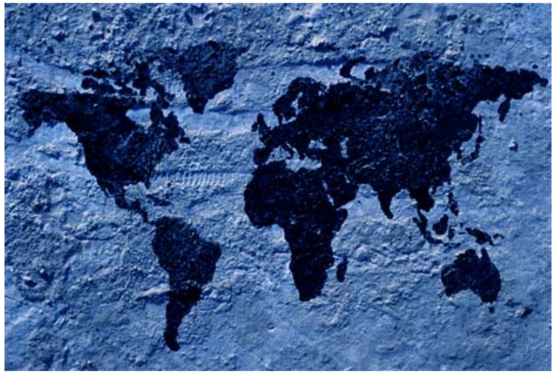
Nobody's Unpredictable



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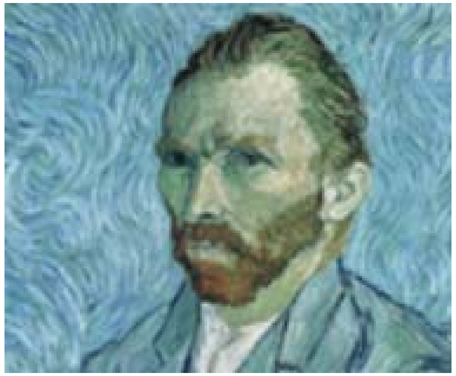

What is he going to hear?

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Nobody's Unpredictable

2004

Half-year results

Paris, 22 September 2004

Contents

Key figures for the first half of 2004

In millions of euros

Revenues	286.0	+ 8.2%
Operating profit	22.8	+ 9.3%
Net profit (group share)*	13.4	+ 14.3%

*Before amortisation of goodwil

A positive first-half as well as…

In 2004, the market will grow by 5%

- The market is firm, but growth is not accelerating
- Emerging regions are growing faster than in North America and Europe
- Some economic sectors are seeing rapid growth…
  - IT and telecoms
  - Healthcare
  - Luxury goods

  … while others are in a transitional phase
  - Food in the USA
- The shift online is creating major opportunities but also the desire for 'more research for the same budget'

Revenues up 8.2% at 286 million euros, despite…

- Ongoing negative currency effects

  At constant exchange rates*,
  Ipsos' revenues grew by 12%
  to 296 million euros

- Slower organic growth in North America
  - High base for comparison
  - Customers undergoing restructuring
  - Shift online

*H1 2004 = H1 2003

The market is structuring itself

Five large international networks

■ TNS – NFO	the largest
■ Kantar (WPP)	the most international
■ GfK	the most European
■ Synovate (Aegis)	the most ‘in construction’
■ Ipsos	the most specialised

