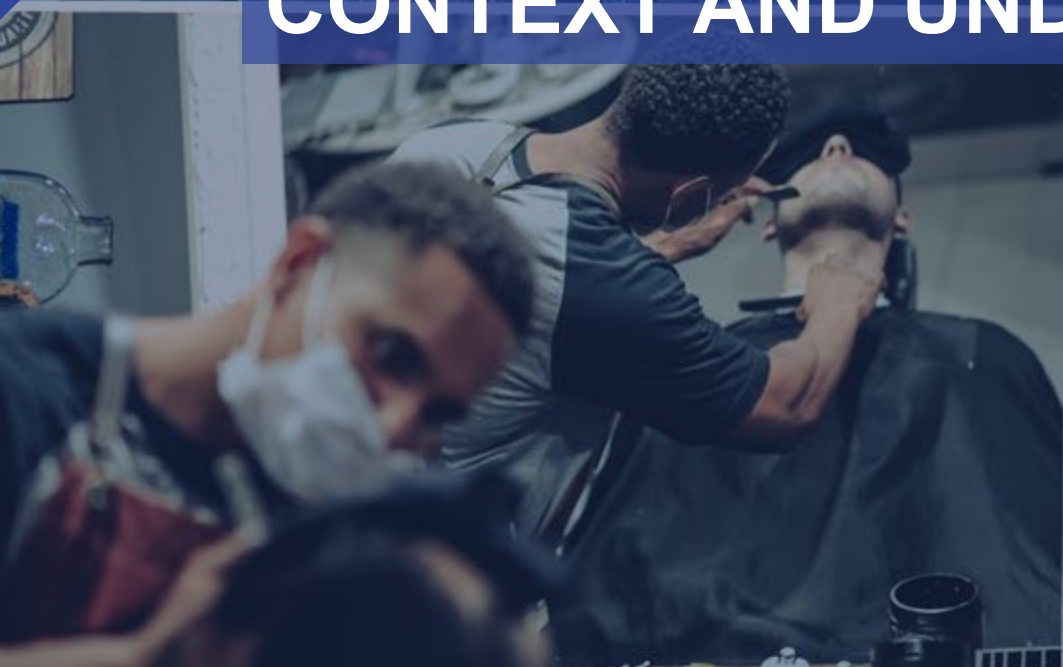


TRACKING COVID-19

ESSENTIAL INSIGHTS FOR BETTER
CONTEXT AND UNDERSTANDING



RELIABLE INFORMATION ENABLING BETTER DECISIONS

A period of rapid and unprecedented events requires **context and perspective on perceptions and behaviour changes**.

Ipsos has been conducting a global tracking since early February, **monitoring and understanding drivers of change in six areas** :

- Purchase metrics and intentions
- Social issues and response to actions
- Incidence of counter-measures
- Behavioural and attitudinal measures
- Responsibility and credibility
- Long-term outlook

Given the rapidly evolving nature of the circumstances, the polling and survey will be adapted accordingly
Subscribers can include 2 customized queries per wave
(results for their eyes only)



ON-GOING INTERNATIONAL COVERAGE

Information collected and delivered on a weekly basis

- Survey is conducted online
- Each wave fields 1,000 respondents in core countries
- General adults population in most countries
- Core countries are Australia, Brazil, Canada, China, France, Germany, Italy, India, Japan, Mexico, Russia, Spain, United Kingdom, United States of America*

Questions due	Field dates	Results delivery
09/03	12-15/03	18/03
16/03	19-22/03	25/03
23/03	26-29/03	01/04
30/03	2-5/04	08/04
06/04	9-12/04	15/04
13/04	16-19/04	22/04
20/04	23-26/04	29/04
27/04	30/04-03/05	06/05
04/05	7-10/05	13/05

*Spain, Brazil and Mexico added on March 26 wave.



DELIVERABLES INCLUDE:

- Global report with executive summary for proprietary use
- Data access rights to the online platform
- Weekly full report and analysis
- Access to back data (past tracking)
- Executive briefing upon request

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ABOUT IPSOS

Ipsos is 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 – summarises 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
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GAME CHANGERS

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

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.