

Ipsos Corporate Social Responsibility Commitments

TAKING RESPONSIBILITY

Our Purpose

Ipsos's mission is to "deliver reliable information for a true understanding of Society, Markets and People".

As a global market research company, for the past 45 years we have identified and measured the social, political and economic trends that shape the world. With over 16,000 professionals in 90 markets and 200 cities, we are in a unique position to measure and analyze opinions and behaviours of consumers, citizens, employees and health professionals, always delivering accurate and reliable data. In today's complex and volatile environment, this understanding is essential for confident decision-making by companies, public institutions and organizations.

We are conscious of our responsibility to contribute, alongside governments and civil society, to the achievement of a better and more sustainable future for all. We have a thorough comprehension of the issues the world is facing today and the conviction that concerted action is needed to identify viable working solutions.

At Ipsos, we believe that financial and extra-financial performance go hand-in-hand to create a lasting value for all our stakeholders.

We are actively engaged in sharing this commitment with our teams and bringing this engagement to life, every day.

Governance

Ipsos's Board of Directors has established a specialized Corporate Social Responsibility Committee. It reviews our CSR policies and their alignment with international and local CSR regulations and monitors our progress against our objectives.

Partnering with UN Global Compact

In 2008, Ipsos was the first global market and opinion research company in the world to join the United Nations Global Compact. We contribute to the Sustainable Development Goals set out by the United Nations and we are committed to maintain the highest standards of corporate social responsibility

in our business activities by adhering to the ten Principals of United Nations Global Compact:

Human Rights

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human right abuses.

Labour

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour; and
- Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility; and
- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Our Values, Principles and Business Ethics

Integrity, Curiosity, Collaboration, Client First and Entrepreneurial Spirit. These are the values and behaviours that inspire all Ipsos teams and guide our actions.

Ipsos aims for ethical excellence and applies the highest standards of professional integrity, internally and externally. Our Professional Code of Conduct and Ethics, the Ipsos “Green Book”, which is distributed to all employees, lays out our policies and procedures to ensure compliance with international laws and regulations and the highest industry standards, as well as Ipsos’s values as a global leader in market research. It addresses ethics and human rights, transparency, anti-corruption and anti-discrimination, as well as our duty of care. The Green Book is also shared with consultants and contractors,

as we do not tolerate unethical behaviour by any stakeholder involved in our business.

Data protection and data privacy

Our business relies on the collection and analysis of information relating to individuals. Therefore, data privacy and security are paramount in all we do. We apply the highest level of data protection and comply with relevant privacy laws and regulations to ensure that personal data used in our research is thoroughly protected from risks of unauthorized access, loss, destruction, manipulation or disclosure. Our collection and use of data are based on the consent of respondents.

Taking Responsibility towards People, Society and the Planet

People

We aim at being the employer of choice for our existing and future employees.

People are Ipsos's greatest asset. The value we deliver to our clients is driven by our experts' know-how, scientific and technological capacities. We work to attract and retain talented staff in order to meet the future needs of Ipsos. We provide a safe and healthy working environment and strive to build a company that all employees can be proud of. We want to keep a voluntary staff turnover ratio not higher than 12%.

People development

We continue to develop our people's skills and capabilities by providing regular training and professional development opportunities. We provide a series of comprehensive trainings and performance development programmes to our employees, aim to improve their professionalism, knowledge and maximize the potential. Our ambition is to attract the best talent in each country and develop their skills and expertise throughout their professional career. The Ipsos Training Center (ITC), offers a wide range of development programs.

People Voice

We pay particular attention to our employees' feedback and the satisfaction of our people. Each year, we conduct an internal employee opinion survey "PULSE" which gives our employees the opportunity to share their feedback, concerns and expectations. Our Objective is to Reach an employee engagement

level (based on the annual Pulse Survey) at least equal to the "RED" benchmark. The Representative Employee Data (RED) is an annual survey conducted by Ipsos among employees in the world.

