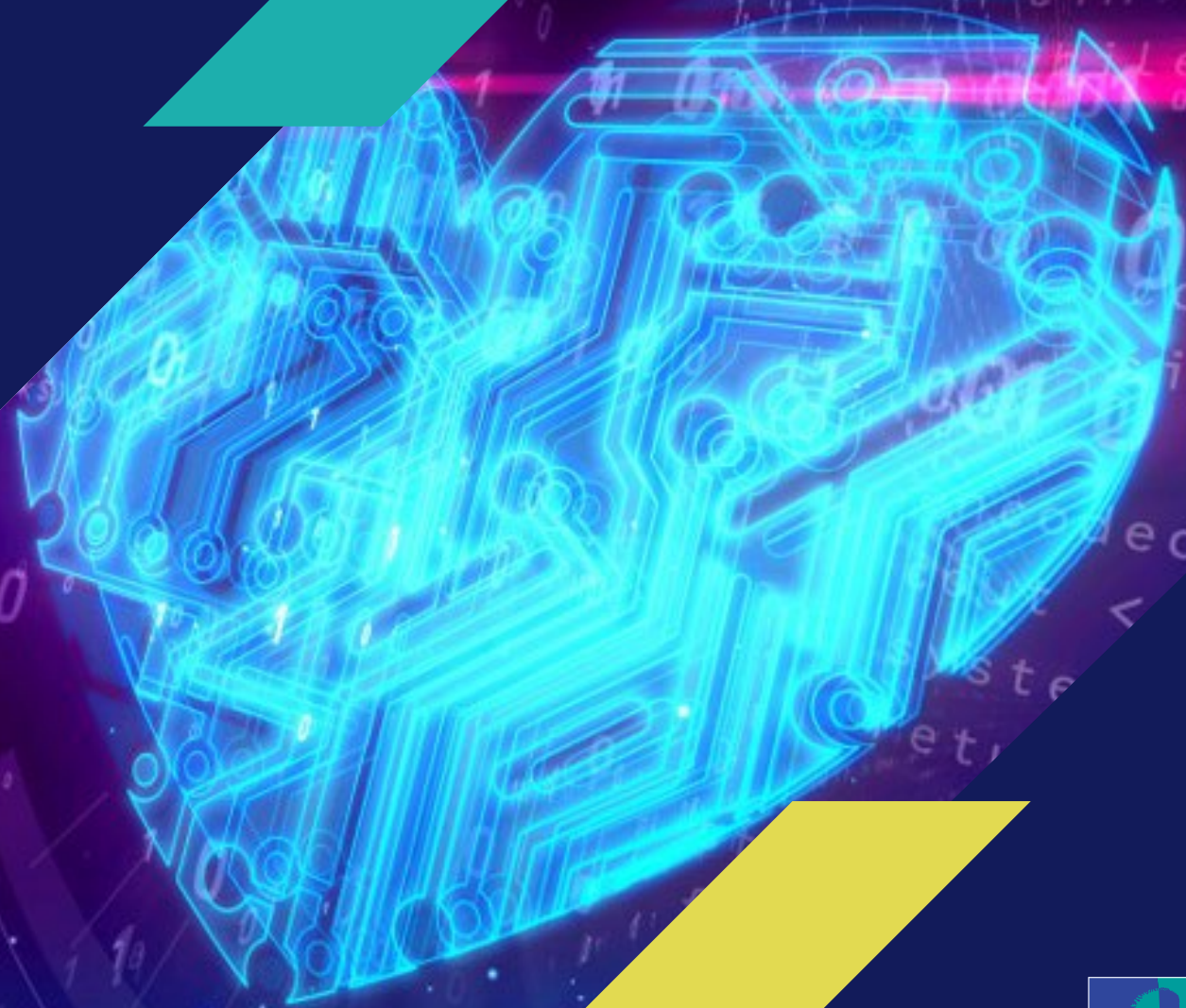


# FIRST QUARTER RESULTS

Continued momentum

**Ben Page**, Chief Executive Officer  
**Dan Lévy**, Chief Financial Officer

April 18<sup>th</sup>, 2024



# CONTINUED MOMENTUM

REVENUE

€558M

GROWTH

+4.8%

ORGANIC

+4.5%

SCOPE EFFECT

+2.7%

FX EFFECT

-2.4%

# REVENUE BREAKDOWN BY REGION

In millions of euros	Q1 2024	Share	Total growth	Organic growth
EMEA	256.6	46%	11.6%	9.7%
Americas	203.3	37%	-3.9%	-3.2%
Asia-Pacific	97.6	17%	7.8%	9.2%
<b>Total</b>	<b>557.5</b>	<b>100%</b>	<b>4.8%</b>	<b>4.5%</b>

# REVENUE BREAKDOWN BY AUDIENCE

In millions of euros	Q1 2024	Share	Total growth	Organic growth
Consumers <sup>1</sup>	278.7	50%	9.3%	10.2%
Clients and employees <sup>2</sup>	112.6	20%	1.2%	1.3%
Citizens <sup>3</sup>	87.7	16%	2.5%	-3.6%
Doctors and patients <sup>4</sup>	78.5	14%	-2.1%	-0.9%
<b>Total</b>	<b>557.5</b>	<b>100%</b>	<b>4.8%</b>	<b>4.5%</b>

Breakdown of each Service Line by segment: breakdown of revenue by audience segment is non-financial data, likely to change over time depending on changes to the organization of Ipsos teams.

