



PRESS RELEASE

Alice Wang named as Chief Financial Officer, Ipsos North America

New York, September 14, 2023 – Ipsos, one of the largest insights and analytics companies globally, is pleased to announce that Alice Wang has been appointed as Chief Financial Officer, Ipsos North America.

A proven leader and strategic professional with more than 20 years of experience in senior financial and corporate development roles across the market research and media industries, Wang will oversee finance activities throughout Ipsos' North America business, including M&A and procurement.

"Alice has extensive experience with both organic and inorganic growth and an intimate knowledge of emerging and established players across our industry, in North America and globally," said Lorenzo Larini, CEO of Ipsos North America. "Her broad industry experience and exceptional business acumen make her uniquely qualified to enable Ipsos' North America future profitable growth".

Prior to joining Ipsos, Wang served as GfK's Global Head of M&A and Business Development for five years, where she was responsible for all M&A activities, including GfK's recently completed merger with Nielsen IQ. Before her role at GfK, she served at Nielsen as Chief Financial Officer of the greater China region and Senior Vice President of M&A and Business Development.

Wang started her career as an investment banker, including as a member of Credit Suisse's Technology, Media and Telecommunications group. She received her undergraduate degree in Economics from Harvard and her MBA in Finance and Accounting from the Wharton School.

Wang will report directly to Dan Levy, Ipsos' Group Chief Financial Officer, effective September 11.

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ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

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

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com