

2023 HALF-YEAR RESULTS

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July 26th, 2023



GAME CHANGERS



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FINANCIALS

Q2 REVENUE GROWTH IN POSITIVE TERRITORY



REVENUE

€1,087M



ORGANIC GROWTH VS. 2022

	Q1	Q2	H1
	-2.8%	+0.5%	-1.1%
w/o Covid effects	+0.6%	+1.6%	+1.1%



REVENUE BREAKDOWN BY REGION

In millions of euros	H1 2023	Share	Total growth vs H1 2022	Organic growth vs H1 2022	Organic growth H1 2022 vs H1 2021
EMEA	475.7	44%	-4.6%	-1%*	-1%
Americas	421.4	39%	-2.0%	-3%	16%
Asia-Pacific	190.1	17%	-1.7%	3%	10%
Total	1,087.1	100%	-3.1%	-1.1%	6.9%

* Organic growth net of covid contracts: +4%

Of which

Developed countries	71%	-5.8%	-5%
Emerging countries	29%	4.2%	9%

REVENUE BREAKDOWN BY AUDIENCE

In millions of euros	H1 2023	Share	Organic growth vs H1 2022	Organic growth H1 2022 vs H1 2021
Consumers ¹	513.2	47%	+3%	+14%
Clients and employees ²	240.1	22%	+0.5%	+9%
Citizens ³	163.9	15%	-12.5%	-12%
Doctors and patients ⁴	169.9	16%	-3%	+8%
Total	1,087.1	100%	-1.1%	+6.9%

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.

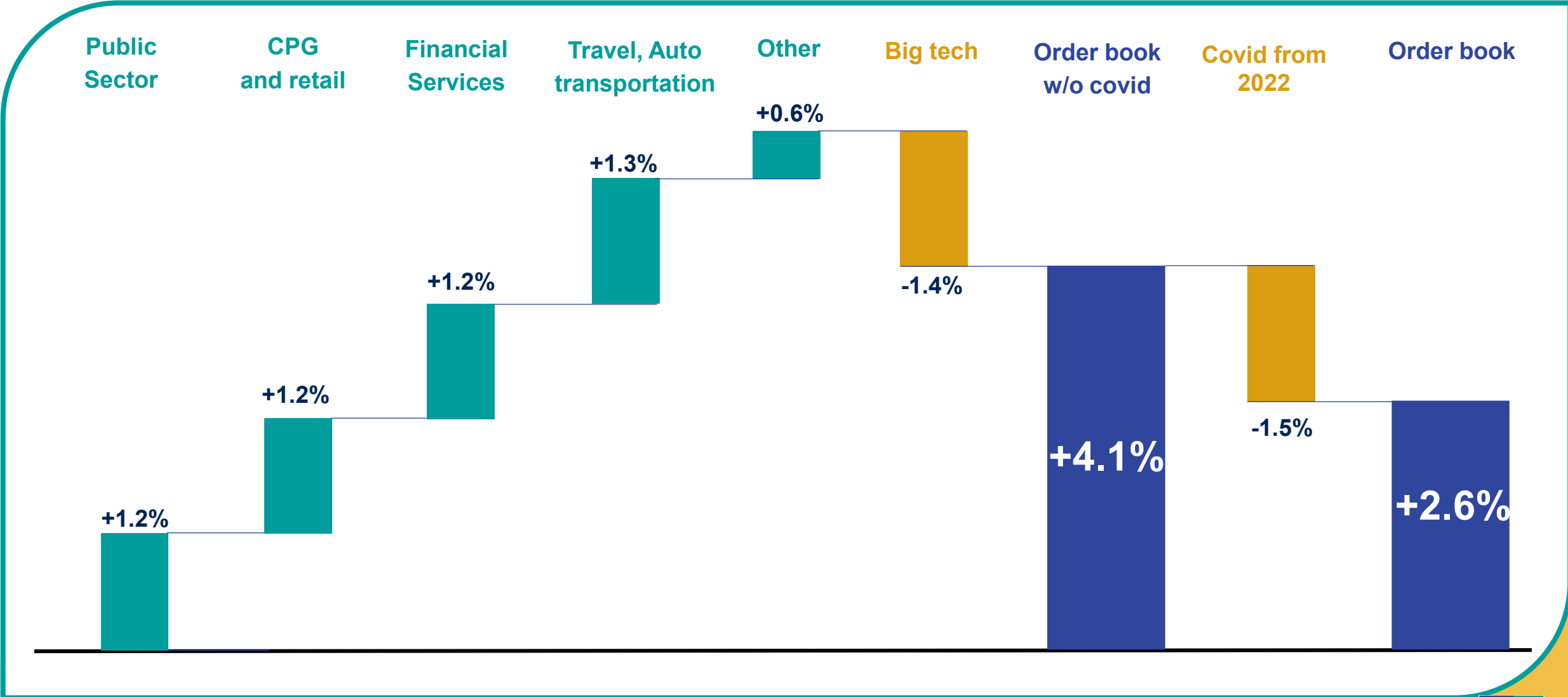
1. Brand Health Tracking, Creative Excellence, Innovation, Ipsos UU, Ipsos MMA, Market Strategy & Understanding, Observer (excl. public sector), Social Intelligence Analytics, Strategy3
2. Automotive & Mobility Development, Audience Measurement, Customer Experience, Channel Performance (including Mystery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

