



IPSOS SA

First half year financial report

For the 6 months ended June 30, 2008



I. First-half 2008 financial report

In the first-half of 2008, Ipsos reports revenues of 462.8 million euros, up 4.5% compared with the same period of 2007. This performance was shaped by three contrasting factors:

- A negative currency effect of 7%;
- A positive consolidation effect of 3.1% since companies acquired since 1 July 2007 were included in the scope of consolidation, including Monroe Mendelsohn (United States) since 1 April 2008;
- First-half organic growth of 8.4%. This is a key factor for understanding Ipsos' performance.

Once again, Ipsos reports very strong organic growth, outperforming the market and its main competitors, despite an unfavorable basis of comparison after the double-digit revenue growth reported in the first half of 2007.

<i>In million euros</i>	H1 2008	H1 2007	Change	Full-year 2007
Revenue	462.8	443.1	4.5%	927.2
Gross profit	285.0	265.7	7.3%	561.5
Gross margin	61.6%	60.0%		60.6%
Operating margin	41.5	37.8	9.8%	90.6
Operating margin / revenue	9.0%	8.5%		9.8%
Operating profit / gross profit	14.6%	14.2%		16.1%
Net profit (attributable to the Group)	21.7	19.4	12.1%	46.7
Adjusted net profit* (attributable to the Group)	26.1	23.2	12.3%	57.1

* Adjusted net profit is calculated before IFRS 2-related non-monetary items (share-based payments), before the amortisation of acquisition-related intangible assets (customer relationships), before deferred tax related to goodwill (on which amortisation is tax-deductible in some countries), and before other non-ordinary income and expenses.

Profitability : Gross profit is calculated by subtracting direct external costs related to the execution of contracts from revenue. As a proportion of revenue, gross margin continued to rise, from 60.0% in the year-earlier period to 61.6%. This reflects the ability of Ipsos staff to maintain good price levels, along with the positive impact of the ongoing shift to online research, particularly in Europe, where online data collection rose by 20%.

Operating margin rose more quickly than revenue and gross profit, due to a firm grip on overheads. Operating margin equaled 9.0% of consolidated revenue, an increase of 50 basis points relative to the first half of 2007.

Finance costs: Finance costs totaled 5.3 million euros, a slight decrease relative to the first-half 2007 figure of 5.7 million euros.

Other financial income and expenses comprised foreign exchange losses of 1.1 million euros, as opposed to foreign exchange gains of 1.4 million euros in the first-half 2007, due to the decline in the dollar against the euro.

Adjusted net profit (attributable to the Group) rose strongly, by 12.3% to 26.1 million euros. Adjusted earnings per share came to 0.81 euros.

Financial position: Shareholders' equity totaled 446 million euros at 30 June 2008, while net debt amounted to 193 million euros, giving gearing of 43% as opposed to 44% a year previously.

Gross operating cash flow rose sharply, by 12.8%, although this was offset by the seasonal increase in the working capital requirement, which is traditionally higher mid-year due to the volume of research projects in progress.

Strong cash flow in the last 12 months has enabled Ipsos to finance selective acquisitions, including Markinor in South Africa, Eureka in Australia and Indica Research in India in the second half of 2007 and two American companies, Forward Research and Monroe Mendelsohn, in the first half of 2008. Two Latin American companies – Livra, specialising in online research and Alfacom, which leads the loyalty research segment in Brazil (see today's press release) – will be integrated and financed in the second half of 2008.

Ipsos has also used its share buyback program to limit dilution arising from its plans to associate its managers and employees to its capital through free share allocations. In the first quarter of 2008, Ipsos bought back 457,017 shares in the market for 8.8 million euros, and cancelled them. As a result, the average number of shares in issue in the first half of 2008 was 32,073,738.

Main risks and uncertainties related to the second half of 2008

Since April 16th 2008, date of publication of the reference document, no new risk or litigation having a significant impact on the activity, the results, the financial situation on the Company's patrimony have been identified.

2008 outlook

Ipsos is in an excellent position to attain its full-year 2008 targets.

- At the end of July, order books showed organic growth of more than 10%, supporting management's full-year target of at least 8% organic growth;
- Strong organic growth, the successful integration of recent acquisitions, rigorous operational management and ongoing efforts to differentiate the services offered global and local customers are all positive factors that will continue to help improve the operating margin.

The next 18 months will see the reconfiguration of the market research industry in which Ipsos has become a major global player. Ipsos stands out for its areas of specialization and its professional culture where taking initiatives and providing clients useful services are absolute priorities.

Ipsos is well prepared to pursue growth and continue improving margins, regardless of the environment in which its teams are called to operate.

II. Half-year 2008 consolidated financial statements

1. Consolidated income statement

Half-year ended 30 June 2008

In thousands of euros	Notes	30 June 2008	30 June 2007 ⁽¹⁾	31 December 2007
Revenue	3	462,819	443,067	927,218
Direct costs	4.1	(177,856)	(177,378)	(365,696)
Gross profit		284,963	265,689	561,522
<i>% of revenue</i>		<i>61.6%</i>	<i>60.0%</i>	<i>60.6%</i>
Staff costs (excluding share-based payments)		(176,855)	(161,336)	(333,941)
Staff costs (share-based payments)	6.3	(2,235)	(1,513)	(3,728)
General operating expenses		(63,935)	(63,666)	(132,224)
Other operating income and expenses		(417)	(1,352)	(1,022)
Operating margin	3	41,521	37,822	90,607
<i>% of revenue</i>		<i>9.0%</i>	<i>8.5%</i>	<i>9.8%</i>
Amortization of intangible assets linked to acquisitions		(415)	(369)	(770)
Other non-recurring income and expenses	4.2	(231)	(246)	(2,604)
Income from associates	5.4	32	73	93
Operating profit		40,907	37,280	87,326
Financing expenses	4.3	(5,287)	(5,722)	(11,344)
Other financial income and expenses	4.3	(1,091)	1,374	(440)
Profit before tax		34,529	32,932	75,542
Income tax - excluding deferred tax on goodwill amortization		(8,572)	(9,444)	(19,905)
Income tax - including deferred tax on goodwill amortization		(1,479)	(1,715)	(3,275)
Income tax	4.4	(10,051)	(11,159)	(23,180)
Net profit		24,478	21,773	52,362
<i>% of revenue</i>		<i>5.3%</i>	<i>4.9%</i>	<i>5.6%</i>
of which attributable to equity holders of the parent company		21,741	19,390	46,686
of which minority interests		2,737	2,383	5,676
Basic earnings per share in euros	4.5	0.68	0.61	1.46
Diluted earnings per share in euros	4.5	0.67	0.59	1.43

⁽¹⁾ As indicated in Note 1.3 and in accordance with IAS 8, the comparative information as of June 30, 2007 has been restated.

Consolidated balance sheet

Half-year ended 30 June 2008

In thousands of euros	Notes	30 June 2008	31 December 2007
Assets			
Goodwill	5.1	567,725	564,847
Intangible assets	5.2	30,267	28,741
Property, plant and equipment	5.3	25,611	25,289
Investment in associates	5.4	243	262
Other non-current financial assets	5.5	9,183	2,862
Deferred tax assets		6,424	8,661
Total non-current assets		639,453	630,662
Trade receivables	5.6	294,405	289,409
Current tax		3,294	4,252
Other current assets	5.7	45,975	39,156
Derivatives financial instruments	5.9	1,453	900
Cash and cash equivalents	5.9	83,704	83,170
Total current assets		428,831	416,887
TOTAL ASSETS		1,068,284	1,047,549
Liabilities			
Share capital	5.8	8,440	8,545
Share premiums		333,271	341,353
Own shares		(26,471)	(31,224)
Other reserves		140,998	108,144
Translation differences		(37,501)	(10,613)
Net profit attributable to equity holders of the parents		21,741	46,686
Equity attributable to equity holders of the parent		440,478	462,891
Minority interests		5,370	4,921
Total equity		445,848	467,812
Borrowings and other long-term financial liabilities	5.9	240,068	199,732
Non current provisions, pension and similar liabilities	5.10	7,890	9,734
Deferred tax liabilities		29,315	30,495
Other non-current liabilities	5.11	32,935	43,766
Total non-current liabilities		310,208	283,727
Trade payables		128,097	122,143
Short-term portion of borrowings and other financial liabilities	5.9	38,405	43,996
Current tax liabilities		6,818	9,285
Current provisions	5.10	2,025	1,858
Other current liabilities	5.11	136,883	118,728
Total current liabilities		312,228	296,010
TOTAL EQUITY AND LIABILITIES		1,068,284	1,047,549

