



Ipsos

Profiling people



- Interim results 2001

- Key figures

- A healthy market

- A company growing faster than its market

- Results

- Acquisition of Novaction



Key figures

In million of euros

■ Revenues	216.9	+ 64%
■ Operating income	13.9	+ 91%
■ Net income, shareholder's part*	7.4	+106%

* Before amortisation of goodwill



A healthy market



A steadily growing market

Average growth in 11 years (1990 – 2000)

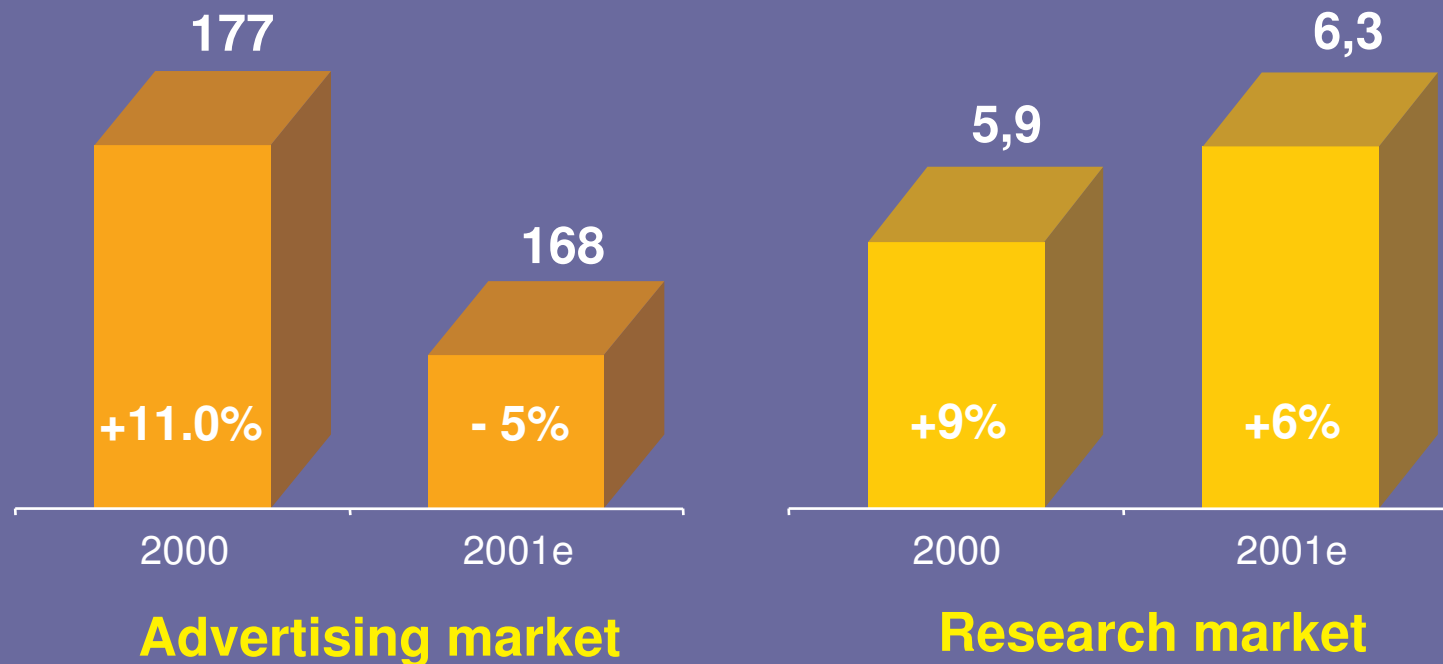
	GDP	Advertising market	Research market
USA	+ 6.1%	+ 5.6%	+ 9.5%
UK	+ 5.7%	+ 5.4%	+ 10.6%
Germany	+ 5.7%	+ 6.1%	+ 10.1%
France	+ 3.8%	+ 3.5%	+ 6.5%

Sources : Zenith Media, Esomar.



The market is growing at its own pace

The American example In billions of \$



Source : Ipsos



The Ipsos example

In the US for the first half 2001 :

- GDP : **+ 0.2%***
- Advertising market : **- 6%**
- Research market : **+ 5%**
- Ipsos organic growth: **+ 16%**

* in value

Sources : Bureau of Economic Analysis, CMR Institute



Research: an essential business...

