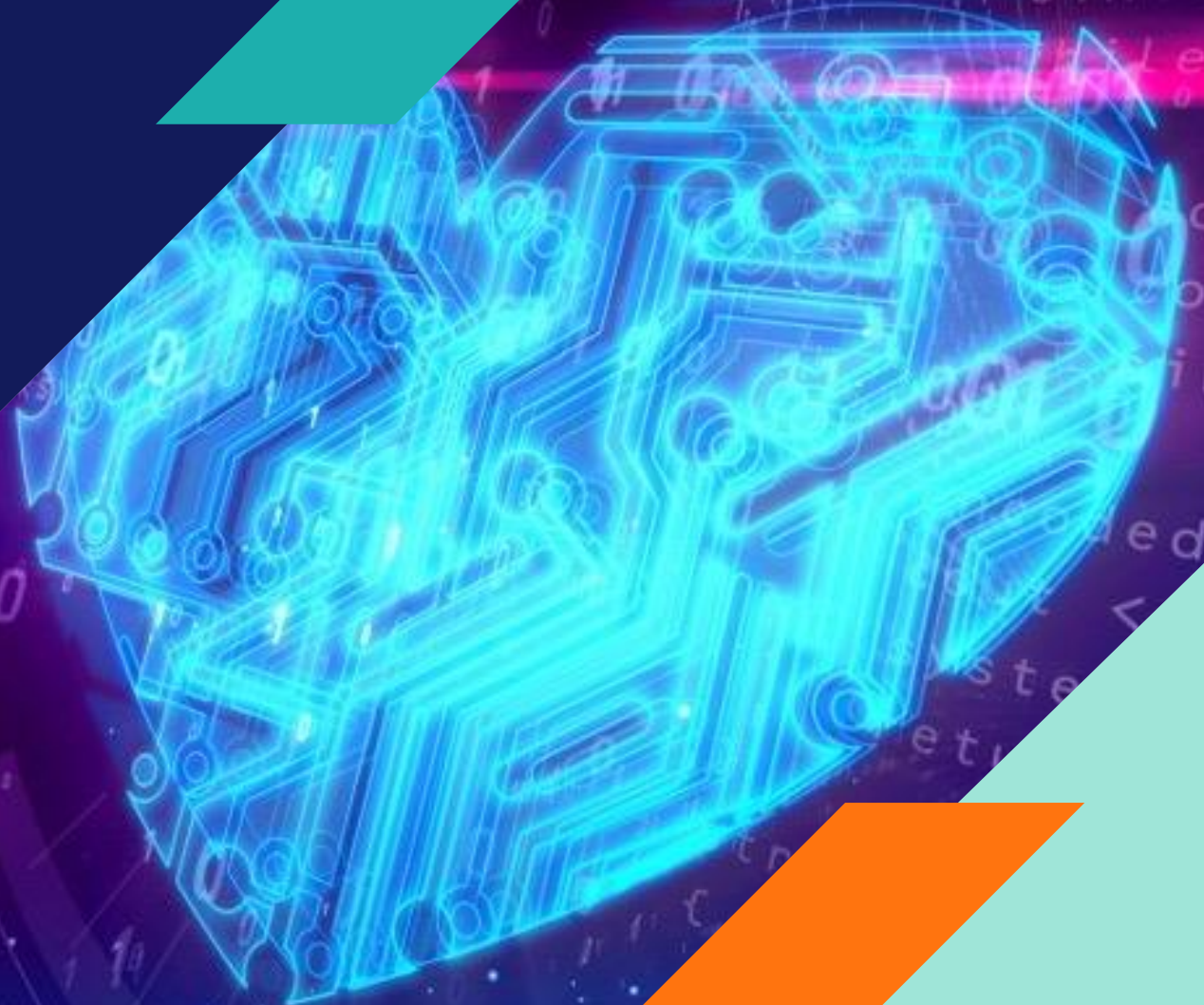


2024 INVESTOR DAY

Wednesday, 12th June 2024



WELCOME

01

Ben Page

Chief Executive Officer





**THE WORLD
IS COMPLEX**

... MORE COMPLEX THAN EVER



Societies in Flux

- Ageing societies
- Community migration & displacement
- Life stage & family evolutions
- Greater ethnic & religious diversity
- Identity Acceptance



Tech-celeration

- Pervasive technology
- The immersive frontier
- AI & automation advances
- Exponential data
- Toll of technology



Inequalities and Opportunities

- Rise & fall of middle classes
- Employee power shift
- Wealth disparities
- Rising cost of living
- Alternative value structures



Environmental Emergency?

- Climate change
- Loss of biodiversity
- Sustainable growth
- Resource depletion



Political Tension nearly everywhere

- Rising nationalism and populism
- Technology's dark side
- Challenging institutions
- Increasing geopolitical conflicts
- Entrenched inequality



Health under pressure

- Systemic health inequality
- Holistic health
- Integration of health & technology
- The next pandemic
- Breakthrough therapies



IPSOS IS BUILT TO MAKE SENSE OF COMPLEXITY



Our Raison d'Être is key
*Deliver reliable information
for a true understanding
of Society, Markets and People
to help the world make better
decisions*

A WORLDWIDE LEADER IN MARKET AND SOCIAL RESEARCH



20 000
Employees



Across 220 cities and
90 markets



For **5000+** clients



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

WHY IPSOS IS UNIQUE



An **independent market research company led by researchers**



Specialist expertise in all areas of market and opinion research



Able to deal with the most complex challenges

- A wide range of services
- Broad geographic coverage to provide real local understanding combined with global efficiency



IPSOS: GREATER IMPACT THROUGH TOTAL UNDERSTANDING



People as ...

Citizens

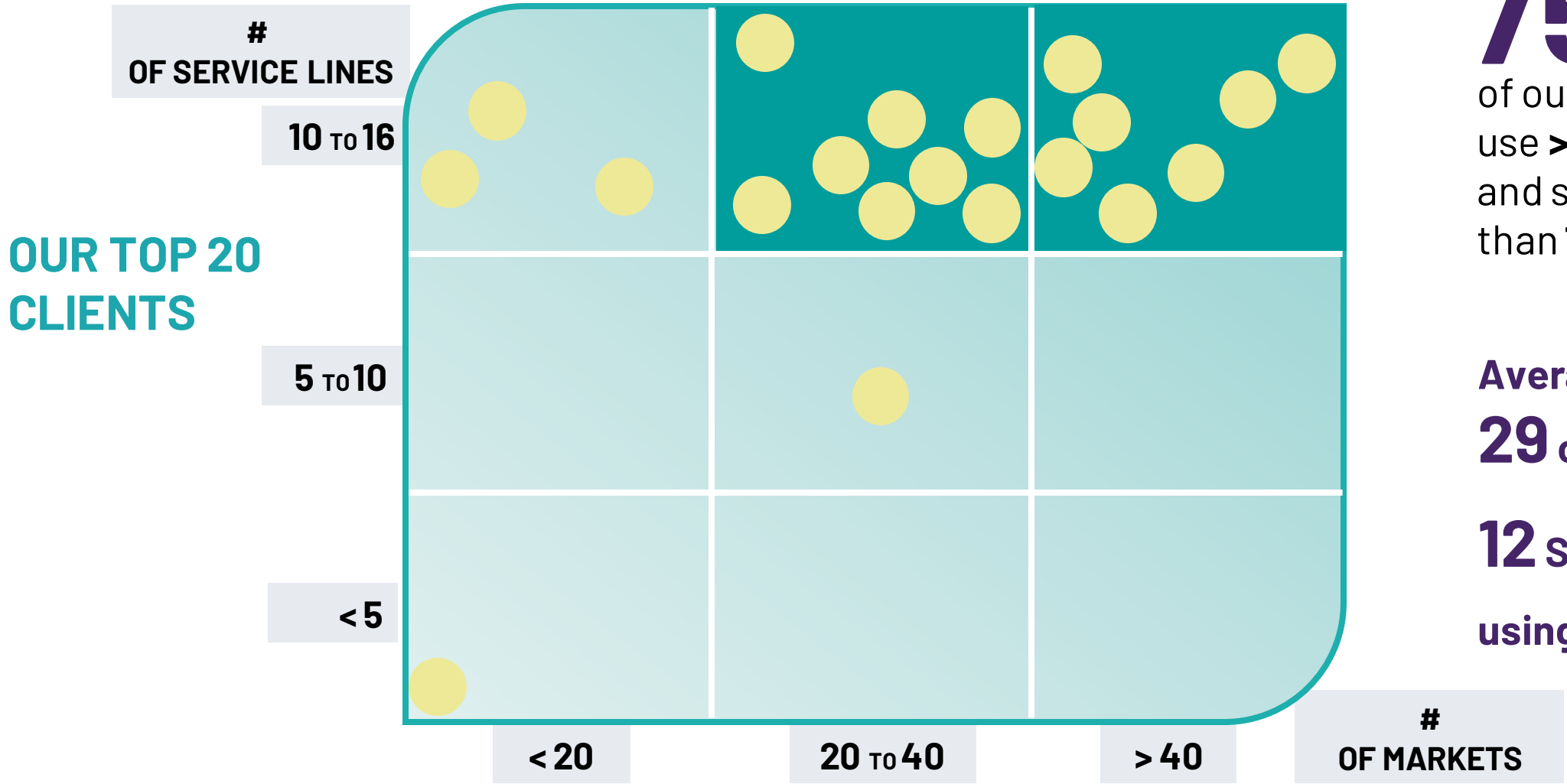
Consumers

Customers – B2C and B2B

Healthcare professionals and patients

Employees

CLIENTS USE THIS MULTI COUNTRY AND SECTOR EXPERTISE



75%
of our **Top Clients**
use **>20 of our markets**
and solutions from more
than **10 Services Lines**

Average by client:
29 countries

12 Service Lines
using **34 services**

END-TO-END EXPERTISE AND CONTROL

DEFINITION OF NEEDS



Understanding the challenges of our clients

Client Organisation
Local / Global teams

DATA COLLECTION, PRODUCTION



Producing quality data and ensuring relevance of our panels

Operations
Panels

DATA INTEGRATION & ANALYTICS



Leveraging the best of our data through technology

Data Scientists
Ipsos Experts

INSIGHTS, ACTIVATION & ADVISORY



Delivering impactful insights to our clients

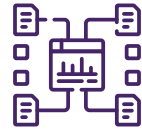
Researchers & sector experts



COMBINING HUNDREDS OF SOURCES OF DATA...