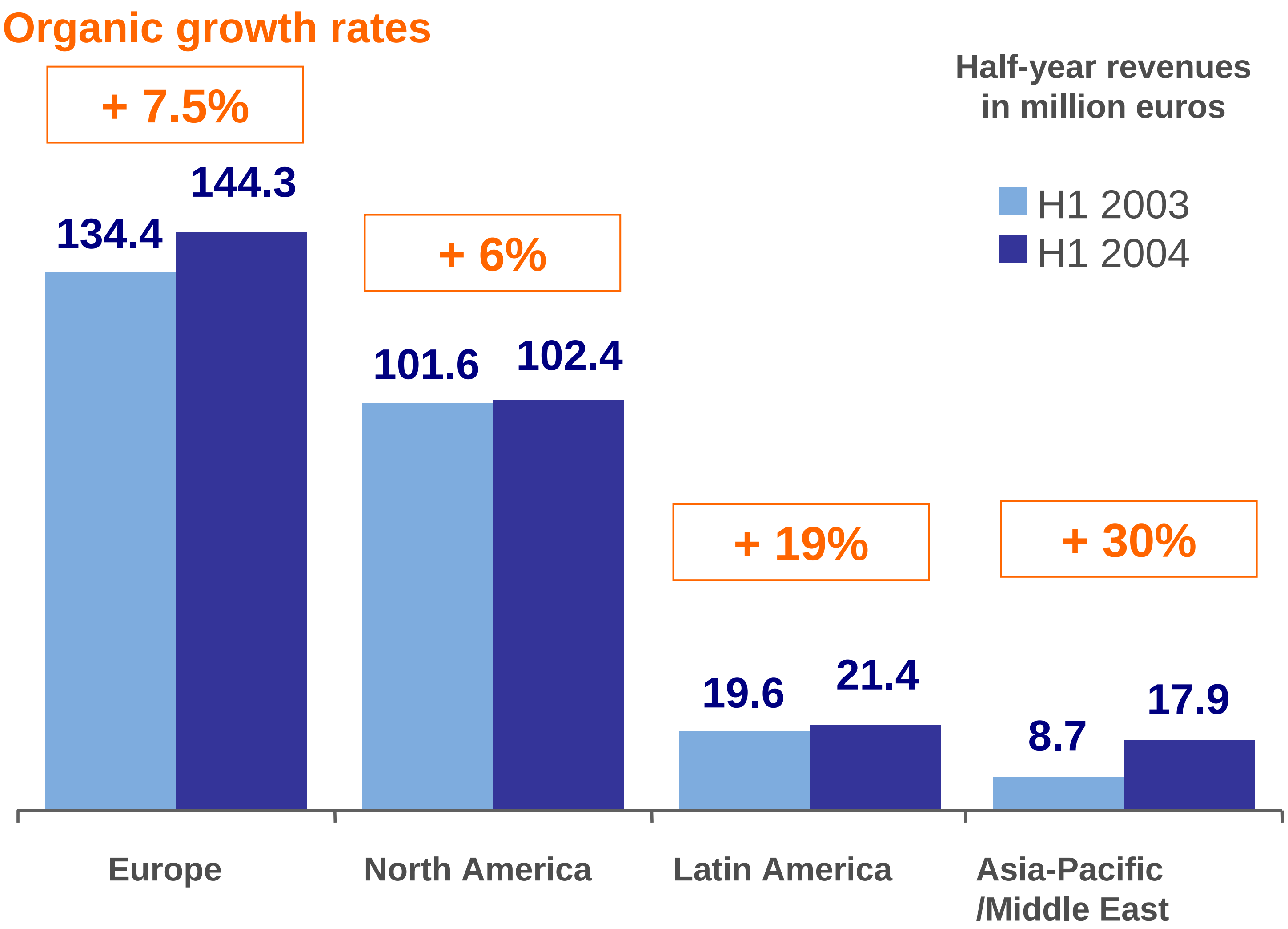
Half-year results

Progress in results

In millions of euros	H1 2002	H1 2003	H1 2004	H04/H03 change
Revenues	244.5	264.3	286.0	+ 8.2%
Gross margin	144.3	155.0	166.0	+ 7.1%
Operating profit	17.8	20.9	22.8	+ 9.3%
Financial items	(3.3)	(3.1)	(2.4)	(20.6%)
Exceptional items	(0.1)	0.1	(2.1)	-
Net profit (group share)*	9.5	11.7	13.4	+ 14.3%

