First half results 2010

Ipsos regains its crescendo

Paris, 29 July 2010

Nobody's Unpredictable

Contents

First-half 2010 key figures

In millions of euros

Revenues	528.8	+18.1%
Operating margin	43.0	+51.3%
Adjusted net profit* attributable to the Group	32.0	+33.7%
Net profit attributable to the Group	23.4	+63.7%

* Adjusted net profit is calculated before non-cash items linked to IFRS 2 (share-based payments), amortisation of acquisition-related intangible assets (client relationships), deferred tax liabilities related to goodwill on which amortisation is tax-deductible in certain countries and the impact net of tax of other non-recurring operating income and expenses.

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First-half highlights

- A return to growth in all markets and all business segments
- Currency movements had a strong positive effect on revenues
- Acquisition of OTX
- Creation of Ipsos Open Thinking Exchange, Ipsos' new R&D centre

Strong earnings growth

In millions of euros	H1 2010		H1 2009		Change H1 2010/2009	Full year 2009	
Revenues	528.8		447.8		+18.1%	943.7	
Gross profit	**333.0**	63.0%	**279.7**	62.5%	**+19.1%**	**589.4**	62.5%
Other operating income and expenses	**(3.9)**		**(7.1)**		**-**	**(12.9)**	
Operating margin	**43.0**	8.2%	**28.4**	6.3%	**+51.3%**	**88.7**	9.4%
Other non-recurring operating income and expenses and amortisation of acquisition-related intangible assets	(1.5)		(0.7)		-	(1.9)	
Finance costs	(5.8)		(4.4)		+33.2%	(9.7)	
Tax (excluding deferred taxes)	(8.2)		(5.6)		+47.7%	(15.1)	
Deferred taxes linked to goodwill	(1.6)		(1.5)		+9.3%	(3.3)	
Net profit (attributable to the Group)	**23.4**		**14.3**		**+63.7%**	**52.7**	
Adjusted net profit (attributable to the Group)	**32.0**		**23.9**		**+33.7%**	**72.5**	

Breakdown of revenues by specialisation

Contribution by specialisation	**H1 2010 revenues** In millions of euros	**Contribution** (%)	**Organic growth** H1 2010 / H1 2009
Advertising Research	118.1	22%	+9%
Marketing Research	242.2	46%	+10%
Media Research	50.6	9%	+4.5%
Opinion and Social Research	66.5	13%	0%
Quality and client /employee relationship management	51.4	10%	+7%
First-half sales	**528.8**	100%	**+7.7%**

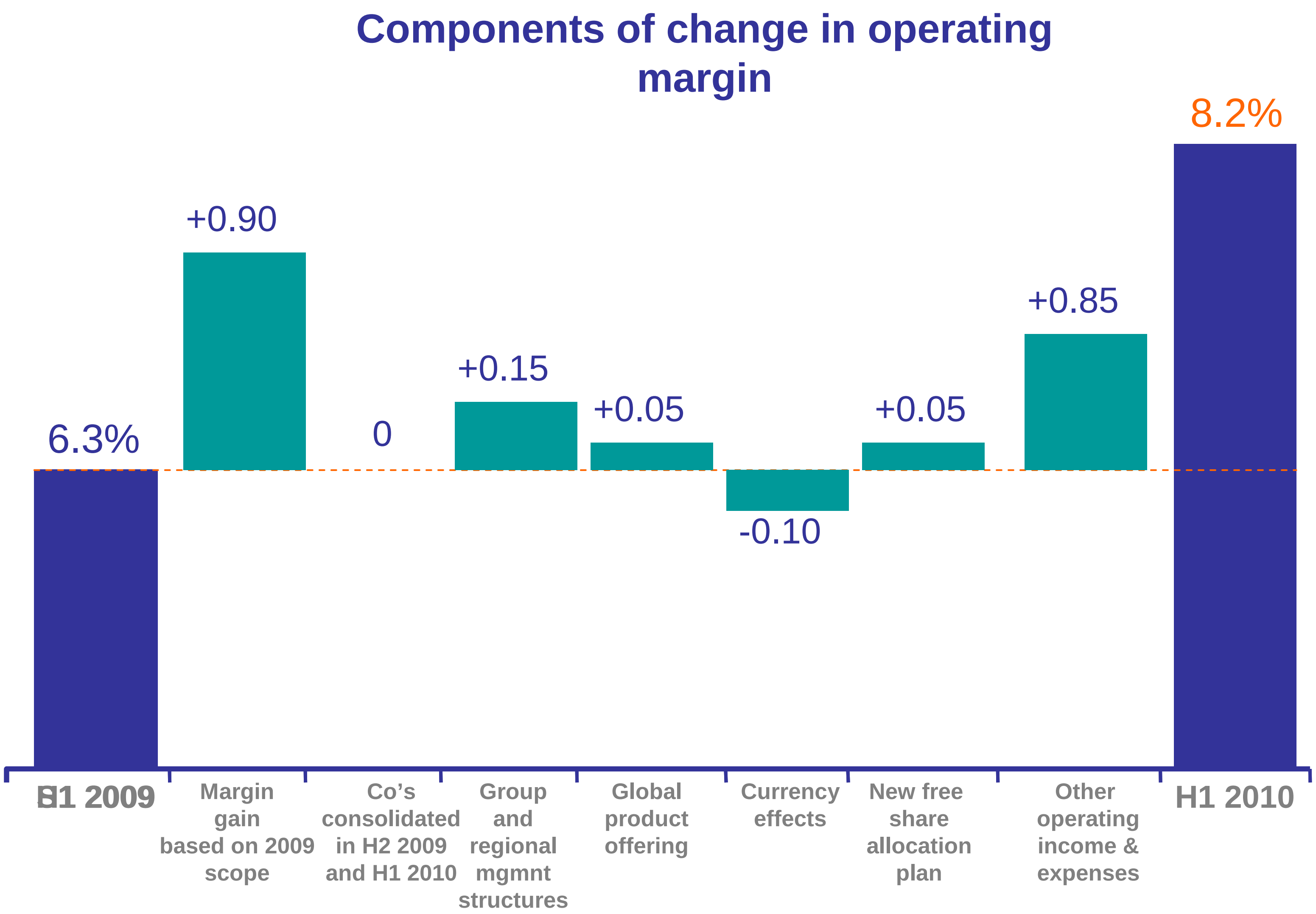
Global PartneRing	**147.8**	**28%**	**+14%**

