



Proud to be Ipsos

Our values and our mission

GAME CHANGERS



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A WORD

from **Didier Truchot**



In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide **True Understanding of Society, Markets and People.**

To do this we use the best of science, technology and know-how and apply the principles of Security, Simplicity, Speed and Substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.

*Didier Truchot,
Ipsos CEO & Chairman*

The **five** core **values**
and **behaviours** that should
inspire all Ipsos employees as
we explore the **world**.



Integrity

// We demonstrate the highest ethical standards and principles.

// We are independent, objective experts delivering reliable information to our clients.

// We are respectful, honest and transparent with ourselves, clients and colleagues.

// We say what we do and we do what we say. We only commit to what we can deliver.

// We value all kinds of diversity, as it reflects the wider society in which we operate.

- // We are curious about the world around us.
- // We ask the right questions, we seek the new and unexpected.
- // We love to learn, read, listen, search and research and analyse data with passion.
- // We think deeply to go beyond the obvious and we take nothing for granted. We challenge how things can be improved for the benefit of Ipsos and our clients.
- // We are passionate about what we do and we do it all to assist our clients to better understand their environment and shareholders.



#2



Collaboration

// All of us are smarter than any of us.

// We work in diverse teams comprising clients and colleagues. Together we navigate the world towards common goals and with open minds.

// We foster a culture of continuous improvement by sharing knowledge and expertise freely and generously, and we learn from each other.

// We actively explore opportunities to work openly across our specialisations and our countries and promote internal mobility and promotions.

// We contribute to Ipsos training programmes as participants, trainers and/or mentors.

#3

Client first



- // We put 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.
- // We go beyond the research to bring insights that enable our clients to make smarter decisions. We always have a point of view.
- // We deliver on our promises; on specifications, time, and budget. Right on time, the first time.
- // Clients' needs take precedence over other internal priorities. We go the extra mile for them.

#4

// We are different. Our culture encourages individuals to try different, innovative ideas.

// We are motivated. We work hard and smart, and we are able to act quickly and decisively when required.

// We love a good challenge. We never give up. We are confident, tenacious and disciplined.

// We are results oriented.

// We take individual responsibility for changing the game.



#5



OUR HERITAGE

“ *There is no
such thing as
a silent expert* ”

Jean-Marc Lech

In 1975, Didier Truchot founded Ipsos in France.

Shortly afterwards, he has been joined Jean-Marc Lech as Co-President.

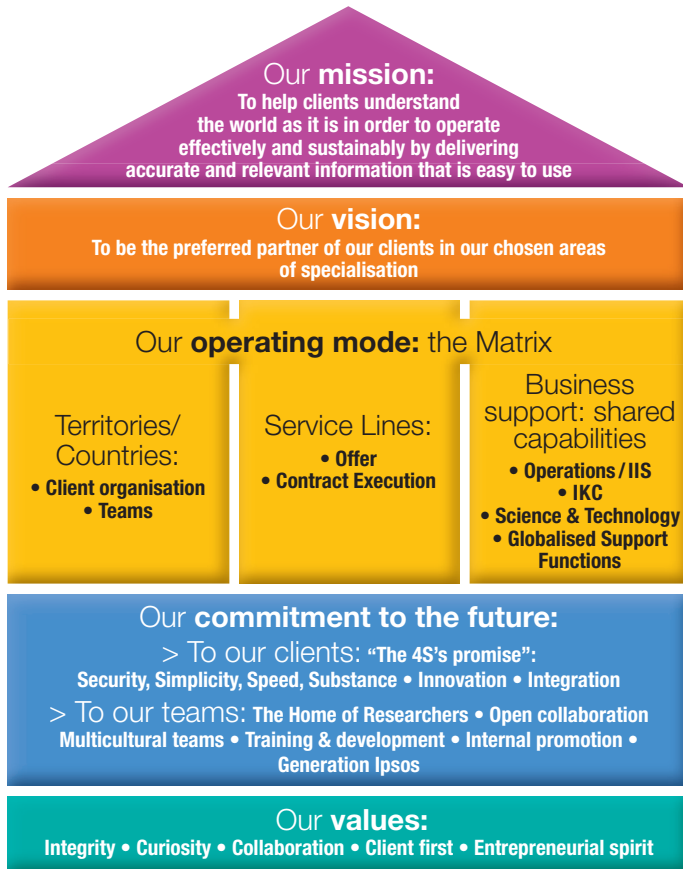
For over 40 years, our research professionals, analysts and scientists have built unique multi-specialist capabilities, and are now leveraging Science, Technology and know-how through talent professionals. Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Today, Ipsos provides more than 75 services organised in 17 Services Lines in order to meet all its clients' needs.