Online / offline



Surveys / non-surveys



Passive measurement and social media analysis



Physical samples (water, blood, DNA...)



Satellite and drone imagery



Focus groups and other qualitative research



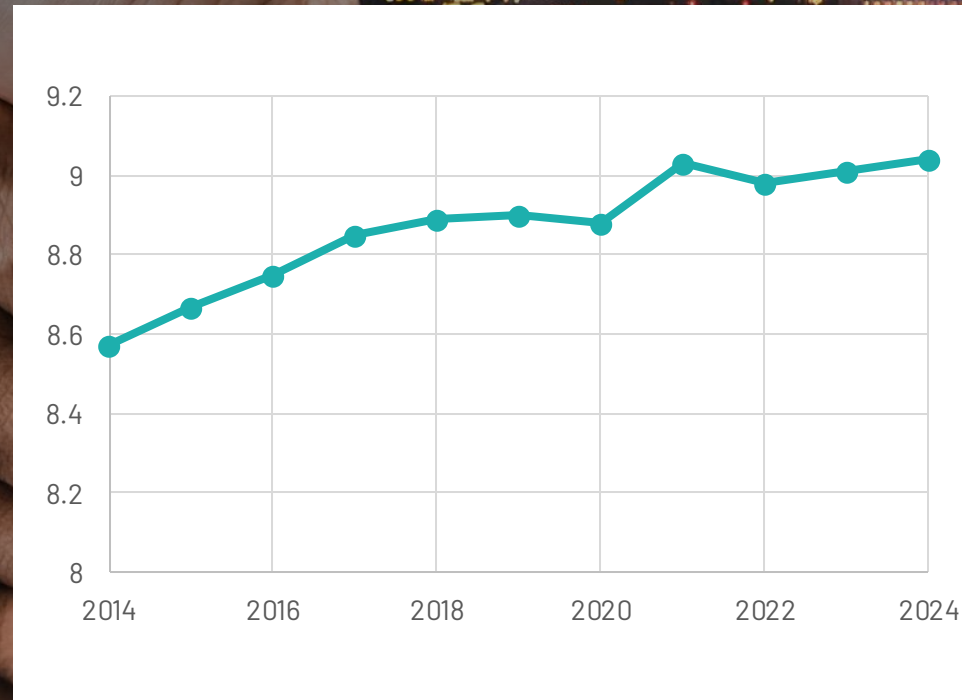
Demographic and statistical data



Client-supplied data



HIGH CLIENT RETENTION



**CUSTOMER
SATISFACTION OVER**

9/10



STRATEGY FOCUSSED ON THE HEART OF SCIENCE AND DATA CONTINUES

1 GEOGRAPHIES

USA

Rest of top 10

(UK, China, India, France, Germany...)

Other markets

2 SERVICES & SECTORS

- **Public Sector**
- **Healthcare**
- **Data Analytics**
- **Digital assets**

3 PEOPLE & TECH

- “Keep people at the heart of our strategy”**
- **Generative AI**
 - **Platforms**
 - **Data Analytics**

OUR OWN PEOPLE: THE MOST VALUABLE ASSET

High levels of employee engagement

Annual employee experience action plans for every country – rising recognition

76%

Engagement rate (2023)

An inclusive workplace

Global Programmes: Belong, Ipsos CARES, Gender Balance Network, Pride, Ethnicity, Neurodiversity
Second Parental leave

81%

Diversity & Inclusion index (2023)

Continuous training and learning

Ipsos Training Centre
Ipsos Knowledge Centre
New global management development and assessment programme

500

training courses

Developing talent

Generation Ipsos programme for young talents

4,000

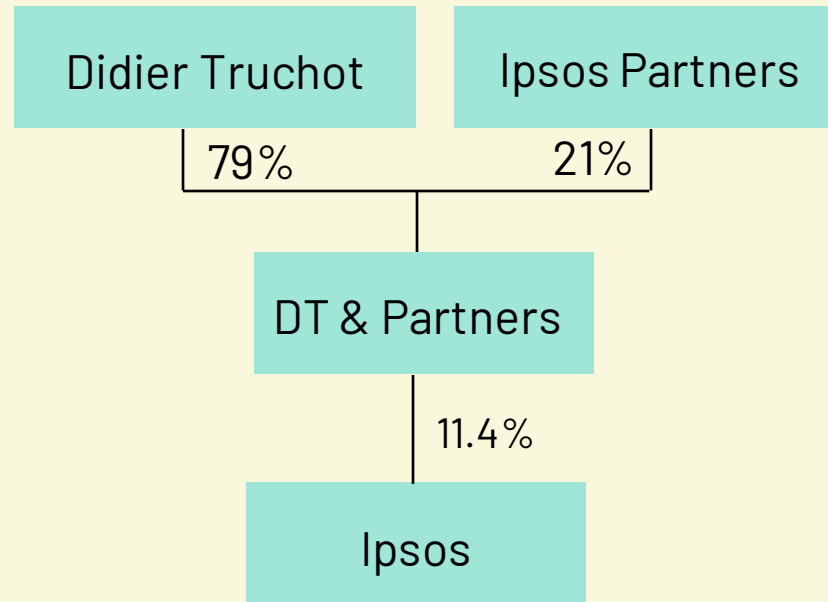
graduates in *Generation Ipsos* since launch

MANAGERS HAVE INCREASED THEIR INVESTMENT IN IPSOS

A NEW PARTNERSHIP PROGRAMME IN 2024

Close to 18m€ invested

330 senior managers involved in the programme



D&T Partners, Didier Truchot,
Laurence Stoclet acting in concert:

Ownership: 12.3 %
Voting rights: 20.7 %

NEW CEO OF IPSOS IN NORTH AMERICA: MARY ANN PACKO

**Expert in the market research industry
for > 35 years.**

- Extensive international experience
- Held leadership positions at Hypothesis Group, Media Metrix, Millward Brown North America, Kantar Insights North America and Kantar Gold Rush.
- Started her career as Executive Director of a joint venture dedicated to studies for Consumer Goods companies (whose shareholders were NFO and Ipsos).
- Member of the ARF Board of Directors



