CONSULTING EXCELLENCE IPSOS

August 2026

MCA
A POSITIVE FORCE FOR THE ECONOMY

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Ipsos

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ETHICAL BEHAVIOUR

01

- We are responsible and good citizens
- We conduct our business ethically
- We foster an ethical culture

United Nations Global Compact

Ipsos is a party to the UN Global Compact, meaning that we have undertaken to embrace, support and enact, within our sphere of influence, a set of core values in the areas of human rights, labour standards, the environment and anti-corruption. Specifically, this means that we adhere to the following 10 principles:

We support and respect the protection of internationally proclaimed human rights	**We ensure that we are not complicit in human rights abuses**	**We uphold the freedom of association and the effective recognition of the right to collective bargaining**	**We support the elimination of all forms of forced and compulsory labour, including any form of modern slavery**	**We support the effective abolition of child labour**
We support the elimination of discrimination in respect of employment and occupation	**We take a precautionary approach to environmental challenges**	**We undertake initiatives to promote greater environmental responsibility**	**We encourage the development and diffusion of environmentally friendly technologies**	**We work against corruption in all its forms, including extortion and bribery**

Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.

ISO 20252 – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.

MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.

ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.

ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.

The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.

HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.

Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

CLIENT SERVICE AND VALUE

02

- We provide excellent consulting services which deliver the outcomes clients seek and need
- We are transparent with clients and respond to their concerns
- We always strive to improve the value we can deliver to our clients

Our Values

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement but shape it to provide a true understanding of society, markets and people.

To do this, we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

We have **a dedicated team** of Senior Directors to bring multi-disciplinary expertise to the partnerships between Ipsos and our clients. Our aim is to create value for the organisations we work with, delivering impact and influencing business decision-making.

We do this by bringing the right mix of leading approaches, fresh thinking and great minds from across Ipsos and then drive business outcomes that understand our clients' commercial context and ensure our work answers the 'so what'?

Security

Leading in the field of quality and reliability and at the forefront of data protection requirements

Simplicity

A clearly articulated portfolio of services, which we deploy individually and collectively to efficiently address clients' key business challenges

Speed

Agile approaches and technologies to ensure fast, reliable results

Substance

Our offer is grounded in science, enables the integration of different data sources and is enhanced through our advisory services.

Our Values

Integrity

We do what we say we will. We respect each other and are open, honest and transparent with clients and colleagues.
We demonstrate the highest ethical standards and principles.
We deliver on promises and commitments.
We value diversity, respect clients and colleagues and are transparent and open.

Curiosity

We are curious about the world around us. This inspires us to discover the new and unexpected and go beyond the research for our clients.
We proactively seek creative solutions and new ways of working.
We value fresh thinking, are open minded and bring a different perspective.
We are eager to learn and strive for a deeper understanding of issues relevant to our business and our clients' businesses. We ask the right questions.

Collaboration

We work together across Ipsos and with our clients to ensure success.
Everyone matters – none of us are smarter than all of us.
We share knowledge and expertise freely – with clients, across teams and Service Lines.
We actively seek out and support opportunities to work together with clients and colleagues to achieve common goals.
We consult others to foster a culture of continuous improvement by learning from each other.

Client First

We put clients first, always. We focus on long-term partnerships, not one-off transactions and treat clients' businesses as if they were our own.
We seek to build long-term relationships with clients by spending time with them outside of project work.
We always seek opportunities to go beyond the research to enable clients to make smarter decisions.
We work across our business to ensure the best Ipsos solutions are proposed to help address the clients' challenges.
We demonstrate passion and go the extra mile to delight clients.

Entrepreneurial Spirit

We challenge ourselves, our colleagues and our clients.
We're a big business that acts like a small one and feel empowered to take calculated risks.
We are highly motivated, tenacious, and able to act quickly and decisively when required.
We foster a culture where individuals feel encouraged to try new things and not wait for permission – we embrace change.
We are results oriented and question how things can be improved for the benefit of Ipsos and the clients.

