



## PRESS RELEASE

# Ipsos will not submit an offer for the acquisition of Kantar Media

**Paris, December 5, 2024** – After careful review of a potential acquisition of Kantar Media, Ipsos has, at this time, decided not to submit a binding offer.

### ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

35 rue du Val de Marne  
75 628 Paris, Cedex 13 France  
Tel. +33 1 41 98 90 00

Contacts: Dan Lévy  
Group Chief Financial Officer

[Dan.Levy@ipsos.com](mailto:Dan.Levy@ipsos.com)  
+33 1 41 98 91 43

Antoine Lagoutte  
Deputy Chief Financial Officer

[Antoine.lagoutte@ipsos.com](mailto:Antoine.lagoutte@ipsos.com)  
+33 1 41 98 92 43

François Malin  
Head of Investor Relations

[Francois.malin@ipsos.com](mailto:Francois.malin@ipsos.com)  
+ 33 1 41 98 90 34

Caroline Ponsi Khider  
Chief Communications Officer

[Caroline.ponsi-khider@ipsos.com](mailto:Caroline.ponsi-khider@ipsos.com)  
+33 (0)6 26 20 51 53

GAME CHANGERS 