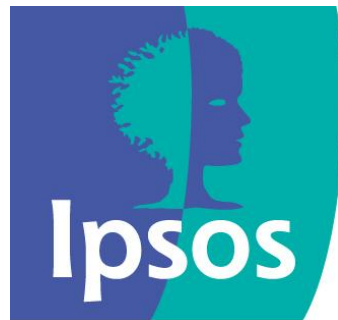


Newly Launched Ipsos SMX Leverages Social Media Engagement for More Insightful Research Results

Latest Offer from Ipsos Aims to Innovate Market Research through Social Media

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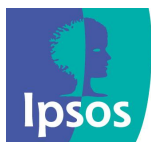
Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the 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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New York, NY – Social media has changed the way people communicate and interact with each other and with brands. Ipsos is leveraging that change to enhance the way research and market understanding is conducted with the newly launched Ipsos SMX, the company's Social Media Exchange. Ipsos SMX will lead online research innovation to provide clients with a deeper understanding of their consumers through engagement based social media research.

Incubated from Ipsos' Global Innovation Center, Ipsos SMX has established platforms and clients in all major sectors and territories in which Ipsos operates, and is set to become one of the company's core research offerings. Andrew Leary will serve as CEO of Ipsos SMX, overseeing a team of fellow online community pioneers, social media experts and thought leaders from around the globe.

"I have always been passionate about consumer engagement and finding ways to bring the consumer voice into the boardroom," says Leary. "Ipsos has provided the platform to do this globally, as well as the client and category expertise to improve the overall decision making process within organizations. And as the market continues to demand that information be



delivered at a faster rate, it is clear that social media will only become a more important part of the equation.”

Ipsos SMX will focus on delivering fast and affordable insights via unique and new methods of research. Initially, that will consist of online communities and social listening, with future plans to innovate and quickly add new solutions and techniques to their growing product spectrum. Rising to meet the ever-changing needs of brands and marketers within the social media landscape around the world, Ipsos SMX rolls out in the United States, the UK, France, Germany, and China, with additional resources in ten other countries.

Ipsos researchers continue to be recognized for their work in both online communities and mobile, as evidenced by the 2012 GreenBook Research Industry Trends (GRIT) Report. The creation and development of Ipsos SMX shows the company’s commitment to social media innovation moving forward. This combined with Ipsos’ brand and category expertise puts Ipsos in a unique position to curate, engage with and analyze information across the social media landscape with an educated eye on clients’ business needs.

“Communities and social media research continue to be the fastest growing techniques in market research. By complementing our existing research portfolio and global footprint, the social expertise of Ipsos SMX will put us in a clear leadership position,” explains Didier Truchot, Co-President and founder of Ipsos. “Ipsos believes that finding new ways to interact and engage with consumers is critical to the evolution of market research, and Ipsos SMX is the perfect example of how we intend to do that.”



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