Why Ipsos Strategy3?

Global consultancy fuelled by research capabilities in 90 markets

Ranked the **most innovative** research company in the world

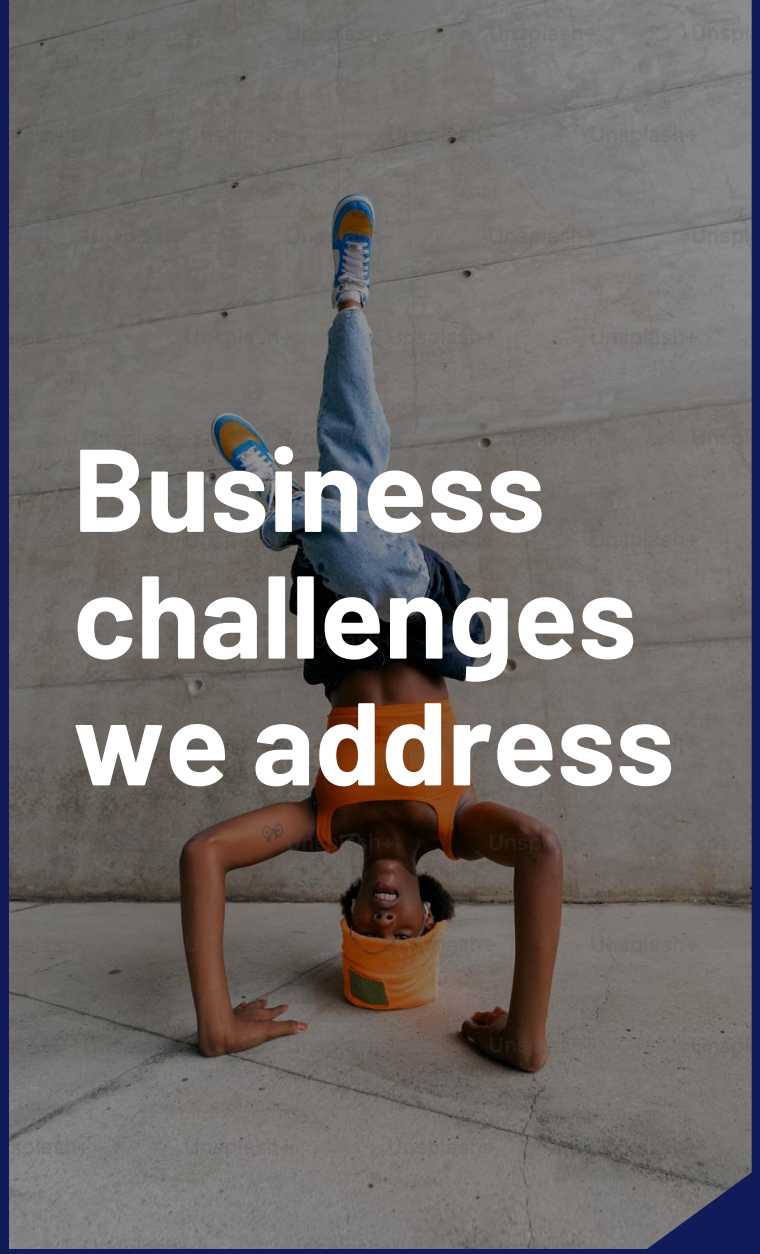
Recognised as one of the **world's best** management consulting firms

MCA AWARDS 2024 WINNER

FT FINANCIAL TIMES
statista
UK'S LEADING MANAGEMENT CONSULTANTS 2024

Ranked #1 Greenbook GRIT REPORT Innovative Insights & Analytics company 3rd year running

WORLD'S BEST MANAGEMENT CONSULTING FIRMS
Forbes 2024
POWERED BY STATISTA



Business challenges we address

Market Strategy

How can we organise to make and execute better commercial decisions?

Brand Strategy

How can we leverage our brand to win in the marketplace?

