



PRESS RELEASE

Ipsos N° 1 in Mexico with the BIMSA institute

Paris, 25 October 1999. Ipsos S.A. and the BIMSA institute have signed a letter of intent under the terms of which the two companies will enter into negotiations for Ipsos to acquire a 50% stake in the capital of BIMSA.

BIMSA was founded in 1961, and is now the biggest market research company in Mexico, where it is particularly well-known for its expertise in Marketing and Public Opinion research. Forecast activity for 1999 is in the region of US\$11m.

The two companies are already co-operating as of this year in the media research field, to offer the Mexican market the "Estudio General de Medios y Marcas" - General Review of Media and Brands - a multimedia audience research tool already deployed by Ipsos in Spain for a number of years and now also available in Argentina.

The letter of intent provides for the setting up of a Management Committee to direct and co-ordinate the activities of BIMSA and those Ipsos companies already active in Mexico (Ipsos-Novaction and Ipsos-ASI). The committee will incorporate Ipsos members, notably Arturo Sanchez de la Vega, Managing Director of Ipsos Mexico, and will be chaired by César Ortega de la Roquette, currently Managing Director of BIMSA.

By combining their forces, BIMSA and Ipsos become the leading provider of research surveys on the Mexican market, with the most comprehensive offering in Marketing, Public Opinion, Media and Advertising research.

Ipsos is already present in Argentina and Brazil, with strong positions through Ipsos-Novaction and Ipsos-ASI, and this latest acquisition merely confirms its leading role in research in Latin America.

The Ipsos group, jointly chaired by Jean-Marc Lech and Didier Truchot, has been listed on the Nouveau Marché of the Paris Bourse since July 1, 1999. The Group has just published its first-half results for 1999, which show turnover at EUR98.9m, up 11.6% on the first half of 1998, operating profit up 31% at EUR5m, and net income (before goodwill amortization) up 72% at EUR2.6m.

Ipsos, which operates in 20 countries and employs over 1 500 staff, ranks 9th in the world league table of research firms.

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