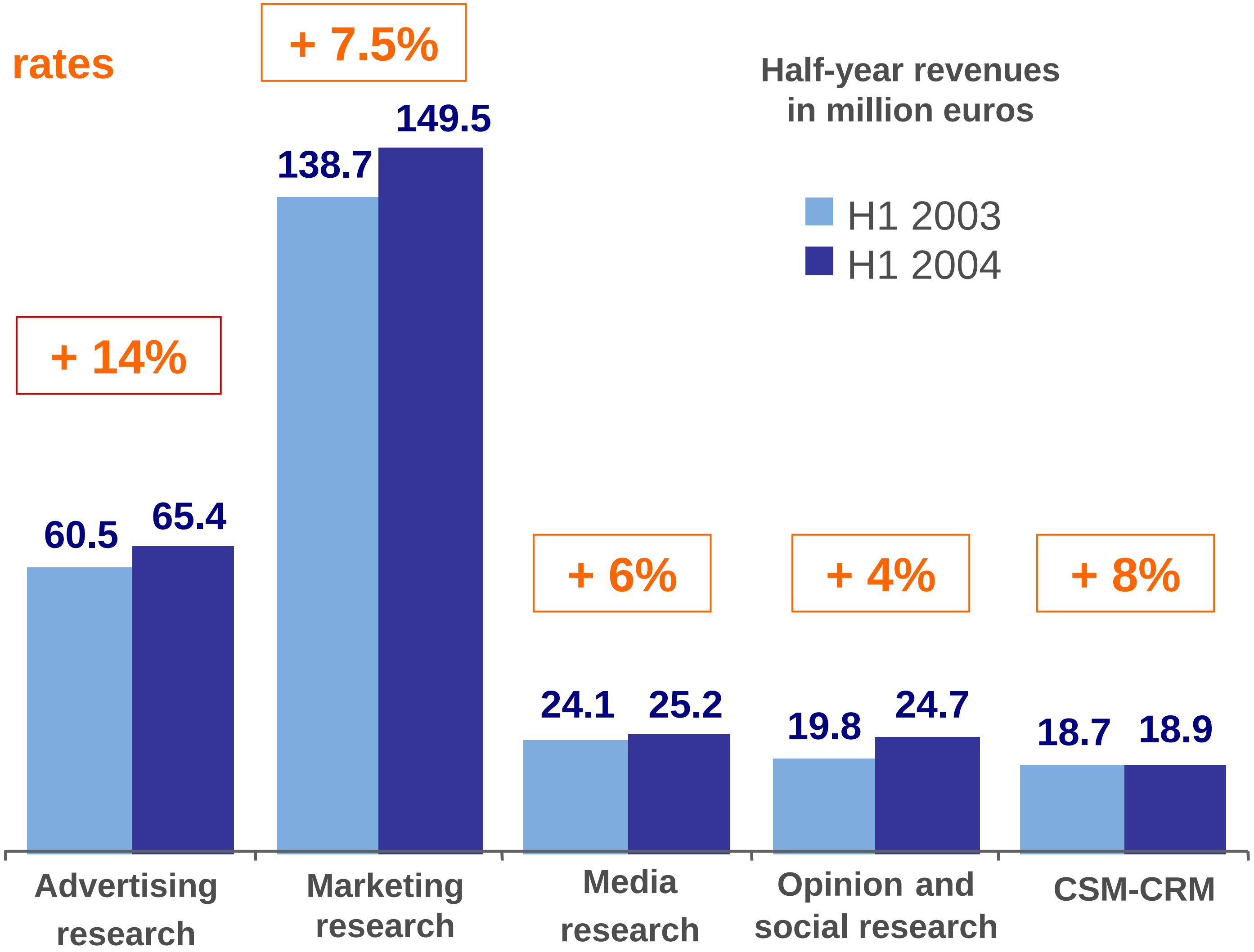
*Before amortisation of goodwill

Ipsos grows in all its regions



Ipsos grows in all its specialisations

Organic growth rates



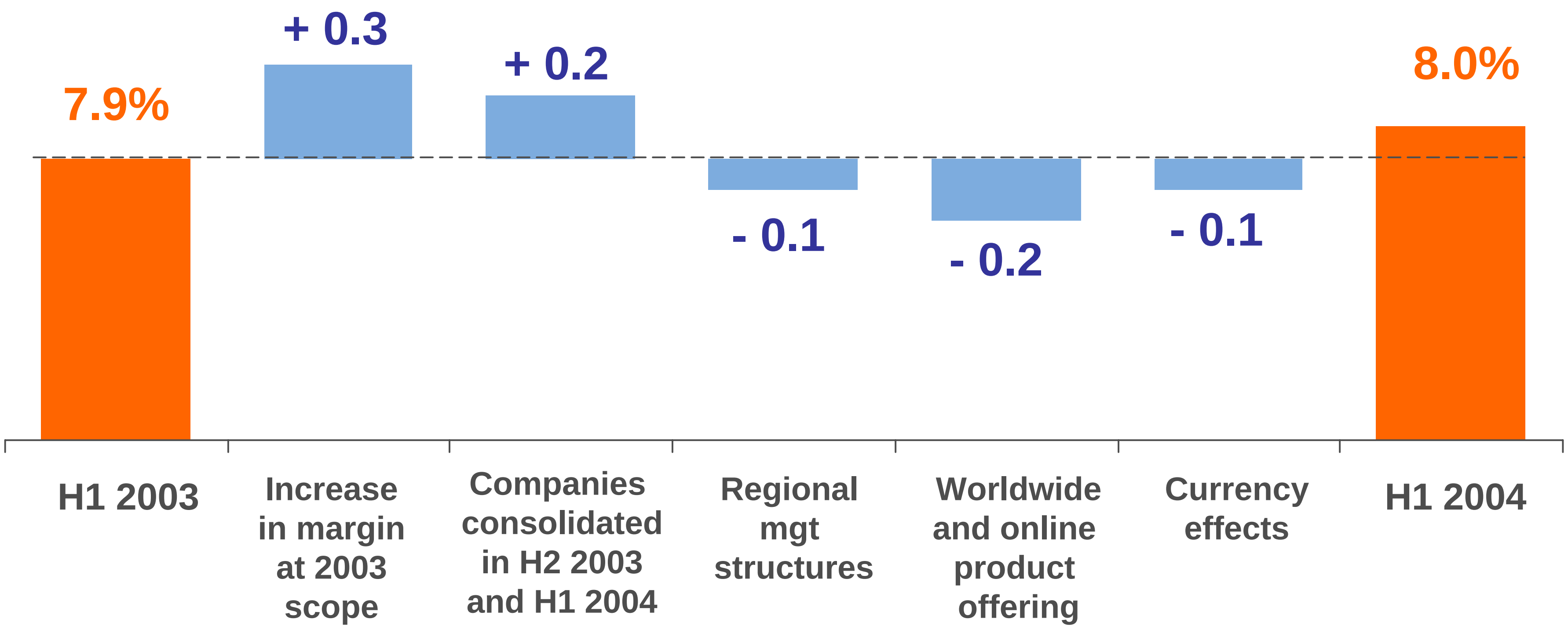
Ipsos, organic growth champion

Growth rates		H1 2002	H1 2003	H1 2004
Ipsos	Organic	+ 7.3%	+ 10.1%	+ 8.6%
	Total (euro)	+ 13.0%	+ 8.1%	+ 8.2%
GfK	Organic	+ 3.6%	+ 4.2%	+ 4.7%
	Total (euro)	+ 17.7%	+ 6.8%	+ 13.9%
Synovate (Aegis)	Organic	NC	NC	+ 6.6%
	Total (£)	+ 9.4%	+ 4.8%	+ 31.4%
TNS	Organic	+ 1.4%	+ 0.2%	+ 4.8%
	Total (£)	+ 9.1%	+ 2.9%	+ 46.1%
Kantar (WPP)	Organic	NC	NC	NC
	Total (£)	+ 5.9%	+ 0.9%	+ 6.1%

