



## Press Release

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### The Ipsos Group enters Scandinavian market with IMRI.

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**Paris. October 15, 2001.** Ipsos, a world leader in market research, specializing in research for brands, companies and institutions, has just signed an agreement by which Ipsos is to acquire a 40% stake in the Swedish company, IMRI.

Besides, the Ipsos group will hold 51% of a new company to be set up in partnership with IMRI. Known as Ipsos-Imri, this new company will be entirely dedicated to marketing and communication research.

Founded in 1992 by Andrei Postoaca, IMRI - International Market Research Institute - rapidly became a major provider for data collection and data processing in the Swedish market. IMRI also specializes in Media research as well as Internet research through its subsidiary, Cactus.

The company expects revenues of 2.5 million euros in 2001 [24 million Swedish Krona], with 20 full-time experts (market researchers, IT engineers) and 500 to 600 interviewers. IMRI also has a completely computerized telephone center (CATI) including 100 stations in Sundbyberg.

Carlos Harding, Ipsos CEO in charge of the Group's corporate development, said : « We are very happy to conclude this agreement; this operation will enable us to expand our European activities to Scandinavia, a 25 million inhabitant market, particularly well-equipped in the field of new technologies and internet ».-

### 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 8<sup>th</sup> among worldwide market research industry,  
with operations established in 28 countries.

Since July 1, 1999, Ipsos has been listed on the Nouveau Marché of the Paris Stock Exchange.

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