FINANCE UPDATE

02

Dan Levy

Chief Financial Officer

CONTINUED GOOD MOMENTUM

Q1 organic growth

+4.5%

Main growth drivers

Geography

EMEA:	+9.7%
ASIA PACIFIC:	+9.2%

Audience

Consumers:	+10.2%
------------	--------

Service

New Service:	+15%
of which Ipsos Digital:	+28%

Headwinds

US

Electoral cycle and uncertainty ahead of Presidential election

Restructuring in pharma sector and fewer drug approvals

China

Lack of macroeconomic visibility in China

2024 GUIDANCE CONFIRMED

Organic Growth

Over 4%

Operating Margin

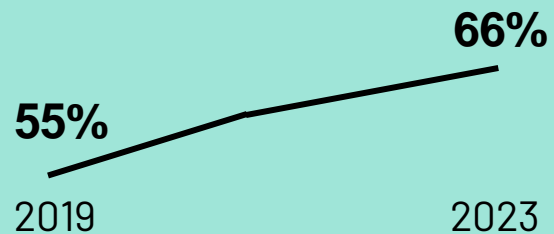
~13%

STRONG DRIVERS TO IMPROVE PROFITABILITY

Online Data Collection

On-going shift from offline to online

Share of online data collection



Streamlining our Operations

Building end-to-end platforms from data collection to reporting

Panel internalization

Leveraging GenAI

Business Mix

USA

Ipsos Digital

Data Analytics

AI solutions

Advisory

STRONG FINANCIAL POSITION

Low Leverage

Net debt / EBITDA

X 0.3

Strong Free Cash Flow generation

382m€

in 2022-2023

High Liquidity

Close to

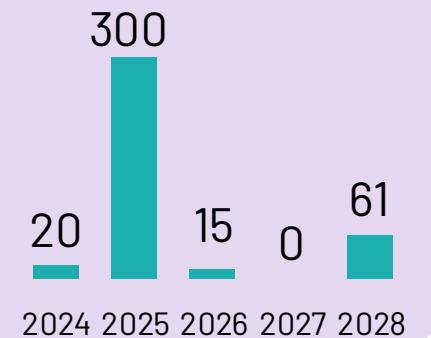
€500m

of undrawn credit lines with maturities > 1 year

Debt maturities

Gross debt

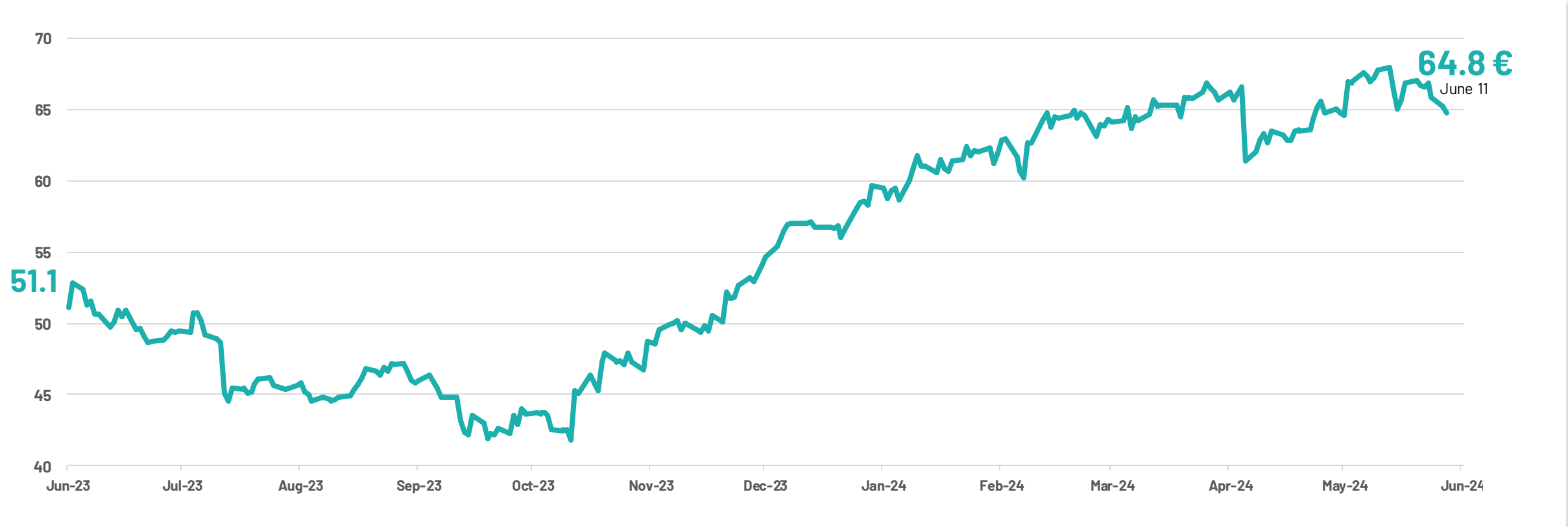
396m€



As of Dec. 2023

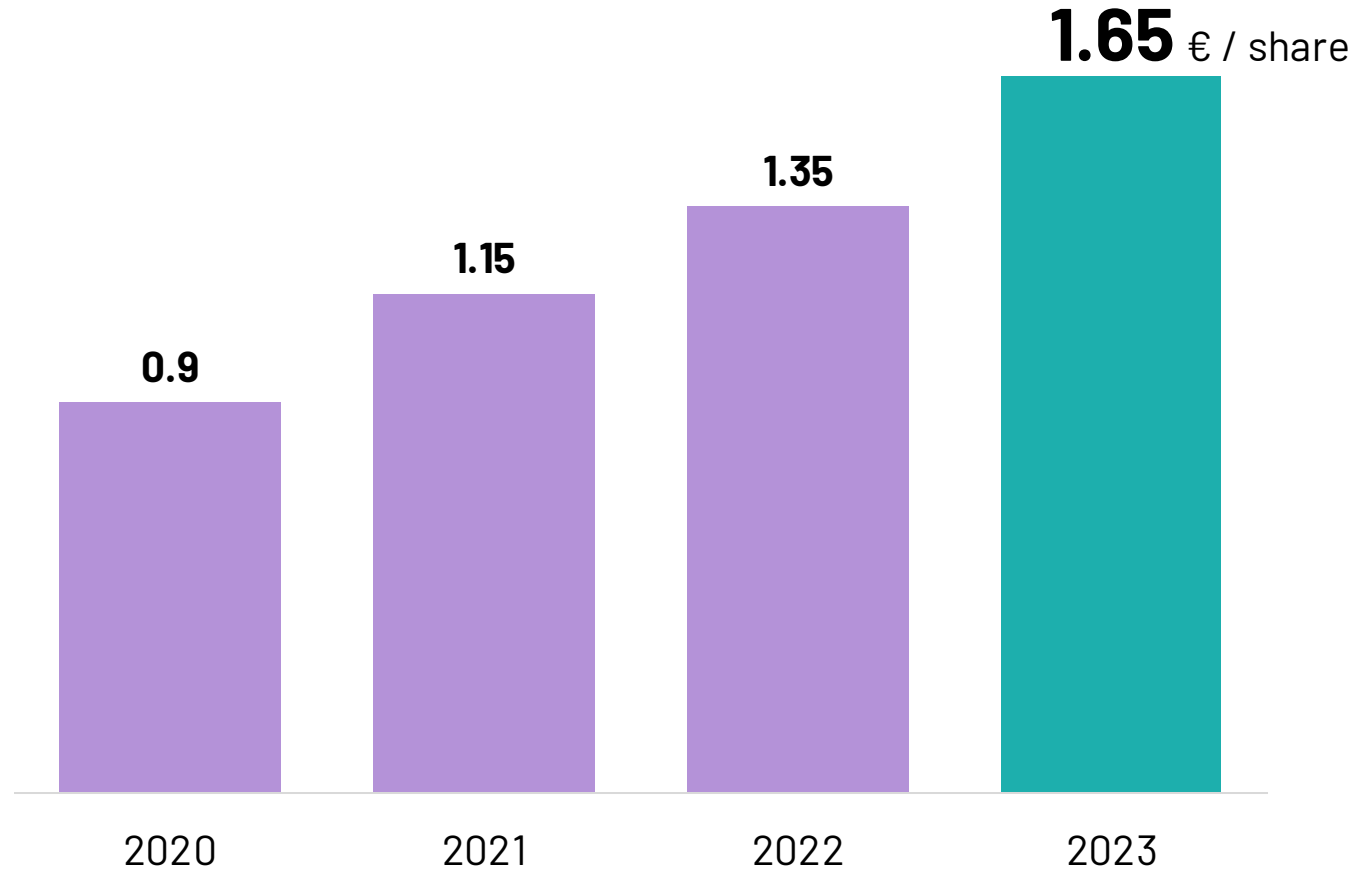
CREATING VALUE FOR SHAREHOLDERS (1/2)

Share price since our last investor day



CREATING VALUE FOR SHAREHOLDERS (2/2)

DIVIDENDS



SHARE BUY BACK

In 2023

for cancellation

50 M€

for free shares program

36 M€

INCREASING STOCK RECOGNITION



STOXX

**Joined
STOXX Europe 600**



**Expanding
analysts' coverage**



**Internationalizing
our investors' base**

STRONG ANALYSTS' CONVICTIONS

Analysts' average target price:

78 €

All 8 analysts are in "Buy" Status

Ipsos
 Surperformance → | Objectif 85.0 € vs 80.0 € ↑
 Cours (05/04/2024) : 65.80 € | Potentiel : 29%
 Révision 12/24e 12/25e
 BPA 5.1X 6.0X

L'histoire mérite d'être mieux reconnue

Date publication: 08/04/2024 17:45
 Date rédaction: 08/04/2024 15:47

Nous réitérons notre recommandation Surperformance (conviction Midcap Europe) avec un objectif de cours et des prévisions de résultats relevés. L'optimisme est de rigueur sur les perspectives d'activité, les marges offrent encore un potentiel d'amélioration, le bilan est sous-levergé, les multiples de valorisation restent attractifs et le fondateur achète des actions.

Le positionnement de multi-spécialiste porte ses fruits et peut être renforcé avec des acquisitions

Ipsos démontre depuis plusieurs années la pertinence de son positionnement (multi-spécialiste mondial) avec une bonne croissance organique (TMVA CA = 5% sur les 5 dernières années hors perturbations COVID) et des marges records (MOP = 13% depuis 3 ans vs 10% historiquement).

Sources : OCDO BNP Securities, SIX

15 May 2024

Ipsos (IPS FP)

BUY

An undervalued source of knowledge

1K #TPchange Equity Research from Kepler Cheuvreux
 Release date: 23 February 2024

Ipsos Buy
 Conor O'Shea, CFA
 Head of Media
 +33 1 53 60 36 09

France | Media **Beta Profile:** **MCap: EUR2.7bn**

Target Price: EUR75.00 (62.00)	Change in TP: 21.0%	Bloomberg: IPS FP	Reuters: ISOS.PA
Current Price: EUR62.65	Change in Sales: 2.7% 24E/4.6% 25E	Free float: 85.0%	
Up/downside: 19.7%	Change in Adj EBIT: 3.4% 24E/5.4% 25E	Avg. daily volume (EUR8m)	5.2
Market data: 22 February 2024	Change in Adj. EPS: 2.9% 24E/5.0% 25E	YTD abs performance	10.4%
		52-week high/low (EUR)	62.95/41.84

Levelling up

Why this report?
 With H2's acceleration confirming the higher post-pandemic level, and step-up in M&A bolt-ons driving EPS higher, we raise our sights on valuation multiples.

FY to 31/12 (EUR)	12/23	12/24E	12/25E
Sales (m)	2,389.8	2,557.3	2,722.4
EBITDA adj (m)	386.2	424.2	458.7
EBIT adj (m)	312.4	325.7	360.8
Net profit adj (m)	228.6	240.9	260.2
Net financial debt (m)	209.3	159.9	95.2

"A story deserving a greater recognition"

"An undervalued source of knowledge"

"A leader poised to strengthen its position"



STRONG FINANCIALS AND RESILIENT BUSINESS MODEL

Strong financial position

Enables investments in:

- Acquisitions
- Panels
- GenAI
- Platforms

Resilience in growth and profitability

- Sectorial and geographical diversity
- Proven ability to adjust operational costs
- Strong drivers to increase profitability

Increased value for shareholder

- Share price well oriented as well as Ipsos' stock visibility
- Record dividends in 2023 coupled with Share Buy Back

ACQUISITIONS STRATEGY AND STATUS

Jean-Michel Mabon

Global Head of M&A

M&A PRIORITIES TO TRANSFORM AND GROW

1

Key Markets

US, UK, France, Germany, India

2

Key Services

Public Affairs, Healthcare,
Advisory, User Experience

3

Tech and Data Science

Access to respondents,
Platforms, Data Management
& Data Analytics

4

An opportunistic approach

To strengthen other segments
or geographies with local or
multi-country targets

STEPPING UP ON ACQUISITIONS: 10 DEALS SINCE 2023

PUBLIC AFFAIRS

Big Village Australia



Behaviour & Attitudes



CBG Health Research



I&O Research



TECH

Xperiti B to B platform



Jarmany Data Analytics



Crownit Mobile data collection



HEALTHCARE

Shanghai Focus RX



OTHER SECTORS

Automotive

**New Vehicle
Customer Study**



Market Research

Omedia



Expected revenue in 2024:

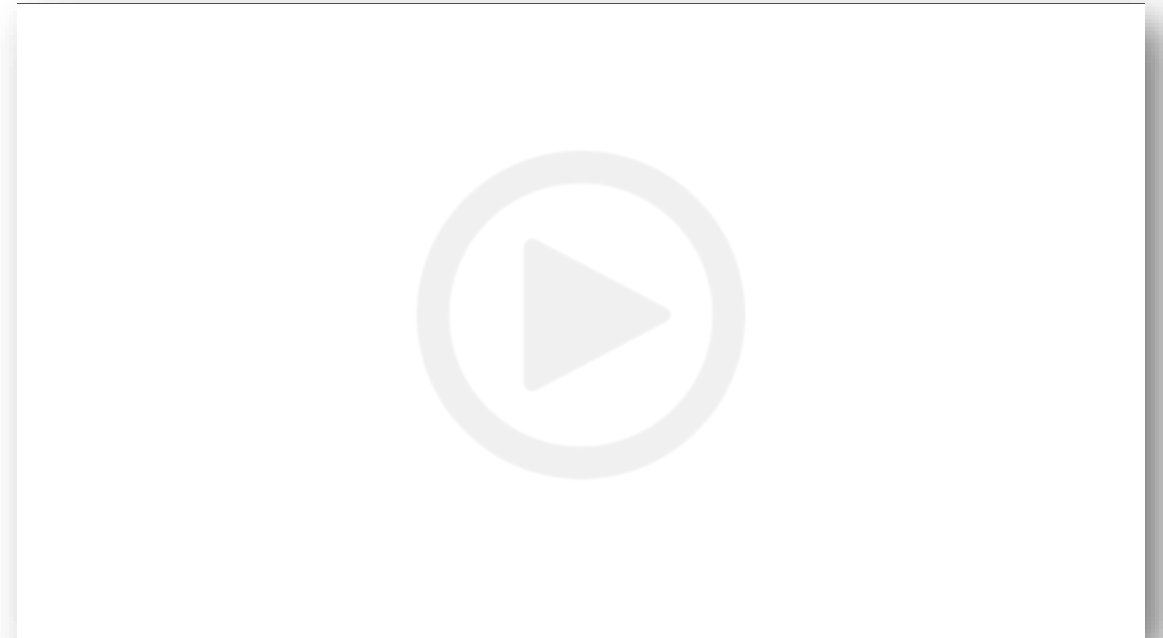
~60M€

FOCUS ON 3 RECENT ACQUISITIONS

Public Affairs



Data Analytics



OUR CLIENTS & THE IMPACT WE DELIVER

Eleni Nicholas

Global Chief Client Officer



FACTS AND FIGURES TOP 20 CLIENTS

1

25%

Of Global Revenues

2

Across **Multiple Industry** sectors

3

Over **74 Geographies**
leveraging **all Service Lines**

4

With an average
Customer Satisfaction Score
of over **9**

Based on 2023 FY Results

IPSOS CLIENT ORGANISATION LEADING CLIENT FIRST



Over 240 Senior Client Experts

- **Globally** Dedicated to Top 20 Clients geo located at Client HQ's
- **In Market** within Local Client Organisations serving clients on the ground



Focussed on **Client Relationships**



Partnering across Service Lines to **Drive Client Impact**



Champions of **Client First**



Culture

Trusted Partners



Impact

Distinctive Delivery



Growth

Win and Retain

WHY WE WIN ...



Trusted brand with integrity



Respected as thorough researchers



Unique with Total Understanding (consumer, markets, society)



Dedicated Client Experts & Sector champions



Global and Local presence and insights



Partnering with Service Lines experts to drive Client Impact

Source: Direct feedback from our clients during top-to-top meetings with Eleni Nicholas, Ipsos Chief Client Officer.





The pre-testing we did last year was FANTASTIC and provided great insight and confidence before locking the creative idea.

Anthony Jackel
Insights Lead

FERRERO

100%

+ Increase In Total Unaided Awareness

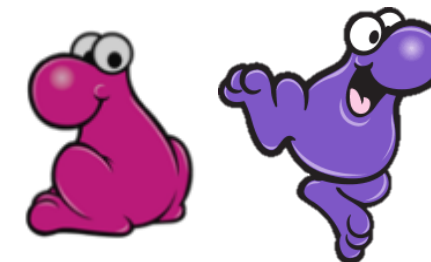
40%

+ Increase in Claimed 1 Month Purchase post SuperBowl USA

Client Org + Creative Excellence experts

Best creative for their Super Bowl campaign: from creative idea to pretest and post test with material ROI

Nerds Gummy Clusters "Flashdance" themed Ad





Ipsos played an important role in Hellmann's premiumization Launch, giving us clarity on the things that were working well, the ones we needed to improve, which successfully increased both volume growth and pricing growth.

**Renata Constantine,
Food Manager, Unilever**

9% volume growth
in LATAM through
innovative launch of
premium Hellmann's
product.

Hellmann's losing share to a key competitor

The Client Org + Innovation Experts
derived best option for a Premium
segment line extension





For the first time, the industry is able to see the total online all-devices and content metric, showing the strength of Seven, 7plus, 7NEWS.com.au and The West Australian.

**Craig Johnson, Seven Network,
Director Research and Insights**

Breakthrough, cross-channel industry endorsed audience measurement in Australia

FIRST time measurement

of audience size + demographic profiles for all video and on-line advertising enabling marketers and broadcasters to maximise reach and impact

Client Org + and Ipsos Audience Measurement has enabling maximum

share of the **S3.8bn** AUD digital video advertising market.

In Closing...

Client First is an Ipsos value, a mindset and a way of working that creates a distinctive client experience.

It's core to our **CULTURE**, and ensures we deliver **IMPACT** for our clients and drive **GROWTH** for Ipsos every day.

It means putting clients at the heart of everything we do.



TECH & AI ROADMAP

Transformation update

Michel Guidi

Chief Operating Officer

IPSOS & GENERATIVE AI

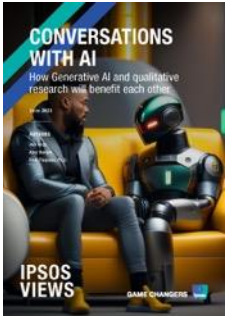
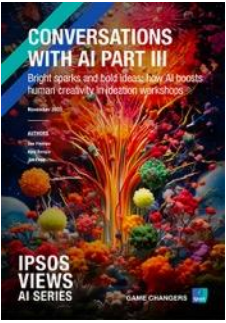
1

THE GENERATIVE AI ERA

The Use of AI in Market Research is not new, but **Generative AI** is the New Frontier...



GENERATIVE AI IS EVERYWHERE AT IPSOS



Ipsos 342,650 followers
Curious about using #AI to test new concepts? Introducing #InnoPredict.AI: Ipsos' unique AI-powered solution that unites:

- The efficiency of machine learning algorithms.
- The integrity of fresh consumer feedback.
- The validity of Ipsos' vast innovation database.

All to predict, sort and prioritize your most promising ideas with confidence. Find out more: <https://lnkd.in/gAT2uNsQ> #ArtificialIntelligence #BuildingaBetterFuture



InnoPredict.AI

Louise Harrison and 270 others
6 comments · 40 reposts

Reactions

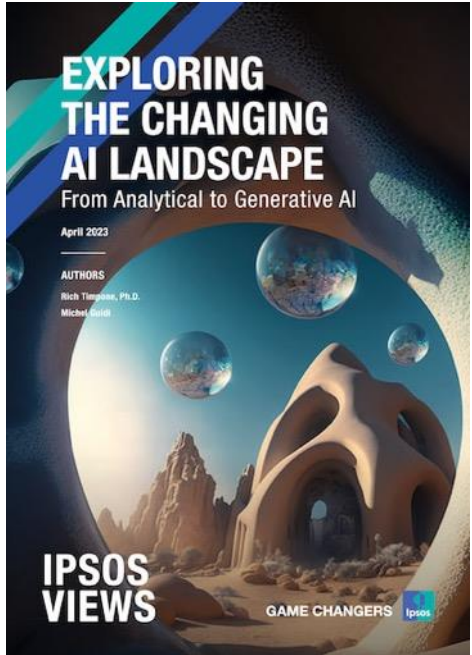


Michel Guidi · 131
COO @ ipsos
Very excited and honoured to be a speaker at the upcoming ESOMAR AI Forum on 18 October.

My talk 'Generative #AI: current limitations, future promises... where do I start?' will be followed by other inspiring speakers and a roundtable discussion. At Ipsos, we opened up Ipsos Facts four Gen AI platforms to our 20,000 colleagues almost 5 months ago to Democratise Generative AI. This has led to the creation of 120 use cases so far, both to Operate faster and better by leveraging Large Language Models, and to Innovate by embedding Gen AI into existing Ipsos offerings or launching new ones that take advantage of the technology's new capabilities. We learned along the way by testing, exploring, and trying again. And we did it all by applying our Truth, Beauty, Justice evaluation framework to make sure we got the results right, always with the human in the loop.

5 months into this 'mass experiment', we are both excited and aware. Future promises, current limitations... I look forward to sharing what we learned about Gen AI for insights!

Hope to see you there! Follow the link to register bit.ly/2uWlZuZ
#ESOMAR #insights #Data #ipsoai



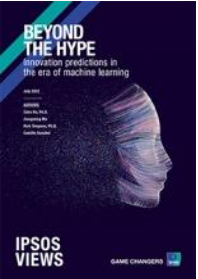
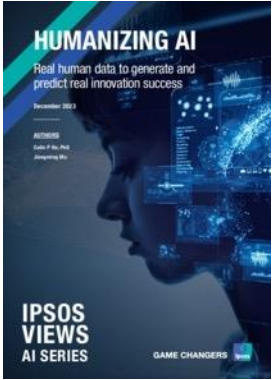
Introducing Signals GenAI by Ipsos Synthesis a groundbreaking Generative AI application that is purpose-built to transform all your dashboard data into action-ready #insights instantly.

Thanks to a library of over 30 preconfigured, validated, and pressure-tested insight prompts - organized by insight use case - you can now confidently and effectively convert colossal amounts of #social #data into valuable, impactful #insights.