ACCELERATION IN THE ORDER BOOK FOR 2023

ORDER BOOK

Q1	Q2	H1
+1.6%	+5.3%	+2.6%
w/o Covid effects		
+3.3%	+6.2%	+4.1%

CONTRIBUTIONS TO ORDER BOOK GROWTH



REVENUE LAGGING BEHIND ORDER BOOK

ORDER BOOK

Confirmed orders for 2023 bringing revenue during the year

REVENUE

Linear recognition between beginning and end of project

AT YEAR END

ORDER BOOK

=

REVENUE

MAIN DRIVERS OF THE LAG



End of Covid contracts



Order Book acceleration



Mix effect

Better performance on services lines with longer maturities: Trackers, Public Affairs...

BACK TO HISTORICAL PATTERN WITH H2 STRONGER THAN H1 (1/2)

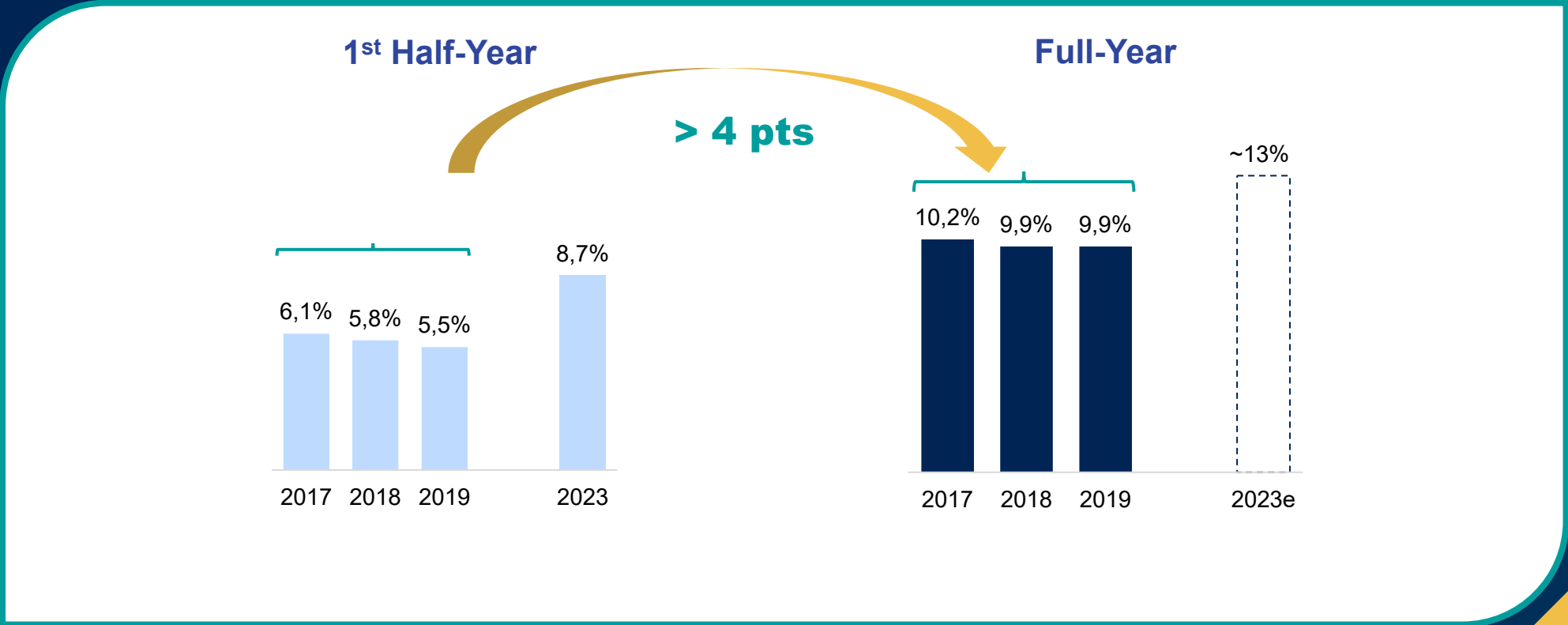
Acquisition rate at end of H1	Average 2017 - 2022	2023 (*)
Order book	72%	73%
Turnover	45%	45%
Gross Margin	46%	46%
Operating Margin	29%	29%

