



Press Release

Ipsos strengthens its position in the Australian market with two targeted acquisitions

Paris, October 15, 2003. Ipsos which is already present in Australia, through Ipsos Australia, strengthens its position in this key market thanks to two targeted acquisitions.

1 – The Group acquired the Research Division of the NCS Pearson group, the Australian subsidiary of the British media group Pearson. Specialised in the provision of data collection services, software and systems to address the information processing needs of the clients, this entity ensures a good coverage of the territory with offices in Sydney, Melbourne and Brisbane. It ranks among the top 8 research agencies in Australia.

2 – Ipsos also acquired the assets of Mackay Research, a company founded in 1979 by Hugh Mackay, a well-known social researcher in Australia. The company publicises The Mackay Report, a subscriber-based instalment of four quarterly studies which digs deep into the mind and mood of Australians on specific topics. This research programme is targeted at corporations, advertising agencies and government and non-government organisations making up a wide client-mix.

These new business lines will be gathered under the Ipsos Australia umbrella, allowing Ipsos to offer its clients a wider range of services from data collection and processing to advertising research, marketing and modelling, and social research.

Ipsos Australia's client portfolio now includes companies such as Colgate Palmolive, Optus, Mac Donalds, Kimberly Clark, Integral Energy or Australian Gas and Light. With estimated revenues close to \$AUD 20 in 2004, Ipsos Australia will enter the top 5 market research companies.

Said Richard Mecchi, CEO of Ipsos Asia : “The Australian market ranks 10th in terms of global research expenditure and 3rd at a regional level, behind Japan and China. It is therefore important that Ipsos consolidates its position in this market which is key for major global and regional companies”.

Nobody's unpredictable

‘Nobody's unpredictable’ is the new Ipsos signature.

Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.

Ipsos, listed on the Premier Marché of the Euronext Paris Stock Exchange, is part of the SBF 120 Index, adheres to the Next Prime segment and is eligible to the Differed Settlement System.

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