



Press Release

Liz Musch appointed CEO of Ipsos ASI

Paris, 12 April 2013 – Liz Musch has been named Global CEO of Ipsos ASI, the global specialists in brand and communications research. She will report to Didier Truchot, Ipsos founder, Co-President and CEO. Ms. Musch succeeds Alex Gronberger, who takes on the new role of Regional CEO of Ipsos Latin America. She will oversee Ipsos ASI's global network of 60 offices from the company's Paris corporate headquarters. As part of her expanded responsibilities, Ms. Musch also joins the Ipsos Management Board.



Prior to her promotion, Liz was Global CEO of the Ipsos Loyalty division, joining Ipsos in January 2009. During her tenure at the helm of Loyalty, the division's revenues more than doubled. Ipsos Loyalty will be led Ralf Ganzenmueller, former Ipsos Germany CEO.

Speaking of her new challenge, Liz highlights that she is intending to put new emphasis on building and managing brands and their communication utilizing a combination of innovative and proven tools, seasoned expertise and leading *"a thinking organization"* that looks at each client's challenge through fresh eyes. "To honor this commitment we will be building the ASI organization to have a strong balance of brand strategists and innovators, as well as world class researchers. We are also committed to having the absolute best, state of the art *Neuro, Digital and Mobile* tools. ASI is already a powerful brand in its own right, and is recognized as such by the global marketing community. But given the rapidly changing environment, there is more we can and will do to help our clients build their brands and breathe new life into their communication."

Liz's love for and understanding of brands and advertising was nurtured from the start of her career in New York City at Benton & Bowles (which later became DMB&B and then part of Publicis). She ultimately relocated to Paris, where she rose to become CEO of DMB&B in France, and had line leadership responsibility for the P&G client business in Europe.

She also gained important client perspective as Managing Director with Bertelsmann, as well as critical new media experience with marchFirst. Additional and highly relevant experience also came from her being with Kantar/WPP for seven years, first as CEO France Millward Brown, and then as European CEO of Added Value, Europe, a branding consultancy.

Educated in the U.S. at USC (In full) (BA) and Tufts (Master's), Liz was born in Holland of Dutch-Indonesian parents and later moved to the US. She has been living in France for the past 25 years and hold dual U.S. and French citizenship.



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About Ipsos and Ipsos ASI

Ipsos ASI is a leading global research agency specializing in advertising and brand communications. Offering state-of-the art research solutions that employ measures predictive of in-market performance, Ipsos ASI focuses on helping clients build stronger brands.

Their areas of expertise include all aspects of advertising development and in-market evaluation across traditional and emerging media. Ipsos ASI's goal is to help clients deliver the right message at the right time across the right media to deliver the best return for their brand.

The Ipsos ASI team of brand and communications research experts is a global community of specialists who are passionate about advertising. From branding and positioning, from concept development to production, from final execution and into post-implementation performance, they help inform client decisions at every stage of the process.

Ipsos ASI is part of the Ipsos organization.

Founded in 1975, Ipsos is the only major independent research company that is controlled and managed by research professionals. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (2,300 billion USD) in 2012. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

Ipsos is a leading global research company focusing on six core specializations: Advertising, Marketing, Media, Opinion and Customer Relationship Management research, and Data Collection and Delivery. With offices in 86 countries, Ipsos conducts research in more than 100 countries.

To learn more about Ipsos and Ipsos ASI, visit www.ipsos.com and www.ipsos.com/asi.

Nobody's Unpredictable

"Nobody's Unpredictable" is the Ipsos signature.

*Our clients' clients are increasingly changing their habits –
hopping from one trend to the next, changing their behaviour, views and preferences.
We help our clients to capture these trends, which characterise the society in which we live.
We help them to understand their clients – and the world - as they are.*

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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