



15 November 2000

Press Release

3rd quarter 2000 : Ipsos further grows **Revenues + 63.8%** **Organic growth +12.9%**

Consolidated revenues for the Ipsos group in the 3rd quarter of the current financial year rose to 84.5 million euros, up 63.8% on the corresponding period last year, a record growth in the Group activity. It has to be noted that for the first time, the Canadian research company Ipsos-Reid as well as Ipsos-Stat companies in Middle East (Lebanon, Kuwait, UAE, Syria) have been integrated in the Group's consolidation perimeter.

On a like for like perimeter, business volumes increase by 12.9% in 2000 as compared to the 3rd quarter 1999.

On the strength of these very satisfactory results, the increase in Ipsos business volumes is accelerating over the first nine months of the year 2000. With cumulated revenues reaching 216.9 million euros at 30 September 2000, the Ipsos group activity is up 44% on the 3rd quarter 1999. Ipsos organic growth rate amounts to 14.4%, hereby significantly outpacing the market according to available information.

Ipsos feels confident in exceeding 320 million euros in annual revenues, which is higher than the target initially announced for 2000. This performance is partly due to the USD / Euro parity exchange rate which is supposed to hold steady at a favorable level. It is also a consequence of a good organic growth which exceeds the anticipated 10-11% for 2000, although the comparison basis is less favorable than at the beginning of the year given the exceptional results achieved by the end of 1999.

Contribution to Revenues

(M Euros)	2000	Review 1999
1st Half	132.4	98.9
3rd Quarter	84.5	51.6
Total cumulated from January 1 to September 30	216.9	150.5



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Contribution to cumulated revenues according to field of activity

(M Euros)	2000	Review 1999	Evolution 2000/1999
Advertising Research	65.2	40.5	61%
Marketing Research	83.3	63.2	32%
Media Research	30.6	22.8	34%
Customer Satisfaction	17.9	12.0	50%
Opinion & social research	13.7	8.4	62%
Others	6.2	3.6	71%
Total cumulated from January 1 to September 30	216.9	150.5	44%

Contribution to cumulated revenues according to geographical areas

(M Euros)	2000	Review 1999	Evolution 2000/1999
Europe	133.0	112.7	18%
North America	49.7	21.9	127%
Latin America	30.8	15.1	104%
Asia-Pacific	2.3	0.8	NS
Middle-East	1.1	0.0	NS
Total cumulated from January 1 to September 30	216.9	150.5	44%