



Press Release

Ipsos acquires Alfacom, a leading Brazilian company in Loyalty Research

Paris, August 27th, 2008 – Jean-Marc Lech and Didier Truchot, Co-Presidents of Ipsos, announce today the acquisition of Alfacom, the leading company in Brazil specialising in Quality Research and Customer Relationship Management in the automotive sector. Alfacom is servicing almost all the car manufacturers active in Brazil and through Latin America.

Ipsos acquires 100% of the share capital of the company from its managers. Renato Fecchio, the main shareholder, will remain the President of the company which will be integrated within Ipsos Loyalty at both the regional and worldwide levels.

Founded in 1978 and headquartered in Sao Paulo, Alfacom has been operating since 1983 in the Market research industry. The company provides syndicated and vehicle quality evaluation research as well as brand image studies. Alfacom achieved in 2007 a turnover close to 19 million Brazilian reals.

Alfacom, which employs 220 people, will work closely with the Ipsos Loyalty team in Brazil and will complement its customer base, mainly comprised of companies from the Telecom, Finance and Retail sectors. It will position Ipsos as the leading company in the automotive sector and also in the Loyalty market.

Alfacom is equipped with a state of the art CATI network and also collects data via direct mailing, face-to-face, e-mail/internet, focus groups and individual in-depth interviews. The company conducts about 400,000 interviews per year.

Didier Truchot said: "I am very pleased to welcome within Ipsos the highly specialised and experienced teams of Alfacom. Ipsos is the leading research company in Latin America and with Renato and his team we will strengthen our capabilities in Quality and Customer Relationship Management research in the region. The Alfacom team will bring to our portfolio their specific expertise of the automotive sector which is very buoyant in Brazil as well as in many developing markets."

Renato Fecchio said: "I am truly confident that being part of Ipsos will embrace our clients' needs and expectations due to a high synergy between both companies, providing a comprehensive knowledge base and a worldwide network. We are very excited by this opportunity."

Rodrigo Toni, Ipsos Country Manager, said: "The Alfacom business is very sound and is complementary to Ipsos Brazil's portfolio. Their expertise in the automotive industry, Satisfaction and Quality research, and the efficiency of their operation, are a perfect fit to our strategic goals. Our plan is to keep Alfacom operating as they always have but immediately start sharing knowledge and tools that will benefit the current clients of both Alfacom and Ipsos."

Contacts :



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Ipsos in Brazil

Ipsos is the N°1 survey-based Market research company in Brazil where it covers our five specialisations: Advertising, Marketing, Media, Loyalty and Public Affairs research. In 2007, Ipsos achieved in this country a turnover of 106 million Brazilian reais (+15% of organic growth over 2006).

Brazil is the largest market for Market research in the region and one of the most dynamic. It is the world's seventh largest automobile market.

Ipsos announces separately today its first-half 2008 Financial Results

Nobody's Unpredictable

'Nobody's Unpredictable' is the Ipsos signature.

Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.

Listed on Eurolist by NYSE - Euronext Paris,
Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Differed Settlement System.

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