



## Press Release

### **Ipsos acquires the Chinese company GDMR And strengthens its presence in this key market**

**Paris, March 22, 2005** - Ipsos Co-Chairmen Jean-Marc Lech and Didier Truchot today announced the acquisition of the Chinese market research company, Guangdong General Marketing Research Company Ltd. (GDMR).

Founded in 1995 by Mr. Simon Tian, the company General Manager and majority shareholder, GDMR specializes in marketing research and offers strong data collection and data processing capabilities. GDMR will become part of Ipsos China.

With 125 full-time employees principally based in Guangzhou (and also in Beijing, Shanghai and Chengdu), the company generated revenues of 2.3 euro million in 2004. GDMR which stands among the top ten survey-based market research companies in China, has a leading position and a solid reputation serving major international FMCG clients.

This acquisition is the third Ipsos achieved in China, after Links (2000) and FAMS (2002). Managed by Lifeng Liu, Ipsos China is headquartered in Beijing with offices in Guangzhou and Shanghai. With the additional 125 employees from GDMR, the company now has 375 full-time staff in the country and ranks third among the Chinese survey based market research companies.

**Note to editors: Ipsos releases separately today its 2004 Results.**

#### **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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