



Press Release

Strong growth in H1 2006: Revenues rise 26.7% to 407.7 million euros Organic growth: 8.6%

Paris, 16 August 2006. In the first half of 2006, Ipsos generated revenues of 407.7 million euros, an increase of 26.7%. This strong growth can be attributed to three positive factors:

- At 8.6%, organic growth was stronger than the 7.8% reported in H1 2005. Ipsos continued to outperform the market and most of the main international research firms.
- Changes in the scope of consolidation had a positive impact of 14.1%, thanks mainly to the integration of MORI in the UK and Ireland, Understanding Unlimited in the US and Camelford Graham in Canada. The very strong performances of these acquisitions reflect their inherent quality and rapid integration within the Ipsos group.
- The currency effect was also favourable at 4%.

Consolidated revenues (millions of euros)	2006	2005	2004
1st quarter	188.0	143.5	127.1
2nd quarter	219.7	178.3	158.9
<i>1st half</i>	<i>407.7</i>	<i>321.8</i>	<i>286.0</i>
3rd quarter		168.9	141.2
4th quarter		227.1	178.4
<i>2nd half</i>		<i>396.0</i>	<i>319.6</i>
Full year		717.8	605.6

Growth by business line

All business lines contributed to the group's revenue growth, from the biggest contributors – Marketing Research and Advertising Research – to the smaller business lines like Media Research. The performances of the Opinion & Social Research sector were remarkable, with organic growth of 24%, thanks in part to the numerous election campaigns in the first half of the year, notably in Canada, Italy and Mexico, but mainly because Ipsos is constantly strengthening its activity in several major markets.



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Ipsos Public Affairs, the dedicated brand that encompasses Ipsos' specialized activities in this sector, will become the third business line to report annual revenues of over 100 million euros in 2006, thereby attaining the critical mass necessary to affirm its worldwide reputation and reach.

Consolidated revenues by business line (millions of euros)	H1 2006	H1 2005	Change 2006/2005	Organic growth
Advertising Research	92.1	75.3	22.4%	12%
Marketing Research	198.4	172.9	14.8%	6%
Media Research	28.2	25.5	10.5%	8%
Customer Satisfaction	36.5	27.3	33.5%	8.5%
Opinion & Social Research	51.2	19.4	164.4%	24%
Other	1.3	1.4	-	-
First-half revenues	407.7	321.8	26.7%	8.6%

Growth by area

Acquisitions in late 2005 and early 2006 had a positive impact on Ipsos' business in Europe and North America, while in Latin America the group benefited from a very positive currency effect.

Consolidated revenues by geographic area (millions of euros)	H1 2006	H1 2005	Change 2006/2005	Organic growth
Europe	191.1	148.2	29.1%	6%
North America	143.1	109.9	30.2%	10%
Latin America	36.4	29.5	23.1%	12.5%
Asia-Pacific/ Middle East	37.1	34.2	8.6%	11.5%
First-half revenues	407.7	321.8	26.7%	8.6%

The breakdown of organic growth by area is relatively similar from one period to the next, with a slower pace in Europe, despite a respectable performance of 6% while growth was strong in the developing markets (Latin America and Asia-Pacific, excluding Japan). The 10% growth in North America is naturally very satisfactory. Although business in the US and Canada will remain very buoyant in the second half, this figure is nonetheless at the upper end of our full-year growth forecast for the area.



Outlook for 2006

The market continues to grow at a satisfying pace. The definitive figures for 2005, published recently, show a growth rate of 7%, close to the 2004 level, stemming from a combined price effect of 2.7% and a volume effect of 4.3%. Nothing suggests that things will be different in 2006, especially at a time when the battle between brands, commercial offers as well as ideas is intensifying.

Ipsos is in an excellent position to benefit from this favourable environment, pursuing revenue growth while boosting profitability, thanks to its presence in 45 countries, its determination to round out its network and offer of specialised services, and its loyalty to 5,000 customers.

Of course, Ipsos will be even more successful if its structure and offer evolve in accordance with the new needs of customers, who are seeking to work with fewer but more powerful partners capable of developing a broader range of more elaborate and effective services, thanks in part to digital technology.

It is in this spirit that Ipsos will present its 2007-2010 development plan on 20 September, following the release of its first-half earnings report.

Ipsos already confirms its full-year targets: consolidated revenue growth of at least 20% accompanied by an improvement in operating margin in 2006, and consolidated revenues of at least 1 billion euros and an operating margin of at least 10% in 2007.

Ipsos will publish its first half consolidated financial statements on 19 September 2006 at 5:45 pm (Paris time)

Nobody's unpredictable

'Nobody's unpredictable' is the Ipsos signature.

Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients – and the world – just the way they are.

Listed on Eurolist by Euronext Paris,
Ipsos is part of the SBF 120 and Mid-100 indexes,
adheres to the Next Prime segment and is eligible to the Differed Settlement System.

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