2. Consolidated cash flow statement

Half-year ended 30 June 2008

In thousands of euros	Notes	30 June 2008	30 June 2007 ⁽¹⁾	31 December 2007
OPERATING ACTIVITIES				
NET PROFIT		24,478	21,773	52,362
Adjustments to reconcile net profit to cash flow				
Depreciation and amortization of fixed assets		6,482	6,103	13,216
Income from associates, net of dividends received		(32)	(73)	(35)
Losses/ (gains) on asset disposals		74	(360)	(1,448)
Mouvements in provisions		552	(903)	(86)
Share-based payment expense		2,235	1,513	3,728
Other non cash income / (expense)		125	(1,268)	4,562
Financing expenses		5,287	5,722	11,344
Income tax expense		10,050	11,159	23,180
OPERATING CASH FLOW BEFORE WORKING CAPITAL, FINANCING EXPENSES AND TAX PAID		49,252	43,666	106,823
Changes in working capital requirement	6.1	(21,933)	(18,109)	(9,572)
Financing expenses paid		(5,819)	(5,962)	(12,215)
Income tax paid		(8,249)	(6,543)	(13,530)
CASH PROVIDED BY OPERATING ACTIVITIES		13,251	13,052	71,506
INVESTING ACTIVITIES				
Acquisitions of property, plant and equipment and intangible assets	6.2	(9,203)	(8,824)	(15,900)
Proceeds from disposals of property, plant and equipment and intangible assets		2	119	213
Acquisitions of financial assets		54	-	(293)
Acquisitions of consolidated companies and business goodwill		(34,932)	(19,425)	(27,401)
CASH USED IN INVESTING ACTIVITIES		(44,079)	(28,130)	(43,381)
FINANCING ACTIVITIES				
Capital increase		(8,186)	2,014	2,466
Increase/(decrease) in long-term borrowings		46,992	5,559	(8,681)
Increase/(decrease) in bank overdrafts and short-term borrowings		(5,020)	5,721	4,244
Net (acquisitions)/disposals of own shares		2,198	1,997	7,348
Dividends paid to parent Company shareholders		-	-	(9,040)
Dividends paid to minority shareholders of consolidated companies		(841)	(683)	(1,644)
CASH PROVIDED BY FINANCING ACTIVITIES		35,143	14,608	(5,307)
NET CHANGE IN CASH POSITION		4,315	(470)	22,818
Impact of exchange rates fluctuations		(3,781)	86	(3,244)
CASH POSITION AT BEGINNING OF PERIOD		83,170	63,596	63,596
CASH POSITION AT CLOSE OF PERIOD		83,704	63,212	83,170

⁽¹⁾ As indicated in Note 1.3 and in accordance with IAS 8, the comparative information as of June 30, 2007 has been restated.

3. Statement of changes in consolidated shareholders' equity

Half-year ended 30 June 2008

in thousands of euros	Share capital	Share premiums	Own shares	Other reserves	Net profit for the period	Translation adjustments	Shareholders' equity – attributable to the Group	Minority interests	Total shareholders' equity
At 1 January 2007	8,504	338,927	(38,589)	74,645	38,949	6,927	429,363	5,165	434,528
- Change in capital	34	1,980					2,014	93	2,107
- Consolidated net profit for the year					19,390		19,390	2,383	21,773
- Appropriation of prior-year earnings				38,949	(38,949)		-		-
- Dividends paid				(9,526)			(9,526)	(557)	(10,083)
- Change in translation adjustments						5,189	5,189	(105)	5,084
- Change in of scope of consolidation							-	1,540	1,540
- Impact of share buyout commitments							-	(2,528)	(2,528)
- Own shares			2,354	255			2,609		2,609
- Share-based payments taken directly to equity				1,513			1,513		1,513
- Other movements				128			128	(85)	43
At 30 June 2007 ⁽¹⁾	8,538	340,907	(36,235)	105,964	19,390	12,116	450,680	5,906	456,586
At 1 January 2008	8,545	341,353	(31,224)	108,144	46,686	(10,613)	462,891	4,921	467,812
- Change in capital	(105)	(8,082)					(8,187)		(8,187)
- Consolidated net profit for the year					21,741		21,741	2,737	24,478
- Appropriation of prior-year earnings				46,686	(46,686)		-		-
- Dividends paid				(13,670)			(13,670)	(1,177)	(14,846)
- Change in translation adjustments						(26,888)	(26,888)	(728)	(27,616)
- Change in of scope of consolidation							-	(416)	(416)
- Impact of share buyout commitments							-	60	60
- free shares given to employees according to the 2006 free share plan			2,324	(2,324)			-		-
- Own shares			2,429	40			2,469		2,469
- Share-based payments taken directly to equity				2,235			2,235		2,235
- Other movements				(113)			(113)	(28)	(141)
At 30 June 2008	8,440	333,271	(26,471)	140,998	21,741	(37,501)	440,478	5,370	445,848

⁽¹⁾ As indicated in Note 1.3 and in accordance with IAS 8, the comparative information as of June 30, 2007 has been restated.

Notes to the consolidated financial statements

Half-year ended 30 June 2008

1. Information about the company and significant accounting policies

1.1. Information about the company

Ipsos is a global company specializing in survey-based research for brands, companies and institutions. It is currently the world's third-largest player in its market, with consolidated subsidiaries in 55 countries.

Ipsos SA is a *société anonyme* (limited liability corporation) listed on Euronext Paris. Its head office is at 35 rue du Val de Marne, 75013 Paris, France.

On August 27, 2008, Ipsos' Board of Directors approved and authorized publication of the half-year financial consolidated statements as at 30 June 2008.

1.2. Basis for preparing half-year 2008 financial information

Ipsos consolidated financial statements for half-year 2008 have been drawn up in line with IAS 34 – Interim Financial Reporting, which allows the presentation of a selected number of explanatory notes. These condensed interim consolidated financial statements as of June 30, 2008 should be read and understood in conjunction with the consolidated financial statements published as of December 31, 2007.

The accounting principles applied to prepare the interim consolidated financial statements for the half-year ended 30 June 2008, are identical to those used to prepare the consolidated financial statements for 2007 except for amendments of standards and interpretations which are obligatorily applicable as from January 1, 2008. These accounting principles are described in the note 1 of the consolidated financial statements for 2007 and were prepared in accordance with International Financial Reporting Standards (IFRS) adopted for use in the European Union.

- *New standards, interpretations and amendments of existing standards adopted by the European Union whose application is mandatory on or after January 1, 2008 :*

The new standards applicable as from January 1st, 2008 have no impact on the condensed consolidated financial statements as of June 30, 2008.

Moreover, the Group does not anticipate the application of any new standards, amendments and interpretations adopted in the European Union, when the application in 2008 is just an option.

- *New standards, interpretations and amendments of existing standards adopted by the European Union at January 1, 2008, whose application is mandatory for financial periods beginning on or after January 1, 2009 :*

No significant impact is expected on the segment reporting disclosures of the condensed financial statements regarding the application of IFRS 8 – Operational Segment, which will become mandatory as from January 1st, 2009.

- *New standards, interpretations and amendments of existing standards not yet adopted by the European Union at January 1, 2008 :*

The impacts of the following standards that are not yet part of IFRS as adopted by the European Union are currently being analyzed:

- Amendment to IAS 23 - Borrowing costs, effective as of January 1st, 2009 ;
- Revised IFRS 3 - Business combinations, effective as of July 1st, 2009 ;
- Revised IFRS 27 - Consolidated and Separate Financial Statements” applicable as of July 1st, 2009.

1.3. Changes to previously published financial statements

The comparative financial information linked to 30 June 2007, which is disclosed in the half-year financial statements ended 30 June 2008 have been changed of the following manner to the previously published financial statements:

1.3.1. Finalisation of the purchase price allocation of KMG Research

Finalisation of purchase price allocation of KMG Research within the 12-months period after their acquisition, led the Group to recognize during the second semester 2007, intangible assets linked to these acquisitions, such as contractual customer relationships for €1.6 million.

IFRS3 (§ 62.b.ii) on business combinations stipulates that the comparative information for years (presented) ended prior to definitive purchase price allocation should be presented as if the initial accounting had been completed from the acquisition date. According to this standard, these intangible assets of KMG Research have thus been recognized retroactively in the balance sheet as of January 1st, 2007 as a deduction from the goodwill initially booked.

The amortization of contractual customer relationships, which takes place over a period of 13 years, has also been accounted for retroactively from the acquisition date of the Company, leading to an additional amortization charge of €0.06 million for the first half-year 2007.

1.3.2. Deferred taxation relating to exchange translation differences in net investments in foreign entities under IAS21

The analysis performed during the second half of 2007 prompted the Group to make a retrospective application as from 2006 on accounting for translation differences on net investments in a foreign operation between sisters companies without deferred taxes calculation. The retrospective application of this restatement led to the cancellation of €1million in deferred tax assets in the net equity at January 1, 2007 and €0.1 million in the deferred tax income of the first half-year 2007 income statement.

2. Scope of consolidation

2.1. Changes in the scope of consolidation at 30 June 2008

None of the acquisitions made during the first semester 2008 are considered material, as they do not have an impact of over 10% on the Group's total balance sheet assets, revenues or operating profit. Combined data are not presented.

Changes in the scope of consolidation during the first semester 2008 were as follows :

Acquisition of consolidated companies :

- Acquisition of a 100% stake in Forward Research, research company specialized in the agriculture and farms branch, based in the United States. This company is consolidated from January 1st, 2008.
- Acquisition of a 100% stake in Monroe Mendelsohn Research and of its subsidiary, Mendelsohn Media Research, media research companies based in the United States. These companies are consolidated from April 1st, 2008.

These acquisitions realized during the period (Forward Research and Monroe Mendelsohn) contributed to €4 millions to revenue and €0.8 million to operating margin of the Group.

