



## Press Release

15 May 2001

### First quarter 2001 : Ipsos revenues increase by 62.4%

Ipsos group revenues for the first quarter 2001 reach 95 million euros, a 62.4.% increase over the same period last year. On a like for like perimeter and exchange rate, Ipsos quarterly revenues raise by 9.7%. Growth has been significant in all Ipsos sectors of specialisation.

Marketing research now accounts for 49% of the Group's revenues (as compared to 39% in the first quarter 2000) ; this mainly results from the integration of Ipsos-Reid activities starting July 1<sup>st</sup>, 2000 and those of Ipsos-NPD starting January 1<sup>st</sup>, 2001. Similarly, Ipsos' geographic activity is more balanced between Europe and North America, with these areas accounting for 46% and 41% of total revenues, respectively.

The 3% growth of Ipsos revenues in Europe is not representative of the Group's activities which remain dynamic in this region. This dynamism is confirmed by the 10% growth in orders in this geographical area by the end of April 2001.

Consolidated revenues (million euros)	2001	2000
Q1	95.0	58.5
Q2	-	73.9
Q3	-	84.5
Q4	-	112.6
<b>Total</b>	<b>-</b>	<b>329.5</b>

Contribution to consolidated revenues according to field of activity (million euros)	At 31 March 2001	At 31 March 2000	Contribution 2001
Advertising Research	20.4	15.2	21%
Marketing Research	46.8	22.7	49%
Media Research	10.6	9.3	11%
Customer Satisfaction	9.0	6.0	9%
Opinion & Social Research	6.0	4.0	6%
Other	2.2	1.3	2%
<b>Quarterly revenues</b>	<b>95.0</b>	<b>58.5</b>	<b>100%</b>



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Contribution to revenues according to geographic area (million euros)	At 31 March 2001	At 31 March 2000	Contribution 2001
Europe	43.7	42.4	46%
North America	38.7	7.3	41%
Latin America	10.7	8.2	11%
Asia – Pacific / Middle East	1.9	0.6	2%
<b>Quarterly revenues</b>	<b>95.0</b>	<b>58.5</b>	<b>100%</b>

**Prospects 2001** : As stated earlier, these results confirm the previous forecast for 2001 revenues of about 500 million euros for Ipsos, which represents an increase of 50% over 2000 and an annualised organic growth exceeding 10%.

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### Ipsos, a global research company

Ipsos is a global group specialised in studies involving brands, companies and institutions.

Ipsos was created in 1975 and ranks 8<sup>th</sup> in worldwide research market with operations established in 24 countries.  
Ipsos revenues reached 329 million euros in 2000.

The Group has been listed on the Nouveau Marché of the Paris Stock Exchange on July 1<sup>st</sup>, 1999.

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