Ipsos is not an acronym: its roots are to be found in the latin expression *Ipso facto*, which means “as a direct consequence”; it inspires a unique vision of research and a unique way to provide actionable insights to clients. Easy to translate and to pronounce everywhere, the name fitted the company's globalisation goal.



OUR ORGANISATION



To meet all the emerging needs of our clients, we operate our 75 different Services regrouped in 17 Service Lines in a logical manner that speaks to clients and allows Ipsos to effectively compete in the market place. This organisation enables us to enhance our expertise and to provide our clients with precise answers to their questions thanks to a given service on a combination of different services. It also helps us become more specialised and more consistent across all markets.

Our client Organisation is both global and local, which strengthens our partner relations, connecting our teams to our clients to better highlight the value of our solutions. The client Organisation brings the voice of our clients to Ipsos and the voice of Ipsos to our clients.

As science and technology have always been part of Ipsos' DNA, our science organisation inspires innovation to offer the best solutions to our clients while our tech teams enhance the role of innovation and technology within our offer.

Our support functions are globalised to provide a consistent and efficient support to all employees and decision makers.



OUR COMMITMENT TO CLIENTS

4 S's



Security

Simplicity

Speed

Substance

We can offer our clients a unique depth of knowledge and expertise, and boldly call things into question and action.

Thanks to our 40 years' experience, we can share our perspective and be creative in proposing **innovative solutions and points of view in complex situations.**

We integrate all available sources of information, through qualitative and observational techniques surveys from passive and social data. Then, our experts transform this reliable information into actionable insights.

We apply the 4S's

- Security, Simplicity, Speed and Substance -
to everything we do.



OUR COMMITMENT TO EMPLOYEES

We are proud of attracting the best talent in the profession. Curiosity, intuition and passion for creating knowledge characterises our enthusiastic professionals. We are all fully dedicated to finding the best research solutions for our clients. **We are the true Home of Researchers.**

At Ipsos, we believe that the best way to motivate is to empower. We aim to set the minimum number of rules and guidelines to provide a framework within which employees can operate efficiently and flexibly. This framework is intended to motivate people to work towards their full potential, while carrying out their work in the best interests of both our clients and Ipsos.

This minimum set of principles are summarised in three documents which are known by everyone:

- // the “*GreenBook*” which is The Ipsos Professional Code of Conduct, distributed to all newcomers;
- // the “*Book of Organisation*” which defines how decisions are made and who is in charge of what;
- // the “*Book of policies and procedures*” which provides the official policies and procedures in all areas which must be followed by everyone.

Going forwards, we will put greater emphasis on career development and mobility for our talent focusing on employees who put the interests of Ipsos and our clients first, and who work co-operatively.

We all contribute to the Ipsos culture and reputation.

We develop the researchers of the future through the “Generation Ipsos” Programme.



RESPONSIBILITY TO WIDER SOCIETY

Increasingly, we study the impact of the various CSR policies pursued by public and private actors to address societal, labour and environmental issues. As we cannot help learning from what we analyse, we have gone from being an observer to a company actively committed to society and the planet.

Back in 2008, we were the first market research company in the world to sign the UN Global Compact. Since then, we have stepped up our social and environmental initiatives through our programme **“Taking Responsibility”**.

At the societal level, it has been five years since we set up the **Ipsos Foundation**, which finances some 40 initiatives to educate disadvantaged children in 25 countries.

In 2019, we are extending our action to refugees. Through our partnership with the Tent Foundation, we have now pledged to recruit 100 refugees by 2020.

Although our business does not have a major impact on the environment, we are nevertheless pursuing our efforts in this regard, for example by limiting business travel and clarifying our corporate travel policy. Thanks to all our efforts, we have seen significant progress in our environmental impact: our CO₂ emissions fell by 7% between 2017 and 2018⁽¹⁾, showing that we are on track to reach our target of 10% by 2020⁽¹⁾.

To oversee all these initiatives and to drive engagement forward, Ipsos appointed a CSR Committee in 2014 among its Board of Directors and issues a “CSR Report” every year.



For more than 40 years we have remained true to our mission: **to be the preferred partner** to our clients in our areas of specialisation.

This mission is supported by our bold ambition **to be Game Changers**, shaping the future of our company and assisting our clients to shape theirs.”

At Ipsos,

we are passionately curious about Society,
Markets and People.

We make our changing world easier and
faster to navigate and inspire clients to make
faster, smarter and bolder decisions.

We deliver with security, speed, simplicity
and substance.

We are *Game Changers*.

www.ipsos.com

GAME CHANGERS

