

DISCOVER IPSOS

Corporate presentation 2025

IPSOS, ONE OF THE WORLD'S LEADING MARKET RESEARCH COMPANIES

KEY FIGURES



Founded in France
1975



20,000
Employees



Across 220 cities and
90 markets



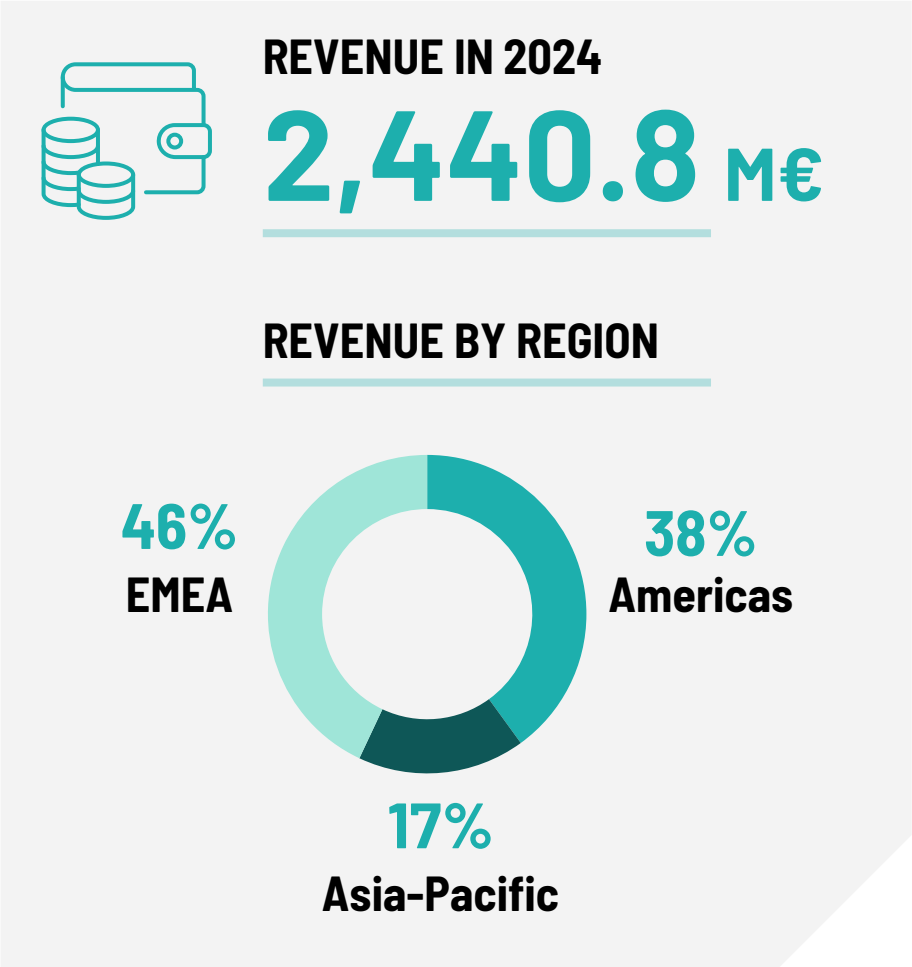
For **5,000+** clients



With **6M+** authenticated,
proprietary panelists



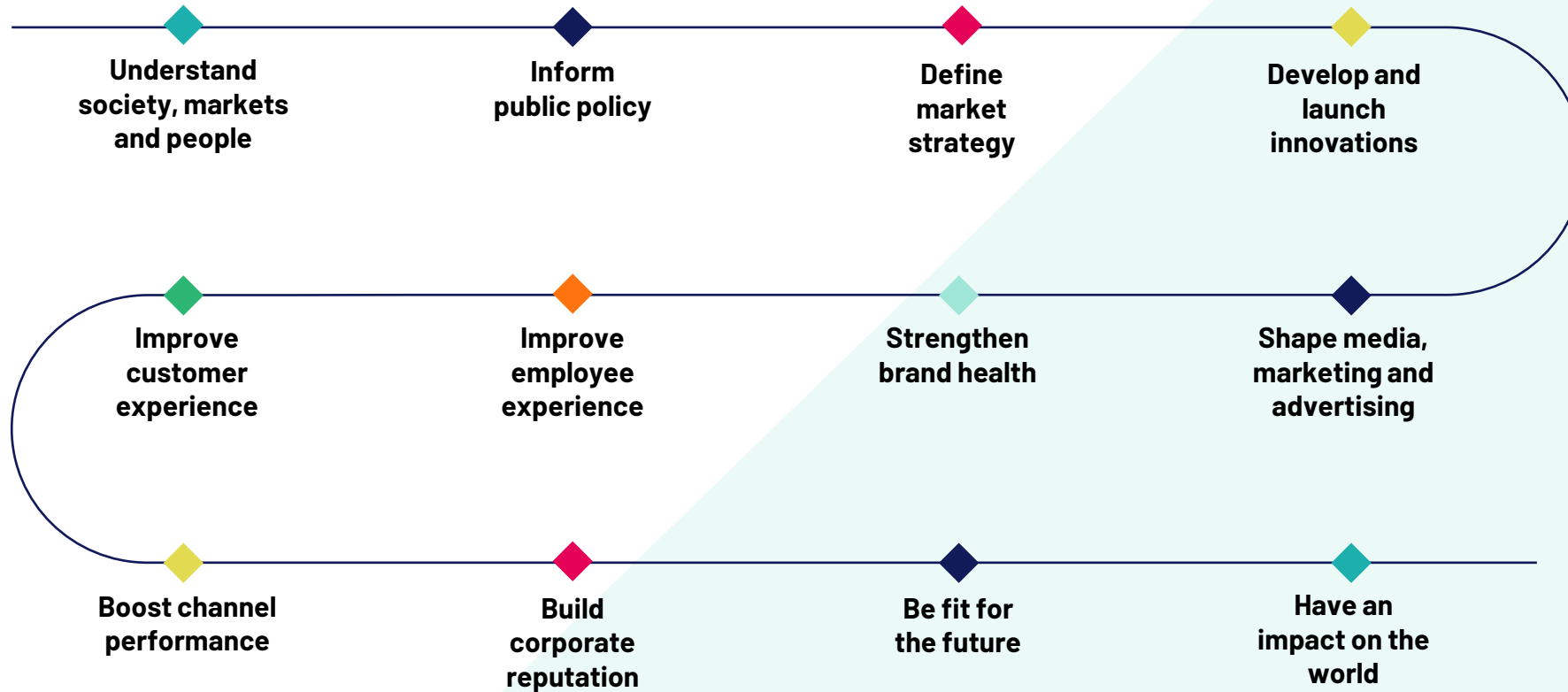
FINANCIAL HIGHLIGHTS



	2019	2020	2021	2022	2023	2024
Organic Growth	+3.8%	-6.5%	+17.9%	+5.6%	+3.0%	+1.3%
Operating Margin	9.9%	10.3%	12.9%	13.1%	13.1%	13.1%
Free Cash-Flow	64 M€	265 M€	244 M€	214 M€	169 M€	216 M€

15+ Acquisitions since 2023
in Public Affairs, Tech or Healthcare sectors

OUR EXPERTISE: GREATER IMPACT THROUGH TOTAL UNDERSTANDING



Understanding people as ...

