



Press Release

Ipsos acquires Novaction And strengthens its leading positions in marketing research

Paris, September 26, 2001. The Ipsos group headed by Jean-Marc Lech and Didier Truchot has just signed an agreement with the Novaction group, specialized in marketing consultancy and market research, headed by Jacques Blanchard. This agreement will enable Ipsos to acquire the Novaction group in its entirety. The company will then be known as Ipsos-Novaction.

The transaction will be financed through the issue of new shares, which will enable Novaction's shareholders to take a 3.7% participation in Ipsos capital.

Didier Truchot said: "This acquisition represents a triple opportunity for Ipsos; first, it will reinforce our marketing expertise with sophisticated methodologies and experienced teams. It also strengthens the geographical coverage of our Group, especially in Japan where Novaction realizes about a quarter of its activity and has an excellent reputation. Lastly, this operation will enable Ipsos-Novaction to accelerate its global development, especially in North America where Ipsos already works for a large variety of clients".

Founded in Paris in 1972, the Novaction group revenues for 2000 rose to 22.32 millions euros, essentially in Europe and Asia. Its range of products is also marketed in Latin America, through Ipsos Latin America's companies¹.

Novaction's founder and President, Jacques Blanchard, will be President of Ipsos-Novaction; he will also head the company's Strategic Committee. In that capacity, he will play a decisive role in setting up synergies with Ipsos companies dedicated to marketing research, with particular focus on product development.

In 55 countries, in increasingly competitive markets, Novaction advises and helps major companies and groups in optimizing existing brands and developing new products. This expertise relies on various high added-value models, namely:

- Designor®, worldwide leading simulated competitive test market which enables to forecast and optimize sales of new products or line extensions. Designor and its various applications are part of the innovating process of FMCG major groups.
- Scan Selector® is an evaluation and optimization model for new concepts and aims to detect new opportunities.
- BHC®, analysis and simulation model for alternative Pull & Push marketing strategies which aims to maximize return on brand marketing investments hence decision-making.
- Perceptor®: brand positioning evaluation and optimization system. It enables marketing managers to create differentiation and value for products lines, hence increasing profits.
- Price Aid®: experimental evaluation and optimization model for pricing strategy and value creation.

¹ In 1997, the Group acquired Novaction's companies in Argentina, Brazil and Mexico, which are part of Ipsos Latin America consolidation part.



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To date, Novaction has analysed the competition environment of more than 50.000 existing brands, tested and optimised more than 8.000 products and services within 250 different categories. Thereby, Novaction has been setting up comprehensive databases which - along with the highly skilled teams – are decisive in the company’s insightful strategic recommendations. Both account for Novaction’s recurrent work at a global level with major marketers, leaders in the FMCG, services and pharmaceutical industries.

Jacques Blanchard said: “Novaction is particularly delighted by this agreement. With Ipsos, as a partner, we will further accelerate our development based on the following three main lines: the strengthening of our global presence and offer - especially in the USA – to new and leading-edge technologies (internet, plurimedia), and synergies with the leadership of teams expert in complementary business areas. With this operation, Ipsos and Novaction aim to provide their clients with a greater added-value research”.

Ipsos, Profiling People

Profiling People, the new Ipsos positioning, which drives 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 8th 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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