



Press Release

Ipsos Connect Hires U.S. Strategy Leader

Sherrill Mane to Help Ipsos Clients and Research Teams Excel at the Intersection of Media, Advertising and Technology

New York, NY - Ipsos has announced the appointment of Sherrill Mane as Head of MAdTech Strategy, U.S., Ipsos Connect. In this newly created role, Mane will lead efforts to help Ipsos Connect clients transform their brand communications strategies as the worlds of media, advertising and technology converge. Mane will also provide strategic counsel to Ipsos Connect research teams on how to capitalize on the company's best-in-class research products, innovative offers and deep expertise to serve marketers and media owners better. She will report to Peter Minnium, President, U.S., Ipsos Connect.

"We live in a MAdTech world, one in which media, advertising and technology intersect to alter how people consume content, how marketers advertise, and how media companies act," said Minnium. "We need to rethink how we communicate with consumers by gaining a deeper understanding of their thoughts and feelings. Sherrill is uniquely positioned to help clients do that, with her experience as an executive at a media company and more recently, heading research, analytics and measurement at the Interactive Advertising Bureau."

Mane has had a highly visible career in the media and marketing industry. In her recent position at the Interactive Advertising Bureau, she was the architect of Making Measurement Make Sense, the cross-industry initiative founded by the American Association of Advertising Agencies, the Association of National Advertisers and the Interactive Advertising Bureau. This initiative aims to revolutionize the way digital media is measured, planned and transacted. Prior to the IAB, Mane served as SVP of Market Strategy at CNN, where she developed key sales positioning for cross-platform assets and partnered on audience development and marketing for TV and digital based on primary and secondary research. Mane has served as a member of the Board of Directors of the Advertising Research Foundation for the past six years.

Commenting on her new role, Mane said, "Ipsos Connect has a unique expertise spanning media, advertising and technology -- and it's the confluence of these that presents the biggest challenge in the market today. To understand fully how consumers feel, perceive and use content, advertising and technology today requires better, smarter, faster research, data and analysis. Those who see the marketplace challenge as an opportunity and gain full understanding of consumer behavior and motivations will have an enormous advantage. I look forward to helping our clients be among them by capitalizing on Ipsos' considerable talent, tools and experience."

Sherrill Mane is the recipient of a number of industry accolades. She has been named a Media Maven by Advertising Age and twice honored by Folio Magazine as a Top Woman in Media.



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GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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