



## Press Release

### **Ipsos further strengthens its presence in the Scandinavian market. Two new acquisitions push Ipsos to top among survey-based market research companies in Northern Europe.**

**Paris, September 2nd, 2002.** Ipsos today announced it has acquired two major Swedish research companies: Eureka Marknadsfakta, specialising in marketing research, and Intervjubolaget dedicated to data collection and data processing. These latest acquisitions further strengthen the company's position in the Scandinavian market, where Ipsos has been represented by Ipsos-Imri since the beginning of the year.

**About Eureka Marknadsfakta.** Created in 1987, the Stockholm-based company primarily serves clients in the retail research and services sectors, especially financial services. It achieved a turnover of 4.5 million euros in 2001. Under its new name, Ipsos-Eureka, the company will be managed by Per Lundgren, its former manager.

**About Intervjubolaget.** Created in 1989, this company specialises in data collection and data processing, and is one of the major players in its field in Scandinavia. It offers both a CATI centre of about 100 stations and a CAPI field force working at a national level. In 2001, Intervjubolaget's turnover reached 3.0 million euros.

**Ipsos-Imri.** On January 1<sup>st</sup>, 2002 Ipsos acquired the IMRI company, today known as Ipsos-Imri. Founded in 1992 by Andrei Postoaca, IMRI - International Market Research Institute - has grown to become a major provider of data collection and data processing in the Swedish market research industry with its two-fold specializations in Media research and Internet research. The company has made significant investments in new research techniques and technologies, and taken advantage of the high Internet adoption rates among Scandinavians.

**Said Jean-Michel Carlo**, CEO of Ipsos Europe: «Joining Ipsos-Imri with Ipsos-Eureka and Intervjubolaget will enable Ipsos to double its service offering to clients in the Scandinavian research market. Together, the three companies top 10 millions euros in annual turnover, placing Ipsos among the 5 major market research companies in Sweden.»

#### ***About Ipsos***

Created in 1975, Ipsos Group ranks 3rd among survey-based global market research companies. Established in 30 countries with key companies in each major regional market, Ipsos specializes in advertising, marketing, media, public opinion, and CRM research. In 2001, Ipsos turnover reached 480.2 million euros (a 46% increase over 2000, including 8% of organic growth). For the first half 2002, the Group reported revenues of 244.5 million euros, a 13% increase over the same period last year (organic growth accounting for 7.3%).

Eureka / Intervjubolaget is the fourth acquisition made by the Group this year, after Vantis in the US Sample-Inra in Germany and F-Squared in Russia, Ukraine and Poland.