Operating margin: Gap with competition stabilizes

Operating profit/ Revenue	H1 2002	H1 2003	H1 2004
Ipsos	7.3%	7.9%	**8.0%**
GfK	7.2%	9.3%	**10.4%**
Synovate (Aegis)	4.0%	2.6%	**3.6%**
TNS	8.3%	8.4%	**7.9%**
Kantar (WPP)	7.9%	7.1%	**8.3%**
Top 5 average	7.0%	7.1%	**7.6%**
Gap between Ipsos / average	0.3%	0.8%	**0.4%**

Operating margin progresses in spite of currency effects and product investment



Operating cash flow impacted by the seasonality in WCR

In millions of euros	H1 2002	H1 2003	H1 2004
Cash flow	**17.0**	**21.5**	**21.5**
Change in WCR	(5.7)	(10.8)	(17.4)
Cash flow from operating activities	**11.3**	**10.7**	**4.1**
Investments in tangible and intangible fixed assets	(5.9)	(5.3)	(7.1)
Acquisitions and changes in the scope of consolidation	(4.9)	(31.4)	(4.4)
Cash flow from investment activities	**(10.8)**	**(36.7)**	**(11.5)**
Share issue	-	0.2	0.4
Bond issues	-	78.8	-
Net change in debt	(0.7)	(54.1)	(3.3)
Dividends	(3.2)	(2.9)	(7.2)
Cash flow from financing activities	**(8.8)**	**(9.1)**	**(10.1)**
Cash position at end of period	24.1	26.6	34.2

A controlled financial position

In millions of euros

	30 June 2002	30 June 2003	30 June 2004
Shareholders' equity	186	190	196
Net debt	147	162	162

Gearing	80%	85%	83%
Net debt/EBITDA (12m)	2.6	2.7	2.4
EBIT interest cover	x 5.4	x 6.8	x 9.2

The transition to IFRS is well underway

Initiatives to ensure the success of the IFRS project

- **1998:** Ipsos' accounting standards brought into line with international standards (IAS)
- **2003-2004:** differences with respect to IFRS compiled by an in-house international team, assisted by a specialist consultancy
- **September 2004:** first estimate of IFRS main impacts
- **March 2005:** publication of IFRS-compliant 2004 financial statements

The transition to IFRS is well underway

Impact of the main differences on net profit of the first-half of 2004

- **IFRS 2:** share-based payment
  The value of the two option plans granted since November 2002, charged over the vesting period:

  <u>- 0.5 million euros</u>

- **IFRS 3:** business combinations and IAS 36 (asset value test):

  <u>+ 9.3 million euros</u>

2004 – 2007
The Ipsos plan

Ipsos' convictions

- We are well positioned to do well in a market undergoing major change
- Our priorities are in line with those of the market
  - Partnerships:
    key accounts
  - International consistency:
    increased geographical coverage
  - Operational efficiency:
    online products and platforms
  - Value added:
    enhanced specialisation

Stronger partnerships with our key accounts

- Ipsos Global PartneRing Programme
  Partnerships with 14 selected major customers
  - with whom Ipsos works on an international basis
  - offering exclusive services and an approach that combines Ipsos' various skills

- 1999: launch of the KAM programme
  - 10 customers = 10% of revenues

- 2004 (first half)
  - 14 customers = 24% of revenues
  - organic growth of 15%

Improved geographical coverage: Asia-Pacific

- ‘A priority region for expansion’ (March 26, 2003)
  - Strong growth rates
  - Major Western customers are in an investment phase
  - Asian clients have strong potential, both locally and internationally