Citizens

Consumers

Customers – B2C and B2B

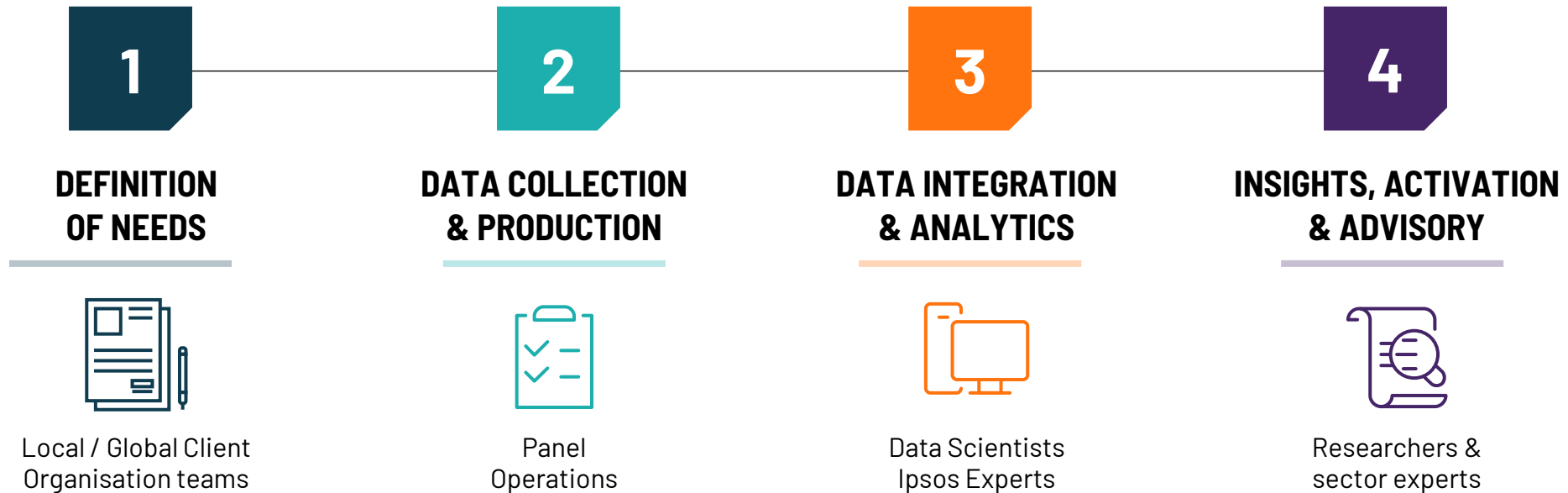
Healthcare professionals and patients

Employees

IPSOS COMMITMENT TO DATA QUALITY

End-to-end expertise and control

Ipsos is committed to maintaining the highest standards of market research quality, driven by our fundamental value of integrity. We are continuously refining our systems and processes and leveraging advanced technologies, including automated real-time fraud detection measures, to ensure data accuracy and reliability. [Read more](#)



IPSOS IS UNIQUELY POSITIONED IN THE AI ERA



**SAFE &
AGNOSTIC
PLATFORM**

1

**QUALITY DATA
TO TRAIN
MODELS**

2

**DATA
SCIENTISTS
TO VALIDATE**

3

**PROMPT
ENGINEERING
EXPERTISE**

4

**VERIFICATION
& ACTIVATION
EXPERTISE**

5

**TRUSTED
ADVISOR
REPUTATION**

6

BUILDING OUR TEAMS AROUND OUR FIVE VALUES



INTEGRITY

We demonstrate the highest ethical standards and principles. We are independent, objective experts delivering reliable information to our clients.



CURIOSITY

We are curious about the world around us. We ask the right questions, we seek the new and unexpected.



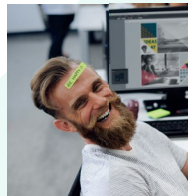
COLLABORATION

Together, we are smarter than any one of us individually. We work in diverse teams combining clients and colleagues. Together we navigate the world towards common goals and open minds.



CLIENT FIRST

We put our clients first. Always. We focus on long-term partnerships and we understand our clients' businesses as if they were our own. We are responsible and accountable for providing our clients with the best solutions across our specialisations.



ENTREPRENEURIAL SPIRIT

We are different. Our culture encourages individuals to try different, innovative ideas. We are motivated. We work hard and smart, and we act quickly and decisively.

THE 3 PILLARS OF ESG & SUSTAINABILITY AT IPSOS

1 IMPACT FOR CLIENTS

Accelerate the progress of our clients' sustainability journey with our data and insights



2 INFORM

Keep the world and Ipsos educated and informed on public opinion & readiness to act on ESG



3 IMPLEMENT

Meet Ipsos' regulation requirements and take the right actions ourselves on ESG



A GROUP RECOGNIZED BY THE INDUSTRY AND THE MEDIA



THANK YOU