Acquisition of minority interests

- Purchase of an additional 7.5% stake in Ipsos Interactive Services limited,
- Purchase of an additional 49% stake in Ipsos Korea

Newly formed consolidated companies:

- Joint-venture Ipsos Indonesia, created between Ipsos and its partner, Iwan Murty, to develop an advisory activity to companies on Indonesian market. Ipsos hold 60% of the shares of this newly born entity based in Jakarta.

Other changes in the scope of consolidation:

- Merger of Ipsos Operations France into Ipsos Observer France with effect at December 31, 2007,
- Merger of Ipsos Novaction Italy into Ipsos Srl with effect at January 1, 2008.

Acquisition of non-consolidated company as at 30 June 2008:

- Acquisition of a 100% stake in Livra, leading company for on-line studies in Latin America, with teams based in Buenos Aires, London, Mexico and Sao Paolo. This acquisition has been realised at the end of June 2008. As there is no significant impact on the Group consolidated financial statements as at June 30th, 2008, this company will be included in the consolidation scope of the second half-year 2008.

2.2. Scope of consolidation at 30 June 2008

The following companies are included in the scope of consolidation:

Fully consolidated companies

Consolidated companies	legal form	% interest	Country	Address
Holding				
Ipsos	SA	Consolidante	France	35, rue du Val de Marne 75013 Paris
Ipsos Group	GIE	100.0	France	35, rue du Val de Marne 75013 Paris
Europe				
Ipsos France	SAS	100.0	France	35, rue du Val de Marne 75013 Paris
Ipsos Public Affairs	SAS	99.6	France	35, rue du Val de Marne 75013 Paris
Ipsos Opérations	SA	100.0	France	35, rue du Val de Marne 75013 Paris
Ipsos Médias	SAS	99.8	France	35, rue du Val de Marne 75013 Paris
Ipsos Loyalty	SA	99.9	France	35, rue du Val de Marne 75013 Paris
Ipsos Insight	SAS	100.0	France	35, rue du Val de Marne 75013 Paris
Ipsos Music	SA	100.0	France	35, rue du Val de Marne 75013 Paris
Ipsos Access Panel Holding	Soc.Civile	100.0	France	35, rue du Val de Marne 75013 Paris
Ipsos Observer	SA	100.0	France	35, rue du Val de Marne 75013 Paris
IMS	SAS	100.0	France	35, rue du Val de Marne 75013 Paris
Sysprint	SARL	100.0	France	35, rue du Val de Marne 75013 Paris
Popcorn	SNC	50.0	France	30, rue d'Orléans 92200 Neuilly sur Seine
Ipsos ASI	SAS	100.0	France	35, rue du Val de Marne 75013 Paris
Gie Ipsos	GIE	100.0	France	35, rue du Val de Marne 75013 Paris
Ipsos Novaction	SA	100.0	France	35, rue du Val de Marne 75013 Paris
Ipsos Antilles	SAS	45.9	France	Immeuble les Amandiers ZI la lézarde 97232 Lamentin – Martinique
Ipsos Océan indien	SARL	71.7	France	158, rue Juliette Dodu 97400 Saint Denis - La Réunion
Ipsos Dom	SAS	51.0	France	Immeuble les Amandiers ZI la lézarde 97232 Lamentin – Martinique
Ipsos UK	Ltd	100.0	UK	Kings House, Kymberley Road, Harrow HA1 1PT
Ipsos Cati Centre	Ltd	100.0	UK	Kings House, Kymberley Road, Harrow HA1 1PT
Ipsos Insight	Ltd	100.0	UK	Kings House, Kymberley Road, Harrow HA1 1PT
Ipsos Access Panels UK	Ltd	100.0	UK	Kings House, Kymberley Road, Harrow HA1 1PT
Priceseach	Ltd	100.0	UK	Kings House, Kymberley Road, Harrow HA1 1PT
Ipsos Interactive Services	Ltd	100.0	UK	Kings House, Kymberley Road, Harrow HA1 1PT
Ipsos Novaction & Vantis	Ltd	100.0	UK	The Old Creamery, Lovel Road, Winkfield, Berkshire SL4 2ES
Ipsos Health	Ltd	100.0	UK	Kings House, Kymberley Road, Harrow HA1 1PT
Market and Opinion Research International	Ltd	100.0	UK	79-81 Borough Road - SE1 1FY London
Test Research	Ltd	100.0	UK	79-81 Borough Road - SE1 1FY London
Mori Ireland	Ltd	100.0	UK	92-96 Lisburn Road, Belfast, BT9 6AG
Mori Group	Ltd	100.0	UK	79-81 Borough Road - SE1 1FY London
Mori	Ltd	100.0	UK	79-81 Borough Road - SE1 1FY London
PR Test	Ltd	100.0	UK	79-81 Borough Road - SE1 1FY London
Mori North	Ltd	81.0	UK	5th Floor, John Dalton House, 121 Deansgate, Manchester, M3 2BX
Mori Financials Services	Ltd	100.0	UK	79-81 Borough Road - SE1 1FY London
Market Dynamics	Ltd	100.0	UK	79-81 Borough Road - SE1 1FY London
Ipsos	GmbH	100.0	Germany	Heidenkampsweg 100, 20097 Hamburg
Ipsos Access Panel	GmbH	100.0	Germany	Heidenkampsweg 100, 20097 Hamburg
Ipsos Operations	GmbH	100.0	Germany	Heidenkampsweg 100, 20097 Hamburg
Ipsos Loyalty	GmbH	100.0	Germany	Heidenkampsweg 100, 20097 Hamburg
Novaction MMD	GmbH	100.0	Germany	Heidenkampsweg 100, 20097 Hamburg
Sample GmbH & Co.	KG	100.0	Germany	Papenkamp 2-6 23879 Mölln
Sample Verwaltungsgesellschaft	GmbH	100.0	Germany	Papenkamp 2-6 23879 Mölln
Trend Test	GmbH	100.0	Germany	Kolonnenstrasse 26, 2.Hof,1.OG 10829 Berlin
Forschung und Entwicklung	GmbH	100.0	Germany	Heidenkampsweg 100, 20097 Hamburg
Sample QM	GmbH	100.0	Germany	Papenkamp 2-6 23879 Mölln
Ipsos	SRL	100.0	Italy	Via Mauro Macchi 61, 20124 Milan
Ipsos Operations	SRL	100.0	Italy	Via Mauro Macchi 61, 20124 Milan
Ipsos ASI	SRL	100.0	Italy	Via Mauro Macchi 61, 20124 Milan
Ipsos Novaction Italia	SRL	100.0	Italy	Via Mauro Macchi 61, 20124 Milan
Ipsos Public Affair	SRL	100.0	Italy	Via Mauro Macchi 61, 20124 Milan
Ipsos Operaciones	SA	100.0	Spain	Calle Alcalá, 96, 28009 Madrid
Ipsos Investigacion de Mercado	SA	100.0	Spain	Avenida de Burgos, 12, 28036 Madrid

