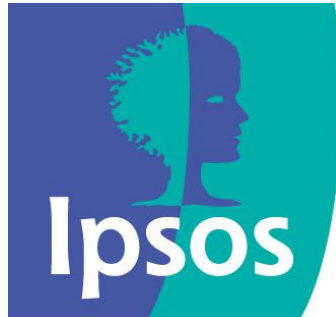


# Ipsos Healthcare Appoints Jackie Ilacqua Global Head of Syndicated Services & Oncology Portfolio

Public Release Date: Thursday, April 18, 2013, 6:00 AM EST



*Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (\$2.300 billion U.S.) in 2012.*

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## **Ipsos Healthcare Appoints Jackie Ilacqua Global Head of Syndicated Services & Oncology Portfolio**

**Parsippany, NJ, April 18, 2013** – Ipsos Healthcare has announced the appointment of Jackie Ilacqua as Global Head of Syndicated Services. In addition, she retains her existing role as President of Global Oncology, leading the company's syndicated and custom oncology business around the globe. Ilacqua, who is also a member of the Ipsos Healthcare Board, will oversee and grow these two core elements of the Ipsos Healthcare offering.

Ipsos Healthcare's Syndicated Services include the market-leading Global Oncology Monitor and Global Therapy Monitor portfolios, alongside a range of new services that include social listening, molecular diagnostics, disease-specific ethnography studies and a suite of commercial strategy offerings.

In her 20+ year career, Ilacqua has worked across both ad hoc and syndicated business globally – during which time, she has grown Ipsos' Global Oncology Monitor from 7 countries to 21, created a range of new products, and worked with virtually every oncology manufacturer, researching almost every type of cancer.

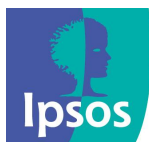
Ipsos Healthcare's Global Therapy Monitor portfolio will continue to be run by Rhoda Schmuecking – President, Global Therapy Monitors and also a member of the Ipsos Healthcare Board – who will report into Ilacqua. Under Schmuecking's leadership, the portfolio has expanded into multiple new areas and markets, and now covers more than 20

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diseases in 35 countries.

Commented Michael Spedding, CEO of Ipsos Healthcare:

“Our syndicated services are a key strategic priority for Ipsos Healthcare, as is our global oncology portfolio. Jackie brings to this combined role an impressive blend of market research knowledge, healthcare expertise and true strategic flair. She is perfectly placed to lead the charge in adding value to existing services, and extending our portfolio to meet clients’ changing needs.”

Added Ilacqua:

“With patents expiring and budgets being squeezed, pharma and biotech companies are being challenged to achieve the same results with less resource. Syndicated services, either alone or in combination with custom research, are the perfect solution. I’m delighted to take on this key role and create new ways of helping our clients get more for less.”

**For more information on this news release, please contact:**

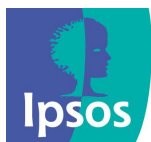
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