



## Press Release

16 August 2001

### First semester 2001: Ipsos revenues increase by 64%

Ipsos group revenues at first semester 2001 reach **euro 217 million**, a **64% increase** over 2000. The organic growth (on a like for like perimeter and change rate) amounts to **9.9%**, a performance which is all the more outstanding that it is based on a very good first semester 2000.

For the second quarter 2001 alone, consolidated revenues reach **euro 122 million**, i.e. a 65% increase, organic growth accounting for 10.1%.

Growth has been significant in all Ipsos sectors of specialization and regions. The Group's geographic activity is henceforth more balanced between Europe and North America, with these areas accounting for 45% and 41% of total revenues, respectively. This mainly results from the integration of Ipsos-Reid activities starting July 1<sup>st</sup>, 2000 and those of Ipsos-NPD starting January 1<sup>st</sup>, 2001.

Quarterly consolidated revenues (millions of euro)	2001	2000	% Evolution 2001/2000
1 <sup>st</sup> quarter	95.0	58.5	62%
2 <sup>nd</sup> quarter	122.0	73.9	65%
<b>1<sup>st</sup> semester</b>	<b>217.0</b>	<b>132.4</b>	<b>64%</b>
3 <sup>rd</sup> quarter	-	84.5	-
4 <sup>th</sup> quarter	-	112.6	-
<b>2<sup>nd</sup> semester</b>	-	<b>197.1</b>	
<b>Total financial year</b>	-	<b>329.5</b>	-



<b>Contribution to consolidated revenues according to field of activity</b> (millions of euro)	1 <sup>st</sup> semester 2001	1 <sup>st</sup> semester 2000	Variation 2001/2000	Revenues breakdown
Advertising Research	48.5	40.6	19%	22%
Marketing Research	108.9	48.1	126%	50%
Media Research	24.6	20.0	23%	11%
Customer Satisfaction	17.8	12.3	45%	9%
Opinion & Social Research	13.2	8.7	52%	6%
Other	4.0	2.7	48%	2%
<b>Revenues for 1<sup>st</sup> semester</b>	<b>217.0</b>	<b>132.4</b>	<b>64%</b>	<b>100%</b>

<b>Contribution to consolidated revenues according to geographic area</b> (millions of euro)	1 <sup>st</sup> semester 2001	1 <sup>st</sup> semester 2000	Variation 2001/2000	Revenues breakdown
Europe	98.7	89.1	11%	45%
North America	88.9	22.4	297%	41%
Latin America	25.2	19.3	31%	12%
Asia-Pacific / Middle East	4.2	1.6	163%	2%
<b>Revenues for 1<sup>st</sup> semester</b>	<b>217.0</b>	<b>132.4</b>	<b>64%</b>	<b>100%</b>

**Prospects 2001** : Although the first semester figures are not predictive of the whole year's situation, they however reflect the firmness of the research market and Ipsos specific dynamism. They also confirm the previous forecast for 2001 revenues of about 500 million euros for Ipsos, which represents an increase of 50% over 2000 and an annualised organic growth exceeding 10%.

**Note** : consolidated revenues for 1<sup>st</sup> semester 2001 will be released on September 26, 2001.

### **Ipsos, Profiling People**

Profiling People, the new Ipsos positioning, driving its trade and vocation:  
a worldwide group specializing in research for brands, companies, and institutions.

'Consumers, citizens and clients, we can be all of these in turn and at the same time.  
Ipsos researchers solve these psychological and sociological puzzles,  
enabling us to identify what unites and what differentiates us as individuals.'

Ipsos, which was set up in 1975, is now ranked 8<sup>th</sup> among worldwide market research industry, with operations established in 26 countries.  
Since July 1, 1999, Ipsos has been listed on the Nouveau Marché of the Paris Stock Exchange.

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