Ipsos Estudios Internacionales	SA	100.0	Spain	Avenida de Burgos, 12, 28036 Madrid
Ipsos Belgium	SA	92.7	Belgium	Avenue de la Couronne, 159-165, 1050 Bruxelles
Ipsos Holding Belgium	SA	100.0	Belgium	Drève Richelle 161 -1410 Waterloo
Consolidated companies	legal form	% interest	Country	Address
Szonda Ipsos	Kft.	50.0	Hungary	Budapest, Thaly Kálmán u.39., Budapest 1096
Ipsos Portugal	Ltda	100.0	Portugal	Rua Joaquim Antonio de Aguiar, nº43-5º 1070-150 Lisboa
Ipsos Observer	sp z.o.o.	100.0	Poland	Ul. Pulawska 39/4, 02-508, Warsaw
Ipsos Polska	sp z.o.o.	100.0	Poland	Ul. Pulawska 39/4, 02-508, Warsaw
ICEE Polska	sp z.o.o.	100.0	Poland	Ul. Pulawska 39 / lok 76, 02-508, Warsaw
Ipsos Facts	AB	100.0	Sweden	Sankt Göransgatan 66 - Box 12236 - 102 26 Stockholm
Ipsos Eureka	AB	100.0	Sweden	Sankt Göransgatan 66 - Box 12236 - 102 26 Stockholm
Intervjubilaget-IMRI	AB	100.0	Sweden	Strengbergsgatan 2 - 871 33 Härnösand
Ipsos Sweden	AB	100.0	Sweden	Sankt Göransgatan 66 - Box 12236 - 102 26 Stockholm
Ipsos ASI	AB	100.0	Sweden	Sankt Göransgatan 66 - Box 12236 - 102 26 Stockholm
New Media Research	AB	100.0	Sweden	Sankt Göransgatan 66 - Box 12236 - 102 26 Stockholm
Ipsos Norway	AS	100.0	Norway	Prinsens gate 22, 0301 Oslo
Ipsos Interactive Services	srl	100.0	Romania	72 Unirii Boulevard, block no J3C-Sector 3-030836 Bucharest
Ipsos Interactive Services Cati	srl	100.0	Romania	Bld Gral Vasile Milea Nr 2F, Sector 3, Bucuresti
Ipsos Central Eastern Europe	Ltd	100.0	Ireland	31-32 Greenmount Office Park, Harolds Bridge, Dublin 6W
Ipsos Tambor (Czech)	s.r.o	66.0	Czech Republic	Topolska 1591, Cernosice 252 28
AG Target	s.r.o	66.0	Czech Republic	Radlicka 2, 150 00 Praha 5
Ipsos Tambor (Slovakia)	s.r.o	66.0	Slovakia	Kremnicka 14, 85101 Bratislava 5
Ipsos Ukraine	LLC	100.0	Ukraine	6A Volodimirskaya street, office 1, 01025 Kiev
Ipsos Suisse	S.A.	100.0	Switzerland	12 Avenue des Morgines, 1213 Petit Lancy
Ipsos KMG (Turkey)	A.S.	51.0	Turkey	Ali Nihat Tarlan Cd. Ertap Sk. 6/A - 34752 Ýçerenköy - Ýstanbul
Oakleigh Investments	Ltd	70.0	South Africa	256 Oak Avenue, Randburg 2194
Markinor	Ltd	70.0	South Africa	256 Oak Avenue, Randburg 2194
North America				
Ipsos America	Inc.	100.0	USA	301 Merritt 7, Norwalk, CT 06851
Ipsos ASI	Inc.	100.0	USA	301 Merritt 7, Norwalk, CT 06851
Ipsos USA	Inc.	100.0	USA	301 Merritt 7, Norwalk, CT 06851
Ipsos Insight	Inc.	100.0	USA	1600 Stewart Avenue, Suite 500 Westbury, NY 11590
Ipsos FMC	Inc.	100.0	USA	301 Merritt 7, Norwalk, CT 06851
Ipsos-Reid Public Affairs	Inc.	100.0	USA	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Insight Corp	Inc.	100.0	USA	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Loyalty	Inc.	100.0	USA	Morris Corp Center 2, One Upper Pond Rd, Building D, Parsippany, NJ 07054
Ipsos Shifrin	Inc.	100.0	USA	1700 Broadway, 15rh Flr, New York, NY 10019
Ipsos Qualitative Inc	Inc.	100.0	USA	615 Elsinore Place, Cincinnati, Ohio 45202
Ipsos Operations, U.S.	Inc.	100.0	USA	301 Merritt 7, Norwalk, CT 06851
Ipsos Interactive, U.S.	Inc.	100.0	USA	301 Merritt 7, Norwalk, CT 06851
Forward Research (US)	Inc.	100.0	USA	12647 Olive Blvd, suite 310, 63141 Saint Louis, Missouri
Ipsos Mendelsohn Inc (US)	Inc.	100.0	USA	841 Broadway, New York 1003-4704
Mendelsohn Media Research Inc (US)	Inc.	100.0	USA	841 Broadway, New York 1003-4704
Ipsos Canada	Inc	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos ASI	Ltd	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos NPd Canada	Inc	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Reid Corporation	Inc	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Descarie Corporation	Inc	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Camelford Graham	Inc	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Operations, Canada	Ltd	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Interactive, Canada	Ltd	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Ipsos Reid Limited Partnership	Ltd	100.0	Canada	1285 West Pender Street, Suite 200, Vancouver, BC V6E 4B1
Latam				
Ipsos Latin America	BV	100.0	Netherlands	Prins Bernhardplein 200, 1097 JB Amsterdam
Ipsos Argentina	SA	100.0	Argentina	Vuelta de Obligado 1947 - 3º Piso, Capital Federal C 1428 ADC
Geomedia	SA	100.0	Argentina	Vuelta de Obligado 1947 - 3º Piso, Capital Federal C 1428 ADC
Process & Line	SA	50.0	Argentina	Arévalo 2364 - 1º Piso A, Capital Federal C 1425 FZD
Ipsos Novaction Brazil	Ltda	100.0	Brazil	Av. 9 de Julho, 4865, 9º andar – Jardim Paulista - CEP 01407-200 Sao Paulo
Ipsos Asi Brazil	Ltda	100.0	Brazil	Av. 9 de Julho, 4865, 6º andar, Conj. 62-A – Jardim Paulista - CEP 01407-200 Sao Paulo
Ipsos Marplan	Ltda	100.0	Brazil	Rua José Maria Lisboa, 88 , Blcoco A e B – Jardim Paulista - CEP 01423-000 Sao Paulo
Ipsos Opinion Brazil	Ltda	100.0	Brazil	Av. 9 de Julho, 4865, 11º andar, Conj. 111-A – Jardim Paulista - CEP 01407-200 Sao Paulo
Ipsos Venezuela	C.A.	100.0	Venezuela	Avenida Rio Caura, Centro Empresarial Torre Humboldt, Local 8, Urbanizacion Parque Humboldt, Caracas
Buro de Investigacion de Mercados	SA de CV	100.0	Mexico	Av. Irrigacion #108 col. Irrigacion Delg. Miguel Hidalgo, CP 11500 (DF)
Field Research de Mexico	SA de CV	100.0	Mexico	Av Ingenieros Militares #85 Planta Baja "D" col. Nueva Argentina Delg. Miguel Hidalgo, CP 11230 (DF)

Ipsos CCA	Inc.	51.0	Panama	Edificio Frontenac, 1° Florr, Office 2C, 50th and 54th Street, Bella Vista, Panama City
Ipsos Dominicana	S.A.	45.9	Dominican Republic	Rafael Bonelly 2-A, Evaristo Morales, Santo Domingo
Consolidated companies	legal form	% interest	Country	Address
Ipsos Guatemala	S.A.	51.0	Guatemala	12 calle 1 -25 Zona 10, Edificio Géminis 10, Torre Norte, Nivel 19, Of. 1906, Ciudad Guatemala
Ipsos Hispania Puerto Rico	Inc.	26.0	Puerto Rico	Calle Fernando Calder #463 San Juan, Puerto Rico 00918
Ipsos Panama	S.A.	51.0	Panama	Calle 50 y Calle 54, Bella Vista, Edificio FRONTENAC, 1° Piso, Oficina 2C, Panama City
Ipsos Apoyo Opinion y Mercado (Peru)	S.A.	50.1	Peru	Republica de Panama 6380, Miraflores, Lima 18
Central de Campo	S.A.C.	50.1	Peru	Republica de Panama 6380, Miraflores, Lima 18
Ipsos Apoyo Opinion y Mercado (Bolivia)	S.A.	35.6	Bolivia	Avenida Libertador 3000 - San Jorge, La Paz
Ipsos Costa Rica	S.A.	51.0	Costa Rica	Barrio Escalante, de la iglesia Santa Teresita 300 metros este, 100 norte y 25 este, San José
Ipsos Chile	S.A.	100.0	Chile	Avda. Francisco Bilbao 2841 - Providencia - Santiago
Ipsos Search Marketing	S.A.	100.0	Chile	Avda. Francisco Bilbao 2841 - Providencia - Santiago
Ipsos ASI Andina	S.A.	100.0	Colombia	Carrera 13 No. 78-57, Bogota, D.C.
Ipsos Napoleon Franco & Cia	S.A.	50.0	Colombia	Carrera 13 No. 78-57, Bogota, D.C.
Asia-Pacific				
Ipsos Hong Kong	Ltd	100.0	Hong-Kong	Unit 1703, 17/F, Universal Trade Centre, 3 Arbuthnot Road, Central, Hong-Kong
Beijing Ipsos Market Consulting	Ltd.	55.0	China	2 Chang Zi Street West, Mentougou District, Beijing
Ipsos Asia	Ltd.	100.0	Hong-Kong	Unit 1703, 17/F, Universal Trade Centre, 3 Arbuthnot Road, Central, Hong-Kong
Ipsos Singapore	Pte. Ltd.	100.0	Singapore	15 Scotts Road, #09-05/07, Singapore 228218
Ipsos China	Ltd.	55.0	Hong-Kong	7/F., Bonham Centre, 79-85 Bonham Strand, Sheung Wan, Hong Kong
Ipsos Taiwan	Ltd.	100.0	Taiwan	Unit B, 24F, No.105, Sec.2, TunHwaS. Rd., Da-an District, Taipei 106
Ipsos Korea	Inc.	51.0	South Korea	Woori B/D,26-12 Jamwon-Dong, Seocho-Gu, Seoul 137-903
Ipsos (Philippines)	Inc	100.0	Philippines	Unit 604, 6/F, Taipan Place Building, Emerald Avenue, Ortigas Center Pasig City, 1600
Ipsos (Thailand)	Ltd.	60.0	Thailand	Unit 16-01, 16-02B 16-03, 16th Fl. Times Square Building 246 Sukhumvit 12-14, Klongtoey Bangkok 10110
Ipsos Australia	Pty Ltd	100.0	Australia	Level 8, 80 Arthur Street, North Sydney NSW 2060
Novaction Australasia	Pty Ltd	100.0	Australia	Level 8, 80 Arthur Street, North Sydney NSW 2060
I view	Pty Ltd	100.0	Australia	Level 8, 80 Arthur Street, North Sydney NSW 2060
Eureka Statagic Research	Pty Ltd	100.0	Australia	Wilson Porter, Level 2, 154 Elizabeth Street, Sydney NSW 2000
Ipsos-Novaction KK	KK	100.0	Japan	5F 7th Akiyama Bldg., 5-3 Koji-machi, Chiyoda-ku, Tokyo 102-0083
Japan Marketing Operations	KK	100.0	Japan	5-2-2 Rinkaicho, Edogawa-ku, Tokyo 134-0086
Ipsos Japan Statistics Research	Co., Ltd	100.0	Japan	1-12-12 Higashitemma, Kita-ku, Osaka-shi, Osaka 530-0044
Ipsos Japan Holding	Co., Ltd	100.0	Japan	3-5-8 Nakameguro, Meguro-ku, Tokyo 153-0062
Ipsos (India)	Pvt Ltd	100.0	India	G-1, Ameer, Opp. Sathaye College, Dixit Road, Vile Parle (East), Mumbai 400057
Indica Research	Pvt Ltd	75.0	India	Commerce House 4th Floor, Currimbhoy Road, Ballard Estate, Mumbai 400 001
Market Tracs	Pvt Ltd	75.0	India	Commerce House 4th Floor, Currimbhoy Road, Ballard Estate, Mumbai 400 001
IPC Research	Pvt Ltd	75.0	India	Commerce House 4th Floor, Currimbhoy Road, Ballard Estate, Mumbai 400 001
Middle East				
Ipsos Stat	SA	51.0	France	35, rue du Val de Marne 75013 Paris
Ipsos Lebanon	S.A.	36.7	Lebanon	Dekwaheh Building, P.O. Box: 55103, Beirut
AGB Stat Ipsos	S.A.	41.0	Lebanon	Dekwaheh Building, P.O. Box: 55103, Beirut
Ipsos Syria	Partner.	25.0	Syria	Rawda, Zyad ben Abi Sufian Str., Bld. 22P.O Box11798, Damascus
Ipsos Jordan	L.L.C.	38.3	Jordan	Wasfi Al Tal Str, P.O. BOX 830871, Amman-11183
Ipsos Kuwait	L.L.C.	51.0	Kuweit	Beirut Street, PO Box 22417, Safat 13085, Hawally
Ipsos UAE	L.L.C.	25.0	UAE	Sheikh Zayed Road, Union Tower Office #201-202, PO Box 71283, Dubai
Ipsos KSA	Ltd.	30.6	Saudi Arabia	Tahlia Yamamah Building- Office 12, Jeddah 21332
Ipsos Bahrain	W.L.L.	50.5	Bahrein	City Centre, Government Avenue, bldg 21, block 304, office 404
Ipsos Egypt	Ltd.	40.8	Egypt	32, Radwan Ibn El Tabib, Off Guiza
Ipsos Iraq	Ltd.	35.7	Irak	Baghdad-Azameieh, Al Maghrab Street, Kawakib Building, Second Floor

