



Press Release

Ipsos in the SBF 120 index

Paris, November 28, 2002. The Euronext Paris Scientific Board has just announced its decision to include Ipsos SA in the SBF 120 index. This decision will be effective from December 20, 2002.

The company has been listed on the Nouveau Marché of Euronext Paris since July 1, 1999 (SICOVAM code 7329). Since November 5, 1999 Ipsos has been listed in the SBF 250 index, and since January 26, 2001, it is also eligible for the SRD – Deferred Settlement Service.

Ipsos, Profiling People

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.’*

At Ipsos, we call this approach ‘*Profiling people*’.

Sicovam code 7329, Reuters ISOS.LN, Bloomberg IPSO NM
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