(*) For 2023: Actual H1 2023 / Full-Year estimate



BACK TO HISTORICAL PATTERN WITH H2 STRONGER THAN H1 (2/2)

H1 and FY OPERATING MARGIN



CONDENSED INCOME STATEMENT

In millions of euros	June 30, 2023	June 30, 2022	% Change	December 31, 2022
Revenue	1 087.1	1 121.7	-3.1%	2,405.3
Gross margin	736.1	739.7	-0.5%	1,594.1
Gross margin / revenue	67.7%	65.9%		66.3%
Operating margin	94.3	126.8	-25.6%	314.7
Operating margin / revenue	8.7%	11.3%		13.1%
Finance costs	(6.6)	(6.2)		(13.2)
Income tax	(20.9)	(29.5)		(72.8)
Net profit attributable to the Group	56.4	85.5		215.2
Adjusted net profit* attributable to the Group	70.1	97.5	-28.1%	232.3

*Adjusted net profit is calculated before non-cash items covered by IFRS 2 (share-based payments), before amortization of intangible assets on acquisitions (customer relationships), before deferred tax liabilities related to goodwill for which amortization is deductible in some countries and before the impact net of tax of other non-recurring income and expenses.

CASH FLOW STATEMENT

In millions of euros	June 30, 2023	June 30, 2022	December 31, 2022
Gross operating cashflow	137.0	171.5	401.9
Change in WCR	(28.3)	(22.4)	(14.4)
Income tax paid	(34.1)	(45.0)	(62.5)
Property, plant and equipment, intangible and financial assets	(28.8)	(29.0)	(57.3)
Net interest paid	(1.7)	(1.2)	(12.6)
Lease payments	(20.4)	(20.6)	(41.6)
Free cash flow	23.7	53.3	213.5
Acquisitions and financial investments	(6.1)	(3.0)	(9.5)
Purchase / Sale of shares	(63.6)	(16.8)	(29.9)
Net change in long-term borrowings	(29.6)	0.0	(31.0)
Dividends	0.0	0.0	(51.1)
Cash position at end of period	300.8	338.3	385.7