Equity associates

Consolidated companies	legal form	% interest	Country	Address
Espace TV Communication	SA	28.0	France	30, rue d'Orléans, 92200 Neuilly sur Seine

3. Segment reporting

Ipsos has a single business activity, i.e. survey-based research. Given the nature of the services provided, the Group's exposure in term of risk and profitability expectations are considered to be uniform within this sector of activity.

The Group's business organization is based on geographical regions, which represent the Group's primary reporting segment as defined in IAS14 « Segment Reporting ». These geographical regions are divided into four segments : Europe, North America, Latin America and the rest of the world including the Middle East, Asia-Pacific and any unallocated corporate costs.

Inter-segment commercial transactions are carried out in line with market conditions, i.e. on terms similar to those that would be proposed to third parties.

3.1. Segment reporting as at 30 June 2008

In thousands of euros	Europe	North America	Latin America	Rest of world	Intra-group eliminations	Total
Revenue						
Sales to external clients	236,009	132,081	49,218	45,511	-	462,819
Inter-segment sales	5,973	1,335	1,586	3,080	(11,975)	0
Revenue	241,982	133,416	50,805	48,591	(11,975)	462,819
Operating margin	22,915	15,440	3,586	(421)	-	41,521
Operating profit	-	-	-	-	-	40,907
Financing expenses	-	-	-	-	-	(5,287)
Other financial income and expenses	-	-	-	-	-	(1,091)
Income tax	-	-	-	-	-	(10,050)
Net profit						24,478
Goodwill	238,182	229,995	39,759	59,789	-	567,725
Trademark	631	-	-	-	-	631
Online panels	1,350	2,753	-	373	-	4,476
Customer relationships	6,406	2,510	-	415	-	9,331
Other segment assets	243,400	98,112	54,495	80,152	-	476,159
Investment in associates	-	-	-	-	-	243
Tax assets	-	-	-	-	-	9,718
Total assets						1,068,284
Segment liabilities	151,534	40,870	20,130	95,296	-	307,830
Financial debt	-	-	-	-	-	278,473
Tax liabilities	-	-	-	-	-	36,133
Equity	-	-	-	-	-	445,848
Total liabilities and equity						1,068,284
Capital expenditure	(3,584)	(1,478)	(1,318)	(2,615)	-	(8,994)
Amortization and depreciation	3,475	1,559	388	1,060	-	6,482

3.2. Segment reporting as at 30 June 2007

In thousands of euros	Europe	North America	Latin America	Rest of world	Intra-group eliminations	Total
Revenue						
Sales to external clients	218,091	141,662	42,331	40,983	-	443,067
Inter-segment sales	3,961	853	2,043	2,647	(9,504)	-
Revenue	222,052	142,515	44,374	43,630	(9,504)	443,067
Operating margin	14,637	19,275	3,161	749	-	37,822
Operating profit	-	-	-	-	-	37,280
Financing expenses	-	-	-	-	-	(5,722)
Other financial income and expenses	-	-	-	-	-	1,374
Income Tax	-	-	-	-	-	(11,159)
Net profit						21,773
Goodwill	240,521	235,952	42,854	55,305	-	574,632
Trademark	742	-	-	-	-	742
Online panels	1,589	3,081	-	198	-	4,868
Customer relationships	7,578	1,025	-	-	-	8,603
Other segment assets	217,305	105,635	45,717	67,470	-	436,127
Investment in associates	-	-	-	-	-	5,855
Tax assets	-	-	-	-	-	15,000
Total assets						1,045,827
Segment liabilities	136,190	42,556	16,364	92,372	-	287,482
Financial debt	-	-	-	-	-	263,247
Tax liabilities	-	-	-	-	-	38,512
Equity	-	-	-	-	-	456,586
Total liabilities and equity						1,045,827
Capital expenditure	(3,067)	(3,613)	(358)	(2,299)	-	(9,337)
Amortization and depreciation	3,488	1,454	420	741	-	6,103

3.3. Segment reporting as at 31 December 2007

In thousands of euros	Europe	North America	Latin America	Rest of world	Intra-group eliminations	Total
Revenue						
Sales to external clients	449,149	285,244	101,110	91,715	-	927,218
Inter-segment sales	9,934	2,282	3,568	6,103	(21,887)	-
Revenue	459,083	287,526	104,678	97,818	(21,887)	927,218
Operating margin	39,111	35,571	12,016	3,909	-	90,607
Operating profit	-	-	-	-	-	87,326
Financing expenses	-	-	-	-	-	(11,344)
Other financial incomes and expenses	-	-	-	-	-	(440)
Income Tax	-	-	-	-	-	(23,180)
Net profit						52,362
Goodwill	242,442	222,408	40,472	59,525	-	564,847
Trademark	682	-	-	-	-	682
Online panels	1,084	3,038	-	196	-	4,318
Customer relationships	7,374	965	-	423	-	8,762
Other segment assets	219,749	113,465	54,265	68,286	-	455,765
Investment in associates	-	-	-	-	-	262
Tax assets	-	-	-	-	-	12,913
Total assets						1,047,549
Segment liabilities	138,095	49,303	20,296	89,027	-	296,721
Financial debt	-	-	-	-	-	243,236
Tax liabilities	-	-	-	-	-	39,780
Equity	-	-	-	-	-	467,812
Total liabilities and equity						1,047,549
Capital expenditure	(6,202)	(5,570)	(653)	(3,890)	-	(16,315)
Amortization and depreciation	7,682	3,141	878	1,515	-	13,216

4. Notes to the income statement

4.1. Direct costs

In thousands of euros	30 June 2008	30 June 2007	31 December 2007
Interviewer payroll costs	(46,454)	(48,487)	(100,598)
Other direct costs	(131,402)	(128,891)	(265,098)
Total	(177,856)	(177,378)	(365,696)

4.2. Other non-recurring income and expenses

In thousands of euros	30 June 2008	30 June 2007	31 December 2007
Professional fees related to Arbitron dispute	(112)	(207)	(612)
Costs related to incomplete acquisitions	(119)	(39)	(132)
Provision for a tax risk in Brazil	-	-	(1,860)
Total	(231)	(246)	(2,604)

4.3. Financial income and expenses

In thousands of euros	30 June 2008	30 June 2007	31 December 2007
Interest expenses on borrowings and bank overdrafts	(6,767)	(6,743)	(14,436)
Change on the fair value of derivatives	551	451	1,271
Interest income from cash and cash equivalents	929	570	1,821
Financing expenses	(5,287)	(5,722)	(11,344)
Foreign exchange gains and losses	(1,109)	447	(1,743)
Gain on the disposal of 7,5% interest in Ipsos Interactive Services Ltd	-	297	1,516
Net financial costs linked to the discounting of provisions for pension liabilities-MORI	-	413	(56)
Unwinding of the provision for excess rents - Germany	-	48	-
Other financial income	18	169	(41)
Other financial income and expenses	(1,091)	1,374	(440)
Total net financial income and expenses	(6,378)	(4,348)	(11,784)

4.4. Income taxes

Income taxes for the period half-year 2008 are calculated on the basis of pre-tax profit by tax group, multiplied by the estimated effective tax rate for the full year.

