



Press Release

Ipsos strengthens its position in the Australian market

Paris, September 7, 2004. Didier Truchot and Jean-Marc Lech, Ipsos co-chairmen, today announced the signing of an agreement for the acquisition by Ipsos of the assets of TQA Research Pty. Ltd., a company based in Melbourne.

Thanks to this acquisition Ipsos Australia, until now mainly based in Sydney, significantly increases its presence in Melbourne, an important centre for institutional headquarters, as well as national and international clients. The area accounts for more than 50% of the country's market research expenditure.

Founded in 1981 by market research professionals, **TQA Research** specializes in advertising and marketing research, concept development testing and demand forecasting. This service offering is very consistent with Ipsos specialised practices in advertising, marketing forecasting and modelling.

The company which works for major companies in the automotive, financial and health industries achieves revenues of 4 million AUD (2.4 Euro million).

This acquisition follows two previous acquisitions by Ipsos in 2003 in Australia: the Research Division of NCS Pearson (data collection and data processing) and The Mackay Report (Opinion and Social Research). All these activities are managed by Bill Nikolowski, CEO of Ipsos Australia.

With TQA research, Ipsos now ranks among the Top 5 in the Australian market.

About Ipsos

Ipsos revenues reached 529.7 million euros in 2003 and ranks 3rd in the worldwide survey-based market research industry.

Henri Wallard, Chairman of Ipsos Asia-Pacific: «The Australian market is very active. It ranks 10th in terms of global research expenditure and 3^d at the regional level (behind Japan and China). Thanks to TQA Research, Ipsos now has a solid basis to serve its clients in Melbourne and in Sydney, as well as the group's regional key accounts based in Australia. »

Nobody's Unpredictable

Ipsos will released 2004 first half results on September 21, 5.45 pm, Paris time