



## PRESS RELEASE

# Ipsos successfully completes a bond issuance of €400 million

Paris, 15 January 2025 – [Ipsos](#), one of the world's leading market research companies, announces the successful issuance of its first rated bond for €400 million. The bond is maturing in January 2030 and carrying a coupon of 3.75%. Ipsos is rated Baa3 with stable outlook by Moody's and BBB with stable outlook by Fitch.

The very strong investor demand, with an orderbook covering more than 9 times the size of the bond, is a testament to their confidence in Ipsos' business model and credit profile. This substantial level of oversubscription allowed Ipsos to price the bond with a final spread significantly below initial price indication.

The proceeds will be used for general corporate purposes, including the refinancing of its €300 million existing bond maturing in September 2025.

### Disclaimer

*This press release is for information purposes only and is not an offer to sell or subscribe securities or a solicitation of an order to purchase or subscribe securities in any jurisdiction. The securities mentioned in this press release were not and will not be offered through a public offering. This press release does not constitute an offer for sale of securities in the United States of America or any other jurisdiction. These securities may not be offered or sold in the United States of America unless they are registered or exempt from the registration requirements of the US Securities Act of 1933, as amended. Ipsos does not intend to register any of the securities mentioned in this announcement in the United States or to conduct a public offering of securities in the United States. This press release is not a prospectus as required under EU Regulation 2017/1129 (the "Prospectus Regulation"). A prospectus will be prepared and made available, in compliance with the Prospectus Regulation, as part of admitting the bonds to trading on the Euronext regulated market Paris. This press release does not constitute an offer of securities in France or in any other country. The bonds will be offered only qualified investors as defined under article 2(e) of the Prospectus Regulation and in accordance with Article L.411-2 of the Monetary and Financial Code. No prospectus related to the placement of the bonds has been approved by a competent authority of a European Economic Area Member State. The dissemination of this press release in any country where such dissemination could constitute a violation of applicable legislation is prohibited.*

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  
and Brand Officer

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

GAME CHANGERS





## PRESS RELEASE

### 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, 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  
and Brand Officer

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

GAME CHANGERS 