Explore the limitless insights of Signals GenAI: <https://lnkd.in/g5t4Hnx> #ConsumerIntelligence #ActionableInsights #SignalsGenAI #ipsoai

Signals GenAI

Emma Woodhead · 2nd
Senior Insights Executive at Opinions
Reflecting on ESOMAR Congress 2023 has made me think a lot about the role of AI in our world, specifically when it comes to research. This very insightful presentation by Ben Page in particular sparked some of my own thought...see more



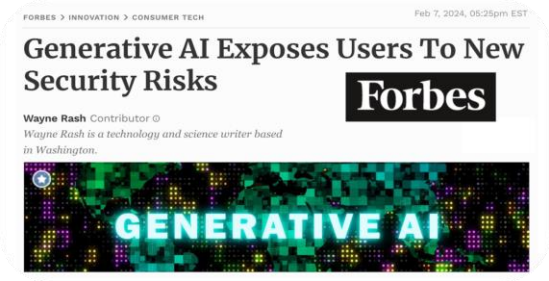
GENERATIVE AI : PACE OF IMPACT & RISKS



We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.

Roy Charles Amara, Researcher, Scientist, Futurist and President of the Institute for the Future.

SECURITY



HALLUCINATIONS



BIAS



OUR ROBUST EVALUATION FRAMEWORK

TRUTH

Is AI delivering **Accuracy**?
How do we avoid hallucinations
and false fabrications?

TRANSPARENCY

Explainability... Can we see inside
the mechanism to understand how
it works?

JUSTICE

**Ethics, Fairness, Security,
Privacy, Rights & Responsibilities.**
How do we treat participant and
client data with integrity?

We keep the human in the loop at every step





***We believe in the blend of
Human Intelligence + Artificial Intelligence***

IPSOS IS UNIQUELY POSITIONED IN THE GEN AI ERA



**SAFE &
AGNOSTIC
PLATFORM**

1

**QUALITY DATA
TO TRAIN
MODELS**

2

**DATA
SCIENTISTS
TO VALIDATE**

3

**PROMPT
ENGINEERING
EXPERTISE**

4

**VERIFICATION
& ACTIVATION
EXPERTISE**

5

**TRUSTED
ADVISOR
REPUTATION**

6

WHAT CLIENTS ASK US



What is your position on AI and roadmap?

How is AI integrated in your research process?

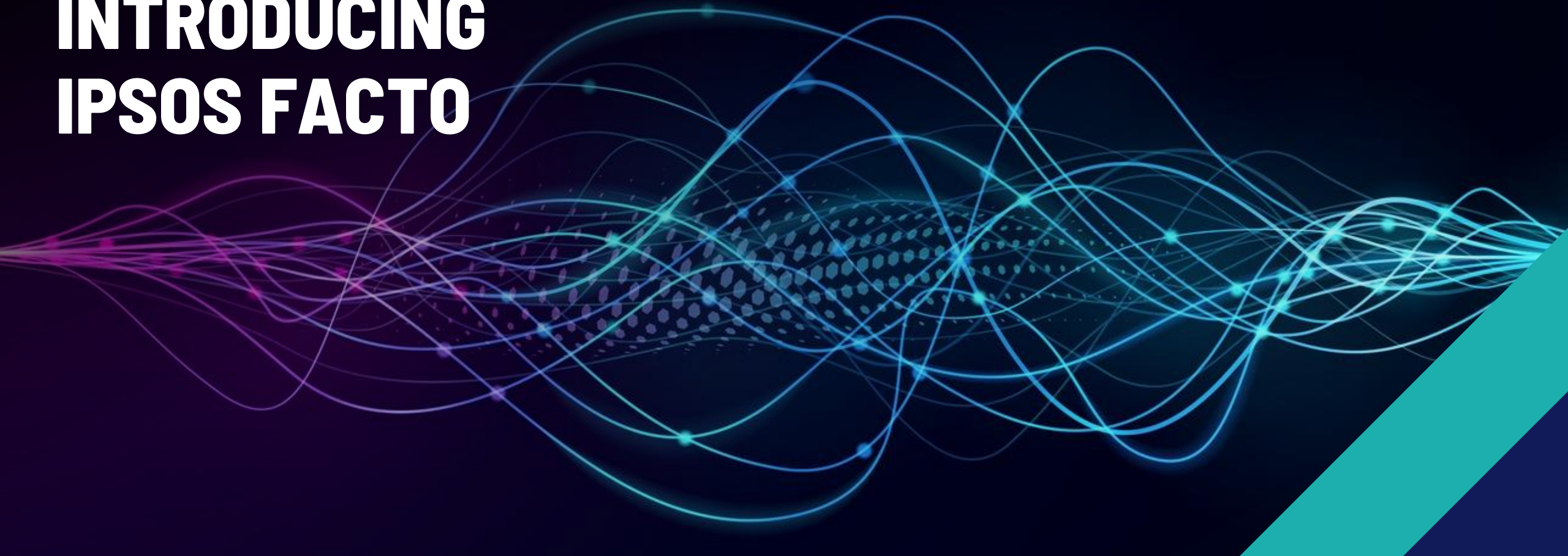
Any learnings on AI implications, dos and donts?

What tools and solutions are available and in development?

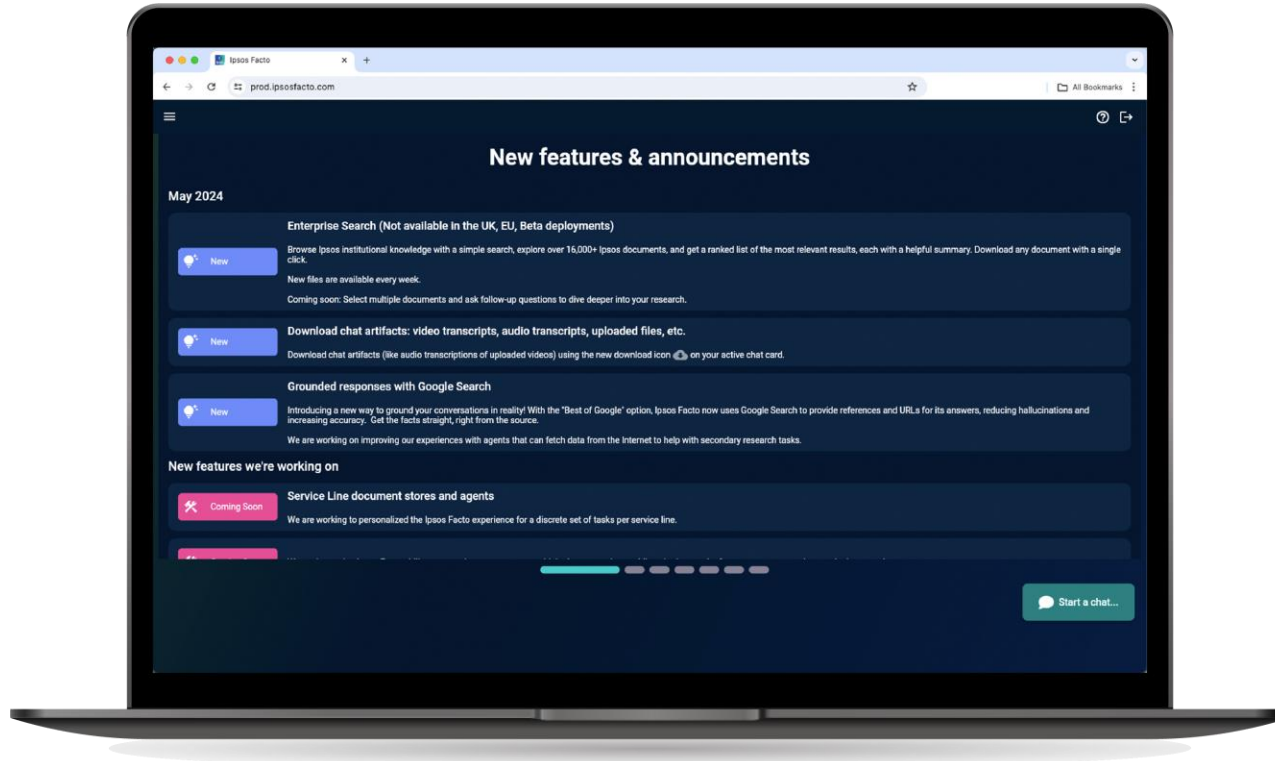
What are the pilots we can do together?

What are the topics where we can collaborate?

INTRODUCING IPSOS FACTO



WE LAUNCHED OUR GEN AI PLATFORM, IPSOS FACTO



Now available to Ipsos' clients

Democratise

Embed Gen AI in the daily lives of all Ipsos employees

Operate

Transcribe, codify, extract themes, translate, summarise, generate topline data, ideas...

Innovate

New products and applications in Innovation, Reporting, Brand Tracking, Qualitative...

Ipsos Facto
helps you work
faster and
better.

And using it you
can thrive in
innovation &
creativity.

The screenshot displays the Ipsos Facto mobile application interface. On the left is a dark sidebar menu with the following items: 'Announcements & Publications', 'Chat', 'Prompt library', 'Search Ipsos', and 'My settings' (with a notification badge '1'). The main content area features a 'Best from Google' header and a grid of feature cards:

- Discovery of insights**: Getting quick actionable insights, seeing through
- Creation of Text, Image and Video**: Developing product concepts, packaging, new ideas, etc.
- Reports & Meta Learning**: Find names for personas, summarize qualitative / quantitative data, etc.
- Translation**: Covering various languages
- Data Processing**: Coding, statistical analysis
- Questionnaire, Interview Guides, Queries**: Enrich questionnaires, interview guides and requests, etc.
- Desk Research**: Contextualize proposition or analysis like information on a market, trend, brand, etc.
- Administrative Tasks**: Email writing, spelling, syntax, review, meeting summary, etc.

EXAMPLE OF A PROMPT

question = ""Here I give you some definition to better understand my question:

experiences to customers through a range of prestigious brands. It covers several categories of beauty products. Beyond efficacy, product propose consumers an experience with specific attention provided to even beyond, and elevated packaging. The products from are typically sold in and the brand's own boutiques. Some of the prominent brands under The mission is to make accessible to everyone and uphold the quality and image of the brands it houses.