Breakdown of revenues by region

Contribution by region	H1 2010 revenues In millions of euros	Contribution (%)	Organic growth H1 2010 / H1 2009
Europe	229.2	43%	+3.5%
North America	167.9	32%	+6.5%
Latin America	64.2	12%	+16%
Asia-Pacific and Middle East	67.5	13%	+21%
First-half sales	**528.8**	100%	**+7.7%**

Emerging markets	**154.5**	**29%**	**+16%**

Operating margin improved by 190 basis points



Strong growth in cash flow

In millions of euros	H1 2010	H1 2009	2009	
Cash flow	**53.4**	**38.7**	**107.3**	+55.6%
Change in WCR	(27.2)	(16.7)	(17.3)	
Tax and interest expense	(15.4)	(12.3)	(17.7)	
Cash flow from operations	**10.8**	**9.7**	**72.3**	
Purchases of PP&E and intangible assets	(6.0)	(5.5)	(9.2)	
Acquisitions	**(48.7)**	**(25.2)**	**(29.1)**	
Capital increase (decrease)	17.3	0.1	1.5	
Net change in debt	0.3	(20.7)	(45.0)	
Dividends	(0.6)	(0.3)	(17.3)	
Cash flow from financing activities	**17.0**	**(20.9)**	**(59.2)**	
Cash at end of period	47.8	52.9	68.2	

Solid financial position

In millions of euros	30 June 2010	30 June 2009	31 Dec. 2009
Shareholders' equity	609	471	523
Net debt	238	232	190

Gearing	39%	49%	36%
Net debt / EBITDA (12 months)	x1.8	x2.2	x1.6
Interest cover (operating profit/interest expense)	x7.4	x6.5	x9.1

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A growth story

Ipsos is the youngest company in the Top 5

1911	1923	1934	1946	1954	1962	1963	1965	1973	1975	… 2010
National Analysts Worldwide	Nielsen	GfK	NFO	IMS Health	RI	Sofres	Taylor Nelson	MB	Ipsos	

2009 revenues

In millions of USD

1	The Nielsen Company	4,628
2	Kantar (WPP)*	2,823
3	IMS Health	2,189
4	GfK	1,622
5	Ipsos	1,315

Source: Honomichl Top 50 Report, June 2010

*Kantar includes NFO, Research International, Sofres, Taylor Nelson and Millward Brown

