



Press Release

Pierre Le Manh is appointed Chairman and CEO of Ipsos Europe

Paris, October 11, 2004. Jean-Marc Lech and Didier Truchot, Ipsos Group Co-Chairmen, today appointed Pierre Le Mahn as Chairman and CEO of Ipsos Europe. This appointment follows Jean-Michel Carlo's decision to leave Ipsos and to resume his career in the communication industry.

Jean-Marc Lech and Didier Truchot warmly thank Jean-Michel for the work he has accomplished in the two and half years with Ipsos: «His achievements are very positive: expansion of the Ipsos brand in Europe, strengthening of our specialisations, and improvement of the region's overall profitability. His personal availability, and his quality of judgement brought Ipsos teams a valuable support during a sensitive period in the company's history.»

For his part, Jean-Michel Carlo said: «Thanks to its unique positioning by research specialisation, Ipsos is one of the best performing and dynamic companies in the market research industry, in Europe and worldwide. I have been very happy to contribute to its development, working with highly motivated and expert teams.»

Added Jean-Marc Lech: «Pierre's mission is to pursue the building of a center of excellence in the European market and to further improve the region's financial performance.»

«Ipsos is an exciting company," said Pierre Le Manh. 'Founded nearly thirty years ago in France, it already ranks among the top global market research groups. We want to go further. I am very pleased to be in a position to help grow our ambition in the European market, providing our clients with the best expertise and strengthening our points-of-difference.'»

About Ipsos

With revenues of 569.7 million euros in 2003, Ipsos ranks third in the global survey-based market research industry. Europe accounts for over 50% the group's activity.



Jean-Michel Carlo joined Ipsos in March 2002 as CEO in charge of the company's Development in Europe and its global Marketing Research specialisation. He started his advertising career in 1972. From 1982 until 1991, he worked with Young & Rubicam (Chairman and CEO France, then Europe) and from 1991 to 1996, he was a Partner in BDDP group. Before joining Ipsos, he was Chairman & CEO of the Diversified Agencies Group within Havas Advertising.

Pierre Le Manh graduated from the French Management School ESSEC. He started his career in 1989 with Accenture (formerly Andersen Consulting) as a Consultant. In 1993, he was appointed CFO of Adami, a company managing copyrights in the music and cinema industries. In 1996, he joined the Encyclopaedia Universalis publishing company, where he was promoted to Chairman and CEO in 1998.

In 2000, he was appointed CEO France of Consodata, a company specialised in the management of marketing databases. He was appointed CEO for Europe in 2001 then global CEO a year later. He led the integration of the various international activities, the harmonisation of the offer and the improvement of financial performance until the company's disposal in 2004.

Nobody's unpredictable

'Nobody's unpredictable' is the 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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