- On all the markets in which they operate, our clients need to have **continuous** information:
 - about consumers
 - about their customers
 - and more generally, about everything that constitutes opinion
- Collecting, producing, analysing and broadcasting this information is our business... **an essential business**



...for understanding consumers...

*« In all we do, the consumer is boss.
We win when we understand consumers better than
our competitors [...] »*

**John E. Pepper, Chairman @ Procter & Gamble
P&G Annual Report 2001, shareholder's letter**



...their behaviour and attitudes...

« [...] I base my belief on trends in consumer behavior and attitudes »

**William T. Esrey, Chairman and CEO @Sprint Corporation
Remarks at the Digital Economy Conference - December 7, 2000**



... to develop solutions and reduce uncertainties

« [...] *The essential contribution of information technology is the expansion of knowledge and its obverse, the reduction of uncertainty. Before this quantum jump in information availability, businesses had limited and less timely knowledge of customers' needs [...]* »

Alan Greenspan
U.S. Department of Labor National Skills Summit, April 2000

« [...] *Changes in consumer confidence will require close scrutiny in the period ahead, especially after the steep falloff of recent months [...]* »

Alan Greenspan
Monetary policy report to the Congress, February 2001



Ipsos Profiling People

A new way to express the business:

- We are interested in people in all their different dimensions: as citizens, customers, consumers, and employees
- ▼
- We survey them to produce useful information for our clients
- ▼
- We make them readable



Research: an economic business

We produce essential information at low cost

- We measure the behaviour and attitudes of the greatest number, as well as hard-to-reach target populations, by implementing:
 - qualitative collection methods (face-to-face or on-line focus group)
 - proven sampling methods
 - appropriate survey methods: face-to-face, by phone, on-line, access panels



Surveys: an economic business

communication 's expenditure :

\$ 500 bn

\$ 15 bn

Market
research 's
expenditure

The acquisition of Information on markets accounts for 3% of communication expenditure by companies and institutions



A company growing faster than its market



A faster growth than major competitors

First-half revenue growth

	H1 99	H1 00	H1 01	H1 01/H1 99	Revenues H1 01
Ipsos	+11.6%	+34.0%	+64.0%	+119.4%	217
TNS	+10.0%	+22.5%	+26.1%	+88.0%	435
GfK	+23.2%	+22.6%	+13.0%	+38.9%	251
Kantar (WPP)	+17.6%	+25.0%	+17.7%	+46.9%	452



An organic growth steadier than its competitors

Change in organic growth

	H1 99	H1 00	H1 01
Ipsos	+10.3%	+15.1%	+9.9%
GfK	N/A	+10.0%	+7.5%
TNS	+6.8%	+9.2%	+6.7%
Kantar (WPP)	Not available		



Profitability is strongly improving

Change in operating margin

	H1 99	H1 00	H1 01
Ipsos	5.0%	5.6%	6.4%
GfK	5.9%	7.0%	7.4%
TNS	7.8%	8.0%	8.5%
Kantar (WPP)	9.4%	9.4%	9.5%



Ipsos is outperforming the market

- Because we develop powerful and appropriate operating resources
- Because we pursue a strategy of specialisation
- Because we benefit from a network effect



Ipsos is developing powerful operating resources

- For all our clients:
 - we survey over **6,000,000** people per annum
 - we conduct **12,000** surveys worldwide annually



Ipsos is developing appropriate operating resources

- In 2000,
 - 20% of surveys were conducted face-to-face / Capi system
 - 70% by phone / Cati system
 - and 10% by other means (including on-line)
- In 2001, on-line surveys is strongly growing:
in the USA, 30% of Ipsos-NPD surveys will be conducted on-line, compared to 15% the previous year