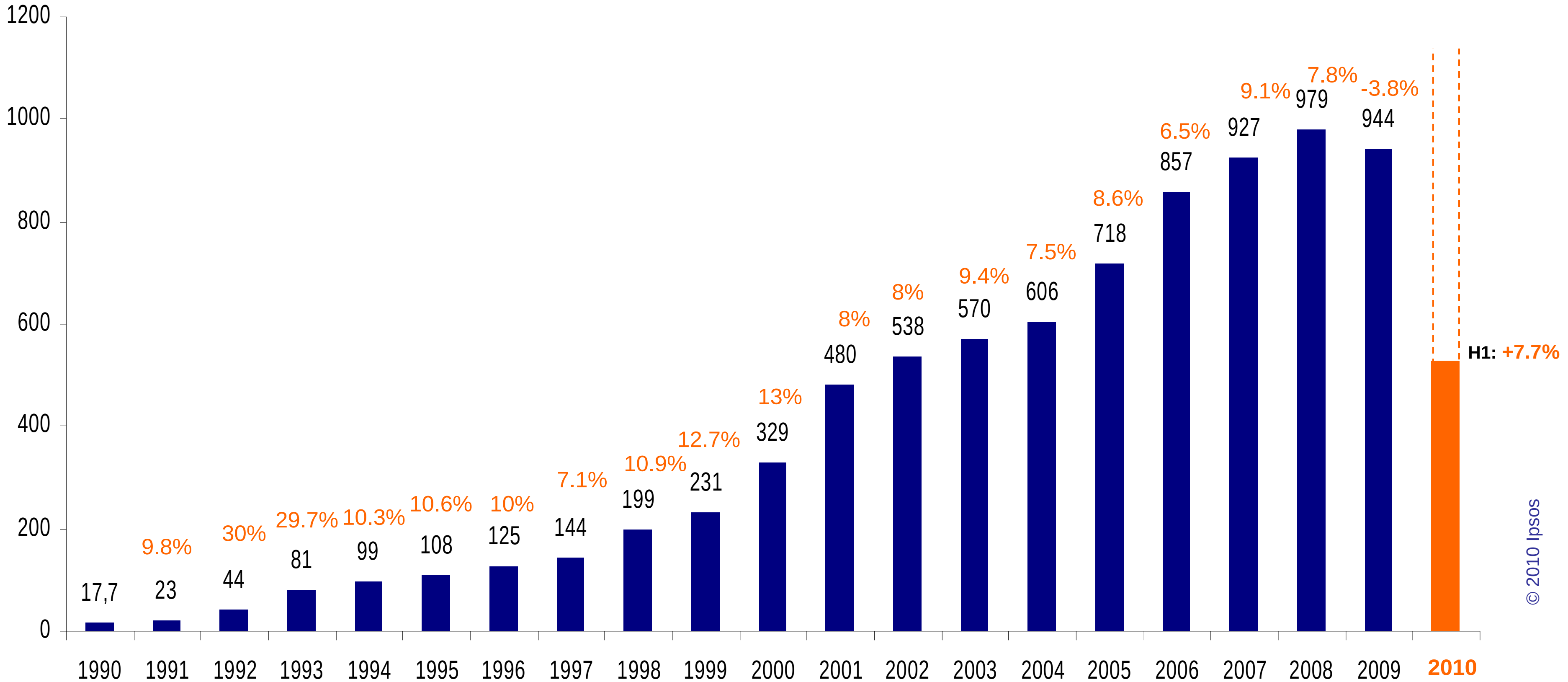
Sustained growth

Ipsos' revenues since 1990

Average organic growth over the period: 10.8%

In millions of euros

Percentages indicate organic growth



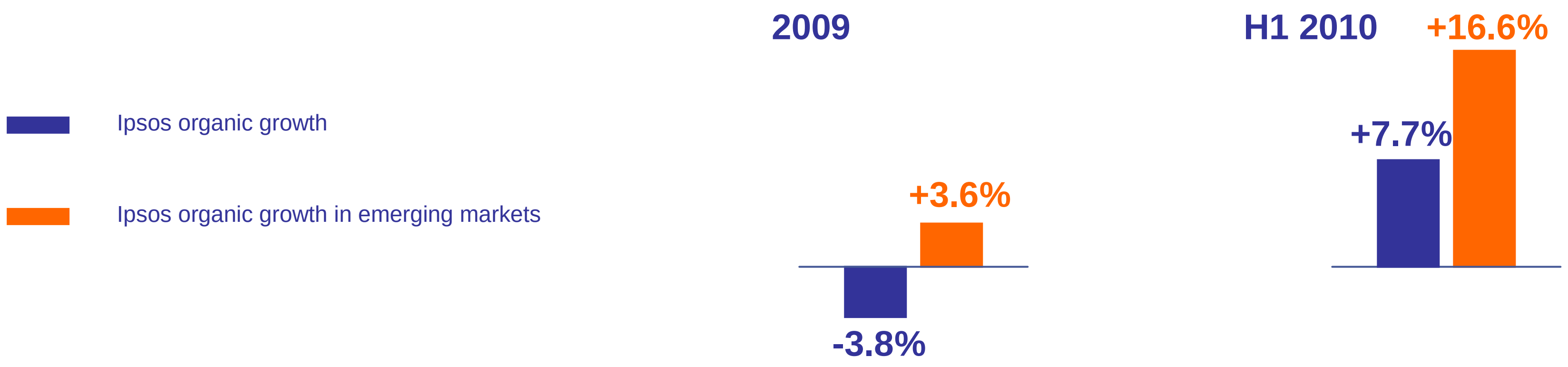
Growth is an integral part of the Ipsos story

Growth driven by five key factors

- Presence in emerging markets
- Successful integration of acquisitions
- Management of major clients
- Team spirit and talent management
- Development of new products and proprietary services in selected areas of specialisation

1 – A dynamic approach to emerging markets

- **29%** of total revenues for Ipsos and the leading contributors to growth



- Positions strengthened in countries with strong growth potential
  - Acquisition of Strategic Puls in the Balkans in December 2008 and of Punto de Vista in Chile in January 2009
  - Creation of Ipsos Morocco in October 2009
  - Transformation in Hong Kong, Singapore, the Philippines, South Korea and Panama
  - Ones to watch: start-ups in Malaysia, Nigeria …

