



Press Release

Ipsos acquires ACNielsen Vantis Move strengthens its leading positions in U.S. Marketing Research and Consulting

Paris, April 8, 2002. The Ipsos Group today announced the acquisition of the assets of ACNielsen's U.S.-based strategic marketing research and product development consultancy, ACNielsen Vantis. Upon completion of the sale, the company will be known as Ipsos-Novaction & Vantis.

The Vantis suite of marketing products and services complements the product and service portfolio of the recently acquired Paris-based Novaction Group. Ipsos-Novaction specializes in market modeling and consulting for fast-moving consumer goods (FMCG) in Europe and Asia, while Vantis, strong in the US, serves mainly clients outside the FMCG industry. Together, Ipsos-Novaction & Vantis will deliver to Ipsos clients around the world similar value-added products, services and consulting expertise.

Vantis provides a comprehensive market research system that integrates consumer behavior intentions with advanced marketing models and statistical methods to forecast demand and optimize product configurations. Vantis' modeling expertise also identifies the unique market sizing needs of clients in the dynamic industries they serve. Additionally, the Vantis system measures price elasticity, simulates competitive actions, evaluates alternative marketing plans and identifies profitable market segments to target.

Vantis was founded in 1990 and became in 1997 a division of The BASES Group, which has been part of ACNielsen since 1998. The global headquarters for ACNielsen Vantis is located in the San Francisco Bay Area, in San Ramon, CA. Its European headquarters are in Paris. ACNielsen Vantis employs 40 people in the U.S. and Europe, and had revenues of US\$10 million in 2001. It serves clients in various industries including consumer electronics, high tech, automotive, durable goods, financial services, telecommunications, shipping services, entertainment, healthcare and alcoholic beverages.

Didier Truchot, Co-Chairman of the Ipsos Group, said: "Vantis is recognized around the world as a leader in research-based marketing and product development consulting. Their addition to the Ipsos Group will be of particular interest and benefit to clients in the durable goods and services sectors who are looking for value-added consulting services and expertise in market modeling and forecasting. This latest acquisition further extends the breadth and scope of research services offered by Ipsos around the world. "



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Formed in 1975, the Paris-based Ipsos Group ranks third in the world among survey-based research companies in terms of revenues, and provides advertising research, marketing research, public opinion research, media research, and customer satisfaction research on a global scale.

Vantis is the sixth acquisition by Ipsos in North America since 1998. Ipsos is represented in the U.S. and Canada by Ipsos-ASI (advertising research), Ipsos-NPD (marketing research) and Ipsos-Reid (global public opinion and marketing research). In 2001, Ipsos generated worldwide consolidated revenues of 480.2 million euros. The revenues from its operations in the U.S. and Canada are up 142% year-over-year, and now represent 39% of the group's total revenues. Ipsos employs more than 3,000 research and field staff in 17 cities in North America.

Ipsos, Profiling People

Profiling People, the new Ipsos positioning, which drives its trade and vocation:
a worldwide group specializing in research for brands, companies, and institutions.

'Consumers, citizens and clients, we can be all of these in turn and at the same time.
Ipsos researchers solve these psychological and sociological puzzles, enabling us to identify what unites and what
differentiates us as individuals.'

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

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