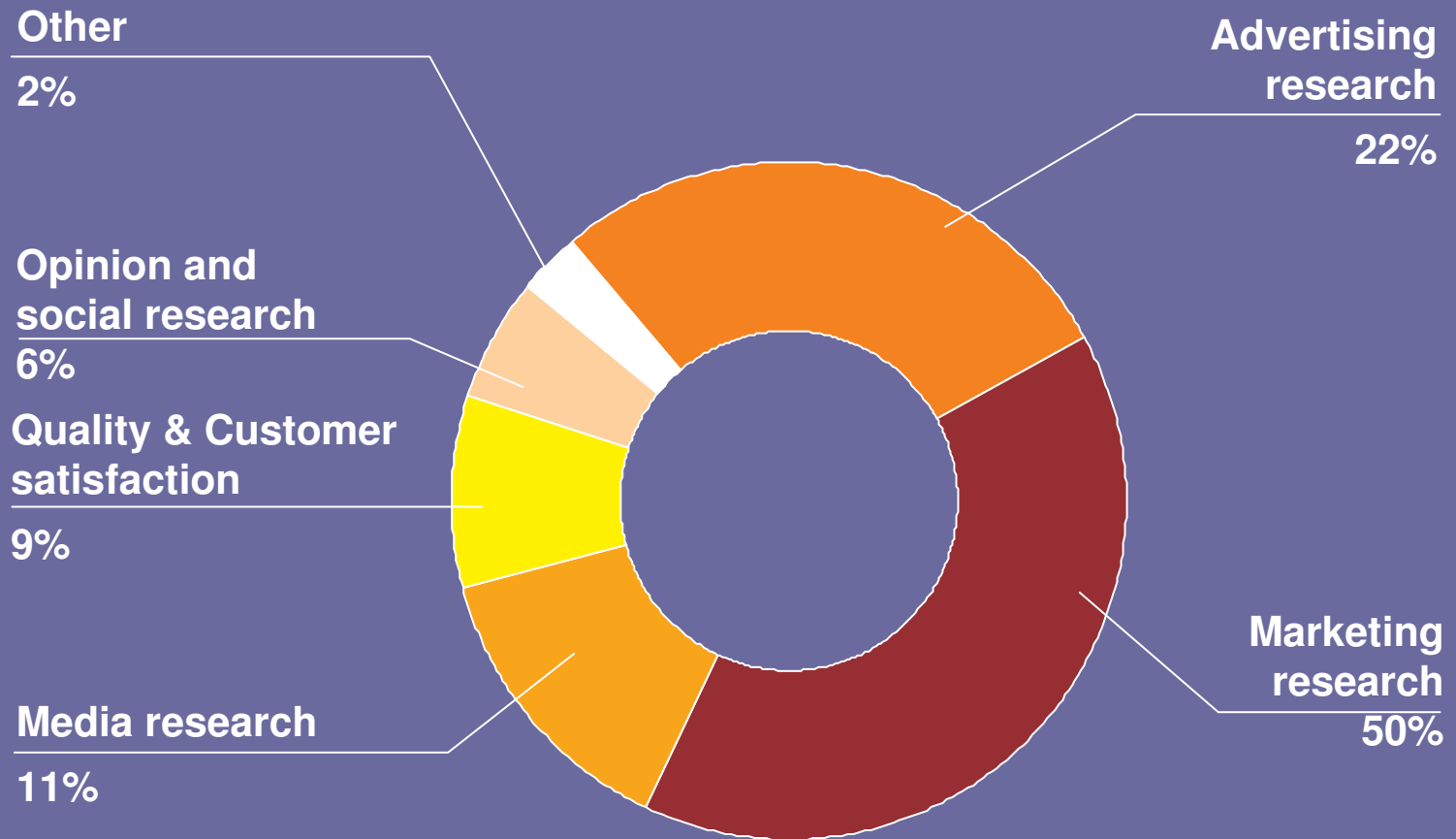
Ipsos is developing a strategy of specialisation

- The markets and our clients are constantly looking for professionals who are specialised in their sector
- ▼
- Ipsos has structured its business into 5 fields of specialisation:
 - advertising research
 - marketing research
 - media research
 - opinion and social research
 - quality and customer satisfaction



Revenues' breakdown by specialisation

Consolidated revenues as at June 30, 2001





Ipsos benefits from a network effect

- Ipsos is simultaneously:
 - a frontline international player
 - an international organisation with balanced geographical coverage
 - a unique blend of expertise
- Which enables us to develop our business with our key accounts on all main markets



