Press Release

Ipsos Partners with Michigan State University As Advisors to MSU's Market Research Program

Bloomfield Hills, MI, August 21, 2017 — Ipsos announces that beginning this Fall semester, Ipsos will be partnering with Michigan State University as a core contributor to their Market Research Program.

Frank Forkin, President, Ipsos RDA, will join the advisory board for the MSU Master of Science in Marketing Research Program as brand ambassador for Ipsos. On the advisory board, Frank will work with other market research leaders to improve the quality of emerging market research professionals, increase their numbers, advise on the curriculum development and improve the educational experience of market research students.

Ipsos will be able to shine the spotlight on our market research experts through this partnership. Ipsos knowledge experts will share valuable experience with students as guest lecturers, highlighting their research specializations. As a core contributor, Ipsos will be able to attend MSU's dedicated market research fairs, opening the door for internships or full-time positions for MSU students, as well as job shadow and mentorship opportunities.

Ipsos RDA specializes in product quality, customer experience and satisfaction research programs, including several global programs for some of the largest automotive companies in the world. In addition to a strong presence in the automotive sector, Ipsos RDA conducts programs for several commercial vehicle, motorcycle, financial services and public utilities companies.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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