Ipsos in Asia

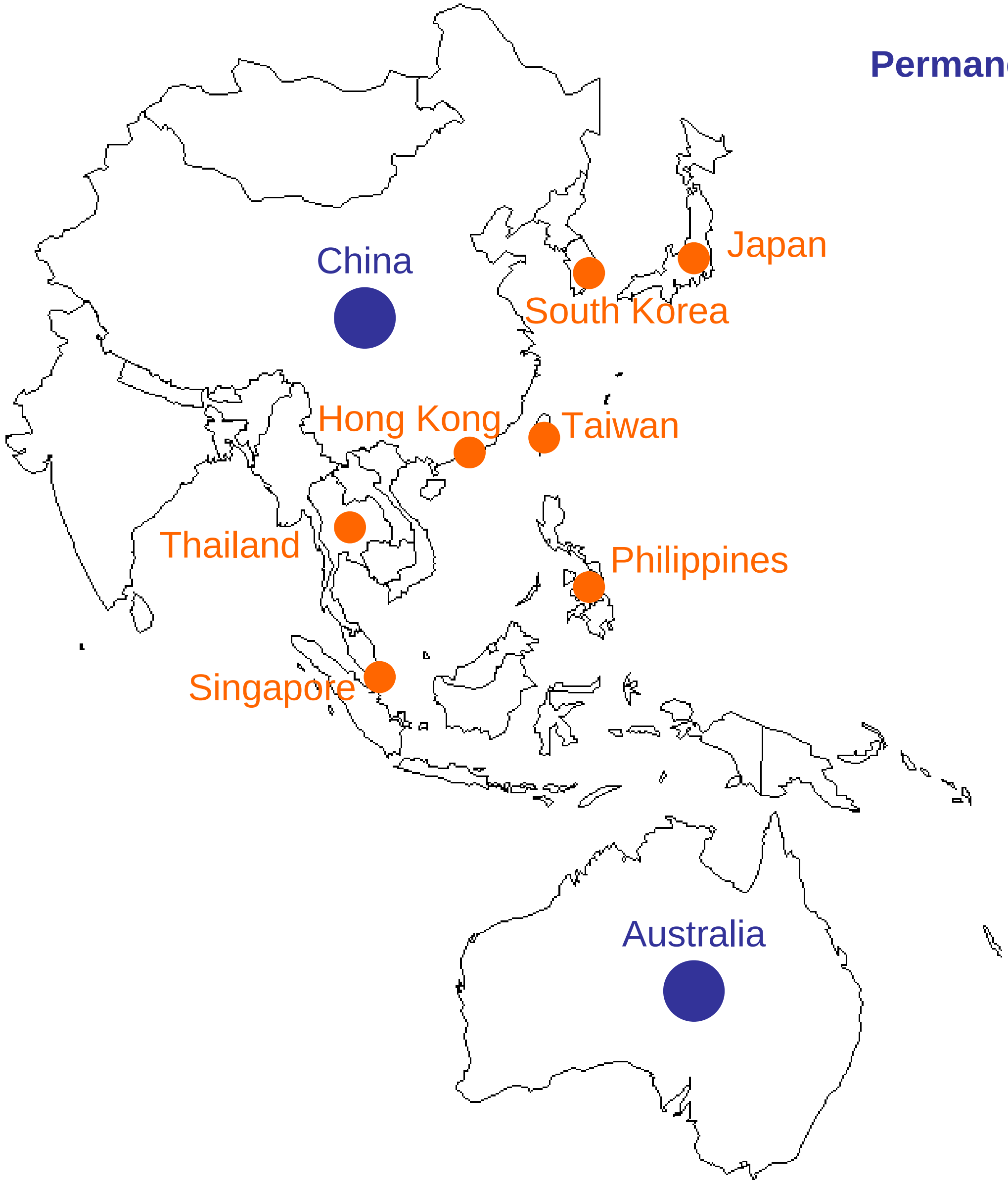
2000

Permanent employees: 50

Ipsos in Asia

2005

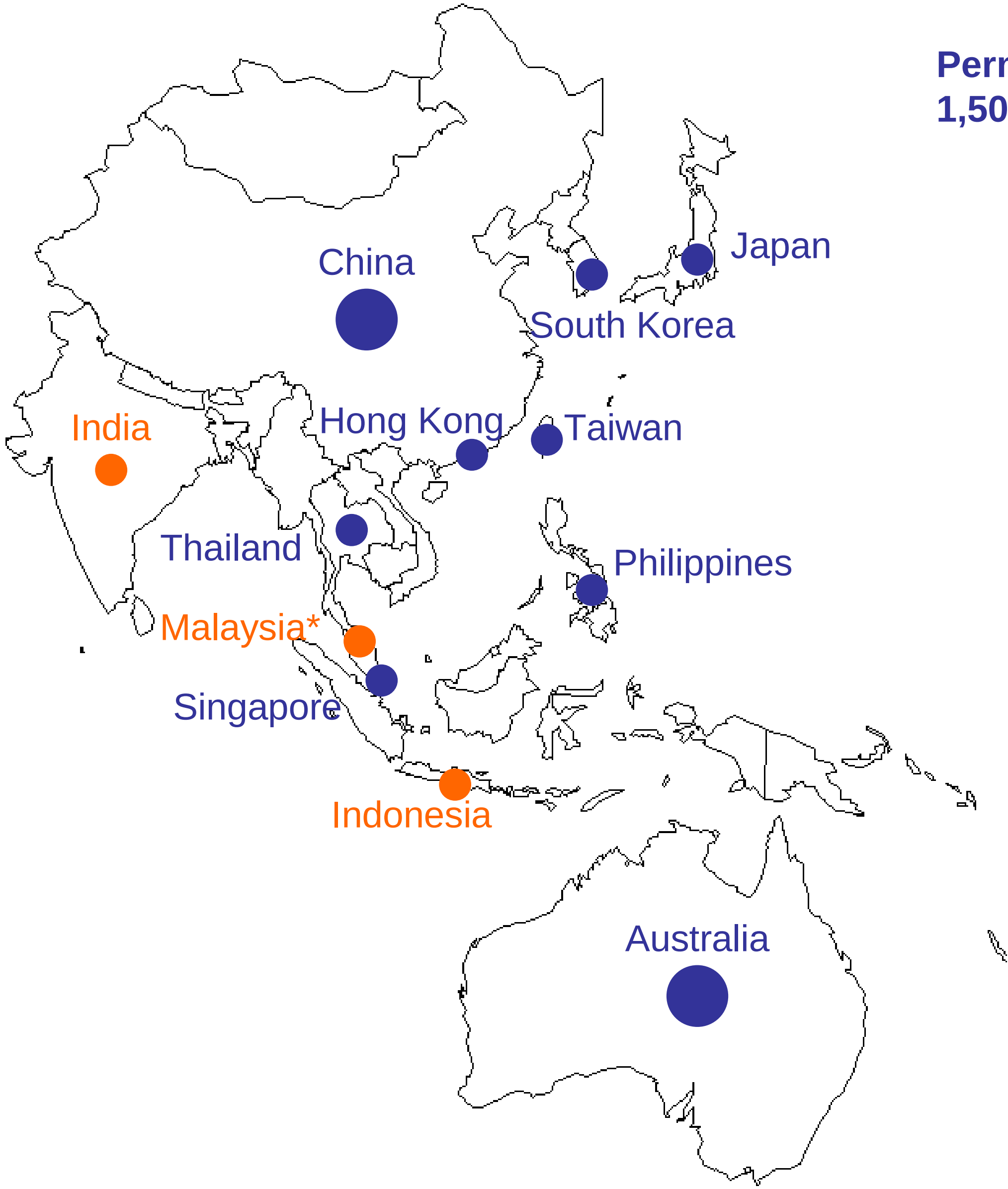
Permanent employees: 750



Ipsos in Asia

2010

Permanent employees: 1,500



* At 1 October 2010

Strong positions in the BRIC nations

In millions of USD	Research market 2008	Research market growth 1998 / 2008	Research spending / Advertising spending	Ipsos position
China	793	X 11	1%	N° 2
Brazil	689	X 4	2.5%	N° 3
Russia	335	X 7	4%	N° 3
India	198	X 5	3%	N° 7
United Kingdom (for reference)	4,154	X 2.7	14%	N° 2

Expanding positions in the '11 following*'

In millions of USD	Research market 2008	Research market growth 1998 / 2008	Research spending / Advertising spending	Ipsos position
Bangladesh	**11**	-	-	-
Egypt	**26**	x 3	3%	**N° 4**
Indonesia	**56**	x 4	1.5%	**N° 5**
Iran	-	-	-	-
Mexico	**455**	x 2.5	2.5%	**N° 2**
Nigeria	-	-	-	-
Pakistan	**14**	x 2.5	3%	-
Philippines	**67**	x 3.5	2%	**N° 7**
South Korea	**425**	x 7	5%	**N° 5**
Turkey	**158**	x 12	6%	**N° 1**
Vietnam	**25**	x 3.5	5.5%	-

* According to Goldman Sachs

2 – Successful integration of acquisitions

- Ipsos' acquisition policy addresses two targets
  - establishing a presence in new countries
  - acquiring small or medium-sized companies that have developed specific expertise

- Once acquired, these companies work in collaboration with Ipsos teams
  - expansion of the client base
  - deployment of Ipsos' services and structures by business line
  - integration within Ipsos structures (Global PartneRing, business lines, talent management, IT systems)

Four examples

UK: MORI (2005)

- Strong growth and operating margin
- Excellent reputation and first-class client base
- Leader in Opinion & Social Research
- Very good fit with Ipsos UK (Media Research)

- **Ipsos + MORI in 2004: £93 million**
- **Ipsos MORI in 2009: £128 million**

N° 2 in the market

Tambor (2006)

Czech Republic and Slovakia

- A dynamic company in a market seeing rapid growth
- Rapid deployment of Ipsos offering
- Strong in marketing, advertising research and public affairs
- **Tambor in 2005: CZK 103 million**
- **Ipsos Tambor in 2009: CZK 282 million**

N° 1 in the market

Turkey: KMG (2007)

- Created in 2001
- Rapid deployment of Ipsos offering
- Strong in Marketing and Loyalty
- Major international and local clients

- **KMG in 2007: TRY 18 million**
- **Ipsos KMG in 2009: TRY 35 million**

N° 1 in the market

USA: OTX (2010)

- Created in 2000 in Los Angeles
- Leader in online research
- A solid reputation for innovation
- 70% of revenue in the entertainment segment: films, media, technology, video games, TV, etc.