The following table reconciles the statutory tax rate in France to the Group effective tax rate:

In thousands of euros	30 June 2008	30 June 2007	31 December 2007
Profit before tax	34,529	32,932	75,542
Less the share of profit of associates	(32)	(73)	(93)
Profit before tax of consolidated companies	34,497	32,859	75,449
Statutory tax rate applicable to French companies	34.43%	34.43%	34.43%
Theoretical tax charge	(11,877)	(11,313)	(25,977)
Impact of different tax rates and specific contributions	1,345	455	2,565
Permanent differences	1,367	(478)	(235)
Utilization of tax losses not previously recognized as assets	68	943	1,068
Impact of tax losses of the year not recognized as assets	(507)	(752)	(805)
Other ⁽¹⁾	(447)	(14)	205
Total tax recognized	(10,051)	(11,159)	(23,180)
Effective tax rate	29.1%	34.0%	30.7%

⁽¹⁾ The line « Other » corresponds mostly to tax adjustments booked when liquidated on subsequent periods.

4.5. Earnings per share

4.5.1. Earnings per share

	30 June 2008	30 June 2007	31 December 2007
Figure at previous balance-sheet date	34,178,345	34,015,523	34,015,523
Capital decrease	(304,678)	-	-
Exercise of options	16,349	69,503	110,814
Own shares ⁽¹⁾	(1,816,278)	(2,148,971)	(2,041,718)
Number of shares used to calculate basic earnings per share	32,073,738	31,936,055	32,084,618
Number of additional shares potentially resulting from dilutive instruments (see note 6.3)	366,288	899,160	655,807
Number of shares used to calculate diluted earnings per share	32,440,026	32,835,215	32,740,426
Net profit attributable to equity holders of the parent (in thousands of euros)	21,741	19,390	46,686
Basic earnings per share (in euros)	0.68	0.61	1.46
Diluted earnings per share (in euros)	0.67	0.59	1.43

⁽¹⁾ Mainly including the remaining of the 2,309,280 owned shares bought by Ipsos on a forward basis and already paid for, in order to cover stocks options granted on 9 July 2002 as part of the Ipsos Partnership Fund.

4.5.2. Adjusted earnings per share

	30 June 2008	30 June 2007	31 December 2007
Adjusted net profit			
Adjusted net profit attributable to equity holders of the parent	21,741	19,390	46,686
<i>Items excluded :</i>			
- Staff costs (share-based payments)	2,235	1,513	3,728
- Amortization of intangible assets linked to acquisitions	415	369	770
- Other non recurring income and expenses	231	246	2,604
- Deferred tax on goodwill amortization	1,479	1,715	3,275
Adjusted net profit	26,101	23,233	57,063
Average number of shares	32,073,738	31,936,055	32,084,618
Average diluted number of shares	32,440,026	32,835,215	32,740,426
Basic adjusted earnings per share (in euros)	0.81	0.73	1.78
Diluted adjusted earnings per share (in euros)	0.80	0.71	1.74

4.6. Dividends paid and proposed

Ipsos' policy is to pay single dividend in respect of a given accounting period in the July following the end of the period. The amounts per share paid and proposed are as follows:

In respect of	Net dividend per share (in euros)	Tax rebate per share (in euros) at 40%	Actual income per share (in euros)
2007 ⁽¹⁾	0.40	0.16	0.56
2006	0.28	0.11	0.39
2005	0.25	0.10	0.35

⁽¹⁾ Dividends voted by the Annual General Meeting of Shareholders on April 29, 2008 for € 13.7 million and paid on July 2, 2008.

5. Notes to the balance sheet

5.1. Goodwill

5.1.1. Goodwill impairment tests

At 31 December 2007, on the basis of measurements carried out in-house, Ipsos' management concluded that the recoverable value of goodwill allocated to each group of cash-generating units exceeded its carrying amount.

The principal assumptions used for the goodwill impairment tests conducted on each group of cash-generating units were as follows at 31 December 2007:

Cash generating units	2007		
	Growth rate for 2008-2011	Perpetual growth rate beyond 2011	Discount rate before tax
Continental Europe	3.0%	2.0%	11.4%
United Kingdom	4.0%	2.0%	12.7%
Central and Eastern Europe	6.0%	3.0%	17.2%
Latin America	10.0%	3.0%	19.7%
North America	3.0%	3.0%	11.6%
Asia - Pacific	8.0%	3.0%	12.3%
Middle East	10.0%	3.0%	11.4%

As at 30 June 2008, the financial key figures do not show any indication of possible impairment.

5.1.2. Changes as of 30 June 2008

In thousands of euros	1 January 2008	Increases	Decreases	Changes in commitments to buy out minority interests	Exchange rates	Adjustments	30 June 2008
Goodwill ⁽¹⁾	564 847	32 056	-	(431)	(28 747)	-	567 7

⁽¹⁾ Increases of the period relate mainly to Monroe Mendelsohn for € 18.9 million and Forward Research for € 6.5 million.

5.2. Intangible assets

In thousands of euros	1 January 2008	Increases	Decreases	Exchange rates	Changes in scope of consolidation and other movements	30 June 2008
Trademark	682	-	-	(51)	-	631
Online panels	7,644	966	-	(644)	-	7,966
Offline panels	5,461	140	-	(377)	(3)	5,221
Customer relationships	10,177	-	-	(983)	1,843	11,037
Other intangible assets	38,452	3,009	(6)	(767)	7	40,695
Gross value	62,416	4,115	(6)	(2,822)	1,847	65,550
Trademark	-	-	-	-	-	-
Online panels	(3,326)	(435)	-	271	-	(3,490)
Offline panels	(4,098)	(31)	-	280	1	(3,848)
Customer relationships	(1,415)	(415)	-	123	1	(1,706)
Other intangible assets	(24,836)	(1,830)	6	409	12	(26,239)
Amortization and depreciation	(33,675)	(2,711)	6	1,083	14	(35,283)
Net value	28,741	1,404	-	(1,739)	1,861	30,267

5.3. Tangible assets

In thousands of euros	1 January 2008	Increases	Decreases	Exchange rates	Changes in scope of consolidation and other movements	30 June 2008
Land and buildings	2,040	-	-	(20)	1	2,021
Other property, plant and equipment	88,864	4,879	(587)	(4,287)	1,311	90,180
Gross value	90,904	4,879	(587)	(4,307)	1,312	92,201
Land and buildings	-	(15)	-	1	(101)	(115)
Other property, plant and equipment	(65,615)	(3,756)	513	3,274	(891)	(66,475)
Amortization and depreciation	(65,615)	(3,771)	513	3,275	(992)	(66,590)
Net value	25,289	1,108	(74)	(1,032)	320	25,611

5.4. Investment in associates

The information regarding Espace TV Communication (28%) is as follow:

In thousands of euros	30 June 2008	31 December 2007
Gross value at the beginning of the period	262	6,651
Share of profit	32	93
Dividends paid	(56)	(58)
Change in scope of consolidation	5	(6,424)
Gross value at the end of the period	243	262
-	-	-
Contribution to equity (including profit)	70	89

5.5. Other non-current financial assets

In thousands of euros	1 January 2008	Increases	Decreases	Changes in scope of consolidation, reclassifications and translation differences	30 June 2008
Loans	399	12	(253)	(14)	144
Other financial assets ⁽¹⁾	2,750	6,570	(188)	(24)	9,108
Gross value	3,149	6,582	(441)	(38)	9,252
Loans depreciation	(271)	-	245	1	(25)
Other financial assets depreciation	(16)	(15)		(13)	(44)
Depreciation	(287)	(15)	245	(12)	(69)
Net value	2,862	6,567	(196)	(50)	9,183

⁽¹⁾ Including shares of the company Livra acquired at the end of June 2008 for € 6.0 millions. This company will be included in the consolidation scope during the second half-year, as there is no impact on the first half-year consolidated financial statements.

5.6. Trade receivables

In thousands of euros	30 June 2008	31 December 2007
Gross value	298,629	293,524
Depreciation	(4,224)	(4,115)
Net value	294,405	289,409

5.7. Other current assets

In thousands of euros	30 June 2008	31 December 2007
Advance payments	1,838	1,207
Social security receivables	2,225	1,573
Tax receivables	14,813	13,984
Prepaid expenses	22,894	18,419
Other receivables and other current assets	4,205	3,973
Total	45,975	39,156

All other current assets have a maturity of less than one year.

5.8. Issued capital and reserves

As at June 30th, 2008, the share capital of Ipsos SA is €8,439,973, and is split into 33,759,890 shares of €0.25 each.

