



Press Release

Ipsos acquires Germany's Sample-INRA company **Latest acquisition pushes Ipsos into Top 3 among German survey-based market research companies.**

Paris, May 28, 2002 - Ipsos today signed a letter of intent to acquire Sample-INRA Group, one of Germany's leading survey-based marketing research companies.

With the acquisition of Sample-INRA, the Ipsos group strengthens its overall ranking in the German marketing research sector, where it is represented by Ipsos Deutschland. Together, the two Ipsos companies will rank third in terms of revenues behind GfK and NFO-Infratest, with a combined total turnover of 65 millions of euros.

The two companies have complementary profiles with strong positions in advertising, marketing and media research. Sample-INRA, which serves blue chip clients in the automotive, services, media and FMCG sectors, is a major player in advertising and automotive research and multi-clients surveys.

Jean-Michel Carlo, Ipsos Europe CEO said: « I am delighted with this acquisition which further strengthens our position in the German market research sector, the most important in Europe after the U.K. in terms of size. The stellar reputation of Sample-INRA researchers which took lead function in the development of the INRA network, gives Ipsos group clients access to additional capabilities in even more key sectors and country markets in Europe ».

Mrs Isa Schlöter, one of the two major Sample-INRA shareholders, said: « For INRA this operation constitutes an excellent opportunity to attain the global presence the company needs. The market research services which INRA previously offered on a national level or limited to a group of European countries can now be realised globally, enhanced by the new influx of expertise ».

About Sample-INRA

Sample was founded in 1963 by Hartwig Schröder. In 1983 it became member of INRA (International Research Associates) Europe. In 1996, Sample Institute became Sample INRA. The company based in Mölln is managed by Mrs. Hella Glagow and Mr. Wolfgang Färber.

It employs 225 full-time staff and 2,500 interviewers specially trained for CAPI and CATI surveys. In 2001, Sample-INRA generated a turnover of 32.5 millions of euros (a 11% increase compared to 2000). The company serves major clients in media (Axel Springer Verlag, Burda), automotive (Daimler Chrysler, Volkswagen), banking (Deutsche Bank), services (Deutsche Post, Deutsche Telecom, RWE Energy), and the FMCG sector (Nestlé, Philip Morris, Procter & Gamble).



Press Release –28 May 2002

About Ipsos

Created in 1975, the Ipsos Group ranks third among survey-based market research companies. With operations in 30 countries, it specializes in advertising, marketing, media, opinion and social research, and in customer satisfaction measurement. In 2001, Ipsos had revenues of 480.2 millions of euros, an increase of 46% over 2000, including an increase of 8% in organic growth. Sample-INRA is the second acquisition made this year by the Ipsos Group: it acquired the assets of US-based ACNielsen Vantis, renaming the forecasting, modeling and consulting company, Ipsos-Vantis.

Ipsos, Profiling People

Profiling People is the new positioning statement of Ipsos,
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.

Sicovam code 7329, Reuters ISOS.LN, Bloomberg IPSO NM
www.ipsos.com