- **OTX in 2009: USD 60 million**
- **Organic growth H1 2009 / H1 2010: + 9.4%**

Successful start-ups

Geneva

- Created in 2006
- Aim: to bring together all European teams working for major clients based in Geneva
- 80 employees specialising in advertising and marketing research
- **2010 revenues of more than CHF 40 million**
  Ipsos, N° 2 in the market

Indonesia

- Created in 2008
- Aim: training highly motivated, expert teams in marketing and advertising research
- 30 employees working for major clients in FMCG and IT
- **2010 revenues of IDR 40 million**
  Ipsos already N° 5

Singapore

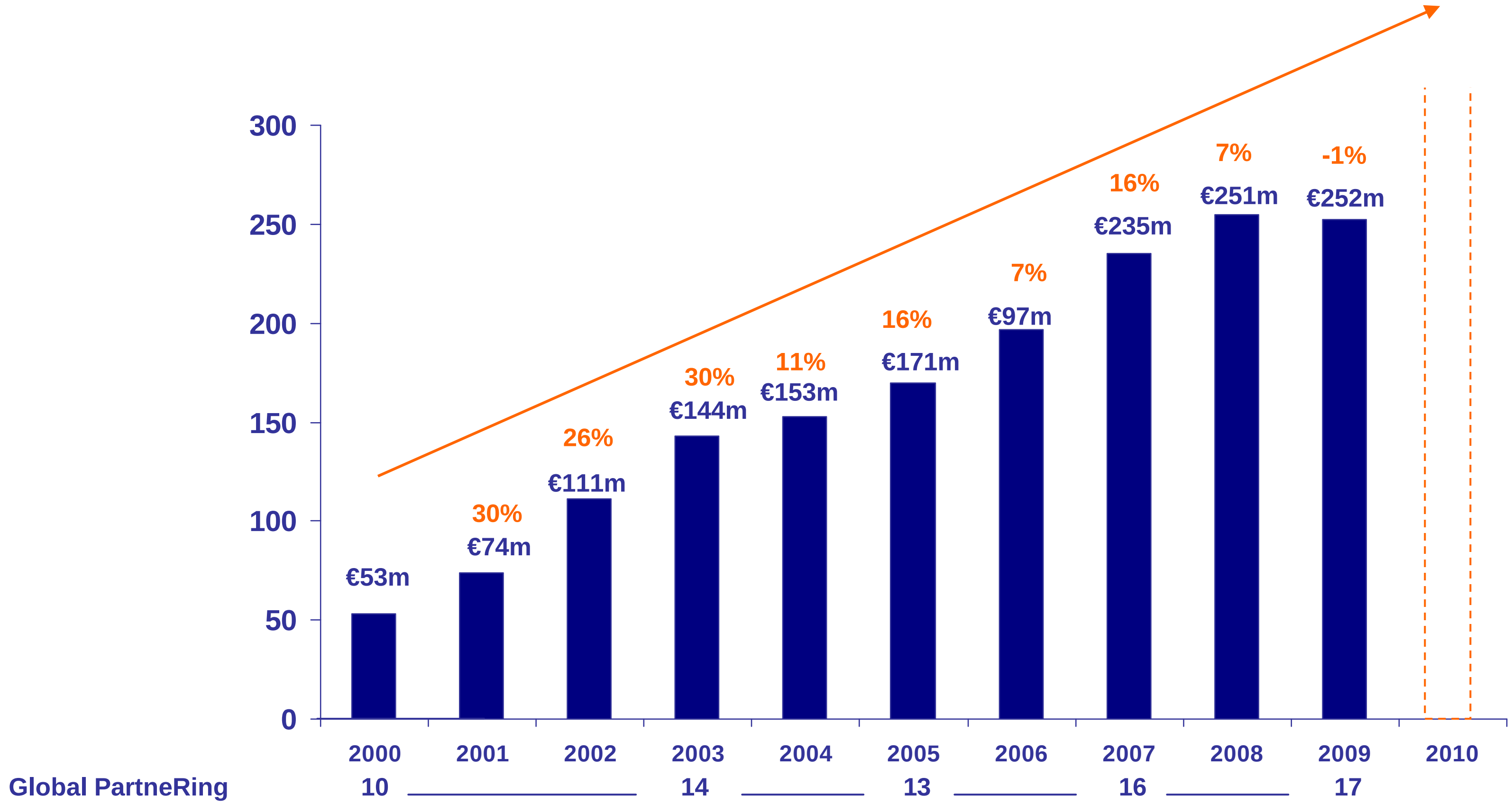
- Created in 2004
- Aim: building on expertise in marketing and sales volume forecasting, to develop the full Ipsos offering (advertising research, loyalty research, etc.)
- Client portfolio: FMCG, IT, Telecoms
- **2010 revenues of SGD 15 million**
- Ipsos Regional Directorate for the Australia and South-East Asia region

Panama

- Opened in 2004
- Aim: to provide full coverage of the Caribbean and Central America
- Marketing and CRM research
- **2010 revenues of USD 3 million**
  Ipsos is market leader in the CCA region

3 – Growth with major clients

- 28% of Ipsos' revenues with Global PartneRing
  - Average organic growth for 2000-2009: **+15.8%**
  - Organic growth in H1 2010: **+14.0%**