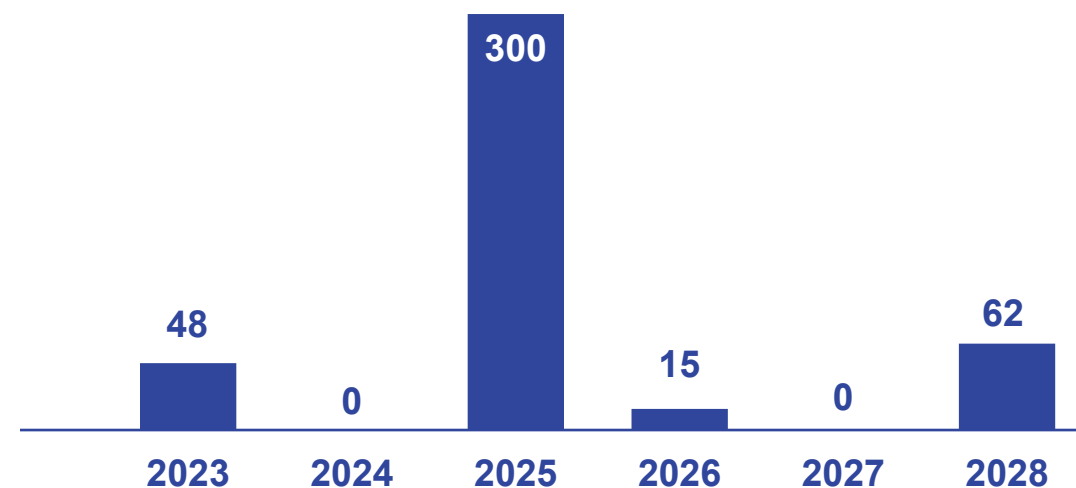
VERY SOUND BALANCE SHEET AND LIQUIDITY POSITION

In millions €	June 30, 2023	June 30, 2022	December 31, 2022
Equity	1,359	1,440	1,500
Net debt*	129	154	69
Gearing	9.5%	10.7%	4.6%
Net debt / EBITDA**	x 0.4	x 0.4	x 0.2

*Bonds and bank loans net of cash

** Ratio calculated excluding the impact of IFRS 16

Gross Debt : 424 m€
of which 80% at fixed rate



Liquidity: ~ €500m of undrawn credit lines with maturities > 1 year

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**BUSINESS
UPDATE**

BIG TECH: HEADWINDS AND OPPORTUNITIES

A YEAR OF “CORRECTION” FOR THE TECH SECTOR



Post-Covid



Cost-cutting measures including layoffs



Affecting both marketing and research spending



Budgets for large programs have been limited

Big Tech clients' revenue:

-18% vs H1 2022

Flat vs H1 2021

Needs remain: **Trackers, Mystery Shopping, Corporate Reputation...**

Market Research is key to address strategic business question: **Re-prioritization, AI...**

NEW OPPORTUNITIES around Generative AI

Embrace AI and other technologies

e.g. AI enabled product testing, User experience and impact of AI on search behaviors, AI narrative...

CHINA CURRENT TRADING

H1 2023 vs H1 2022

Revenue: **+1%**
of which Q2: **+6,5%**

GROWTH DRIVERS



CPG clients



Telecommunication



Automotive market

FY 2023

POST COVID REBOUND

Macro uncertainties could limit the strength of the rebound

Domestic consumption remains soft in H1

Disappointing GDP in Q2

INDIA CURRENT TRADING

H1 2023 vs H1 2022

Revenue: **+22%**
of which Q2: **+23%**

GROWTH DRIVERS



CPG: Innovation, Market Understanding



Public Affairs



Healthcare

2023: **BOOMING MARKET**

GDP ~ 6%

Market Research 10%+

Ipsos is the 2nd largest player

OPPORTUNITIES

Scale up Public Affairs, Advisory & Healthcare

Invest in Technology & Media sector

Focused acquisitions to build scale

HEALTHY GROWTH IN PUBLIC SECTOR

H1 2023 vs H1 2022 (w/o Covid)

Revenue: **+3.5%**

Lag in Q2 in US due to Debt Ceiling

Order Book: **+11%**

IPSOS STRONG POSITIONING

- Strong expertise in policy and method
- Global and multimodal data collection
- Competitive advantage

NEW OPPORTUNITIES

Understanding Citizens in a context of:

- Inflation
- Dynamic population
- Geopolitical tensions
- Growing inequality
- Deglobalization
- Our fragile planet

GOOD MOMENTUM CONTINUES FOR BRAND HEALTH TRACKING

STRATEGIC FOR OUR CLIENTS

Need strong brands

Understanding the brand performance across markets over time

Bringing the voice of consumers in the board room

Demand is growing and changing

LOBAL paradigm: LOCAL vs GLOBAL with a need of adaptation and understanding deeply cultural importance

