



Press Release

Ipsos acquires controlling interest in the Peruvian company Apoyo Opinión y Mercado

Paris, February 15, 2007 – Didier Truchot and Jean-Marc Lech, co-chairmen and CEO of Ipsos, announced today the acquisition of a majority stake in the Peruvian company Apoyo Opinión y Mercado S.A., the largest market research and public opinion company in the Andean region and one of the most prestigious in Latin America.

A member company of the Apoyo Group founded in 1977 by Felipe Ortiz de Zevallos, Apoyo Opinión y Mercado was created in 1984 as the market and opinion division of the Apoyo Group. Headed by Alfredo Torres, it became the company Apoyo Opinión y Mercado S.A. in 1994.

Apoyo Opinión y Mercado S.A. has a leading position in Peru with 30% market share and its major clients are the leading food, beverages, home care, telecom, banking, retail and media companies. The company, which is also operating in Bolivia and in Ecuador, has revenues of over US\$ 10 million, and approximately 200 permanent employees in the 3 countries where it operates.

Apoyo specializes in Opinion and Marketing research, with both quantitative and qualitative expertise. It also specializes in Advertising and Customer Relationship Management research. In 2006 Apoyo polled more than 600 thousand persons and held over 1,500 focus groups in Peru alone.

They said.

“Apoyo Opinión y Mercado S.A. is a company recognized in the region for its rigorousness and quality of service; and this strategic alliance was the missing piece needed to consolidate Ipsos’ leadership in Latin America” commented **Carlos Harding**, Deputy CEO of Ipsos.

Alfredo Torres, CEO of Apoyo Opinión y Mercado S.A. said: “We are very proud to become part of Ipsos group, which has, by far, the largest research network in Latin America and is the world’s largest research company which is both leader in marketing research and public opinion research.

About Ipsos.

Ipsos with 2006 total revenues of 857.1 millions Euros is the 3rd survey-based market research company in the world. In Latin America, where the Group achieved last year a turnover of 85.1 millions Euros and an organic growth of 14%, Ipsos now has offices in 13 countries and more than 900 employees. It is the major and most dynamic player in the region.

Ipsos releases today separately its 2006 Turnover.