Gender Equality, Diversity and Inclusion

We aim at promoting equality of opportunity and diversity creating a barrier-free workplace. We encourage an inclusive culture based on universal respect and professional equality, particularly between men and women and regarding ethnic background, sexual orientation and the integration of people with a disability. Ipsos is a member of the UN Women's "Unstereotype Alliance" and has committed to the UN High-Commissioner for Human Rights' (UNHCR) "Standards of Conduct for Business".

Gender equality is a priority for Ipsos, and we continue to step up our efforts to empower women leaders and adopt positive measures on equal treatment. In 2020, women represented 55% of the members of the Board of directors. Our target is to have at least 40% of **women in Ipsos's partnership group** (top 200 executives) and 50% of **women in Ipsos's leadership group** (top 500 executives) in 2023.

Supporting well-being and mental health

We encourage our employees to strive a good work-life balance. We believe that our employees who attain a positive work-life balance will be happier and more productive. In the event that an employee has difficulty coping with personal or professional pressures, we offer counselling, advice on stress management, and wellness programmes.

Society

We aim to contribute to the economic and social development of the countries in which we operate. We work with local communities and encourage all our employees to participate in community development.

Developing Responsible Supply Chain

Interacting with our suppliers, we will establish relationships with suppliers who undertake responsible and ethical operation practices. We will not intentionally cooperate with suppliers that have a negative impact on the environment and society. We work with them to raise their awareness of environmental issues and promote the importance of practicing and advocating

a good sustainable environment, employee development, and health and safety practices. We want to ensure at least 90% of the Group's **suppliers** adhere to the standards of the United Nations' Global Compact.

Refugees recruitment

We contribute to the global response to one of the most significant issues the world is facing today – refugee settlement. In 2019, we signed the Tent Partnership for Refugees and committed to recruiting refugees in our teams across the world. We are a member of the UNHCR's #WithRefugees coalition working to provide hope and help to asylum seekers.

Share our expertise for Good

As the world faces increasing uncertainty and complex challenges, Ipsos intensifies its commitment to conducting research that helps to understand people's mindset and behaviors. Since 2019, Ipsos has partnered with the World Economic Forum to co-produce recurring data on the world's most pressing societal, political and business matters, which is made publicly available. Similarly, Ipsos has donated the archives of its "Global Advisor" survey on global trends to the University of Toronto's Munk School of Global Affairs.

Communities

To build a caring and cohesive corporate culture we encourage our employees to make meaningful contributions to the community by participating in volunteer services: the donation of skills and time to help nonprofit organizations, through pro bono work as well as the fundraising activities.

Ipsos Foundation

We believe that educating children is one of the keyways to fight poverty and inequality. The Ipsos Foundation was created in 2014 to provide access to education for children and youth who have been forcibly displaced from their home. To date, we have supported the development of 67 educational programs for underprivileged children and adolescents in 34 countries.

Planet

We recognize that the conservation of the global environment and the fight against climate change are issues of common concern for all humanity.

As such, we are committed to limiting our environmental footprint by reducing our carbon emissions, energy use and waste production and have implemented initiatives in this regard.

GHG Emission

We are working to reduce our carbon emissions, much of which is generated by business travel as well as by our IT usage. We have committed to reduce our greenhouse gas emissions per employee by 15% between 2021 and 2023 and to engage de carbon neutral roadmap for 2035.

Travel

Business travel is the main source of our greenhouse gas emissions. Travel reduction is a major objective for Ipsos as our geographical spread entails the mobility of our people. Our efforts in this space include leveraging virtual meeting technology and to remind employees to consider travel alternatives and videoconferencing options before making any decision about the business travel

Data collection

The collection of data and metrics is the base of our business model. We are also increasingly moving our data collection operations online and decreasing the face to face interviews when is appropriate in order to decrease the GHG emissions due to our interviewer's mobility.

Waste Reduction:

We promote everyday gestures and the adoption of behaviours among our teams that have a positive environmental impact. At the end of 2023, we plan to eliminate the usage of single-use plastic in all Ipsos offices around the world.

Resources Conservation and Preservation

We continue to develop circular economy initiatives: we are reducing our reliance on paper by committing to 10% cut our purchases by between 2021 and 2023 and recycling 90 % of our paper by 2023.