



Press Release

Ipsos announces the successful completion of the merger clearance per the agreement with GfK to acquire 4 global divisions of GfK's Custom Research Business

Paris, 17 September 2018 – Ipsos announces the successful completion of the merger clearance per the agreement with GfK to acquire 4 global divisions of the GfK Custom Research Business: Customer Experience; Experience Innovation, Health and Public Affairs.

The acquisition was announced on 30 July 2018 and was conditional to mandatory clearances from relevant anti-trust authorities in the 26 countries that are in the scope of the agreement with GfK: Argentina; Australia; Austria; Belgium; Brazil; Chile; China; Czech Republic; Germany; Hungary; India; Italy; Japan; Mexico; Netherlands; Peru; Poland; Romania; Russia; Singapore; Sweden; Switzerland; Turkey; Ukraine; United Kingdom; and USA.

The proposed transaction is expected to close on October 1st, 2018.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, simplicity, speed and substance.

We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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