



Press Release

Ipsos: 4-for-1 stock split

Paris, 31 May 2006. At their meetings today, the General Meeting of shareholders and the Board of Directors of Ipsos decided to divide the nominal value of Ipsos shares by four.

At 31 December 2005, Ipsos' share capital comprised 8,465,836 shares with a nominal value of one euro (€1), and after the capital operation, it will comprise 33,863,344 shares with a nominal value of 0.25 euro (€0.25).

The measure, effective 4 July 2006, is designed to increase the liquidity of Ipsos shares.

Ipsos' Co-president, Didier Truchot, stated: "We are very attentive to the participation of individual shareholders in Ipsos' capital. Jean-Marc Lech and I welcome this measure, which will make it easier for them to invest in our company."

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.

Ipsos, listed on the Premier Marché of the Euronext Paris Stock Exchange, is part of the SBF 120 Index, adheres to the Next Prime segment and is eligible to the Differed Settlement System.

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