Evolving trends like DTC (*Direct To Consumer*)

Need for more multi source data integration

BENEFITS FOR IPSOS

Growth

> 6% per year since 2019

150K€ average spending by client in 2022

Long term relationships

Multi year contracts

OPPORTUNITIES

Door opener for other services :

Analytics & Advisory

Weblisting: Ipsos Synthesio

New solutions like Brand Success

Expectations, Context, Empathy

BRAND HEALTH TRACKING: NEW SOLUTIONS FOR NEW OPPORTUNITIES

3 KEYS TO UNLOCK BRAND SUCCESS



CONTEXTUAL BRAND TRACKING

CONTEXT DRIVEN

People are asked about their choices and brand perceptions in-context



PEOPLE CHOOSE

People (not Ipsos) define the competitive landscape of products, services and brands

ESG BRAND TRACKING

Brand Health Tracking measures impact on Brands of sustainability efforts

GENERATIVE AI: LAUNCH OF IPSOS FACTO



WHAT IS IPSOS FACTO?



New Generative AI platform
Many use cases as demonstrated at the Investor Day

USED BY OUR RESEARCHERS FOR CLIENTS' BENEFITS:

- Offering more **speed and explainable results**
- Provides a **safe and secure environment to develop innovations**



5,000+ Ipsos employees are using it

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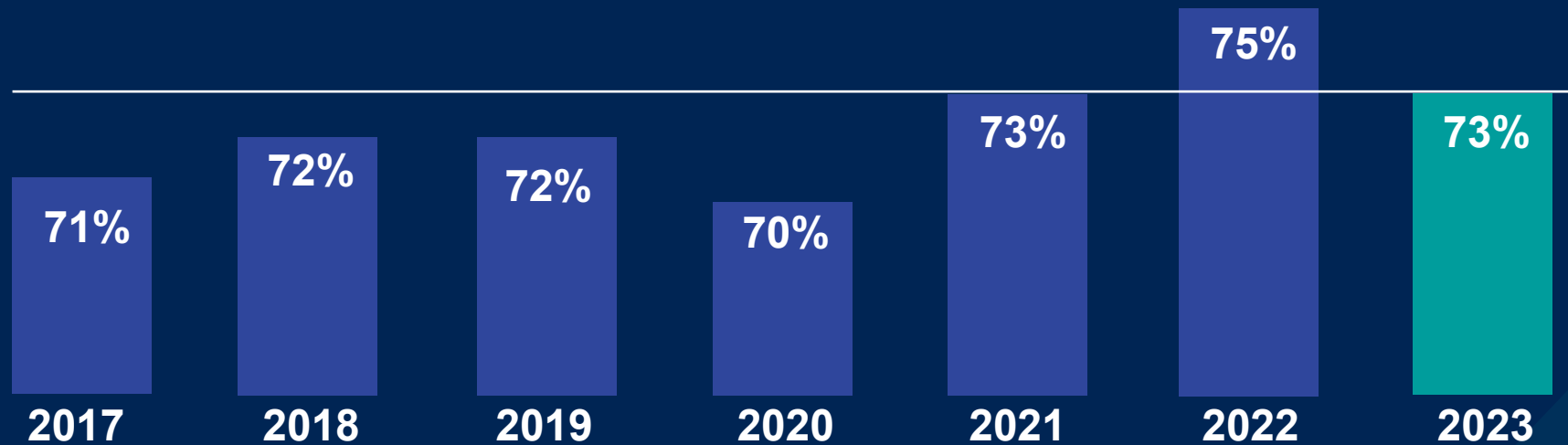
2023

OUTLOOK

OUR 2023 ORDER BOOK IS ACCELERATING AND ON-TRACK

	Q1	Q2	H1
Organic growth	+1.6%	+5.3%	+2.6%

End of June acquisition % of revenue in line with guidance



GLOBAL UNCERTAINTIES, PARTICULARLY IN THE US

War in Ukraine and technical recession in Euro zone

Big Tech headwinds in US

Strength of rebound in China?