A frontline international player

Rank	Companies		Revenues 2000 (\$m) Surveys	Revenues outside source country (%)
1	WPP (The Kantar Group Ltd)	UK	928	71
2	Interpublic (NFO)	USA	470	62
3	Taylor Nelson Sofres	UK	415	75
4	Ipsos S.A.	France	400	83
5	VNU (Nielsen)	USA	387	67
6	Westat	USA	264	0
7	NOP World (ex UIG)	UK	246	60
8	The Arbitron Co.	USA	207	3
9	GfK Group	Germ.	200	62
10	Maritz Marketing Research Inc.	USA	172	32

Source : Inside Research

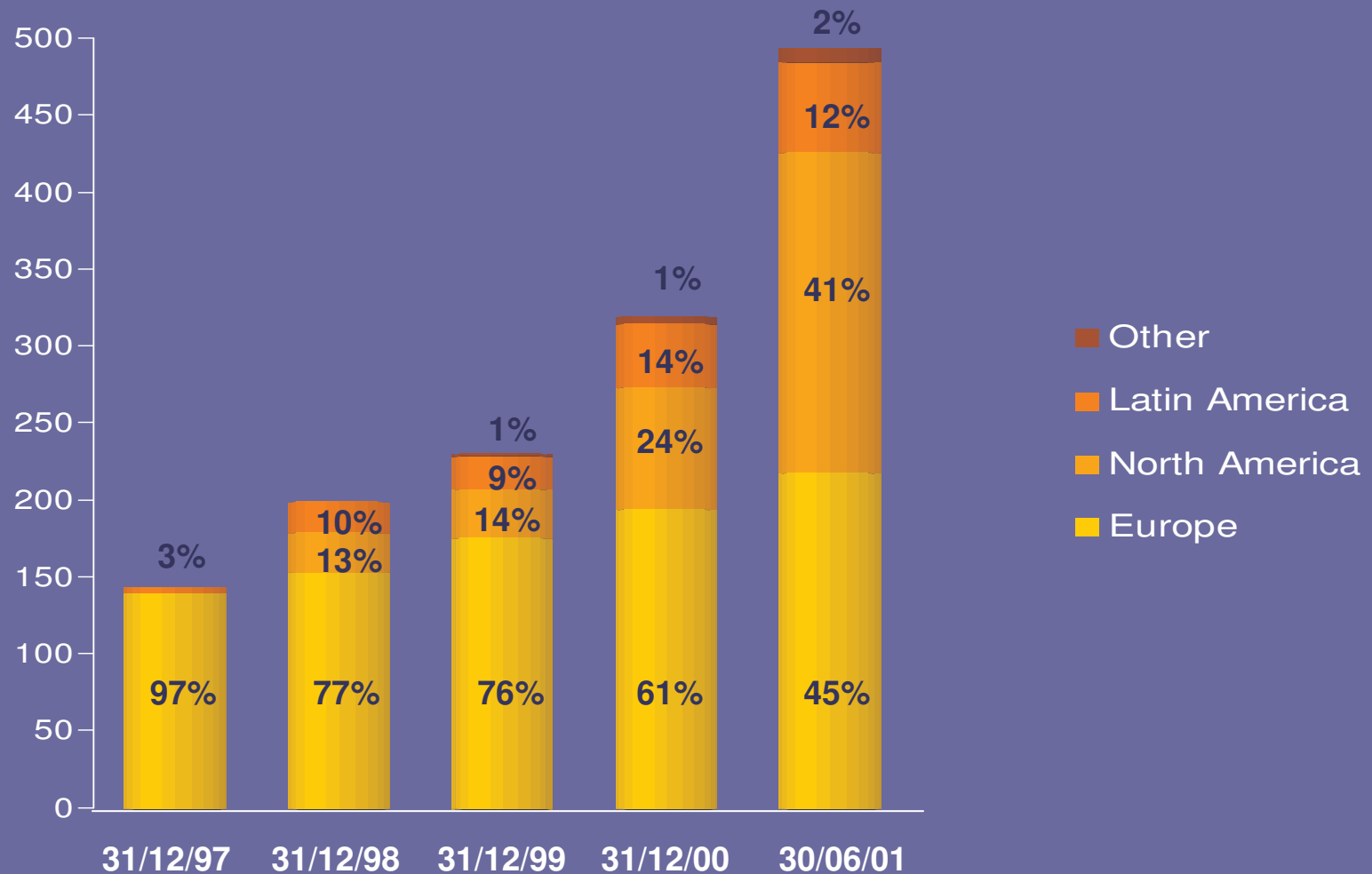
This ranking includes all acquisitions declared by 28/02/2001



