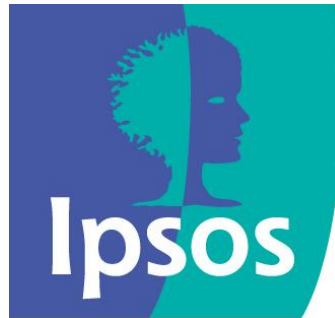


Ipsos Announces New Chief Financial Officer for North America

Margaret Kohler to Lead Ipsos' Finance Teams in the Region

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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. Ipsos ranks third in the global research industry. With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, 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 €1,669.5 (\$2,218.4 million) in 2014.

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New York, NY – Ipsos today announced the appointment of Margaret Kohler as Chief Financial Officer for North America. Kohler has joined the company and will be responsible for directing all financial activities across the region. In this post, she will also be a member of the North American core leadership team.

Announcing the appointment, Pierre Le Manh, CEO, North America, said: “Margaret brings a solid track record of driving profitable growth and helping transform global marketing communications enterprises, and I am confident that she will be an invaluable asset in guiding our own transformation.”

Kohler brings over two decades of experience in all aspects of financial management. Prior to joining Ipsos, she was Chief Financial Officer of UBM Americas. Before that, she spent 15 years with the Interpublic Group of Companies, where she was instrumental in building and implementing financial infrastructure to turn around underperforming companies. Kohler began her career at Carat North America and Guy Carpenter.

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"I've seen Ipsos build a strong position in the North American market over the years," says Kohler, of her decision to join the company. "The industry is now changing faster than ever before, which presents both challenges and opportunities. I'm excited to play a part in ensuring profitable and sustainable growth while we continue to adapt our offering under the New Way initiative."

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