Client definition

Pain Points / Need Gaps: These are specific problems or challenges that users encounter. They can include issues with existing products such as skin irritations, unavailability of the right shades or colors, difficulty of application, or unmet needs and desires...

Topic definition

Body segments are the following ones:

Hand Care : products designed to provide care and treatment for the hands. This can include moisturizing hand creams, anti-aging hand treatments, tone-up care, and some sanitizers provided they heavily highlight the caring claims. Hand soaps are not to be considered in this segment.

Body Moisturizers : include products that provide hydration/moisture to the skin. Formats within this segment: body lotions, creams, balms or body butters that help maintain the skin's moisture balance. Though secondary benefits are common place to bring added value to the moisturizer segment.

Body Oils : hydrating products formulated with oils, or in some case raw oils, that are mostly used to moisturize and nourish the skin, though additional benefits start to emerge (firming, glow etc.)

Slimming products : products that claim to help reduce the appearance of cellulite, firm out the skin, or shape the body. Formats within this segment: creams, lotions, or gels.

2 in 1 Face and Body Care: products that can be used to take care of the skin of both on the face and the body.

Wound Healing : products that help to heal / repair minor cuts, scrapes, burns, or other skin injuries. Can also be used on tattoos to help with the healing process.

Foot Care : products that are specifically formulated for the care of the feet, like cream, footscrub, foot masks or peeling solutions. However we would not want to include here tools (like emery board, pumice stones), which do not involve formulae.

Body Scrubs / Peeling : exfoliating products that are used to remove dead skin cells from the body, leaving the skin smoother and more radiant. Technologies vary from mechanical, ie. using materials like beads or sugar to exfoliate the skin; to chemical, ie. using peeling chemicals that encourage the skin to shed.

Eaux de Soins / Body Splash : refers to fragranced body sprays that also have skincare benefits. They might offer hydration, refreshing effects, or other benefits.

Neck Care : products designed to tackle aging signs on neck and décolleté (lines, sagginess, lack of elasticity). Formats within this segment: serums, creams, masks.

Targeted Zone Brightening (armpits, Y zone, joints): products designed to brighten zone which tend to get darker. Formats within this segment: creams,

Fragrance Ancillaries: products that accompany a main fragrance. They are often in the same scent and can include body lotions, shower gels, deodorants, or body powders. They are used to enhance and prolong the fragrance.

Body deodorants: products that aims at tackling body odors. While classic deodorants focus on armpits, body deodorants can be applied on feet, V zone, chest etc. Formats within this segment: creams, balms, sticks, roll-on, talc powder.

Segment definition

Here is my question:

You are a manager, and as a member of the team, your role is to deliver the product innovations that will help the company grow. The mission revolves around bringing projects to life from a brief to a launchable product and/or services (ie. ingredients, process, formats, packaging, application methods...). is divided in upstream and downstream teams. The more upstream teams deal with finding new technologies, raw materials, knowledge and use these very new elements to bring innovation to life. The more downstream teams are connected to the business to take briefs on the current need gaps and adapt marginally existing formulae.

You would like to collect insight on the consumers' pain points from all body segments in the luxury division from a point of view

Show me the results in bullet points, and add key figures (percentage, volumes...) to support your insights""

The request itself

**It's a game changer
for the research industry.**

NEW GEN AI SOLUTIONS POWERED BY IPSOS FACTO

2

GROWING NUMBER OF NEW GEN AI SOLUTIONS

InnoExplorer

Enhances the speed and success rates of concept and product development

Product Transfer

Predicts how products transfer across markets

AI-Boosted Workshops

Combines expert facilitators with Ipsos Facto

Signals Gen AI

Turns vast amounts of data into action-ready insights in <60 seconds

Market Understanding

Innovation

Brand Equity

AI-Knowledge Mgt & Curation

Our next-gen platform to help clients find business answers

Consumer Understanding

Segmentation

Autoprobe

Conversational tool for Open Ends, drives richer & better responses

Harmoni

Converse with your data within your reporting & visualisation tool

Persona Bots

Brings segments to life by interacting and extending beyond the survey

Powered by  Ipsos Facto

SIGNALS GEN AI

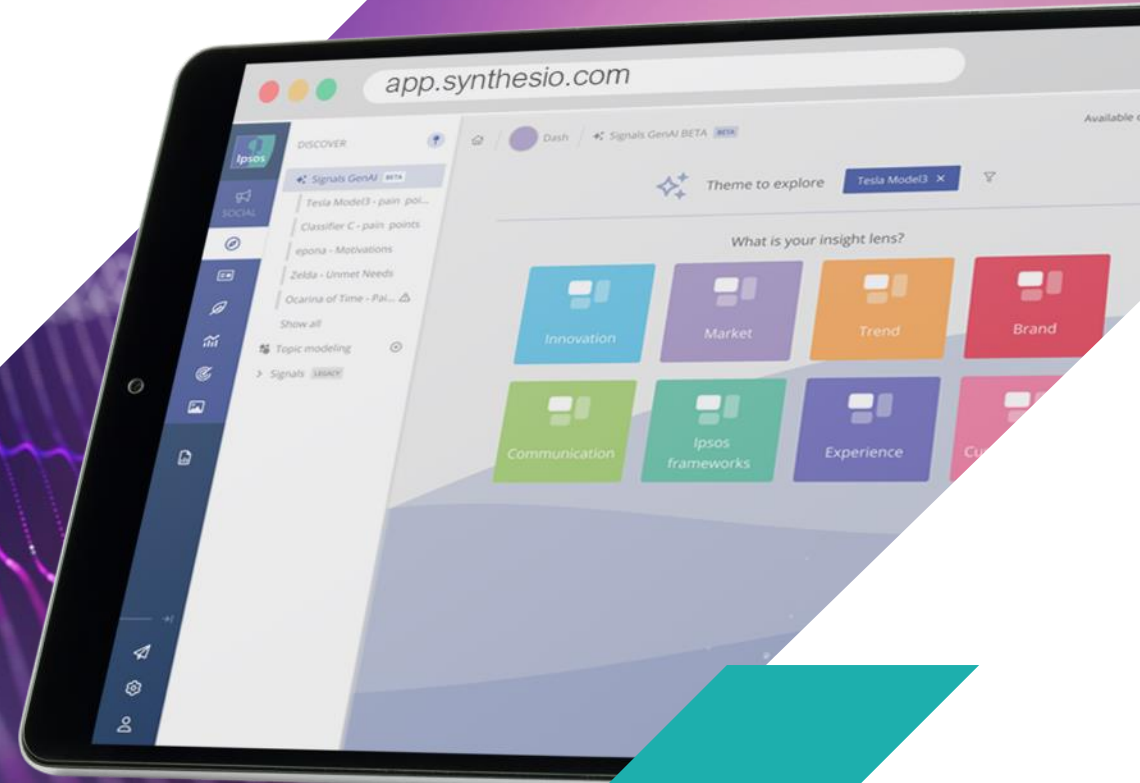
Mathilde GUINAUDEAU



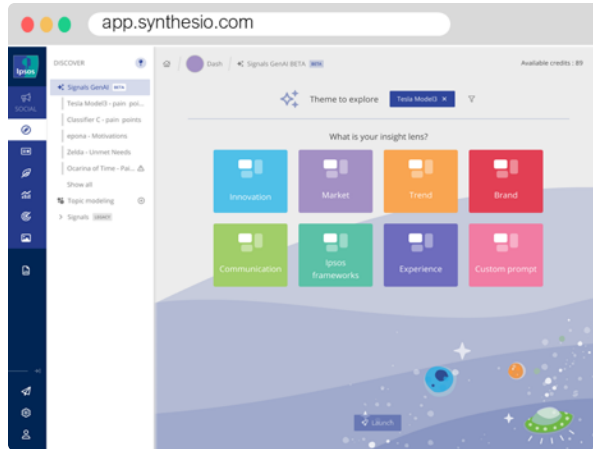
Signals Gen AI, our new Generative AI product transforming millions of social data signals into meaningful insights within 60 seconds.


Through its easy access, **Signals Gen AI democratizes the use of social data.**

Simplicity	Just click a prompt button to reveal a catalogue of insights, no need to be a social expert, simple UX.
Speed	Reduce the time to insights to a few seconds and a few clicks.
Security	The prompts are built & validated by our social experts, and grounded in consumer data.



EMPOWERED THROUGH PREBUILD PROMPTS LIBRARY




**3 simple clicks,
less than 60 seconds**

LIBRARY OF PROMPTS

Ipsos Synthesio

Markets	Trend	Innovation	Brand & Comms	Frameworks
Need States <input checked="" type="checkbox"/>	Meta Trends <input checked="" type="checkbox"/>	Pain Points <input checked="" type="checkbox"/>	Brand Landscape <input checked="" type="checkbox"/>	Censydiam <input checked="" type="checkbox"/>
Motivations <input checked="" type="checkbox"/>	Micro Trends <input checked="" type="checkbox"/>	Solution Gaps <input checked="" type="checkbox"/>	Brand Imagery <input checked="" type="checkbox"/>	Cultural Intelligence <input checked="" type="checkbox"/>
Associations <input checked="" type="checkbox"/>	Nano Trends <input checked="" type="checkbox"/>	Unmet Needs <input checked="" type="checkbox"/>	Distinctive Assets <input checked="" type="checkbox"/>	Habit Loop (BeSci) <input checked="" type="checkbox"/>
Benefits <input checked="" type="checkbox"/>	Ingredients <input checked="" type="checkbox"/>	Jobs to be Done <input checked="" type="checkbox"/>	Drivers & Barriers <input checked="" type="checkbox"/>	ESG <input type="checkbox"/>
Moments <input checked="" type="checkbox"/>	Formats <input checked="" type="checkbox"/>	User Innovations <input checked="" type="checkbox"/>	Usage Occasions <input checked="" type="checkbox"/>	Forces of CX <input type="checkbox"/>
Audiences <input checked="" type="checkbox"/>	Products <input checked="" type="checkbox"/>	Idea Generator <input checked="" type="checkbox"/>	Content Ideas <input checked="" type="checkbox"/>	
Market Drivers <input checked="" type="checkbox"/>	Brands <input checked="" type="checkbox"/>			
Market Barriers <input checked="" type="checkbox"/>	Recipes <input checked="" type="checkbox"/>			

Validated
 In Test Phase

SIGNALS GenAI

Actionable
Insights, in
3 clicks &
less than
60 seconds



app.synthesio.com

Discover consumer insights with Signals GenAI

Which theme would you like to explore?