A balanced geographical coverage

Ipsos consolidated revenues

In millions of euros





A blend of competencies closely interwoven

	Advert.	Marketing	Media Opinion	Opinion & Social Research	Quality & Customer Satisfaction
Europe	X	X X X	X X	X	X
North America	X X	X X		X X	X
Latin America	X	X X X	X X	X X	X
Pacific Asia	X	X X X	X		

Year of business integration or development

X 1998 X 1999 X 2000 X 2001



KAM: the management of major clients ...

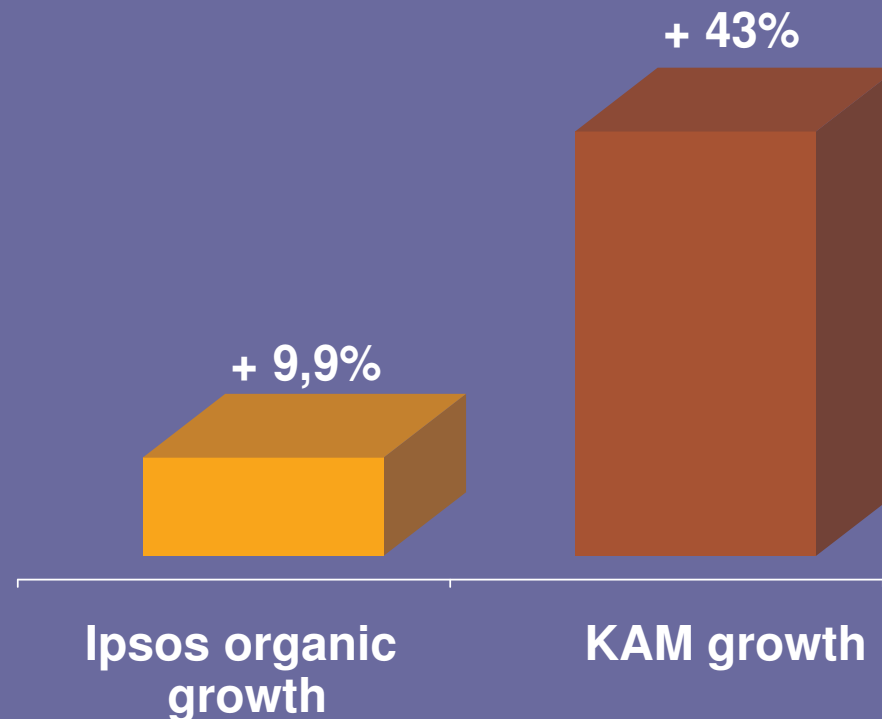
- Ipsos has had a specific structure in place since 1998 to work effectively with its major clients on an international scope
 - dedicated teams
 - a “mirror” organisation
 - Colgate Palmolive
 - Daimler
 - Danone
 - Ford
 - Johnson & Johnson
 - Kraft Jacobs Suchard
 - P&G
 - Pillsbury
 - Postal Surveys
 - SC Johnson

L'Oréal and Unilever are prospects...



