



Press Release

Ipsos acquires Partner Market Research of Taiwan And consolidates its position in the Asia Pacific region

Paris, September 11, 2003. Ipsos today announced the acquisition of Partner Market Research of Taiwan, further signalling its commitment to growing its presence in the key Asia Pacific region.

Based in Taipei, Partner Market Research was founded in 1994 by two experts in marketing research, Julia Lee (ex AC Nielsen) and Jessica Min (ex Procter & Gamble, Ogilvy & Mather). The company counts among its clients both major international and Asian-based consumer goods and service companies.

Partner Market Research, to be named Ipsos Taiwan, will be generating revenues of \$1 million USD for this year and plans to be among the top 5 market research companies by 2006.

To reinforce the management team, Ipsos has appointed Alan Chien as General Manager of Ipsos Taiwan with immediate effect. Alan has acquired a strong experience in marketing research with first TNS and then with NFO Taiwan where he was Executive Director.

Richard Mecchi, CEO of Ipsos Asia, commented: «Taiwan is an attractive and fast growing market (+12% per year). The acquisition of Partner Market Research enables us to develop our strategy in Greater China and reinforcing our presence in the Asia Pacific region. Alan, Jessica and Julia have built a high calibre team and give existing clients yet more reasons to do business with Ipsos.»

Ipsos in the Asia-Pacific region

Ipsos has a solid foothold in Mainland China through Ipsos China. The company is also present in Japan, in Korea and in Australia. Richard Mecchi, CEO of Ipsos Asia, has more than 15 years of experience in Market Research in the region.

Ipsos worldwide

Ipsos is a leading survey-based research group in the world with 2002 sales of 538.5 million euros. During the first half 2003, Ipsos recorded an organic growth rate of 10.1%. Full results for the 1st half of 2003 will be published on the evening of Monday, September 22.

Nobody's unpredictable

'Nobody's unpredictable' is the new 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, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we 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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