Enter your thematic

Restrict your data with filters

Next step >

→ Define your Search Theme

→ Pick your Prompt

→ Explore your Insights

OUR CLIENTS ARE USING SIGNALS GenAI



*If we could have used Signals Gen AI earlier, it would have **saved us a year** in our quest to understand the importance of mental wellness in beauty.*

And we have only scratched the surface, maybe 20% of the tool's potential.

Global Consumer & Market Insights Director
Beauty Company



INNOEXPLORER SOLUTION

Virginia **WEIL**



INNOEXPLORER AI

Transforms the innovation process

Creates new ideas, concepts, products and packs **in minutes**

Accelerates innovation cycles **from months to days**

Boosts innovations with **breakthrough potential**

Can be applied to consumer goods,
durables, tech and financial services

WHY INNOEXPLORER AI IS DIFFERENT

Off-the-shelf AI models get “on the job training”



Includes Authentic Consumer Experiences

Fresh, consumer data that is relevant to the product category and representative of the target to avoid hallucinations



Injects Innovation Knowledge

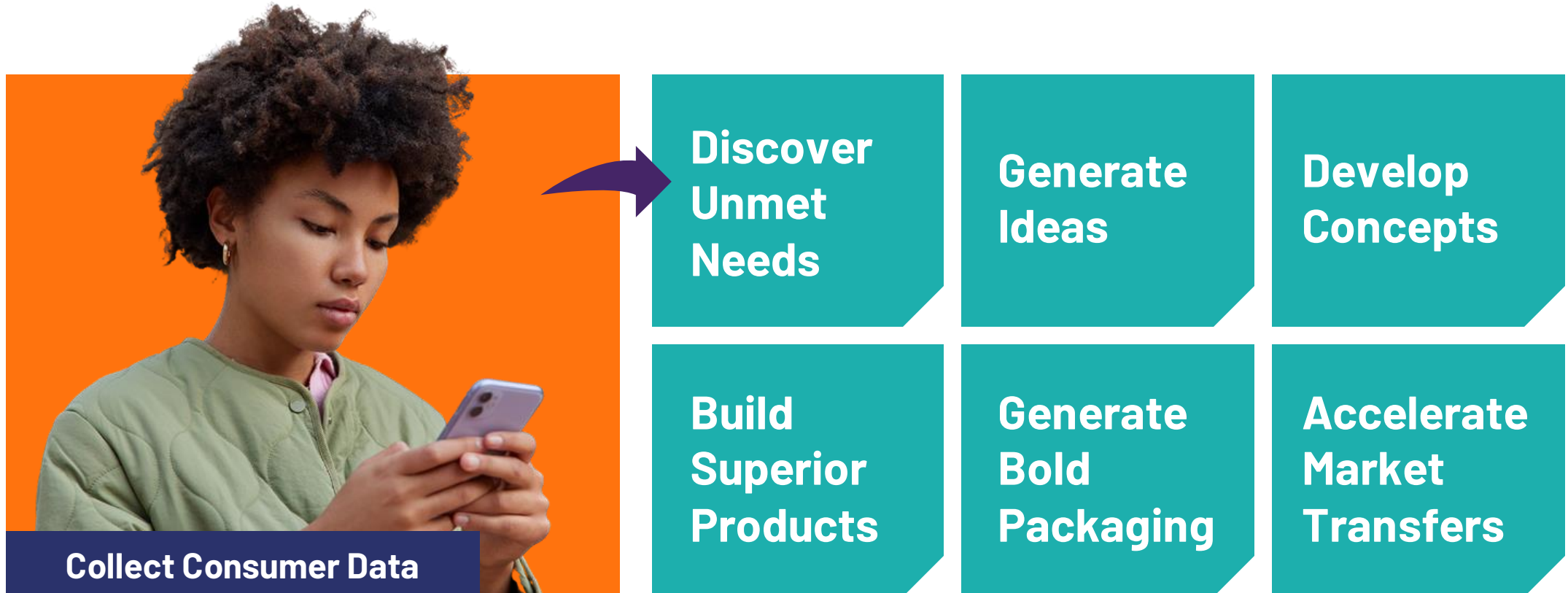
+45 years of innovation know-how, distilled in engineered prompts



Finetunes Model Algorithms with Vast Databases

AI learns success and failure from database with +170,000 innovations

INNOEXPLORER AI



INNOEXPLORER AI

Enhances the speed and success rates of concept and product development for better in-market performance



9% Concepts tested have 9% higher trial potential

10% Products tested have 10% higher overall liking



CLIENTS ONLY HAVE POSITIVE THINGS TO SAY...

60 projects sold across North America, Europe, Asia and Latin America



"Mind blowing"

EMEA

"Take my money!"

United States



"This is gold dust"

United Kingdom



"It looked mastered"

France



"Most comprehensive solution we've seen"

United States



"Technology + the individual improves the way we innovate"

Italy



"Ability to generate insights is awesome"

United States



"I can see this fitting in nicely"

Luxembourg



"It seems like a no brainer"

United States



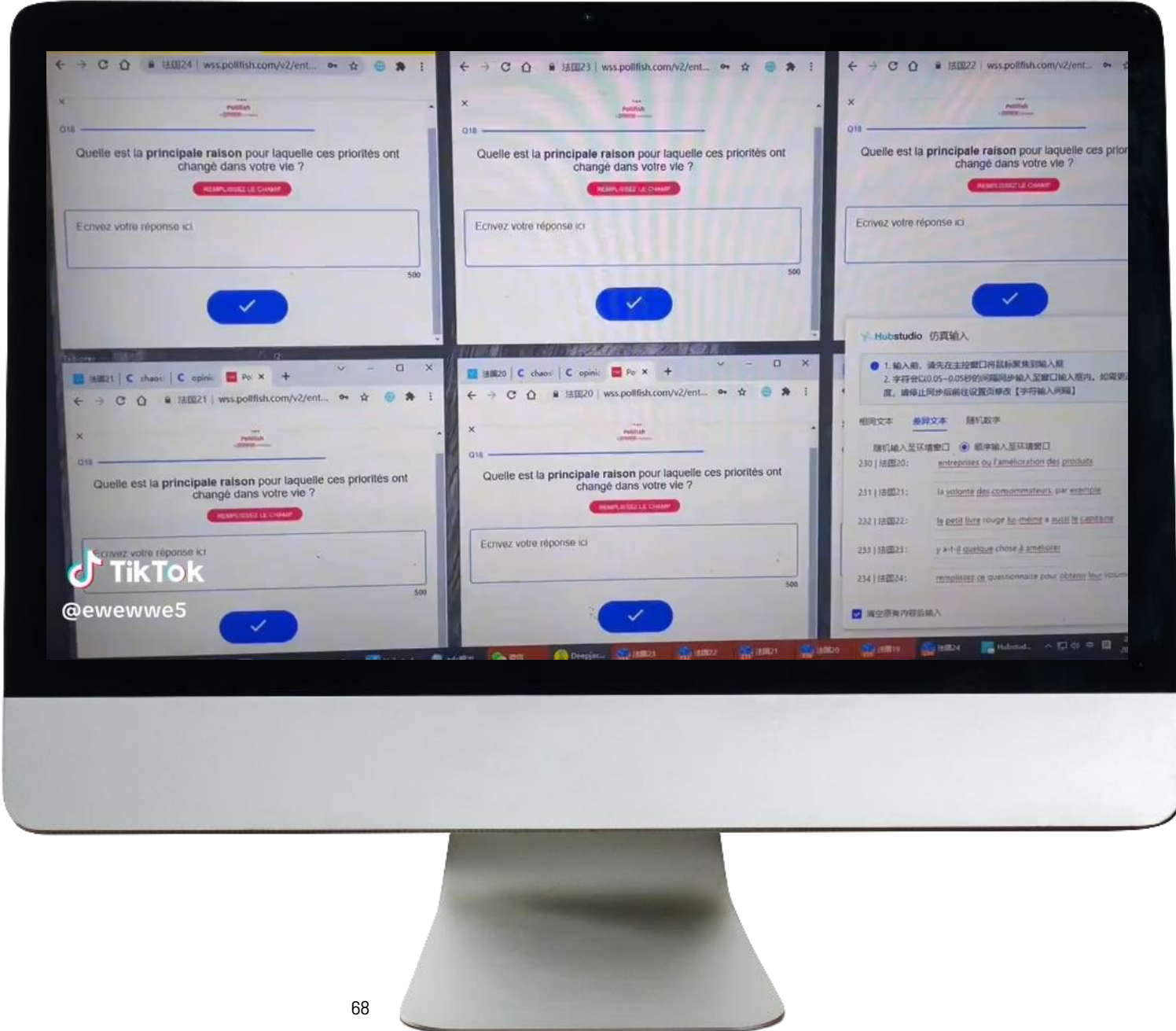
DATA QUALITY A COMPETITIVE ADVANTAGE

3

Fraud is a reality, and is increasingly sophisticated



Example of fraudulent behaviour



SECURITY – PANEL PROTECTION & INTERNALIZATION

TODAY

- Digital Fingerprint
- Similarity Checks
- Bot Behaviors
- Multi-Factor Authentication

NEXT

- Similarity Checks
- Activity/Tenure Controls
- Panelist Score
- ID Validation

Significant increase of the % of Ipsos iSay proprietary panels in the blend
→ higher quality data



