

2026

FIRST QUARTER RESULTS

April 16, 2026

Jean Laurent Poitou, CEO

Olivier Champourlier, CFO



Agenda

01

First Quarter 2026

02

Horizons update

03

Outlook 2026

FIRST QUARTER

2026

Revenue and total growth



Q1 REVENUE

€ **555 M**



TOTAL GROWTH

-2.4%



TOTAL GROWTH
Excluding -5.4% FX effect

+3.0%



ORGANIC GROWTH

-1.4%

PERIMETER

+4.3%

Encouraging commercial momentum

Q1 Order book: +1% organic growth

- **Positive commercial dynamic in Q1** with a **strong acceleration** in order in March:
- Rising demand in **Public Affairs**
 - Solid traction in **CPG clients**
 - Our **four largest markets** are driving growth, promising performance **in China**
 - Good performance from **key clients** managed by the global commercial organization

Order book growth will **gradually translate into revenue**

Public Affairs orders are coming back

- Ipsos has **all the assets** to win large Public Affairs contracts:
- **Total understanding** of individuals as consumers, citizens, patients, employees
 - **Global footprint**, presence in 66 markets
 - **Trusted proprietary panels**
 - **Diversified data collection** methodologies including face-to-face

We have won government contracts across multiple geographies, including US, France and UK

Public Affairs will contribute to growth in 2026

Revenue by region

In millions €	Q1 2026	Total growth	Organic growth
EMEA	286.5	5.3%	0.1%
Americas	181.1	-10.9%	-4.1%
Asia-Pacific	87.3	-6.3%	0.2%
Total	554.9	-2.4%	-1.4%

Revenue by audience

In millions €	Q1 2026	Total growth	Organic growth
Consumers ¹	275.1	-1.3%	0.5%
Clients & employees ²	111.5	-1.8%	-3.3%
Citizens ³	92.4	0.0%	-2.3%
Doctors & patients ⁴	75.9	-9.7%	-4.4%
Total	554.9	-2.4%	-1.4%

Breakdown of each Service Line by segment: breakdown of revenue by audience segment is non-financial data, likely to change over time depending on changes to the organization of Ipsos teams.

1. Brand Health Tracking, Creative Excellence, Innovation, Ipsos UU, Ipsos MMA, Market Strategy & Understanding, Observer (excl. public sector), Ipsos Synthesio, Strategy3
2. Automotive & Mobility Development, Audience Measurement, Customer Experience, Channel Performance (including Mystery Shopping and Shopper), ERM, Capabilities
3. Public Affairs, Corporate Reputation
4. Pharma (quantitative and qualitative)

At the end of Q1, the order book is in line with historical pattern

Acquisition rate end of Q1	Order book
2022-2025	55.5%
2026*	55.6%

(*) For 2026: Actual Q1 2026 / Full-Year

HORIZONS UPDATE



Q1 marks the kick-off of Horizons

1. Leverage our multi specialist business offerings.

- **Prioritizing initiatives** to drive impact in 2026, with a strong focus on our GMS powered by Ipsos.Digital

2. Global company with a local footprint

3. Speed as an absolute priority

4. AI as a catalyst for market leadership

- **Embedding AI and Technology** across our offerings and operations

5. Access to real people as a critically relevant competitive advantage

- Increasing **level of insourcing**

6. Value-added service partner

- **Driving commercial excellence** to unlock greater client value

Enhanced leadership team: appointments of **Nathan Brumby**, **Alexandre Boissy**, and **Olivier Champourlier** and **strong global mobilization across our teams**

Decoding consumer behavior with AI technologies

Capturing real consumption moments and consumer video diaries

- **Understanding context:** *what, where, how, why, with whom*
- **Detecting subtle consumer signals:** *micro-expressions, routines, environments*
- **Products tested:** *Homecare & Consumer goods (coffee...)*
- **Delivering real-time, actionable insights:** *enabling faster decision-making*
- **Already deployed at scale** for leading CPG players and expanding globally

This scalable technology is also part our GMS offer



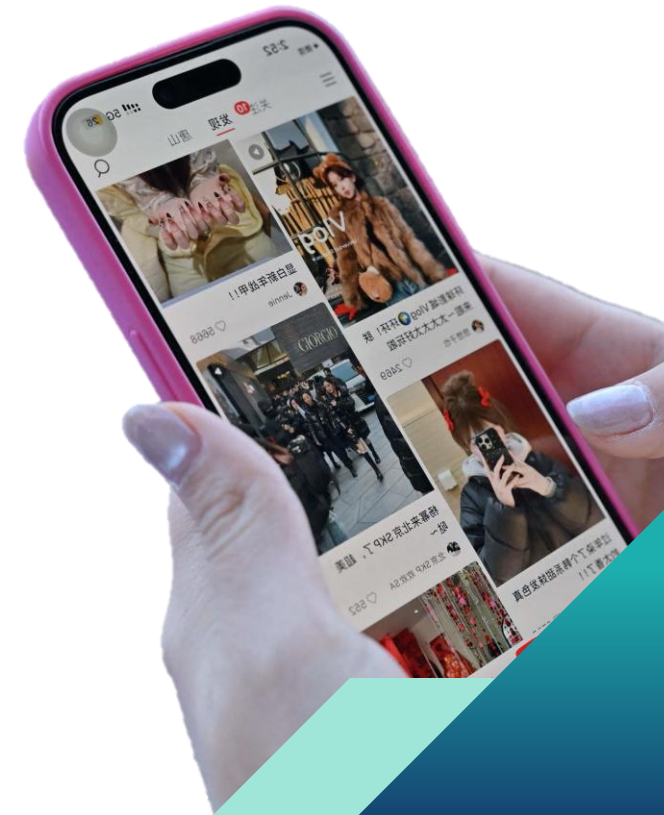
Optimizing Influencer marketing with AI technologies

AI-powered solution to select best influencers

- **Automating social content analysis** using AI to identify trends and consumer needs in real time
 - **Replacing manual processes** with scalable, data-driven insights
 - Enabling faster decisions, better targeting, and more effective marketing campaigns at scale
- Platform : Rednote

Scalable AI solution enhancing influencer marketing effectiveness

across categories and markets



Exploring digital twins in a key market: China

Creation of Synthetic Consumer

- **Built on real consumer-authorized data** replicating personality traits and behavioral logic, accessible 24/7
- **First digital twin-based insight** application deployed in China for a CPG client

This technology answers some client questions faster and more cost-efficiently across innovation cycles



OUTLOOK 2026

Middle East conflict: a key watchpoint

- **Impact at Ipsos**

- Slowdown in the Middle East for Ipsos in March
- Limited observed consequences outside the region
- No significant impact on Group's full year outlook at this stage

The situation remains highly volatile, being closely monitored internally

Further acceleration expected



Capitalizing on the **positive order book momentum**



Building up on the **rollout of Horizons initiatives**, with double-digit growth with GMS



Converting a **well-oriented pipeline**, backed by positive business reviews with market leaders

Outlook 2026 is confirmed

ORGANIC GROWTH:

2 to 3%

OPERATING PROFIT:

Equivalent to 2025

Agenda

20 May 2026

**General Meeting
of shareholders**

23 July 2026

**First-Half
results**

THANK YOU