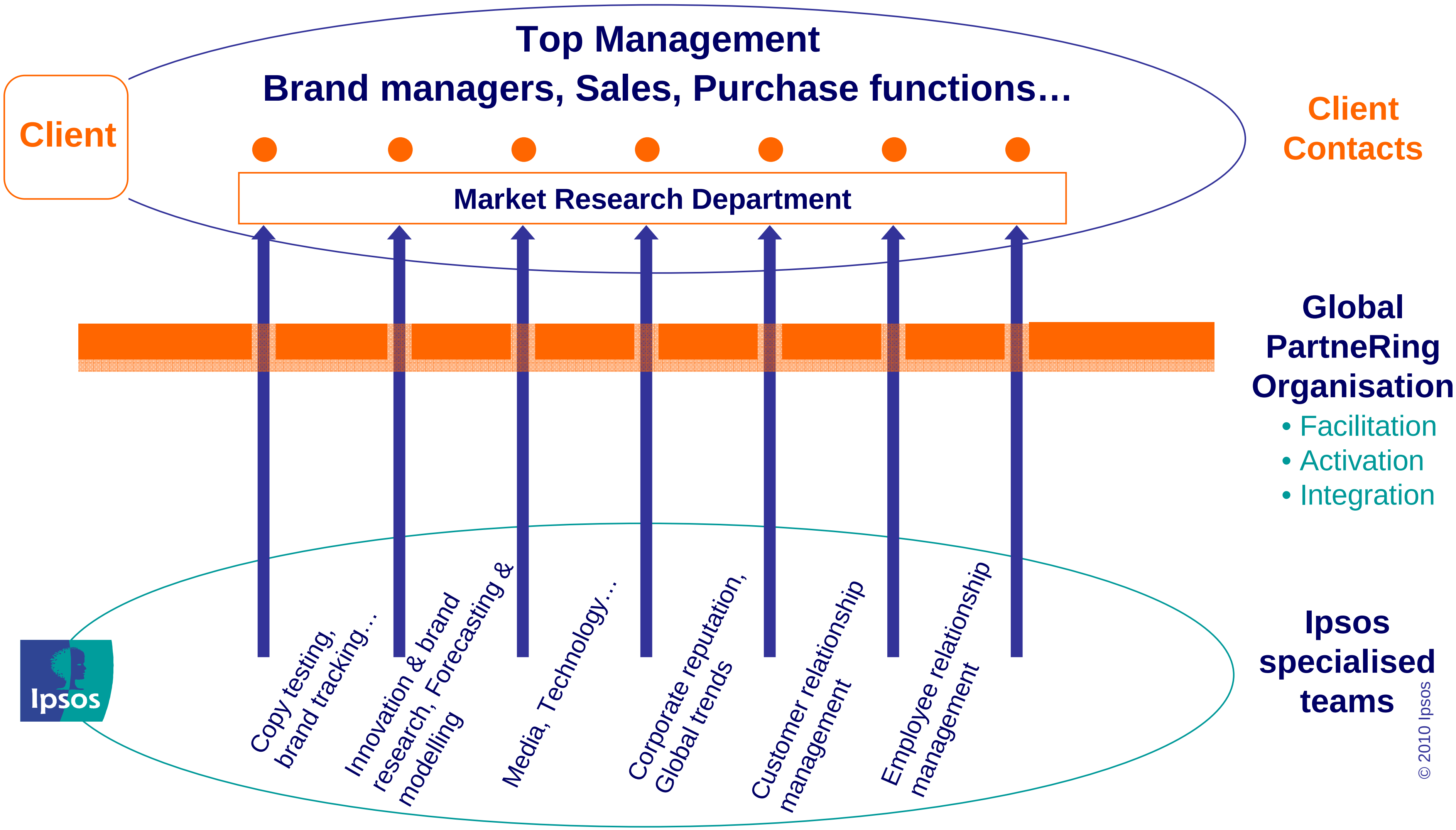


Percentages show annual organic growth

A special relationship

- Global PartneRing, a special relationship with 17 major clients
  - Each client works with three or four of our business lines
  - They all operate in several countries or regions
  - The Global Account Director co-ordinates the commercial relationship
- Ipsos plus points
  - Moving from a project-by-project approach to programme management
  - Multiple points of contact at all levels of the client structure
  - Knowledge management
- Expansion of the programme to 25 clients by the end of 2011

Simplified commercial contact



4 – Team spirit and talent management

- Ipsos, the home of *researchers*
  - *i.e.* the company where the best professionals want to work and to share its values
  - professionals from acquired companies integrated within Ipsos teams

