



## Press Release

### **Ipsos enters a new strategic market Ipsos acquires KMG Research, the second largest Turkish market research company**

**Paris, May 15, 2007** – Jean-Marc Lech and Didier Truchot, Ipsos co-presidents, are pleased to announce that Ipsos has entered into an agreement to acquire KMG Research, the N°2 market research company in Turkey. According to this agreement, Ipsos is acquiring 51% of the share capital of the company with an option to acquire the remaining shares in the future.

The acquisition enables Ipsos to enter the very active Turkish research market (growth rate: +28% in 2005 – source: Esomar –; population of 72 million) and to further complete its geographical coverage.

#### **About KMG Research**

Founded in 2001 by a group of researchers, KMG Research is owned and managed by **Vural Çakir**, CEO, and the other founding members. The company which employs 246 permanent staff totalised 2006 revenues of 9.1 millions USD, and ranks as the second largest market research organisation in Turkey.

KMG Research offers a full range of services: Consumer panels, Media measurement, Retail measurement, Marketing and Loyalty Research – including both quantitative and qualitative expertise. KMG works for both local and international clients such as The Coca Cola Company, P&G, Cadbury Schweppes, Unilever, Colgate-Palmolive, Danone, Kimberly-Clarke, Nestlé and Renault.

**Ipsos co-president Didier Truchot** said: *“We are delighted by the acquisition of KMG, which has a very strong position on its market. Turkey was one of the big countries where Ipsos had no presence. Thanks to the expertise and know how of KMG, we will be able to better serve our big clients eager for reliable market information to launch and distribute their products and services on this market.”*

**Vural Çakir**, KMG Research CEO, said: *“We are proud to join one of the best market research companies in the world. The vast expertise of Ipsos from advertising to public affairs will further strengthen our capabilities and will enable us to provide superior products and services to our clients in Turkey. I’m convinced that Ipsos KMG will provide a decisive competitive advantage to our clients in the marketplace.”*

**Ipsos releases separately today its 2007 first quarter revenues.**

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