



PRESS RELEASE

Ipsos Continues to Shine Spotlight on the World's Refugee Crisis

Newly named Ipsos Foundation ambassador, Reena Roy, leads North American initiatives for World Refugee Day

Ipsos, the leading global research and insights organization, surpassed its goal set for United Nations World Refugee Day on June 20. Ipsos launched its **#stepswithrefugees** initiative in mid-June with the goal of having employees walk 3 million steps by June 20. The steps were meant to reflect the long journey many refugees take to make it to safety. Ipsos employees smashed its initial goal and recorded 12.7 million steps by June 30. Another initiative held to mark World Refugee Day was the first ever **Ipsos Refugee Film Festival**. The festival showcased a well curated line up of international award-winning short films highlighting the many challenges refugees face globally. Award-winning directors from Australia and Jerusalem attended a moderated Q&A session with viewers. A special live performance by an ex-refugee brought the event to a close. All proceeds raised in the inaugural Ipsos Refugee Film Festival were donated to charities supporting refugees.

Newly appointed Ipsos Foundation ambassador for United States, Reena Roy, Vice President, Client Success, US Channel Performance, led these Ipsos refugee initiatives. For Reena, being given the role is a true honor.

“Growing up in Malaysia, my mother always ensured that volunteering to help those in need was an integral part of my upbringing. Now, as a mother, I imbibe those same ideals in my children to serve the community. It is easy to donate money, but it takes real effort to take time out of your day to do something for someone else without expecting anything back in return. As the Ipsos Foundation US ambassador, I look forward to continuing my lifelong passion of raising awareness and resources for those who need help.”

Founded in 2014, the Ipsos Foundation's mission is to carry out educational programs for underprivileged children and adolescents around the world. It began with an initial endowment of a half million euros. The Ipsos Foundation currently supports 10 non-profit groups mainly dedicated to rebuilding schools, support of children and families in need, challenging health, social and economic situations.

To read more about the **Ipsos Foundation**, please visit <https://www.ipsos.com/en/taking-responsibility>



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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).

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