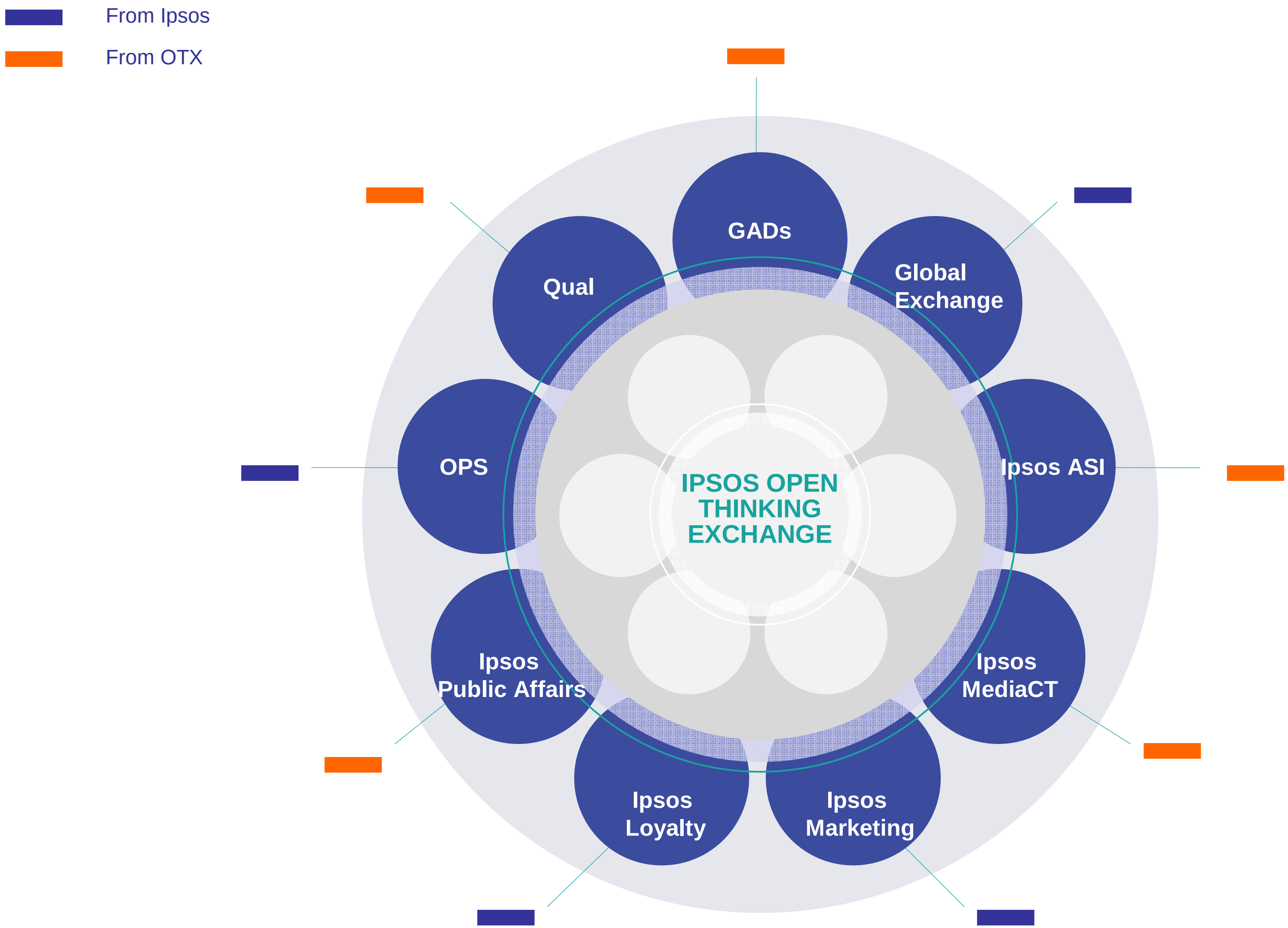
UK example

- Ben Page, formerly of MORI, is CEO of Ipsos MORI
- Mike Everett, formerly of MORI, is Global Head of Talent Management
- Brian Gosschalk, formerly of MORI, is Head of the Presidents' Office
- Richard Silman, formerly of Ipsos UK, is Global CEO of Ipsos MediaCT

OTX example

- Ipsos has created Ipsos Open Thinking Exchange, its new R&D and Innovation centre, by combining teams from the two companies

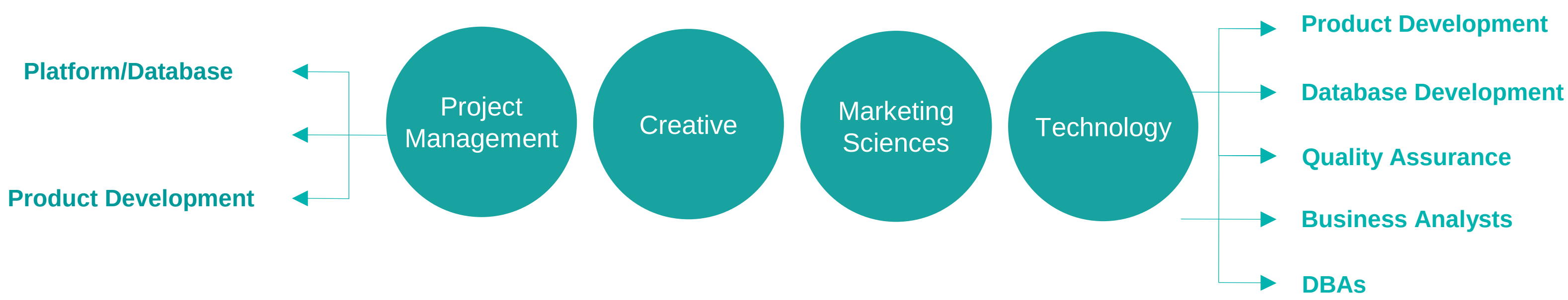
Ipsos Open Thinking Exchange: the fusion of teams from Ipsos and OTC



Training, Mobility and Team spirit

- 150 *Gold Medals*
  - Goal: training experts in Ipsos methods in all key countries
  - A programme based around the mobility of the best talent
    - Ex-pats are appointed to emerging countries to develop Ipsos expertise
    - The most promising managers from emerging markets go for training in Ipsos methods in Europe or North America
    - Global missions are entrusted to professionals from emerging markets
      Example: Ipsos Training Centre is managed from Buenos Aires by an Argentine team
- *Ipsos Partnership pool*
  - A community of very high-level professionals
    - the composition of which reflects the Group's geographical diversity
      - 35 work in emerging markets
      - 40 in North America
      - 28 in Europe
      - 16 in central functions
    - for whom the variable remuneration element is determined by the performance of the Group

5 – New proprietary products and services



Ipsos renews its proprietary products and services in all its lines of business

- Ipsos ASI
  - Next Connect
    Flexible, interactive, multi-media copy-testing tool which takes account of the new consumer reality, including new media and in-store communications
- Ipsos Marketing
  - QualSpace
    Digital age qualitative research, including discussion boards, online focus groups, webcam interviews, instant messaging, and co-creation solutions
- Ipsos MediaCT
  - Media Engagement Model (Brand and Loyalty drivers)
    A model allowing comparison of Media Brands across platform including digital, and identification of actions which strengthen the relationship with customers

Ipsos renews its proprietary products and services in all its lines of business

- Ipsos Public Affairs
  - Ipsos Social Research Institute
    Global initiative based on thought leadership and specialised methods to enable Public Institutions to measure citizens' opinion on social issues and their expectations and satisfaction with public services and policies

- Ipsos Loyalty
  - Digital Voice
    Web listening adapted for Loyalty Research which integrates the comments made by customers in the Social Space (webs, communities) to reinforce the insights delivered by our customer satisfaction surveys

- Ipsos Observer
  - Cortex
    A revolutionary field management tool that allows Ipsos to increase the utilization and the satisfaction of our on-line respondents by allocating the right respondent to the right survey at the right time

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Global @dvisor: not everywhere is seeing a return of confidence

- 39% on average have confidence in their country's economy
  - compared to a high of 66% in April 2007
  - and a low of 29% in April 2009

