

# Synovate comments on Aegis Group plc announcement on agreed sale of Synovate to Ipsos

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Today Aegis Group plc, parent company of top four global custom market research firm Synovate, issued an announcement to the London Stock Exchange indicating that it has agreed the sale of Synovate, excluding Synovate Aztec, and the Aegis Board has recommended that shareholders approve the deal.

"The offer from Ipsos is a great compliment to the strength of Synovate's business, our leading research solutions, our people, and all that we have achieved since our inception," said Robert Philpott, Global CEO of Synovate.

"While this is a significant step in the process for Synovate to join Ipsos, the deal is subject to shareholder and regulatory approval," he said.

"In the meantime, we will continue to deliver the best research insights to our clients and with the same level of expertise and enthusiasm that we always have. We're excited about what the future may hold, and our commitment to our clients and their business remains intact," said Philpott.

More information on the potential sale can be found on [www.aegisplc.com](http://www.aegisplc.com).

## About Synovate

Synovate, the market research arm of [Aegis Group plc](#), generates insights to help clients drive competitive brand, product and customer experience strategies. A truly borderless company with offices in over 60 countries, our approach combines best in class global research capabilities with personalised service, local knowledge and the flexibility to create teams and processes that meet clients' specific requirements. At Synovate, our clients sit at the top of our organisational chart, driving us to continually develop more innovative research solutions that predict actual business outcomes.

For more information on Synovate visit [www.synovate.com](http://www.synovate.com).

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