

# Proud to be Ipsos



## ***Our Raison d'Être***

*Deliver reliable information  
for a true understanding  
of Society, Markets and  
People to help the world  
make better decisions*

## ONE OF THE WORLD'S LEADING MARKET RESEARCH COMPANIES



**20,000**  
Employees



Across 220 cities and  
**90 markets**



For **5,000+** clients



With **6M+** authenticated,  
proprietary panelists

# WHAT MAKES US UNIQUE



## MARKET RESEARCH SPECIALISTS

We provide specialist expertise in all areas of market and opinion research, across our 16 service lines, to deliver meaningful insights and build a true understanding of Society, Markets & People.



## GLOBAL & LOCAL

We are both global and local. We leverage our broad geographic coverage to provide real local understanding combined with global efficiency.



## INDEPENDENT & EXPERT-LED

We are an independent market research company led by researchers allowing us to maintain the highest standards of excellence and integrity.



## TECH & AI-DRIVEN

We use both Human Intelligence (HI) and Artificial Intelligence (AI) to innovate and deliver valuable, people-focused insights to our clients.

## Our Values

Being 'Proud to be Ipsos' means embracing who we are and looking for excellence together. At Ipsos, we encourage our leaders to lead by example.



### INTEGRITY

We demonstrate the highest ethical standards and principles. We are independent, objective experts delivering reliable information to our clients.



### CURIOSITY

We are curious about the world around us. We ask the right questions, we seek the new and unexpected.



### COLLABORATION

Together, we are smarter than any one of us individually. We work in diverse teams combining clients and colleagues. Together we navigate the world towards common goals and open minds.



### CLIENT FIRST

We put our clients first. Always. We focus on long-term partnerships and we understand our clients' businesses as if they were our own. We are responsible and accountable for providing our clients with the best solutions across our specialisations.



### ENTREPRENEURIAL SPIRIT

We are different. Our culture encourages individuals to try different, innovative ideas. We are motivated. We work hard and smart, and we act quickly and decisively.

# LEADING BY EXAMPLE THROUGH OUR LEADERSHIP BEHAVIOURS

## DEMONSTRATING OUR VALUES THROUGH EVERYDAY ACTIONS & DECISIONS

### INTEGRITY

- I instill a culture of honesty and transparency – internally and externally
- I create an environment where people respect and treat each other fairly
- I do what I say I will

### CURIOSITY

- I am continually learning and share that new knowledge with my colleagues
- I seek fresh perspectives and approaches that are new and disruptive
- I encourage diversity of talent to harness different skills and perspectives

### COLLABORATION

- I know that collaboration across the Ipsos network is essential to success – and I work to encourage it
- I display collaborative leadership, where all ideas and opinions matter
- I create an inclusive culture and team spirit to achieve success together

### CLIENT FIRST

- I actively listen to our clients and find solutions to address their business challenges
- I demonstrate a good understanding of our clients' business and context in which they operate
- I regularly see my clients to build strong relationships with them as people

### ENTREPRENEURIAL SPIRIT

- I continually seek out new opportunities for business growth
- I always question how things can be done better
- I always demonstrate a positive, upbeat attitude

# THE 3 PILLARS OF ESG AND SUSTAINABILITY AT IPSOS

## 1 IMPACT FOR CLIENTS

Accelerate the progress of our clients' sustainability journey with our data and insights



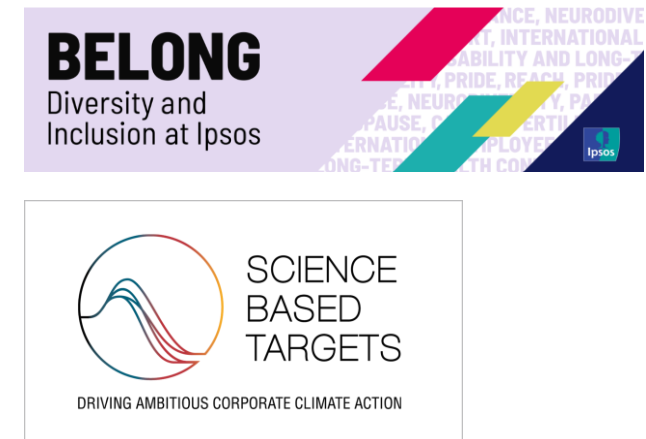
## 2 INFORM

Keep the world and Ipsos educated and informed on public opinion & readiness to act on ESG



## 3 IMPLEMENT

Meet Ipsos' regulation requirements and take the right actions ourselves on ESG



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