1. Brand Health Tracking, Creative Excellence, Innovation, Ipsos UU, Ipsos MMA, Market Strategy & Understanding, Observer (excl. public sector), Ipsos Synthesio, Strategy3
2. Automotive & Mobility Development, Audience Measurement, Customer Experience, Channel Performance (including Mystery Shopping and Shopper), Media development, ERM, Capabilities
3. Public Affairs, Corporate Reputation
4. Pharma (quantitative and qualitative)

# STRONG GROWTH IN OUR NEW SERVICES

**ORGANIC GROWTH +15%**

**SHARE OF TOTAL REVENUE 21%**

## Platforms

Ipsos.Digital, Ipsos Facto, Ipsos Synthesio, Simstore, Ipsos RISE...

## ESG

Supporting our clients in their ESG journey (Diversity & Inclusion, Carbon footprint...)

## Science & Data

Data analytics, AI, passive measurement...

## Advisory

Data based advisory services

# OUR GEN AI JOURNEY

**Ben Page**  
Chief Executive Officer



# OUR GEN AI JOURNEY

**Before 2023: AI was already incorporated in our offer**

Several solutions already using AI / Machine Learning

**2023: Launch of Ipsos Facto, our Gen AI Platform**

**Democratise**: Available to all Ipsos employees to embed Gen AI in Ipsos' daily life

**Operate**: Develop prompt libraries and applications for translation, summarization, ideation...

**Innovate**: Create new and enhance existing products & offerings with Gen AI

All of which in a secure and agnostic platform

**2024: Ipsos' Gen AI expansion, powered by Ipsos Facto**

**61%** of Ipsos employees have used Ipsos Facto as of March 2024

**12 new products / solutions will be launched in 2024, across 9 different Service Lines**

Human Intelligence combined with Artificial Intelligence:  
the best LLMs on the market, **continuously enriched by Ipsos data, data science and art of the question**

# A DYNAMIC GENERATIVE AI PRODUCT ROADMAP

SOLUTION	WHAT IT DOES...	LAUNCH
<b>InnoExplorer AI</b>	Generates ideas, concepts, products and predict their potential by combining AI and consumer data	✓
<b>Product Transfer</b>	Predicts with HI and AI, how well products can be transferred from one market to another	✓
<b>Signals Gen AI</b>	Enables our clients to transform social platforms data into actionable insights	✓
<b>AI-Boosted Workshops</b>	Generates new ideas with fewer bias during a workshop under Ipsos' experts' guidance	✓
<b>AI Maturity Model</b>	Enables clients to predict their AI journey through a model developed with Microsoft	Q2'24
<b>Persona Bots for Segmentation</b>	Enhances consumer segmentation by using AI-agents that mimic targeted consumers (personas)	Q2'24
<b>AI-Assisted Curation</b>	Helps our client efficiently organize and summarize unstructured consumer data	Q3'24





# INNOEXPLORER AI

Transforms the innovation process

Ipsos' end-to-end solution for **innovation exploration**

Generates **ideas, concepts and products**

Predicts and tests their potential by leveraging a database of **+150,000 launched innovations**

# WHY INNOEXPLORER AI IS DIFFERENT



## Includes Authentic Consumer Experiences

Fresh, purposeful consumer data to train generic AI models



## 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 databases with +150,000 innovations

# LEVERAGING AI FOR PET FOOD MARKET

Purina partnered with Ipsos in leveraging an AI approach **to gain new insights** on pet food in the US **to develop innovative products**

## OUR SOLUTION:

**InnoPredict**, part of InnoExplorer AI, enabled to quickly evaluate 42 new ideas for cat and dog food

## CLIENT BENEFITS:

This approach brought **winning ideas** to Purina so they could further develop appealing, high potential new cat and dog food concepts **faster and more cost-effectively**

# OUTLOOK



# AGENDA - UPCOMING EVENTS

**14**

**MAY 2024**

**ANNUAL GENERAL MEETING**

**12**

**JUNE 2024**

**ANNUAL INVESTOR DAY**

# OUTLOOK 2024

## ORGANIC GROWTH

Over **4%**

## OPERATING MARGIN

**~13%**

# THANK YOU

## Q&A session

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 "**lpsos**"