The number of shares making up the share capital and the number of own shares changed as follows during the first semester 2008 :

Number of shares (per value €0.25)	Shares issued	Own shares	Outstanding shares
At 31 December 2007	34,178,345	(1,807,525)	32,370,820
Options exercised	38,562	-	38,562
<u>Own shares</u>			-
Acquisitions	-	-	-
Cancellation of shares related to purchases program	(457,017)	-	(457,017)
Disposals (options exercised)	-	261,892	261,892
Movements in the context of the liquidity contract	-	12,515	12,515
At 30 June 2008	33,759,890	(1,533,118)	32,226,772

Ipsos' share capital comprises a single category of ordinary shares each with a par value of 0.25 euros. Registered shares held for more than two years carry double voting rights.

Ipsos has set up several stock option plans, which are described in 6.3.

The number of own shares hold at 30 June 2008, including the ones held under the liquidity contract are deducted from shareholders' equity. Own shares do not carry dividend rights.

5.9. Net debt

5.9.1. Analysis of borrowings and other financial liabilities by maturity

The net financial debts after deduction of the cash and cash equivalents is as follow:

In thousands of euros	30 June 2008				31 December 2007			
	Total	Maturity			Total	Maturity		
		less than 1 year	between 1 and 5 years	more than 5 years		less than 1 year	between 1 and 5 years	more than 5 years
<i>Bond issue</i>	40,490	8,100	32,390	-	52,085	8,683	34,732	8,670
<i>Bank borrowings</i>	232,659	25,906	206,753	-	180,888	25,637	155,251	-
<i>Debt linked to finance leases</i>	1,373	482	891	-	1,481	402	1,079	-
<i>Other financial liabilities</i>	461	427	34	-	620	620	-	-
<i>Accrued interest on financial debt</i>	1,664	1,664	-	-	1,799	1,799	-	-
<i>Bank overdrafts</i>	1,826	1,826	-	-	6,855	6,855	-	-
Borrowings and other financial liabilities (a)	278,473	38,405	240,068	-	243,728	43,996	191,062	8,670
Derivatives financial instruments	1,453	1,453	-	-	900	900	-	-
Cash equivalents	1,158	1,158	-	-	462	462	-	-
Cash	82,546	82,546	-	-	82,708	82,708	-	-
Cash and cash equivalents (b)	85,157	85,157	-	-	84,070	84,070	-	-
Net financial debt (a-b)	193,316	(46,752)	240,068	-	159,645	(40,087)	191,062	8,670

5.9.2. Analysis of the bond issue and bank borrowings (before swaps are taken into account)

In thousands of euros	30 June 2008	Fixed rate	Floating rate	31 December 2007	Fixed rate	Floating rate
US dollars (\$)	96,795	40,511	56,284	79,097	52,085	27,012
Euros (€)	138,735	20	138,715	119,587	161	119,426
Pound sterling (£)	22,333	-	22,333	24,114	-	24,114
Japanese yen (JPY)	15,249	1,246	14,003	10,111	727	9,384
Other	37	37	-	63	63	-
TOTAL	273,149	41,814	231,335	232,973	53,036	179,937

5.10. Provisions and pension liabilities

In thousands of euros	Amount at 1 January 2008	Allowances	Reversals of provisions used	Reversals of provisions non used	Changes in scope of consolidation and other reclassifications	Exchange rates	Amount at 30 June 2008
Provisions for litigation and other risks	1,800	422	(233)	(47)	16	24	1,982
Provisions for other charges	485	-	(36)	-	-	(2)	447
Sub-total	2,285	422	(269)	(47)	16	22	2,429
Pension liabilities	9,307	448	(2,203)	-	-	(66)	7,486
Total	11,592	870	(2,472)	(47)	16	(44)	9,915
o/w current provisions	1,858						2,025
o/w non-current provisions	9,734						7,890

5.11. Other current and non-current liabilities

In thousands of euros	30 June 2008			31 December 2007		
	< 1 year	> 1 year	Total	< 1 year	> 1 year	Total
Purchase price and earn-out payments ⁽¹⁾	12,857	2,138	14,995	4,887	3,857	8,744
Buy-out of minority interests ⁽¹⁾	18,757	30,253	49,010	11,538	39,077	50,615
Advances and progress payments from customers	2,063	-	2,063	1,447	-	1,447
Tax and social security liabilities	58,652	-	58,652	69,035	-	69,035
Deferred income	28,574	-	28,574	30,046	-	30,046
Dividends Ipsos SA ⁽²⁾	13,670	-	13,670	-	-	-
Other debt and other liabilities	2,310	544	2,854	1,775	832	2,607
Total	136,883	32,935	169,818	118,728	43,766	162,494

⁽¹⁾ See note 6.4 Acquisition-related commitments.

⁽²⁾ Dividends paid on July 2, 2008 by Ipsos SA in accordance with the decision taken by the Annual General Meeting of Shareholders on April 29, 2008.

6. Cash flow and additional information

6.1. Changes in working capital requirement

In thousands of euros	30 June 2008	30 June 2007	31 December 2007
Decrease/ (Increase) in trade receivables	(13,309)	(18,852)	(25,175)
Increase/(Decrease) in trade payables	10,405	1,631	(7,396)
Change in other receivables and payables	(19,029)	(888)	22,999
Change in the working capital requirement	(21,933)	(18,109)	(9,572)

6.2. Capital expenditure

In thousands of euros	30 June 2008	30 June 2007	31 December 2007
Acquisitions of intangibles assets	(4,115)	(4,267)	(8,258)
Acquisitions of tangibles assets	(4,879)	(5,070)	(8,057)
Total acquisitions during the period	(8,994)	(9,337)	(16,315)
Deferred disbursement	(209)	513	415
Payments made on acquisitions of intangibles and tangibles assets	(9,203)	(8,824)	(15,900)

6.3. Share-based plans

6.3.1. Share subscription options plan (options to buy newly-created shares)

In 1998, the Group decided to set up share subscription option plans for all its senior management. Two option tranches were granted, the first on 28 July 1998 and the second on 10 May 1999. Regarding the 1998 stock-options plan, all options were expired as at January 1st, 2008.

Grant Date	10 May 1999
Date options granted by the Board of Directors	392,944 2,48 % of the share capital on the grant date
Number of grantees	83
Vesting date	10 May 2004
Expiry date	28 July 2008
Exercise price	€5.72
Number of options outstanding at 1 January 2008	3,560
Number of options granted during the semester	-
Number of options cancelled during the semester	-
Number of options exercised during the year	-
Number of options expired during the year	-
Number of options outstanding at 30 June 2008	3,560

In 2000, the Group set up a new stock option plan for all employees. Three lots of options were granted in 2000, 2001 and 2002.

Grant Date	9 June 2000			8 August 2001		18 December 2002	
Date options granted by the Board of Directors	110,436	46,376	143,188	108,592	370,608	37,320	33,320
	1,43 % of the share capital			1,94 % of the share capital		1,34% of the share capital	
	on the grant date			on the grant date		on the grant date	
Number of grantees	489	263	644	454	1,710	25	25
Vesting date	10/06/2004	10/06/2003	10/06/2003	08/08/2005	08/08/2004	18/12/2006	18/12/2006
Expiry date	09/06/2008	09/06/2007	09/06/2008	08/08/2009	08/08/2009	18/12/2010	18/12/2010
Exercise price		€30			€16,75		€14,50
Number of options outstanding at 1 January 2008	76,884	15,940	66,412	27,220	75,735	11,010	11,010
Number of options granted during the semester	-	-	-	-	-	-	-
Number of options cancelled during the semester	76,844	15,940	66,412	40	600	-	2
Number of options exercised during the year	-	-	-	40	5,636	-	1
Number of options expired during the year	-	-	-	-	-	-	-
Number of options outstanding at 30 June 2008	-	-	-	27,140	69,499	11,010	11,010

In 2004, a new plan was set up. Two option tranches were granted, namely in 2004 and 2005:

Grant Date	02 March 2004		22 April 2005	
Date options granted by the Board of Directors	89,200	468,800	64,000	32,000
Number of grantees	41	209	10	10
Vesting date	3 Mar. 2008	2 Mar. 2007	22 Apr. 2009	22 Apr. 2008
Expiry date	2 Mar. 2012	2 Mar. 2012	22 Apr. 2013	22 Apr. 2013
Exercise price	€19.25		€20.75	
Number of options outstanding at 1 January 2008	57,800	267,950	54,000	18,000
Number of options granted during the semester	-	-	-	-
Number of options cancelled during the semester	4,800	15,339	4,000	-
Number of options exercised during the year	2,800	13,195	-	-
Number of options expired during the year	-	-	-	-
Number of options outstanding at 30 June 2008	50,200	239,416	50,000	18,000

6.3.2. Share purchase option plan (options to buy existing shares)

In July 2002, a share purchase option plan was set up as part of the Ipsos Partnership Fund (IPF) transaction, with the following characteristics:

Grant date	9 July 2002
Date options granted by the Board of Directors	2,309,280
Number of grantees	80
Vesting date	9 July 2005 and 9 July 2006
Expiry date	9 July 2008
Purchase price	€17.25
Number of options outstanding at 1 January 2008	1,225,560
Number of options granted during the year	-
Number of options cancelled during the year	-
Number of options exercised during the year	127,320
Number of options expired during the year	-

Number of options outstanding at 30 June 2008

1,098,240

6.3.3. Free share attribution plans

At its meeting on 26 April 2006, the Board of Directors set up two free share attribution plans covering a total of 158,076 shares in the Company for the benefit of French residents and non residents, who are employees, officers and directors of the Ipsos Group. These shares will vest with the beneficiaries only after a period of two years, provided that the beneficiary is still an employee, officer or director of the Ipsos Group at the end of this period. At the end of the vesting period, the free shares will remain unavailable for French residents for a further two-year period. The free share attribution plans were set up with the following characteristics:

Grant date	26 April 2006	
Number of shares granted	158,076 i.e. 0.47% of the share capital	
Number of beneficiaries	62	253
Expiry date of the vesting period	26 Apr. 2008	26 Apr. 2008
Expiry date of the holding period	26 Apr. 2010	-
Number of free shares outstanding at 1 January 2008	37,668	102,988
Number of free shares granted during the year	-	-
Number of free shares cancelled during the year	2,788	3,468
Number of free shares exercised during the year	34,880	99,520
Number of free shares expired during the year	-	-
Number of free shares outstanding at 30 June 2008	-	-

At its meeting on 2 May 2007, the Board of Directors set up two new free share attribution plans covering a total of 196,277 shares in the Company for the benefit of French residents and non residents, who are employees, officers and directors of the Ipsos Group. These plans are submitted to the same conditions than the plans of 26 April 2006 described upon.

