



Press Release

9 November 2000

Ipsos acquires Marplan and becomes one of the major operators for media and marketing research in Brazil

Ipsos S.A. and the Marplan institute have signed a letter of intent under the terms of which the two companies will enter into negotiations for Ipsos to acquire a 100% stake in the capital of Marplan.

Founded in 1958, Marplan is the major media research company in Brazil and the reference for press surveys through the well-known **Estudos Marplan**. Marketing research however accounts for 60% of the company's activity with ad hoc qualitative and quantitative studies in corporate image surveys, communication, agricultural and automotive research.

Marplan has one of the most complete data bank in the market capable of furnishing various market segments profiles and has also the only simplified single source databank in Brazil providing information about consumer and media habits. Thanks to its permanent fieldwork structure, the company can carry out continuous studies in the six major states of the country.

Marplan counts on 102 highly qualified professionals working either in Sao Paulo, the company's headquarters, or in its Rio de Janeiro branch. With forecast revenues exceeding USD 6 million for 2000, Marplan ranks 6th in the Brazilian market research market.

With this acquisition, the Ipsos group which is already present in Brazil with strong positions through Ipsos-Novaction (marketing research) and Ipsos-ASI (advertising research), completes its service offering in marketing and media research. This agreement also reinforces Ipsos leading role in market research in Brazil: together, Ipsos companies will rank 3rd in the Brazilian research market (and 1st among survey-based research companies).

Lastly, this operation which follows-on from the acquisition of Search Marketing (Chile) and Mora y Araujo (Argentina) announced in July, and the launch of Media Metrix Latin America, strengthens Ipsos position in Latin America. **The Group is currently the main operator for media and marketing research, with a complete service offering in the major regional markets (Argentina, Brazil, Chile and Mexico).**

Ipsos forecast revenues for 2001 largely exceed USD 50 million in Latin America.



Carlos Harding, Ipsos CEO in charge of Ipsos Corporate Development, is delighted by this agreement : “The expertise of Marplan in the media research sector is a wonderful opportunity for Ipsos to complete its service offering in Brazil, the largest Latin American market. Its national capabilities will also complete our services in marketing research”.

Marplan Management “is very happy with the opportunity of working together with Ipsos, a worldwide research organization that will provide Marplan and its clients with the most up-to-date research technologies”.

The Ipsos group, jointly chaired by Jean-Marc Lech and Didier Truchot, has been listed on the Nouveau Marché of the Paris Bourse on July 1, 1999. The Group has just published its first-half results for 2000, which show turnover at EUR 132.4 million, up 34% on the first half of 1999, operating profit up 50% at EUR 7.5 million, and net income (before goodwill amortization) up 55% at EUR 3.3 million.

Ipsos, which operates in 24 countries ranks 10th in the world league table of research firms.

With forecast revenues for 2000 in excess of EUR 310 million, the Group will release its quarterly revenues on November 15.

Do you want to receive our next Press Releases ? Please tick the correct box		
<input type="checkbox"/> by Fax	<input type="checkbox"/> by mail	<input type="checkbox"/> by fax and e.mail
and indicate your e.mail address -----		
Thank you to return this document by fax (+331 5368 0182) or by e.mail at Florence.Beaudoin@ipsos.com		