



Press Release

Ipsos Expands Its Regional Network in Asia Pacific

Paris, July 18, 2005. Ipsos, the world's third largest survey-based market research group, has extended its network to include two new offices in the Asia Pacific region.

The international company announced the recent opening of start-up offices in the Philippines and Hong Kong. This brings up the number of Ipsos office locations in Asia Pacific to fourteen.

The two new offices are under the direction of the Executive Director of Ipsos in Asia Pacific, Steven Altman. The Philippines office is managed by Senior Director Lou Ramoran, a former director of AC Nielsen, and the Hong Kong office by General Manager, Alice Page. Alice previously set up 'Incepta Marketing Intelligence's offices in Hong Kong and Shanghai.

Commenting on the start-ups, Richard Mecchi, CEO of Ipsos in Asia Pacific stated : *'We are delighted to announce the launch of these two new country offices. Ipsos in the Philippines increases our coverage in the important southeast Asian market while Ipsos in Hong Kong will incorporate the luxury division, working closely with Ipsos in Paris, focusing on high net worth individuals and a range of products and services specially designed for this market.'*

The Ipsos Group

Founded in 1975 Ipsos is owned and managed by research professionals. The company has been publicly traded since 1999. In 2004, Ipsos generated global revenues of 606 million euros.

The Ipsos Group has offices in more than 40 countries internationally. In the Asia Pacific region it now has dedicated offices in Japan (Tokyo and Osaka), Korea, Taiwan, China (Beijing, Shanghai, Guangzhou and Chengdu), the Philippines, Hong Kong, Singapore and Australia (Sydney, Brisbane and Melbourne).

For further information contact:

(For Ipsos Hong Kong) Alice Page, Tel: +852.2522.0611, Fax: +852.2522.7911,
email: Alice.page@ipsos-hk.com

(For Ipsos Philippines) Lourdes Ramoran, Tel: +632.914.1227, Fax : +632.914.1215,
email: ipsos_ph@globelines.com.ph