...which contributes significantly to the Group's growth

- On the 1st half of 2001, our key accounts business grew 4 times faster than the Group's organic growth





Interim results 2001



Semester highlights

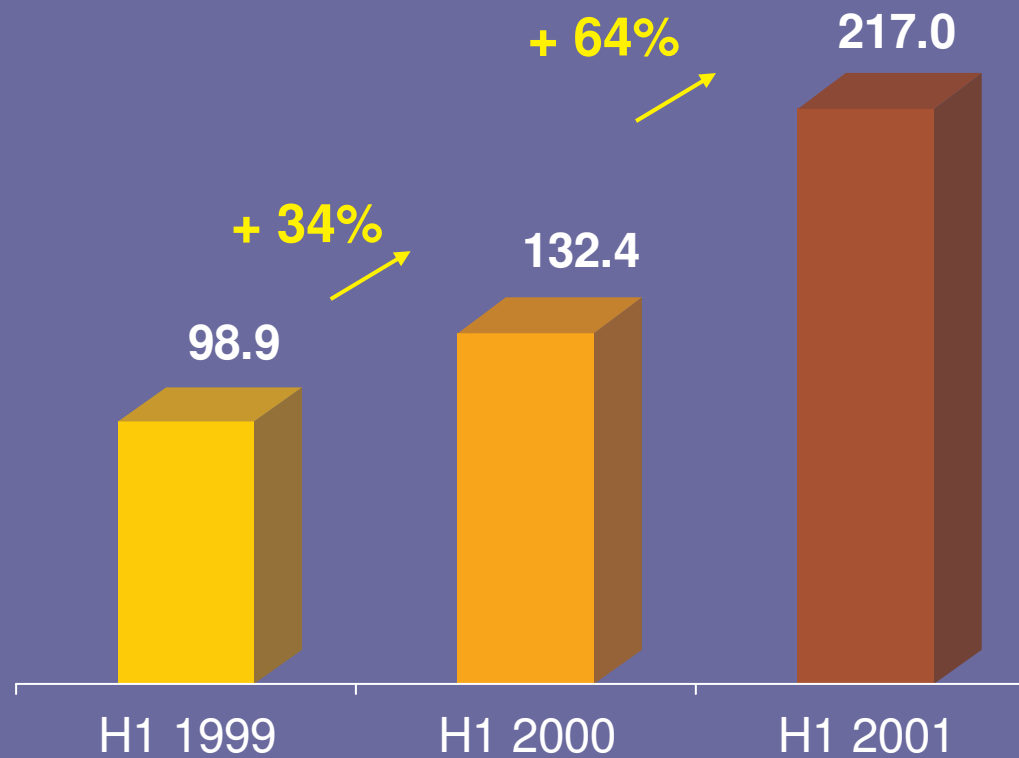
- Acquisition of NPD's Market Research division in the US (integrated January 1, 2001)
- Acquisition of Demoskop in Poland
- Acquisition of Riehle Research assets in the US