Grant date	2 May 2007	
Number of shares granted	196,277 i.e. 0.58% of the share capital	
Number of beneficiaries	62	328
Expiry date of the vesting period	2 May 2009	2 May 2009
Expiry date of the holding period	2 May 2011	-
Number of free shares outstanding at 1 January 2008	46,002	142,945
Number of free shares granted during the year	-	-
Number of free shares cancelled during the year	599	6,185
Number of free shares exercised during the year	-	-
Number of free shares expired during the year	-	-
Number of free shares outstanding at 30 June 2008	45,403	136,760

At its meeting on 29 April 2008, the Board of Directors set up two new free share attribution plans covering a total of 323,055 shares in the Company for the benefit of French residents and non residents, who are employees, officers and directors of the Ipsos Group. These plans are submitted to the same conditions than the plans of 26 April 2006 described upon.

Grant date	29 April 2008	
Number of shares granted	323,055 i.e. 0.96% of the share capital	
Number of beneficiaries	98	404
Expiry date of the vesting period	29 April 2010	29 April 2010
Expiry date of the holding period	29 April 2012	-
Number of free shares outstanding at 1 January 2008	84,850	238,205
Number of free shares granted during the year	-	-
Number of free shares cancelled during the year	200	2,168
Number of free shares exercised during the year	-	-
Number of free shares expired during the year	-	-
Number of free shares outstanding at 30 June 2008	84,650	236,037

6.3.4. Analysis of share-based payment expense

As at 30 June 2008 and 31 December 2007, the expenses recognized in respect of stock option and free share plans were calculated as follows:

In thousands of euros	30 June 2008	30 June 2007	31 December 2007
Stock option plan of 2 March 2004	11	91	88
Stock option plan of 22 April 2005	42	47	108
Free shares plans of 26 April 2006	540	979	1,943
Free shares plans of 2 May 2007	1,185	396	1,589
Free shares plans of 29 April 2008	456	-	-
Total	2,235	1,513	3,728

6.4. Off-balance sheet commitments

No significant events have occurred since December 31, 2007 unless those related to acquisition-related commitments as mentioned below in the note 6.4.1.

6.4.1. Acquisition-related commitments

Mori

Ipsos has provided a guarantee of the value of shares issued as consideration for the MORI acquisition up to a maximum of €1 million. This guarantee constitutes an off-balance sheet commitment.

Other acquisition-related commitments

Commitments to buy out minority interests, deferred payments and earn-out payments that are discounted and recognized as non-current liabilities at 30 June 2008 break down as follows :

In thousands of euros	= 1an	> 1 to 5 years	> 5 years	Total
Deferred payments and earn-out payments				
Europe (MORI, Test Research, Research Partners)	2,346	191	-	2,537
North America (Understanding Unlimited, Camelford Graham, MMR)	3,315	-	-	3,315
Latin America (Puerto Rico Hispania, Livra)	6,187	1,012	-	7,199
Asia-Pacific (Eureka)	1,008	935	-	1,943
Sub-total	12,857	2,138	-	14,994
Commitments to buy out minority investors				
Europe (Ipsos Belgium, IIS Worldwide, Ipsos DOM and subsidiaries, Tambor, KMG Research, Markinor, Ipsos Szonda)	10,515	9,489	2,276	22,279
Latin America (Ipsos CCA and subsidiaries, Ipsos Hispania, Napoleon Franco, Apoyo Opinion Y Mercado)	2,275	4,035	-	6,310
Asia-Pacific (Ipsos China, Ipsos Korea, Ipsos Thailand, Indica)	5,729	14,454	-	20,183
Middle East (IMI Egypt)	239	-	-	239
Sub-total	18,758	27,978	2,276	49,011
TOTAL	31,615	30,115	2,276	64,006

6.4.2. Other commitments and litigation

The Group is not involved in any significant litigation as at 30 June 2008.

No Group assets are pledged.

6.5. Contingent liabilities

In the normal course of business, there are risks in certain countries that the government may into question the Company's tax and/or labour practices, which may result a reassessment. The Group is currently undergoing several tax audits. The financial implications of these tax reassessments are accounted for by setting aside a provision for the amounts notified by the authorities and accepted by Ipsos' management. The reassessments are taken into account on a case-by-case basis based on estimates factoring in the risk that the validity of the measures and proceedings initiated by the Company may not be recognized.

No significant events have occurred since December 31, 2007. The Group is currently involved in several tax audits, in particular in Brazil. Ipsos' management believes that such reassessments are unlikely to have a material impact on the Company's operating profit, financial condition or liquidity position.

6.6. Post closing events

Offer of WPP on TNS

Option related to the acquisition of TAM Europe assets from TNS

Regarding the offer of WPP on TNS, Ipsos Group announced on August 5th, 2008, that it has granted WPP an option to buy the TV audience measurement assets owned by Taylor Nelson Sofres plc ("TNS") in the European Union in the event that WPP's offer for TNS is successful. The put option relates to certain TNS businesses, particularly the TV audience measurement activities that TNS operates alone or with partners in the European Union including Spain, Poland, Scandinavian and Baltic countries and the UK.

Provided both that WPP takes control of TNS and explicitly requests the sale, Ipsos will buy these activities, strengthening Ipsos MediaCT's presence in the segment. If WPP exercises its option, Ipsos will have the right to buy these assets for an estimated consideration of €117m, which comprises €8m for the assets and €19m in respect of additional working capital and capital expenditures related to the BARB contract¹, subject to adjustment.

Ipsos acquires Alfacom in Brazil

On August 27, 2008, Ipsos acquires a 100% stake in Alfacom, a leading company in Brazil specialising in Quality Research and Customer Relationship Management in the automotive sector. This company will be included in the consolidation scope of the second half of 2008.

III. Statutory auditor's report on interim financial information 2008

This is a free translation into English of the statutory auditor's review report issued in french and is provided solely for the convenience of English speaking readers. This report should be read in conjunction with, and construed in accordance with, French law and professional auditing standards applicable in France.

To the Shareholders,

In our capacity as statutory auditors and in accordance with articles L. 232-7 of the French Company Law (Code de commerce) and L. 451-1-2 III of the French Monetary and Financial Code (Code monétaire et financier), we hereby report to you on :

- our review of the accompanying condensed half-year consolidated financial statements of Ipsos company, for the period from January 1, 2008 to June 30, 2008, and ;
- the verification of the information contained in the interim management report.

These condensed half-yearly consolidated financial statements are the responsibility of the Board of Directors. Our role is to express a conclusion on these financial statements based on our review.

1. Conclusion on the financial statements

We conducted our review in accordance with professional standards applicable in France. A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with professional standards applicable in France and consequently can only provide moderate assurance that the financial statements, taken as a whole, do not contain any material misstatements. This level of assurance is less than can be obtained from an audit.

Based on our review, nothing has come to our attention that causes us to believe that these condensed half-year consolidated financial statements are not prepared, in all material respects, in accordance with IAS 34 – IFRS as adopted by the European Union applicable to Interim financial information.

2. Specific verification

We have also verified the information provided in the interim management report in respect of the half-year financial statements that were the object of our review. We have nothing to report on the fairness and consistency of this information with the condensed half-yearly financial statements.

Paris and Neuilly-sur-Seine, August 29, 2008

The statutory auditors

Grant Thornton

French member of Grant Thornton International
Vincent Papazian

PricewaterhouseCoopers Audit

Jean-François Châtel

IV. Certificate of person responsible for the interim financial report

As Chairman of the Management Board of Ipsos Group, I hereby certify that, to the best of my knowledge, the condensed financial statements for the half-year ended June 30, 2008 were prepared in accordance with the applicable accounting standards and give a true and fair view of the assets, liabilities, financial position and results of the group of entities consolidated by Ipsos Group and that the interim management report provides a true and fair schedule of the highlights of the first half of the financial year and of their impact on the financial statements, of the main transactions with related parties, as well as and a description of the main risks and uncertainties for the remaining six months of the financial year.

Paris, August 29, 2008

Didier Truchot
Ipsos CEO