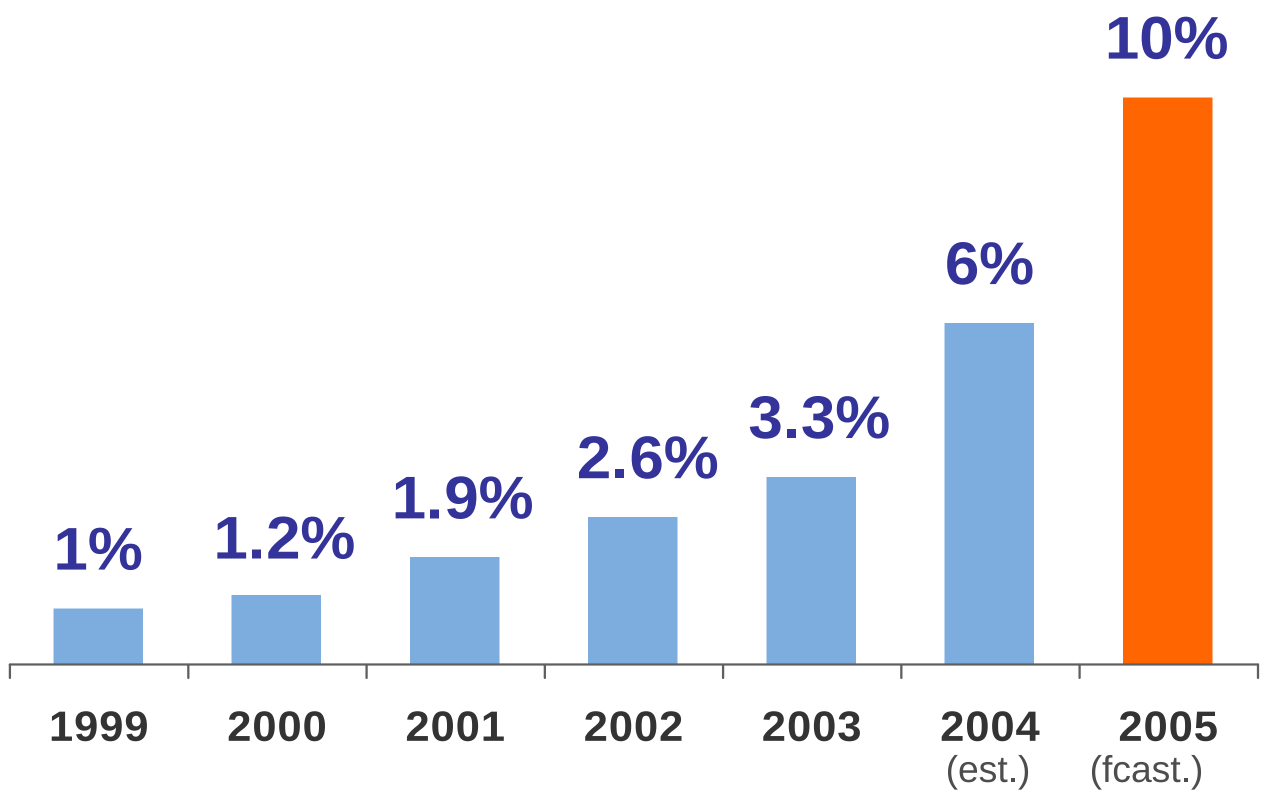
- The Ipsos method
  - Ipsos Asia created in 2002 and a regional team set up to build an integrated, active and profitable network
  - Continuing policy of selective and consistent acquisitions
  - Target: **10% of group revenues in 2007** (September 2003)

A coherent and selective acquisition strategy

Asia Pacific Top 5	Research Market (USD)	Acquisitions	Dates
Japan	1 164	Novaction **JSR**	2001 **2004**
China	387	Ipsos Link FAMS	2000 2002
Australia	383	Marketing for Change Novaction NCS Pearson The MacKay Report TQA Research	1999 2001 2003 2003 2004
Korea	161	Active Insights	2004
Taiwan	81	Partner Market Research	2003
Total Top 5 countries **World market share**	2 176 13%	**Ipsos must derive 10% of its revenue from the region …**	**...by 2005**

Asia's increasing importance in Ipsos activity

As a percentage of Ipsos revenue



The Japanese market

- A key country
  - The world’s second-largest economy
  - Home to many multinational companies
  - A market open to technological innovation

- An underdeveloped research market
  - Fifth-largest market in the world
  - Largest market in the region,
  - 1,164 million USD spent on marketing research in 2003 (2% more than in 2002)
  - Stable over the past three years

JSR - Japan Statistics & Research

JSR

- Leader in access panels
- At the leading edge of online technology
- Experienced staff

Good fit with Ipsos

- Shared business: survey-based research
- Common customers
- A culture of specialisation that will strengthen Ipsos' business lines, primarily advertising research

