



# Press Release

Paris, 15 February 2001

## High increase in 2000 revenues up 43% with € 329.4 million

Ipsos revenues for the year ended December 31, 2000 reached € 329.4 million (or USD 304.1 million), a 42.8% increase from 1999 and far greater than earlier estimates. On the basis of constant exchange rates and constant perimeter, Ipsos growth reached 13.0%.

This performance confirms the dynamism of the Ipsos group as a worldwide player in the market research industry. Its business growth exceeds that of the worldwide research market, estimated as around 9% for 2000.

Over the 4<sup>th</sup> quarter 2000, Ipsos activity as compared to that of last year, increased by 40% out of which 11.4% comes from organic growth. Let us remind that in 1999, the 4<sup>th</sup> quarter activity largely exceeded that of the previous ones.

<b>Consolidated Revenues</b> (in millions of €)	2000	1999	Variation
1 <sup>st</sup> Quarter	58.5	46.7	25%
2 <sup>nd</sup> Quarter	73.9	52.2	42%
3 <sup>rd</sup> Quarter	84.5	51.6	64%
4 <sup>th</sup> Quarter	112.5	80.2	40%
<b>Total</b>	<b>329.4</b>	<b>230.7</b>	<b>43%</b>

The 2000 financial year takes into account the Group's most recent acquisitions : as of the first half, Médiangles (France), Bimsa (Mexico), Tandemar (Canada), Link (China), and during the second half, Angus Reid (Canada), Research in Focus (UK) and Ipsos-Stat (Lebanon, Syria, UAE).

As far as the other acquisitions are concerned (NPD Marketing Research Division in North America, Mora y Araujo, Search Marketing and Marplan in Latin America), they will be part of the consolidation scope starting January 1, 2001.



## Press release – continued – 15 November 2000

<b>Revenues per business area</b> (in millions of €)	2000	1999	Variation 2000/1999	2000 revenues breakdown
Advertising Research	91.1	64.6	41%	28%
Marketing Research	131.9	92.3	43%	40%
Media Research	47.6	36.9	29%	14%
Customer Relationship Management	28.1	20.8	35%	9%
Opinion & Social Research	20.4	11.5	77%	6%
Other	10.3	4.6	NS	3%
<b>Annual Revenues</b>	<b>329.4</b>	<b>230.7</b>	<b>43%</b>	<b>100%</b>

<b>Revenues per geographic zone</b> (in millions of €)	2000	1999	Variation 2000/1999	2000 revenues breakdown
Europe	201.0	176.1	14%	61%
North America	77.3	31.5	145%	23%
Latin America	45.5	21.5	112%	14%
Asia-Pacific	3.8	1.6	138%	1%
Middle East	1.8	0.0	NS	1%
<b>Annual Revenues</b>	<b>329.4</b>	<b>230.7</b>	<b>43%</b>	<b>100%</b>

**2001 prospects.** Ipsos co-Chairmen, Jean-Marc Lech and Didier Truchot, reaffirmed their objective to maintain a high level of organic growth, exceeding 10%. On the basis of the exchange rates at the beginning of this year, they forecast 2001 revenues of about € 500 million, instead of the € 450 million previously announced. Furthermore, thanks to recent acquisitions, North America operations are expected to account for 40% of the Group's overall activity.

**Footnote :** 2000 full year accounts are to be released on March 28, 2001 and presented to the French Financial Analysts Society on March 29, 2001.

### International Mood Explorer

The Ipsos emblem which describes its field and vocation, that of an international group which specialises in market research carried out on behalf of brands, companies and institutions.

Since the 1st July 1999, Ipsos has been quoted on the Nouveau Marché of the Paris Stock Exchange and is now eligible to the SRD, Differed Settlement Service.

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