



Press Release

Ipsos opens two new offices in Egypt and Iraq

Paris, November 15, 2006 – Ipsos has recently opened two new offices, one in Egypt in the capital city of Cairo, and one in Baghdad, Iraq. Thanks to these two operations made through acquisitions, Ipsos completes its geographical coverage through the Middle East and North Africa region, where it now ranks among the major operators.

In Egypt, Ipsos acquired the Research Division owned by the leading local research company IMI - International Marketing & Management Institute, representing 80% of the shares of the company. Founded in 1999 by a group of investors, and managed by one of its founders and partners, Mr. Amr Kais, IMI works for major local and international clients including Cadbury, Danone, Mc Donalds, Mobinile and Procter & Gamble.

The new Ipsos subsidiary will be a fully fledged Market Research Company working under the direction of Mr. Amr Kais, as Managing Director, and employing 24 researchers. It will offer Ipsos services in the fields of Media research and Monitoring, Advertising and Marketing research as well as research for Customer Relationship Management. This will reinforce the Ipsos presence in the region, notably with the multinational companies well established in the Egyptian market.

In Iraq, Ipsos acquired 70% of the shares of the local research company, IDRS which was established two years ago based on an agreement with Ipsos for the purpose of exclusively handling all Ipsos fieldwork business in Iraq. The company will work particularly with large media groups and multinational companies.

Ipsos in the Middle East and North Africa

Ipsos, which has operated in the region since 1988, now has a wider coverage, with offices in nine countries – Saudi Arabia, Kuwait, UAE, Bahrain, Lebanon, Syria, Jordan, Egypt and Iraq. It has more than 350 full-time employees.

Edouard Monin, CEO of Ipsos for the Middle East and North Africa area, said that, *“Thanks to our strong presence in the Middle East, we are leveraging new business opportunities in the region, notably in North Africa. The Egyptian research market is one of the most dynamic in the region with an absolute growth of 20% in 2005 compared to 2004. With our new teams in this country we will be able to better serve our clients eager for market information to launch and distribute their products and services.”*

NB: Ipsos releases separately today its consolidated revenues for the third quarter 2006.