



PRESS RELEASE



IPSOS AND ALCHEMY-RX ENTER NEW PARTNERSHIP

New Collaboration Agreement Between the Consultancy and the Research Insights Firm Will Expand Client Access To Expertise

New York, NY, 2019 – Global insights firm Ipsos today announces a collaboration agreement with strategic marketing agency Alchemy-RX, experts in organic growth.

The collaboration, initially focused on the US market, will see Ipsos and Alchemy-RX collaborate to bring each other's expertise to their own existing and potential clients, expanding client access to experts and ensuring lateral thinking.

Pierre Le Manh, Chairman & CEO, Ipsos North America said:

"This collaboration is an exciting development for both our business and our clients. The approach and hands-on growth experiences that the Alchemy-RX team brings will allow us to be even more effective at turning insight into tangible growth strategies for our clients."

Mark Tarchetti, Founder of Alchemy-RX, said:

"This mutually-supportive tie-up with Ipsos shows the real advantages that come from working together. I have no doubt that Ipsos' huge success and background in the research market together with Alchemy's proven brand growth models will prove hugely attractive to clients and especially those in consumer goods, private equity and retail." For more information please contact Tim Johns (tim@alchemy-rx.com).

For more information on this news release, please contact:

Elen Alexov
Marketing Operations Director, North America
+1 778 373-5136
elen.alexov@ipsos.com



PRESS RELEASE



About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

ABOUT ALCHEMY-RX

Founded in the spring of 2019, Alchemy-RX offers consumer businesses a full range of strategic marketing services to grow both new and existing brands.

Alchemy-RX is the brainchild of Mark Tarchetti, former President of Newell Brands and head of strategy at Unilever, and is designed to support companies in unlocking the full potential of their brands by bringing together experienced hands-on operators with proven approaches to accelerated growth in both traditional and online channels