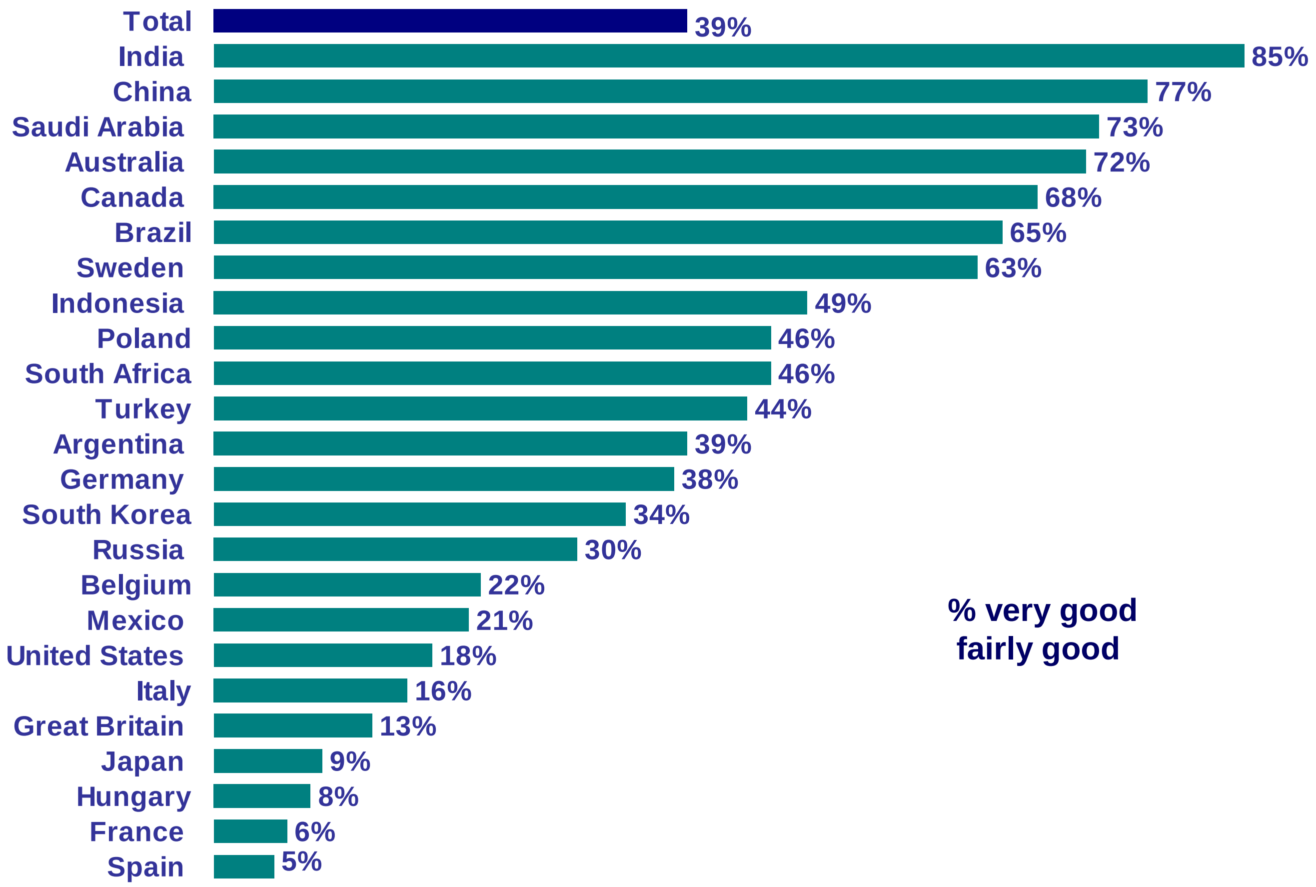
- Sizeable differences from one country to the next

Source: Global @dvisor, The Economic Pulse of the World, June 2010

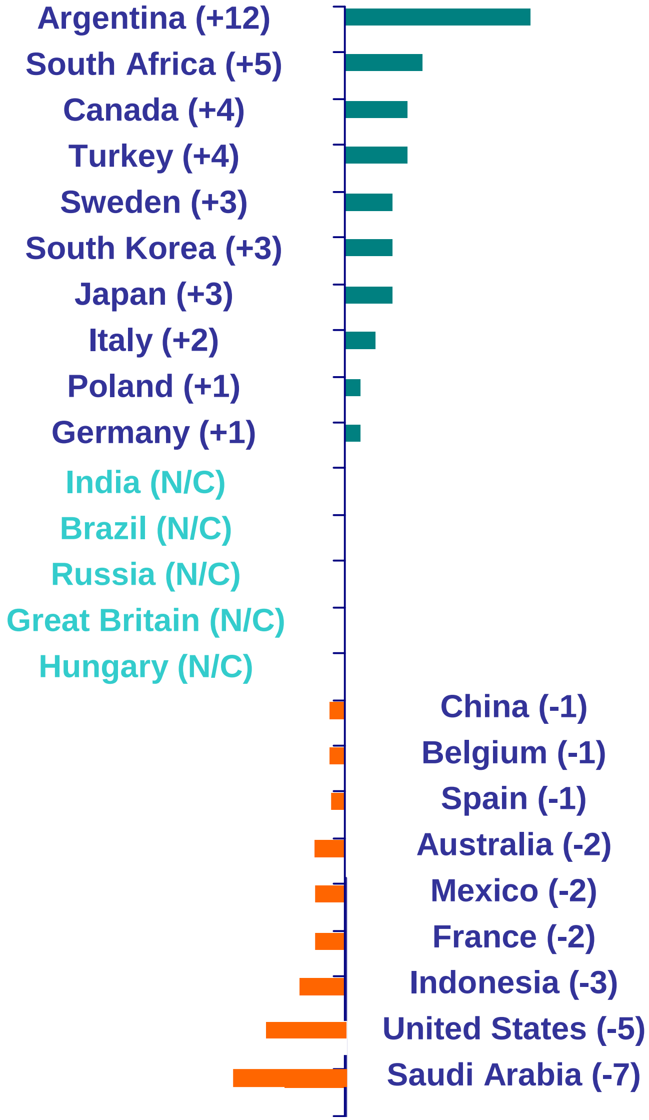
- Monthly on-line survey of 18,594 people in 24 countries representing 75% of the world's wealth
- Global distribution through Thomson Reuters

Question: If you think about the economic situation, would you say that the situation in your country is very good, fairly good, fairly bad or very bad?

Only 4 in every 10 citizens think that the economic situation in their country is good



Change by country (June 2010 / May 2010)



Ipsos in 2010

- Organic growth of between 6% and 8%
- Acquisitions
- Operating margin above 10%

In 2011

- Organic growth of over 5%
- Acquisitions
- Operating margin of at least 11%

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