



Press Release

Ipsos acquires B-Thinking, the leading Chinese research company for the automotive sector

Paris, October 20th, 2008. Jean-Marc Lech and Didier Truchot, Co-Presidents of Ipsos, announce today the acquisition of B-Thinking, the largest Chinese research company specialised in marketing research for the automotive sector.

Ipsos acquires all the assets of the company, the payment of the transaction being made 50% in shares of the Ipsos subsidiary in China and 50% in cash. B-Thinking will be integrated into the Ipsos business in China.

B-Thinking was established in 2003 in Shanghai by Mr Jiang Qi, its majority shareholder and general manager. The company which specialises in marketing and loyalty research for the automotive sector employs 110 full-time employees and services the main foreign car manufacturers operating in China as well as the trade organisations for the automotive sector.

B-Thinking recorded in 2007 revenue of 35 million RMB (3.2 million EUR).

Lifeng Liu, President of Ipsos in China, said: "The automotive research sector is a very attractive market with a great potential. Automotive sales in China reached almost 9 million cars or vehicles in 2007 (up 22% over 2006) and, according to the China Automotive Association, China should become the world's largest automotive market in 2010 surpassing the USA. The automotive research market in 2007 reached 400 million RMB (36 million EUR), up 30% over 2006, and it is expected to grow twofold from now to 2010.

"Our objective in acquiring B-Thinking is to make Ipsos the leading research supplier for the automotive sector in China. We are now in a position to couple the client resources and experienced teams of B-Thinking with Ipsos' expertise in advertising and loyalty research. I am delighted with these new perspectives."

Jiang Qi, General Manager of B-Thinking, said "We are delighted to join Ipsos – a distinguished global research company. B-thinking is a highly recognized player in the Automotive research sector in China. I am confident that by combining our strong experience and expertise in the automotive industry, and Ipsos' research capability in China, we will provide a stronger service to our clients. Becoming part of Ipsos will also enable our clients' to benefit from Ipsos' extensive knowledge base and worldwide network. This is an exciting opportunity for B-thinking. "



About Ipsos. Founded in Paris, France, in 1975, Ipsos is the only independent, publicly-listed research company that is controlled and managed by research professionals. Ipsos ranks third among global survey-based research companies, focusing on five core specialisations: Advertising, Marketing, Media, Opinion and Customer Relationship Management research.

With an effective presence in 56 countries, Ipsos conducts research in more than 100 countries.

Working both on global scale and local markets, our expert teams give our clients the strong benefit of high value-added business solutions including qualitative, forecasting, modelling, market knowledge and consumer insights. The Company has been publicly traded since 1999. In 2007, Ipsos generated global revenues of 927.2 million euros (\$1.27 billion USD).

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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