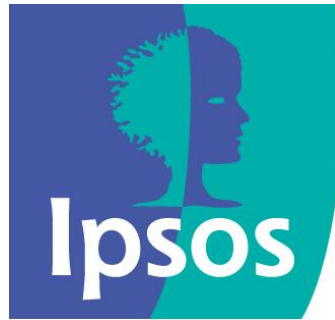


Ipsos Healthcare Appoints Global Head of Innovation

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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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Ipsos Healthcare Appoints Global Head of Innovation

Princeton, NJ – Ipsos Healthcare has announced the appointment of Tom Nolte as Global Head of Innovation for Ipsos Healthcare.

Working closely with the Ipsos Healthcare Global Board, Nolte will drive the creation and delivery of innovative solutions that address clients' evolving issues. Based in Princeton, New Jersey, he will report to Ipsos Healthcare's Global CEO, Michael Spedding.

Nolte brings to the role a wealth of relevant experience. His 25-year international healthcare market research career has focused on new product design and development for both the healthcare and market research industries. Prior to joining Ipsos, Tom worked for two Omnicom Group agencies: most recently, The Modellers, and prior to that, Adelphi Research by Design, where he spent almost 15 years.

Nolte holds an MA in Communications Research and Marketing Strategy from the Wheaton College Graduate School.

Commenting on his role, Nolte said:

"Designing creative solutions for the most challenging questions in healthcare research has been a longstanding passion of mine. To do this in a global company with a proud heritage of innovation is exciting to say the least."

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Added Michael Spedding:

"Tom's credentials in innovation, his pharma market expertise and his international experience make for a truly powerful combination. His appointment will underpin our continued focus on innovation and drive our strategy of delivering clarity in multi-stakeholder markets."

Nolte's appointment follows the return of Stuart Bartlett to Ipsos earlier this year; Bartlett re-joined the company from P\S\L Asia in May, becoming Head of Emerging Markets and Global Clients for Ipsos Healthcare. These senior global appointments reflect Ipsos Healthcare's commitment to innovation and client service across its global network.

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