Innovation Strategy

How can we futureproof our innovation pipeline and discover the next big thing?

PROFESSIONAL DEVELOPMENT

03

- We undertake training and professional development planning each year.
- We promote strong core consulting capabilities and specialisms in our consultants and teams.
- We support our employees' career progression, professional development and welfare
- We support the adoption of the Chartered Management Consultant (ChMC) Accreditation across the industry and champion its values.

Professional Development

People are the very heart of our organisation, and we passionately believe that the learning, growth and development of everyone within Ipsos MORI is fundamental.

We focus on providing our employees with the best quality and range of development opportunities available from the Ipsos MORI Academy in the following areas:

Management & Leadership development

Recognising the vital and influential role of managers as people developers and equipping them with the skills to guide, support and lead towards improved business performance

Personal development

Focusing on vital skills that apply across all aspects of working life

Technical development

Supporting the growth of technical skills

Research development

Developing and refining research industry 'craft' skills

Client development

Providing the foundations for successful relationships

Our Performance Management framework is intended to support the business in achieving its objectives by supporting managers and employees throughout their career.

We actively encourage training for all our team; in the last 12 months team members have been on various internal and external development courses including Marketing Week's mini-MBA in marketing or University of Cambridge Executive Education.

Every team has a Partner level and Engagement Lead, as well as Consultants – part of their role is to coach and develop management consultancy capabilities, whilst other specialists develop brand or industry expertise across the team and wider business.

Curiosity is one of our values and is integral to the organisation and our ethos. Every employee is given two Curiosity Days a year to spend furthering their knowledge in an area that is relevant to their clients, themselves or the wider business.

COMMITMENT TO DIVERSITY AND INCLUSION

04

- We respect and embrace diversity and inclusion and understand the importance and positive benefit of people from different backgrounds working for our companies and our clients.
- We recruit and retain people from a diverse talent pool and strive to build cultures where difference is valued, respected and celebrated at all levels. Furthermore, we are committed to developing diverse future leaders and ensuring their progression in the industry.
- We support industry efforts to improve progress on diversity and inclusion, implementing best practice and monitoring the diversity of the consultancy sector workforce over time. This includes encouraging the collection of data to assess the effectiveness of D&I policies and participating in the MCA annual report.

Our commitment to inclusion and diversity

At Ipsos, we believe that the diversity, range of skills, experiences, backgrounds and ideas we have in the UK creates a richer working environment for us all and a better offer for our clients. We're proud to represent over 120 different ethnic groups, nationalities and cultural identities across our 90 different markets around the world.

Creating an environment where everyone can be themselves

Inclusion and diversity are important principles to us. We recognise, understand and value the differences that diversity brings. We believe in the importance of an inclusive workplace based on equality, equity and fairness that enables individuals to thrive.

Internally, we continue to work together to ensure everyone is valued for the unique perspectives they bring and are able reach their potential. We are working to ensure we more fully represent the communities we serve, at all levels of the organisation, so we can attract and retain diverse talent.

Our inclusive culture is supported by our employee-led Networks, support groups and their allies. They are open to everyone and provide a sense of community for sharing experiences and learning. They are extremely active hosting events, celebrating or marking key awareness dates, writing thought leadership, as well as participating in external events to raise awareness and engagement.

- **We are signatories on several external commitments including:**
- **The MRS Inclusion Pledge**
- **UN Code of Conduct for LGBTI**
- **TimeTo Code of Conduct regarding sexual harassment in the marketing and advertising industry**
- **Time To Change to end mental health discrimination**
- **The Valuable 500 for disability inclusion**
- **BITC's Race at Work Charter for race equality**
- **Wellbeing of Women's Menopause Work Pledge**
- **10,000 Black Interns Scheme offering paid internships to young Black people in the UK**
- **The Miscarriage Association's Pregnancy Loss Pledge**