A strong growth

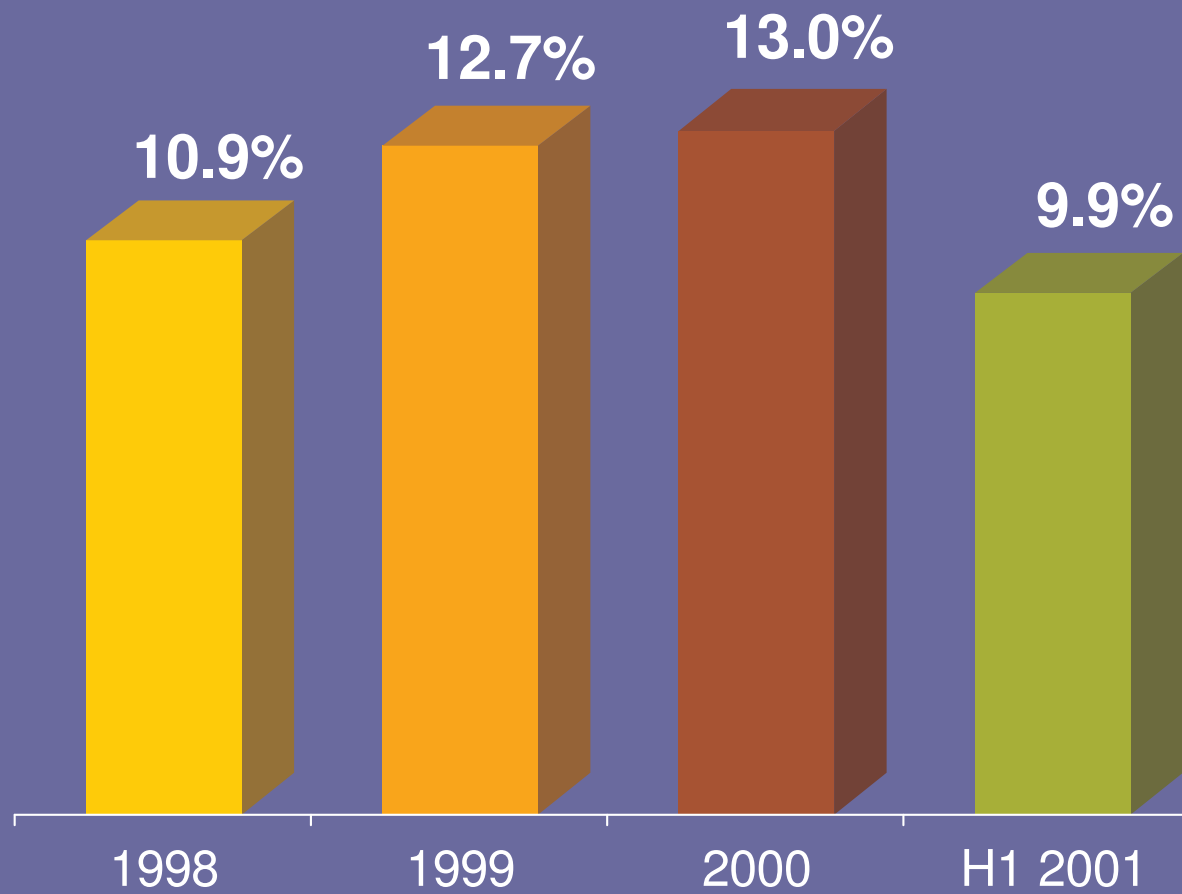
Growth in revenues from H1 1999 to H1 2001

In millions of euros





A good organic growth





Organic growth by specialisation

	H1 2001/ H2 2000	Organic growth*
Advertising research	+ 19%	+ 15%
Marketing research	+ 126%	+ 8%
Media	+ 23%	+ 9%
Opinion and social research	+ 52%	+ 4%
Quality and customer satisfaction	+ 45%	+ 7%
Total	+ 64%	+ 9.9%

* on a comparable basis)



Organic growth by area

	S1 2001/ S1 2000	Organic growth*
Europe	+ 11%	+ 9%
North America	+ 297%	+ 16%
Latin America	+ 31%	+ 7%
Rest of the World	+ 163%	+ 10%
Total	+ 64%	+ 9,9%

* on a comparable basis



Strong improvements in results

In million of euros	June 2001	June 2000	Var. 01/00	Full year 2000
Revenues	217.0	132.4	+ 64%	329.4
Gross margin	126.0	75.0	+ 68%	182.7
Operating profit*	13.9	7.3	+ 91%	24.1
<i>Operating profit/Revenue</i>	<i>6.4%</i>	<i>5.5%</i>	<i>-</i>	<i>7.3%</i>
<i>Operating profit/Gross margin</i>	<i>11.1%</i>	<i>9.7%</i>	<i>-</i>	<i>13.2%</i>
Net income, shareholder 's part**	7.4	3.6	+106%	12.3



A sound financial position

In million of euros	June 2001	June 2000	Year 2000
Shareholders' equity	184	169	177
Cash position [Net debt]	[169]	45	12
Gearing	92%	-	-
Operating cash flow	12	7	21
Coverage of financial charges	x 4	x 8	x 16



Acquisition of Novation



Acquisition of Novaction

- A company specialising in market research with high added-value
- Mainly based in 5 countries: France, Germany, Italy, UK and Japan
- Revenues of 22 million euros
- More than 100 experts in market simulation models, forecasting and market concept optimisation models, evaluation systems and price strategy optimisation....



Acquisition of Novaction

- **With Novaction, Ipsos is acquiring:**
 - consolidated marketing expertise with a base of shared clients
 - a first foothold in Japan
 - strong growth potential in North America

Conclusion

- Confirmed objectives for 2001:
 - revenue: + 50%, nearly 500 million of euros
 - operating margin (after profit-sharing): 8%