



Ref No.:
Ipsos-QM-002

Ipsos (China) Consulting Co., Ltd.
Statement of Applicability
(SoA)

Version: 1 / 0

Effective date: June 1, 2021

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Founded in France in 1975 and listed in France in 1999, Ipsos is global leading marketing research group in the world with offices in 90 markets. Ipsos is the only market research company owned and managed by research professionals in global. In 2011, Ipsos acquired Synovate, making it the world's third largest research group. With a global turnover of 1.84 billion euros in 2020, Ipsos has about 18,000 employees and more than 5,000 clients in the 90 markets.

Ipsos enters China since 2000 and has offices in 6 cities, including Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, and Wuhan, with 22 business units (BUs) and more than 1,200 professional researchers. Ipsos adheres to the ISO 20252, ESOMAR and other applicable regulations and codes about market, opinion and social research. With a turnover of around 1 billion RMB in 2020, Ipsos (China) Consulting Co., Ltd. (hereinafter referred to as Ipsos China) is the largest marketing research company in China, and its general operations include market research, international economic information consulting and technical information consulting.

Ipsos China services cover sectors such as FMCG, mom & baby, finance, auto, telecom, healthcare, real estate, pan-entertainment, Internet & new-tech, education and tourism, and involve various fields like strategic consulting, business consulting, qualitative research, market strategy & consumer understanding, social intelligence analytics, innovation research, brand health tracking, customer experience management, corporate reputation, user experience, creative excellence, quality management, mystery shopping, observer, clinics & mobility lab, and healthcare.

Statement of applicability to ISO 20252:2019 Market, opinion and social research, including insights and data analytics — Vocabulary and service requirements:

Ipsos China has selected marketing research services include project design and management, data collection and data processing, data analysis and reporting to be attested to this standard in accordance with Annexes A, B, C, D, E and F.



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The details of Ipsos' certified annexes are as follows:

Annex	Attested	Excluded	Explanation
Annex A – Sampling including access panels	Sampling for research planning, including probability sampling, non-probability sampling, and the operation and management of access panels.	None	Ipsos China's research planning process includes a sampling process, and it owns accessible panels, while using some outsourced access panels.
Annex B – Fieldwork	Quantitative and qualitative surveys for research services, including face-to-face interviews, telephone interviews, online interviews, etc.	None	Ipsos China's uses both quantitative and qualitative surveys in its research services to obtain target data, while outsourcing parts of quantitative and qualitative survey activities.
Annex C – Physical observation	Physical observation for research services, including flow statistics, consuming behavior research, indoor observation, and mystery shopping, etc.	None	Ipsos China's uses flow statistics, consuming behavior research, indoor observation, and mystery shopping, etc. in its research services to obtain target data, while outsourcing parts of shopping behavior research and indoor observation survey activities.
Annex D – Digital observation	Digital observation methods for research services, including collecting data passively, etc.	None	Ipsos China's uses digital observation methods such as public opinion monitoring and target behavior observation to obtain target data in its research services, while outsourcing parts of digital observation implementation.
Annex E – Self-completion	Self-completion data sourced from questionnaires for research services.	None	Ipsos China's uses self-completed questionnaires in its research services to obtain target data.
Annex F – Data management and processing	Later-period data management and processing activities for research services.	None	Ipsos China's performs data coding, entry, editing, review, analysis, and other processing activities on the data obtained from the surveys in its research services, while outsourcing parts of the above-mentioned processes.

President:

Ipsos (China) Consulting Co., Ltd.

May 25, 2021