



Press Release

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Ipsos in South Africa appoints Natalie Otte as new Country Manager

Seasoned market research executive with over 21 years experience to lead Ipsos in South Africa from 1 February 2026

Ipsos, one of the world's leading market research companies, today announced the appointment of Natalie Otte as Country Manager for Ipsos South Africa, effective February 1, 2026. She will report to Nick Coates, CEO Sub-Saharan Africa at Ipsos.

Otte joins Ipsos from Kantar, where she most recently served as Chief Client & Commercial Officer for Kantar's Insights Division in South Africa since 2019, managing major brand portfolios and driving growth strategies for clients across the African continent.

"We are delighted to welcome Natalie to the Ipsos family," said Nick Coates, CEO Sub-Saharan Africa at Ipsos. "Having led the South African business myself for over five years before taking on the regional role, I know firsthand the importance of having a leader who deeply understands both the local market dynamics and our clients' evolving needs. Natalie's exceptional track record of helping brands achieve profitable growth through data-driven insights, combined with her proven leadership capabilities, will be invaluable as we continue to strengthen our position as the partner of choice for businesses seeking game-changing insights."

With over 21 years in the research industry, Otte has built her reputation as a thought leader in advertising effectiveness, brand development, and consumer insights. Prior to her role as CCO, Otte served as CEO of Kantar Millward Brown South Africa from 2016-2018, where she led teams delivering brand health tracking, media evaluation, and communication testing for major clients. Her 21-year tenure at Kantar Millward Brown, rising from Junior Research Executive to CEO, demonstrates her comprehensive understanding of the research industry at every level.

"I'm thrilled to join Ipsos at such an exciting time for the market research industry in South Africa and across Africa," said Natalie Otte. "Ipsos' global reach, innovative methodologies, and commitment to delivering insights that drive real business impact presents an incredible opportunity. I look forward to working with the talented Ipsos team and partnering with clients to transform insights into actionable strategies that drive measurable business growth. My focus will be on strengthening our client partnerships, driving innovation in our research approaches, and ensuring we continue to deliver the high-quality insights that help our clients win in an increasingly complex marketplace."

Otte holds a BCom Marketing with Honours from the University of Pretoria and brings additional perspective from her early career experience across IT, automotive, and security sectors. Her broad base of industry experience has contributed to her deep understanding of consumer behaviour and market dynamics across diverse sectors.



Press Release - Continued

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ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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