COMMITMENT TO SUSTAINABILITY

05

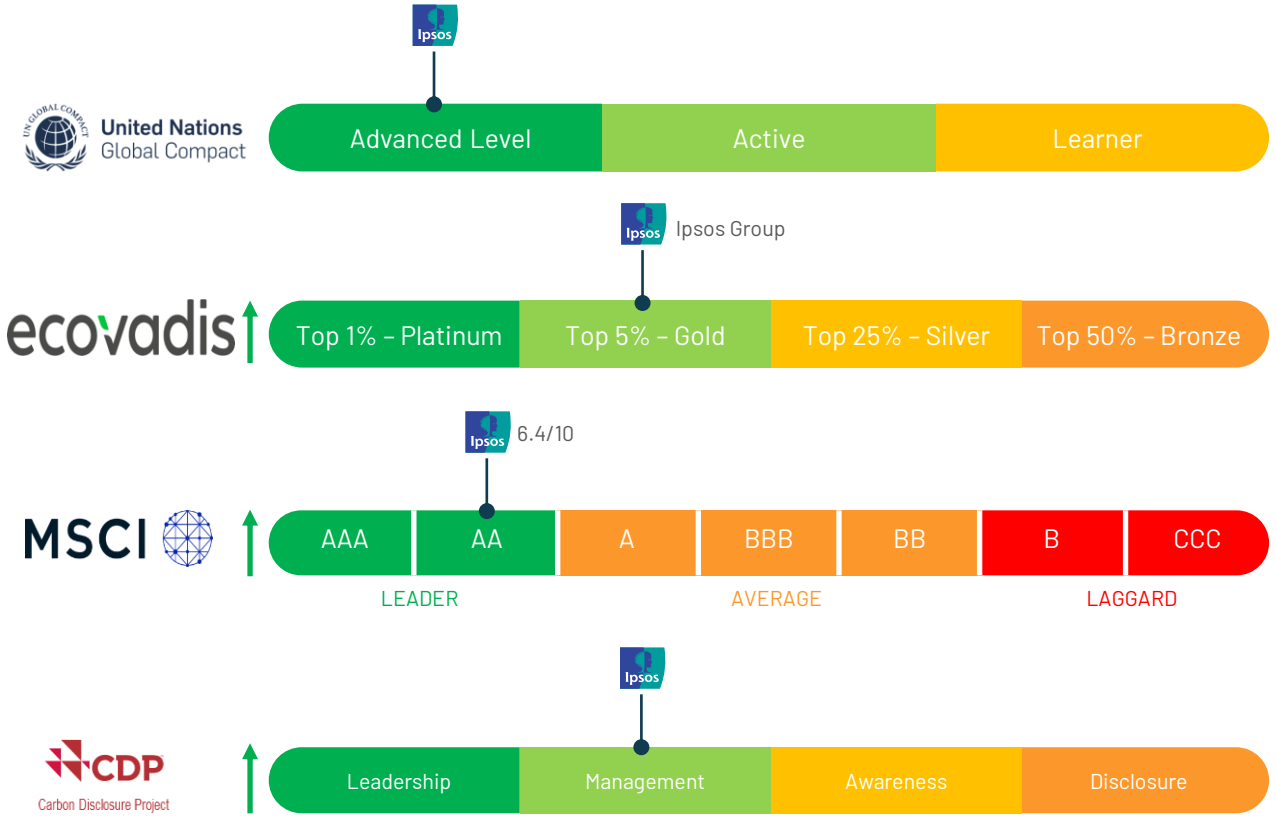
- We commit to ensuring that our firms operate in an increasingly sustainable way and strive to ensure that sustainability is considered by our clients in our work with them

Ipsos ESG Commitments

As part of the Ipsos Group we work with several organisations to ensure the effectiveness of our overall ESG efforts.

Ipsos is committed to doing its part to improve the environment. Our commitments align with the Paris Climate Agreement to reduce our carbon emissions by 90% in 2050 with a 2030 target of -50% on direct and energy-related emissions and -28% on other indirect emissions (travel, supply chain...).

Science-Based Targets Initiative (SBTi)



THANK YOU

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