



# Press Release

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## Ipsos successfully launches an inaugural €300 million bond issue

**Paris, 17 September 2018** – Ipsos successfully launched a €300m, 7-year (due in September 2025) inaugural bond issue, with an annual coupon of 2.875%.

The success of this transaction, for an unrated issuer, illustrates investors' confidence in Ipsos' group strategy and credit profile. The bond offering will allow Ipsos to extend its maturity profile compared to existing financing instruments and further diversify its debt investor base.

The proceeds of the offering will be used for general corporate purposes, including the refinancing of certain existing indebtedness.

The settlement of the offering is expected to take place on September 21, 2018, once the prospectus has received the visa of the French Financial Market Authority (Autorité des Marchés Financiers, AMF).

The notes will then be admitted to trading on Euronext Paris.

Crédit Agricole CIB, HSBC and Société Générale are acting as Joint Global Coordinators, and Commerzbank and Natixis are acting as Passive Bookrunners.

### Disclaimer

*This press release is for information purposes only and is not an offer to sell or subscribe securities or a solicitation of an order to purchase or subscribe securities in any jurisdiction. The securities mentioned in this press release were not and will not be offered through a public offering.*

*This press release does not constitute an offer for sale of securities in the United States of America or any other jurisdiction. These securities may not be offered or sold in the United States of America unless they are registered or exempt from the registration requirements of the US Securities Act of 1933, as amended. Ipsos does not intend to register any of the securities mentioned in this announcement in the United States or to conduct a public offering of securities in the United States.*

*This press release is an advertisement and is not a prospectus as required under Directive 2003/71/EC, as amended (the "Directive"). A prospectus will be prepared and made available to the public, in compliance with the Directive, as part of admitting the bonds to trading on the Euronext regulated market Paris.*

*This press release does not constitute an offer of securities in France or in any other country. The bonds are the subject of a private placement in France with (i) persons providing investment management services to third parties and/or (ii) qualified investors other than individuals acting for their own account, as defined, and in accordance with Articles L.411-1, L.411-2 and D.411-1 of the Monetary and Financial Code, and outside France. No prospectus related to the placement of the bonds has been approved by a competent authority of a European Economic Area Member State.*

*The dissemination of this press release in any country where such dissemination could constitute a violation of applicable legislation is prohibited.*



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## GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, simplicity, speed and substance.

We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.  
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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