



## Press Release

### Ipsos Expands Its Regional Network in South East Asia

**Paris, September 20, 2005.** Ipsos, the world's third largest survey-based market research group, has extended its network with the start up of a new company in Bangkok, Ipsos Thailand.

The company which started its activity on September 1<sup>st</sup> is a joint-venture between Ipsos SA owning the majority of shares and three research partners: Mr. Jérôme Hervio, previously Managing Director of Research International Thailand, and Mrs Dao Napasab and Ms. Prangnoot Suriyaporn, respectively Research Director and CFO.

The presence of Ipsos in Bangkok is part of the Group strategy which now has fifteen Ipsos office locations in the region. Richard Mecchi, CEO of Ipsos in Asia Pacific, stated: *'The Bangkok office is extremely important in realising our strategy of being present in the major commercial centres of the region. With a number of Ipsos Key Accounts having regional offices in Bangkok we look forward to offering our expertise in Advertising and Marketing research as well as in Quality and Customer Relationship Management. I am delighted to welcome three high calibre research professionals having a strong experience and knowledge of the region, to further extend the Ipsos activity in this very active part of the world.'*

#### The Ipsos Group

Founded in 1975, Ipsos is owned and managed by research professionals. The company has been publicly traded since 1999. In 2004, Ipsos generated global revenues of 605.6 million euros. The Ipsos Group has offices in more than 40 countries internationally. In the Asia Pacific region it now has offices in Japan (Tokyo and Osaka), Korea, China (Beijing, Shanghai, Guangzhou and Chengdu), Hong Kong, Taiwan, the Philippines, Singapore, Thailand and Australia (Sydney, Brisbane and Melbourne).

**Note to editors: Ipsos releases separately today its 2005 1<sup>st</sup> Half Results.**

#### Nobody's unpredictable

*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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