



Press Release

Ipsos is to acquire Japan Statistics and Research Co Ltd, A major Japanese market research company

Paris, September 21, 2004. Didier Truchot and Jean-Marc Lech, Ipsos co-chairmen, today announced the signing of an agreement for the acquisition by Ipsos of the well-known Japanese market research company, Japan Statistics and Research Co Ltd. ("JSR").

JSR was founded in 1968 by Mr. Seiichi Uchida. Based in Osaka and Tokyo, JSR is a leading company in the Japanese survey-based research market. During the last fiscal year, it achieved a turnover in excess of 3,000 ¥ million (24 million euros) and employs 80 full-time staff.

The company serves major Japanese and international companies in the fast moving consumer goods, durables and IT sectors. It has a common basis of international key clients with Ipsos.

JSR offers the most important Japanese consumer access panels with 900,000 individuals as well as an online panel including 380,000 individuals. The part of research using these online capabilities is rapidly growing.

The Ipsos group is already present in Japan with Ipsos Novaction, the Forecasting, Modelling and Consulting specialised company. Combined revenues of the two companies will allow Ipsos to enter in the Top 5 survey-based market research companies in Japan.

Thanks to this acquisition, Ipsos will have very strong positions in the Asia Pacific region with offices in the five main places for market research. Besides Japan which is the main market in Asia and the 5th worldwide, Ipsos is also present in China (where it ranks N°3), in Australia (N°5), in Korea (N°6) and Taiwan (N°7).

Didier Truchot said: "This acquisition will firmly establish Ipsos on the Japanese market, where we are already working with our major key accounts. With the senior and expert teams of JSR we will be able to propose to our clients our specialised products portfolio, particularly in the field of advertising and marketing research. I am very pleased to welcome the high calibre and experienced professional team of JSR, whose reputation spans the market research world."

Seiichi Uchida, President and CEO of JSR and former President of the Japan Marketing Research Association, said "This is a significant step for the future of JSR as well as the market research industry in Japan. With the globalisation trend to be expected to accelerate, we must be able to provide wider range of services with higher quality. The opportunity for our people to be a part of the first-class global player is also unlimited. I strongly believe that this deal will satisfy the demand from the global market and generate tremendous synergy for all of us."



About Ipsos

With 2003 total revenues of 569.7 million euros, Ipsos ranks 3rd in the worldwide survey-based market research industry.

The company releases today separately its 2004 first half results.

Nobody's unpredictable

*Our clients' clients are increasingly demanding.
They change direction, change their views and preferences often and easily.
Ipsos researchers are committed to help our clients to understand their customers,
and to bring focus and clarity to even the most difficult situations.
They understand the dynamics of the markets and they deliver the insight needed to give them the leading edge.*

Ipsos, listed on the Premier Marché of the Euronext Paris Stock Exchange, is part of the SBF 120 Index, adheres to the Next Prime segment and is eligible to the Differed Settlement System.

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