



Press Release

June 22, 2000

Ipsos strengthens its presence in the United Kingdom The Ipsos group has just signed an agreement with Research in Focus, one of the major international marketing research institutes.

Ipsos and Research in Focus have signed an agreement by which the Ipsos group will take a participation of 50% of shares in the capital of the company. This participation will be completed (100%) in 2003. In 1999, the company which is fully controlled by its management, posted sales of £ 2.105 million (Euros 3.2 million).

Research in Focus is a leading international strategic market research company based in the UK with both quantitative and qualitative experience. Specialising in consumer research, it provides its clients with important added value consumer insight using innovative analyses of market data, benchmarking and global cross-country comparisons.

International research accounts for more than 90% of its activities: it has extensive experience in Europe, North and Latin America and Japan. It also conducts studies in many important emerging markets.

The Ipsos group has had a strong presence in the UK since 1991 with the following companies:

- Ipsos-RSL (one of the main British market research institutes, leader in media research particularly at the international level),
- Ipsos-Insight (specialising in qualitative research)
- Ipsos Access Panels (European leader for studies on access panels).

In total, Ipsos companies in the UK accounted for 21% of group sales in 1999.

Didier Truchot, copresident of the Ipsos group, is delighted by this agreement. « The expertise of the Research in Focus team in the FMCG sector is a wonderful opportunity for Ipsos which will complete its offering in the important field of international research ».

Founding Director Michael Maister said “Ipsos is a high quality partner with skills and resources which complement those of Research in Focus”. Managing Director, Gill Aitchison added “We are excited at the prospect of joining Ipsos, a forward looking and dynamic organisation, and look forward to contributing to its continuing success.



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About Ipsos

Ipsos is a global company providing clients with advertising, marketing, media, customer satisfaction, opinion and social research.

Founded in 1975, Ipsos is one of the world's leading market research organisations with operations in twenty-four countries, and it now ranks ninth worldwide. In 1999, its sales amounted to Euros 230.7 million.

Since July 1, 1999, Ipsos has been listed on the Nouveau Marché of the Paris Stock Exchange.

About Focus

Focus was established in 1988 as a strategic marketing consultancy - Strategy in Focus, subsequently joined in 1993 by Research in Focus, founded to provide high level added value research.

The current company Research in Focus is an amalgam of the two, and continues the tradition of using research to provide powerful, research-based solutions to strategic marketing problems. Each of the Directors has extensive client-side experience enabling them to add value to the research process.

International Mood Explorer

Ipsos' motto driving its trade and vocation is that of an international group specialized in studies involving branding, companies and institutions.

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