INCREASING SPEED

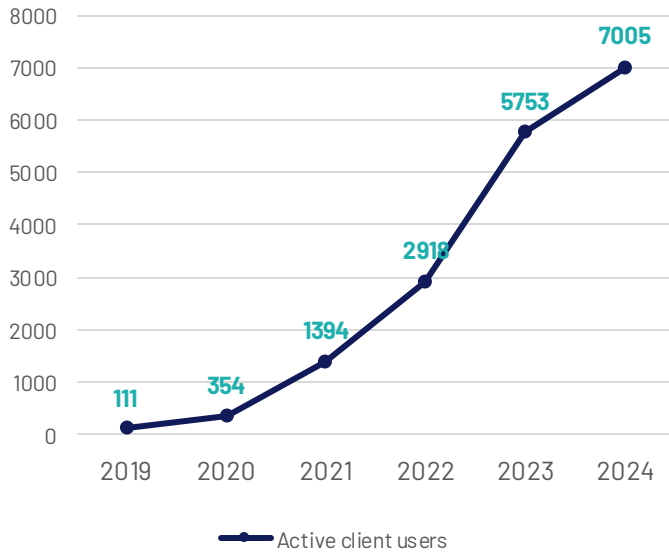
4



IPSOS DIGITAL PLATFORM OFFERS SPEED AND HIGHER MARGINS

IPSOS DIGITAL PLATFORM GROWING WELL

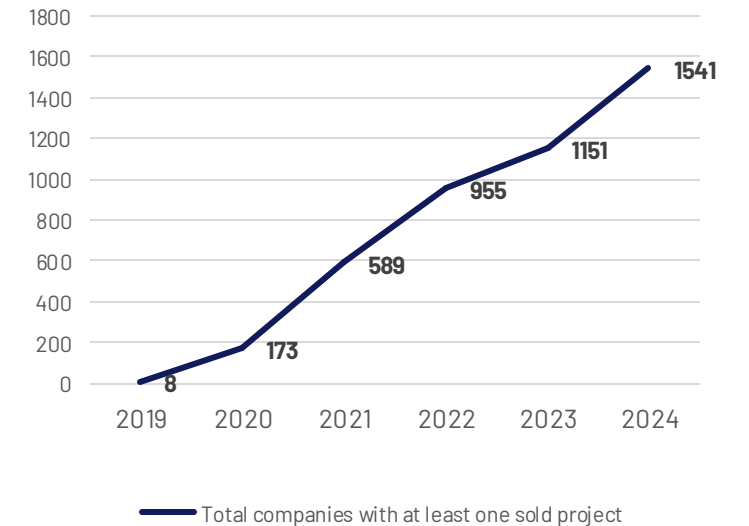
New users registered



Countries covered 2024 YTD



Unique clients enrolled



We just launched FastFacts Light based on Askia's New Generation Interviewing Engine, increasing speed and scalability of the platform and improving respondent experience

SPEED – LEVERAGING A MODERN DATA TECH STACK



Global Data Hub
Lower cost



Modern Data Pipeline
More speed



Robust Visualization Platforms
More automation

EARLY WINS:

**GLOBAL
TECH
CLIENT**



FROM: 25 hours
TO: 15 Minutes

**FINANCIAL
SERVICES
CLIENT**



FROM: 10 hours
TO: 10 Minutes

MAKING A DIFFERENCE TO THE WORLD

Ben Page

Chief Executive Officer



ESG

is at the heart
of Ipsos' *raison
d'être*

3 PILLARS IN OUR ESG STRATEGY

1

Help thousands of the world's largest corporations, and governments, achieve their own ESG objectives

2

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

3

Take the right actions ourselves

WE HAVE SOLUTIONS FOR EVERY PHASE OF OUR CLIENTS' ESG JOURNEY

Orientate

What happens in the world and what matters for my business?

Focus

*How to mitigate risks and drive growth?
Which ESG actions will drive the most business impact?*

Act & Talk

*What should we provide to our consumers?
How should we act as a company?
What should we communicate and how to avoid greenwashing?*

Evaluate

How can we track and evaluate impact on brand and corporate level?

**HELPING
CLIENTS
EVERYWHERE**
make an impact
on People, the
Planet and
Society



सत्यमेव जयते
Government Of India

Assessment of tap water
connections in all India



Government
Office for Science

Scenarios for achieving the
transition to Net Zero

Multiple Clients

ESG materiality
assessment

L'ORÉAL

Eco-Beauty programme

Global Tech Clients

User Experience (UX) work to
optimize accessibility for users
with a range of disabilities

KEEPING THE WORLD INFORMED ON OPINIONS, BEHAVIOURS & HOW TO TRIGGER CHANGE



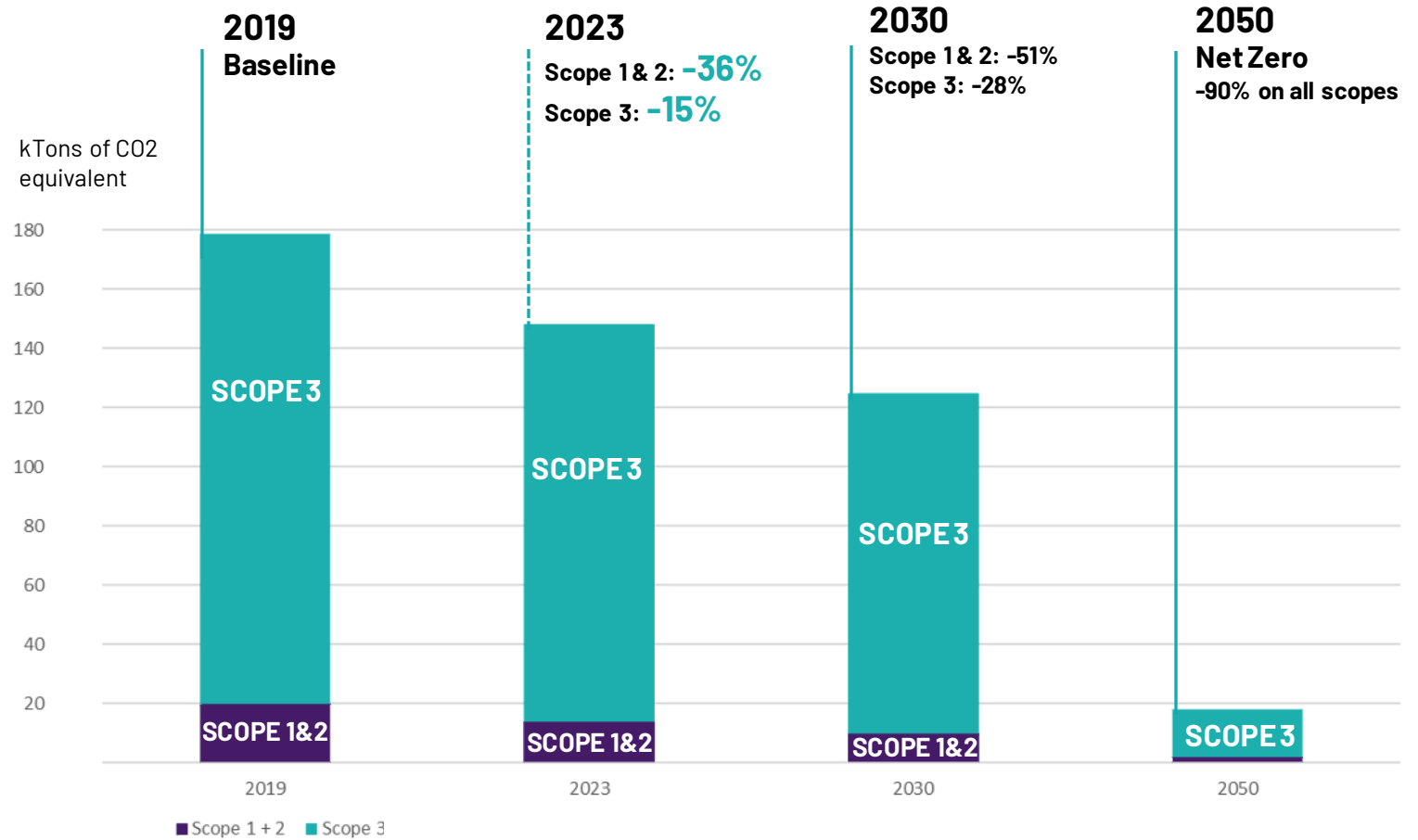
Our own actions

A few illustrations, across the whole spectrum of ESG

ENVIRONMENT: Towards Net Zero by 2050



SCIENCE
BASED
TARGETS



Scope 1: direct greenhouse gas emissions from sources owned or controlled by the company.
 Scope 2: indirect emissions from purchased electricity, steam, heat, and cooling.
 Scope 3: all other indirect emissions in our value chain, excluding capital goods.
 All data currently under review by the Science-Based Targets Initiative (SBTi)

Our actions for SOCIETY

The Ipsos Foundation

> **120 projects** in 43 countries
since 2014 for the **education of
disadvantaged children**

Ipsos Supports Refugees

- Member of the Tent Partnership for Refugees
- Recruitment of 100 refugees by 2026



GIVING BACK TO LOCAL COMMUNITIES IN OUR 90 MARKETS

2 VOLUNTEERING
DAYS per year for
all employees

**MATCHED
GIVING**

GOVERNANCE: Partnering with our suppliers for more impact



Supplier Code of Conduct



United Nations Global Compact

91%

of Global suppliers adhering to the United Nations Global Compact in 2023

Supplier engagement programme

Monitoring our supply chain's ESG & climate performance

Increasingly part of our supplier selection criteria



Driving more Diversity, Equity & Inclusion (DEI)

in our panels of respondents

CONTINUED BROAD RECOGNITION OF OUR ESG PERFORMANCE



IN CONCLUSION....

A well positioned and unique company

Able to deal with the most complex challenges

- A wide range of services
- Embracing AI and HI
- Growing productivity
- AndMaking a difference



THANK YOU

Q&A session

Online via the platform or by phone

Please find below the dial-in phone numbers:

France: +33 1 70 91 87 04

UK: +44 1 21 281 8004

US: +1 718 705 8796

The password to access
the call is "**Ipsos**"