



PRESS RELEASE

Launch of a share buyback programme

Paris, March 2, 2026 - As announced during the presentation of Ipsos' 2025 annual results, which were the subject of a press release dated February 24, 2026, the Company's capital allocation and shareholder return priorities include the launch of a new share buyback programme.

This programme is in addition to the recurring share buybacks implemented to offset the dilution resulting from free share plans granted to managers and employees.

The Company announces today that, by December 31, 2026, it will carry out share buybacks for cancellation purposes for a total amount of approximately €100 million, representing approximately 6.7% of its share capital based on the closing price on February 27, 2026 (€34.46), in accordance with the authorizations granted by the Combined General Meeting held on May 21, 2025 (Resolutions 15 and 16).

Ipsos reserves the right to suspend the programme at any time depending on market conditions or the implementation of its investment strategy.

A description of this share buyback programme is available on the Company's website (www.ipsos.com) under the "Investors" section, within the regulated information area.

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ABOUT IPSOS

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

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

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients navigate with confidence our world of rapid change.

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

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