Ipsos Japan

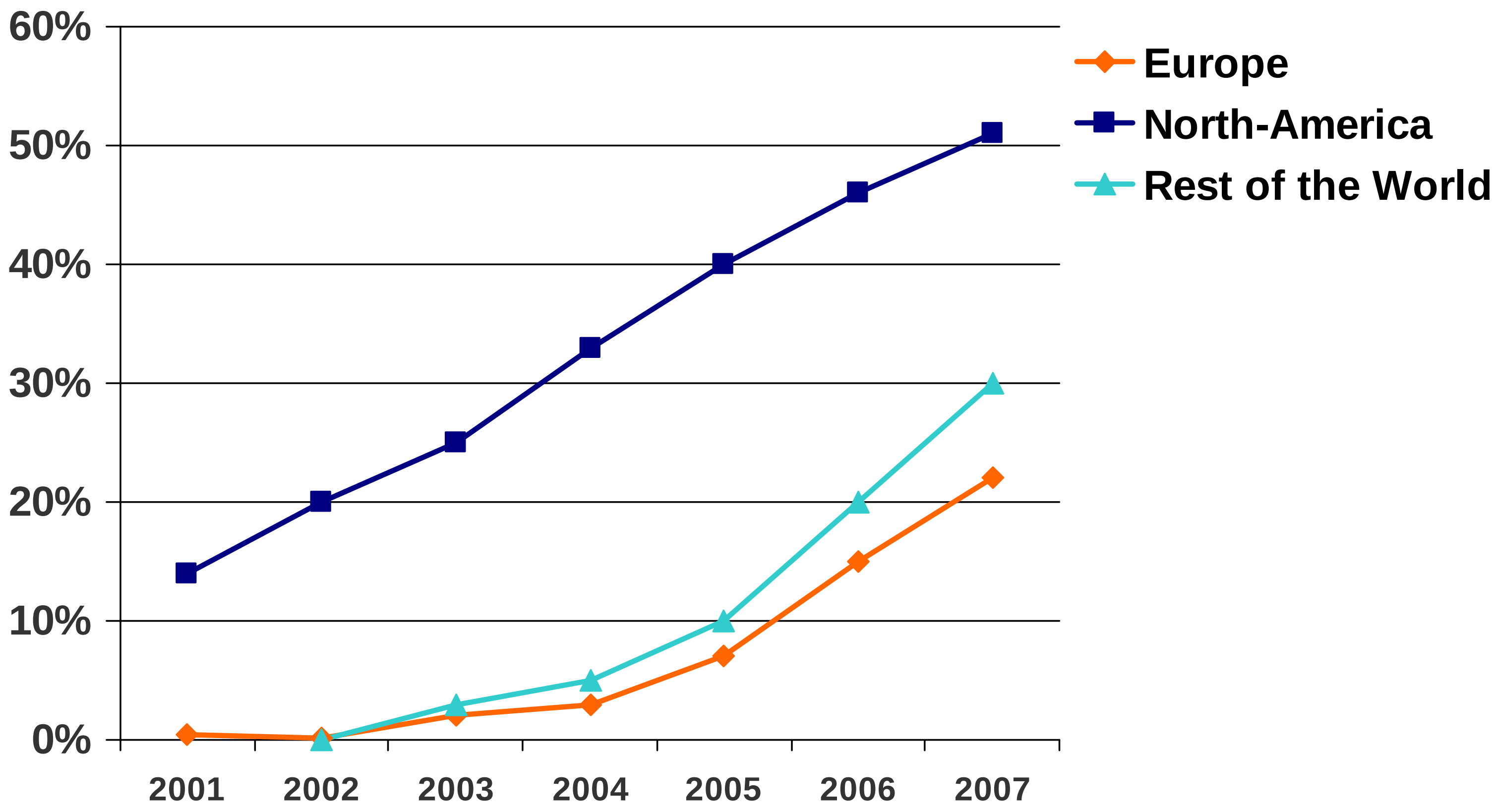
- Revenues > 30 million euros
- Number five in survey-based research
- N°1 among Western groups

Increase in operating efficiency via online expertise

- 1998 – 2004: unprecedented acceleration in use of of online techniques in marketing research

In million USD	**1998**	**2004**
USA	33	971
Europe	5	118
Rest of the World	-	77

Online: all regions progress



Source Ipsos

The online revolution

- In 2007, interactive technologies will dominate our industry
  - Online data collection
  - Data processing
  - Results delivery

- The online revolution
  - Faster, more reliable, more targeted
  - Online will overtake CATI
  - Interactive copy-testing
  - Qualitative and quantitative
  - Lower prices, but higher volumes

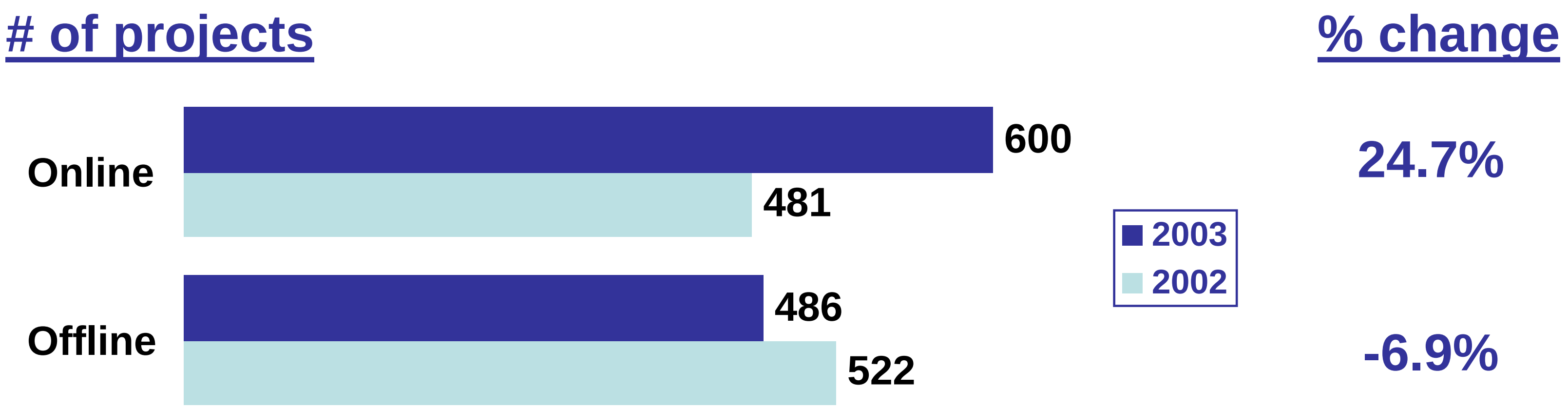
In the US, the online share increases in each Ipsos specialisation

