PRESS RELEASE

Ipsos acquires Big Village Australia

Building on capabilities in Public Affairs and large-scale data collection

July 17, 2023 - Ipsos is pleased to announce the acquisition of the insights business of Big Village Australia, covering public sector market research, employee research and customer experience. The acquisition enhances Ipsos' position in the Australian market and strengthens its capabilities in the government and social sectors as well as customer and employee experience. It also contributes to Ipsos' 2025 growth plan, strengthening the global public affairs business.

The acquisition is highly complementary to Ipsos' existing research expertise, bringing large-scale federal government programs. Big Village Australia teams also service multinational clients in the professional services and IT sectors on customer experience metrics as well as conducting extensive programs providing employee experience assessment and advisory services across government and commercial clients.

"The acquisition is at the heart of our ambition to grow in public sector research and develop our Australian business to be the largest best-in-class market research agency. Big Village Australia brings some more great people to Ipsos and further expands our reach in Australia, we're delighted to be able to make this acquisition," **Ben Page**, Ipsos CEO, said.

Ipsos ANZ CEO, **Simon Wake**, said: "This acquisition will help grow Ipsos' operational expertise in the Australian market with highly complementary skillsets in data collection, government, social and customer experience research and important new expertise in employee experience. We warmly welcome the former Big Village Australia team and clients to Ipsos."

Wendy McInnes, Big Village Australia Director of Insights, said: "We are thrilled to become part of Ipsos, with its focus on being fiercely independent. Not only are our skillsets complementary, at the heart, so are our values of putting our clients and our people first."

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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 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).
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