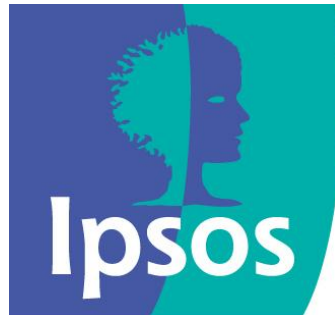


Ipsos Appoints a New Leader in Canada

Rob Myers Named Country Manager as Gary Bennewies Moves to Global Chief Talent Officer

Public Release Date: Tuesday, June 30, 2015, 6:00 AM EST



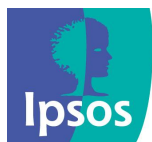
Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry. With offices in 87 countries, Ipsos 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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Ipsos Appoints a New Leader in Canada

Rob Myers Named Country Manager as Gary Bennewies Moves to Global Chief Talent Officer

Toronto, ON – Ipsos has named Rob Myers as the new Country Manager in Canada, where he will be responsible for the company’s business, staff and relationships with clients. He succeeds Gary Bennewies, who is relocating to Paris to serve as Global Chief Talent Officer.

Pierre Le Manh, CEO, North America, Ipsos, commented: “Our position in the Canadian market is very strong. In order to ensure we implement our New Way initiatives in Canada, I am glad to have Rob back, after his previous roles with Ipsos Marketing in the US and in the UK. He will bring both the broad experience and fresh thinking to continue to move our business in Canada forward.”

Rob Myers has held several senior management, strategy and development roles in the market research and marketing services industry. He most recently was Managing Director for Ipsos Marketing in the UK, where he led the business successfully through significant change. Before that, he was President of Ipsos Marketing in the U.S., coming from Synovate where he was responsible for Canada, U.S. Consumer Packaged Goods and Automotive Research. Myers previously held roles at Aegis and American Express Strategy.

On his new role, Myers comments: “I am thrilled to be moving into this position in my home country. Ipsos Canada is a dynamic business with a great reputation. Our world and

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industry are changing at an incredibly fast pace and I look forward to working with our teams to ensure we deliver the services our clients require to meet their challenges.”

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