Ipsos USA: online contribution to revenue

	H1 2003	H1 2004
Ipsos ASI	12%	19%
Ipsos Insight	29%	35%
Ipsos Public Affairs	6%	7%
Ipsos Loyalty	1%	1%
Total Ipsos	21%	26%

Consumer goods, early adopters of online

Example: consumer goods in the United States



2003	Online	Offline
Average revenue per project	$32,700	$43,100

Online panels: quality, control and profitability

- In 2007, to guarantee quality and profitability in its operations, Ipsos will be the owner - or directly control the production - of its international sample requirements
- 2004: a reinforced position in online access panels

Online panels	Individuals
North-America	2.654.750
Europe	362.050
Japan	380.000

A dedicated organisation

"Ipsos Interactive Services"

- Two platforms in North America and Europe
- A strong new position in Japan
- Identical technological choices
- Standardised management of online access panels
- Harmonised administration of online questionnaires

Product lines that incorporate online technology

Advertising Research

- Equity*Builder
- Next*Idea
- Next*TV
- iAd*Graph

Marketing Research

- A&U Tracker
- Brand Character Builder
- Concept/Tester & Concept/Forecaster.online
- Pack Evolution
- Market Simulator
- DemandScan

Adding more value through specialisation

An example: tracking research in the US

- 2001:
  - In the US, Ipsos ASI is the world leader in copy-testing, a predictive measurement of new ad effectiveness
  - in Canada, Ipsos ASI staff are successfully marketing a range of tracking services which monitor the effect of advertising on brand health

- Late 2002:
  - tracking services are offered to Ipsos customers in the US

Tracking research in the USA

- In 2004:
  - more than 20 of Ipsos ASI's US customers, including some of the biggest advertisers, bought products from the tracking range
    - Alberto Culver, ConAgra, J&J, Kelloggs, Levi's, P&G, Visa, Yahoo etc.

- Tripling in revenues in two years
  - 2002 revenues 4.9 million USD
  - 2004 revenues 15 million USD (est.)

- Ipsos' strengths
  - Two complementary skills:
    copy quality / impact of advertising on the brand
  - The ability to offer the same skills and expertise in all markets

Preliminary outlook for 2005

Preliminary outlook for 2005

- Organic growth in excess of the market growth rate due to our strong positions:
  - in key markets and regions
  - in key specialisations
    - Idea generation
    - Marketing modelling
    - Customer relationship management
    - Advertising expenditure testing and monitoring
    - Brand value creation
  - with partner-customers
    - more extensive services in volume terms
    - greater recurrence over time
    - good geographical diversification
    - more specialisations