2023 GUIDANCE

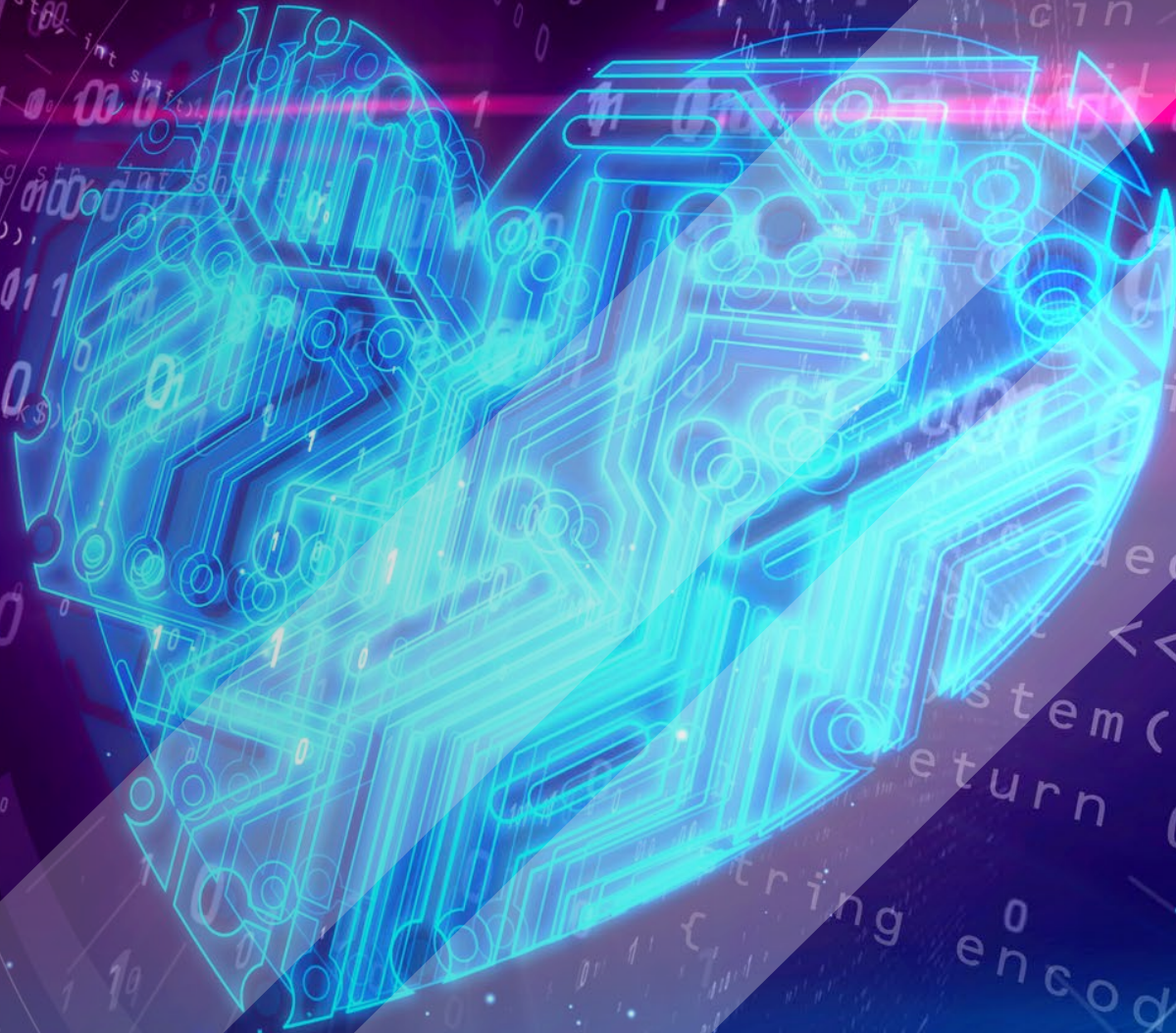
ORGANIC GROWTH

~ 5%

OPERATING MARGIN

~ 13%

THANK YOU



Q&A

Please find below the dial-in phone numbers:

France: +33 (0) 1 73 02 3130

UK: +44 (0) 20 8610 3526

US: +1 646 307 1951

The password to access the call is "Ipsos"