



News Release

Ipsos Grows Stronger in Latin America

Paris, 17 May 2005. Jean-Marc Lech and Didier Truchot, Ipsos Co-Chairmen, today announced the acquisition of the Colombian company **Napoleón Franco S.A.**, a national leader in survey-based marketing, media, loyalty and public affairs research.

Founded 25 years ago by Napoleón Franco Armenta, its current manager, the company is established in the main cities of the country: Bogotá, Medellín, Cali and Barranquilla. With 50 full-time employees, the company's turnover was USD 3.1 million in 2004.

Renowned for its public affairs surveys, Napoleón Franco's clients include the Colombian Republic Presidency, local governments, and national or pan-regional institutions and corporations, as well as media groups.

Marketing research, both quantitative and qualitative, represents over 50% of the company's activity, particularly in the food and beverage sector, telecommunications, finance, and retail.

This acquisition complements the group's service offering in Colombia where Ipsos is already present via Ipsos ASI, its advertising research operation. With a market share of now 20%, Ipsos becomes a leader in the country. The Colombian market research industry is one of the most dynamic in the region, along with Mexico, Brazil, Chile and Argentina. Ipsos, who is currently the main survey-based market research company in Latin America, can now offer its clients a consistent range of services across the region.

About Ipsos. With revenues of 605.6 million euros in 2004, Ipsos ranks third among global survey-based market research companies. With 9% of its revenues achieved in Latin America, Ipsos is a major operator in the region where its expansion is rapid: organic growth was +22% in 2004, and exceeded +25% in the first quarter of 2005. The group is established in Argentina, Brazil, Colombia, Chile, Mexico, Venezuela, Costa Rica, the Dominican Republic, Panama and Puerto Rico.

**Ipsos also publishes today its Q1 2005 revenues release
For more information about the group, please visit www.ipsos.com**