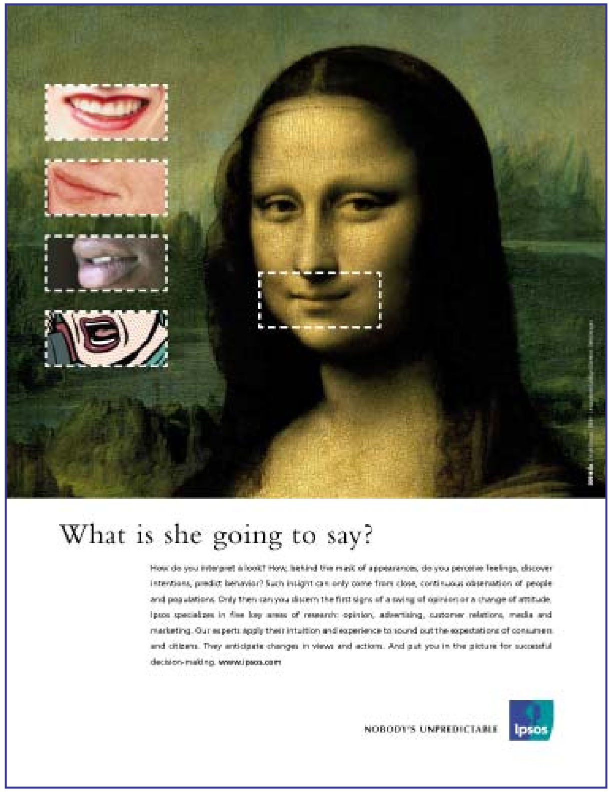
Preliminary outlook for 2005

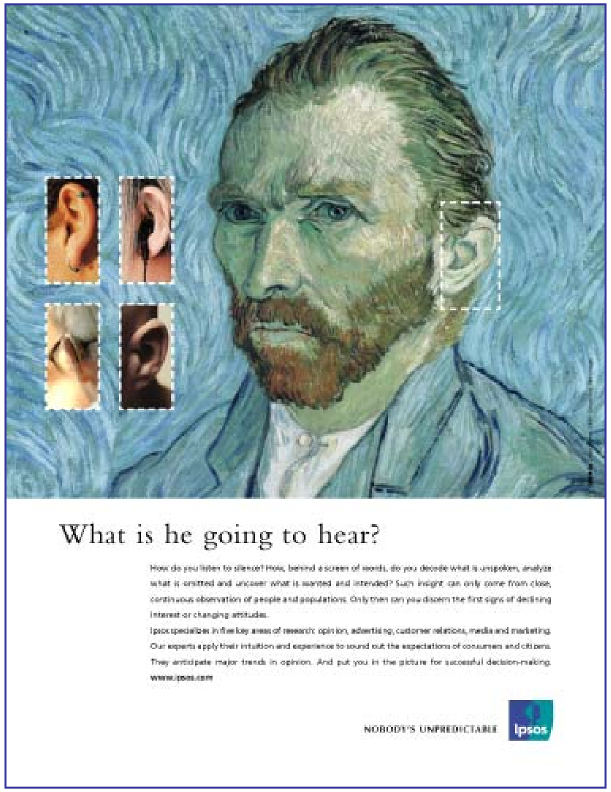
- Improving operating margin and cash flow

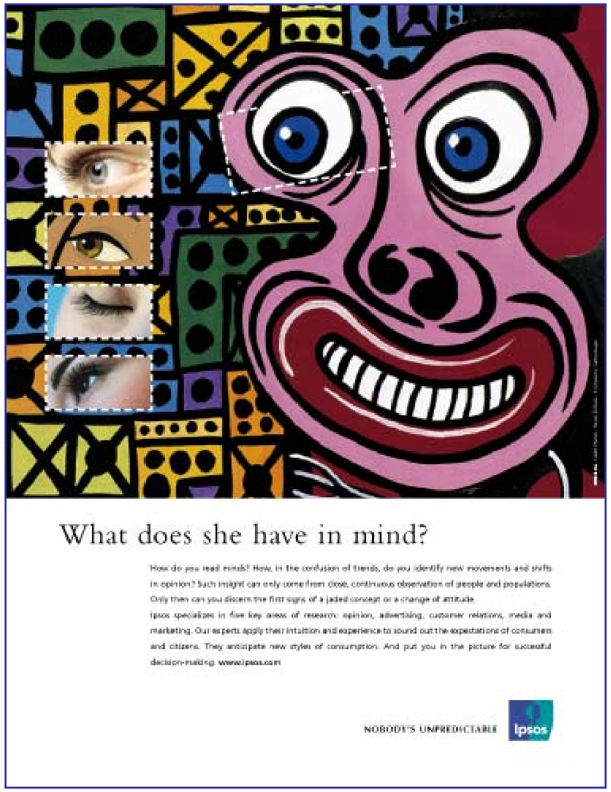
- Pursuing our 2007 targets
  - A well-integrated and well-positioned company
  - Strongly supported by its staff, its skills and its distinctive position
  - Revenues of 1 billion euros*
  - Operating margin of over 10%

* On the basis of an exchange rate of 1 euro = 1 dollar

A new corporate campaign







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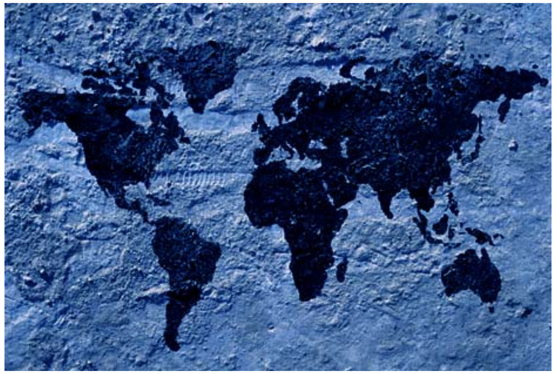

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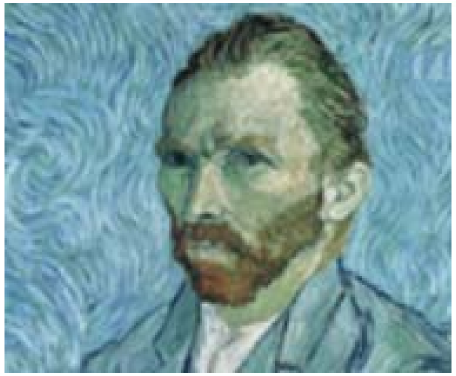

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