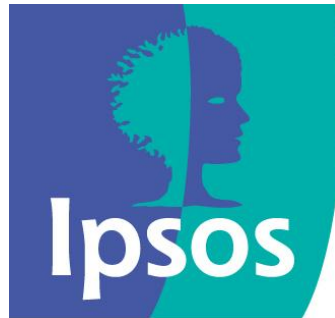


Ipsos Healthcare Implements a Significant Expansion Plan Across its North America Business

Four Top Level Healthcare Research Experts Join Ipsos' U.S. Health Practice

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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 – Ipsos Healthcare is strengthening its position with a growing roster of industry executives to help meet the demands of today's health market. Elys Roberts, President of Ipsos Healthcare in North America, announced the recent hiring of Eric Blouin, Tom Nolte, Kris Klein, and Sue Wild.

"In today's business climate, biopharma and medical device companies are facing many challenges due to the increasing complexity of their markets, so they depend on us to provide insightful business guidance," says Roberts. "By strengthening our team with some of the best researchers in the field, we are ready to meet those challenges head on. I am delighted to welcome Eric, Tom, Kris and Sue to our team. All of them are outstanding consultants who will be a huge asset to Ipsos Healthcare and our clients."

In New York, Eric Blouin has taken on the role of Senior Vice President of the custom Oncology unit, bringing a wealth of knowledge and global experience in oncology research. His work has spanned major markets including the United States, Western Europe and Japan, as well as emerging markets, such as China, Russia, Latin America and Eastern Europe. Before joining Ipsos, Blouin had a pharmaceutical career at P\S\L Research, a privately-held healthcare market research company, where he was President of the U.S. market research practice.

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Based in the Princeton, New Jersey office, Tom Nolte joins Ipsos as Global Head of Healthcare Innovation. In this role Nolte will be working across all lines of Ipsos' healthcare business to deliver creative solutions to clients' most challenging business questions and will report to Michael Spedding, Global Head of the Ipsos Healthcare practice. A key component of Nolte's 25 years of international healthcare market research experience has been focused on new product design and development. His innovative solutions have been widely recognized for delivering effective programs with high insights-to cost ratios for the pharmaceutical and device industries. Nolte joins Ipsos from The Modellers.

Kris Klein joins the team as Vice President of Commercial Strategy and Forecasting in Parsippany. Klein brings 13 years of relevant experience to his new role. Klein's expertise includes new product and in-line forecasting for pharmaceuticals using choice methodologies, regression and epidemiology approaches. Prior to working at Ipsos, Klein was a Vice President of Research in the Healthcare Practice at ORC International, and previously at Nielsen's BASES division.

Sue Wild joins Ipsos as head of the qualitative healthcare team. A seasoned leader with 26 years of diverse healthcare experience, Wild has a deep understanding of the pharmaceutical industry, including a wealth of knowledge regarding complex dynamics among the multitude of stakeholders in the healthcare delivery system. Prior to coming to Ipsos, Wild was a Senior Vice President at GfK Healthcare for 13 years.

"The appointment of these four industry experts, in addition to the twenty-plus additional new hires we have made this year at Ipsos Healthcare, represents a very significant expansion in our team and in our mission to guide our clients' business decisions through delivering commercially meaningful research," says Roberts. "I am confident that they will contribute fresh perspectives and knowledge to address our clients' evolving needs."

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Ipsos Healthcare is one of the largest and fastest growing research teams in the industry. The announcement of these four research executives follows the recent senior appointments of Leeanne Smart as Senior Vice President of Qualitative Healthcare in Canada and Chris Schneider as Senior Vice President with the expanded Commercial Strategy and Forecasting practice. The team is also looking to better serve the unique needs of healthcare clients on the West Coast with the recent appointment of Mary Tou in Seattle, as Senior Vice President for the region.

These announcements were made in separate press releases:

Leeanne Smart: <http://ipsos-na.com/news-polls/pressrelease.aspx?id=6287>

Chris Schneider: <http://ipsos-na.com/news-polls/pressrelease.aspx?id=6218>

Mary Tou: <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=6333>

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