



PRESS RELEASE

Information under embargo until: Wednesday October 6, 1999, 5.00 p.m.

Following the July 1 flotation of Ipsos on the Nouveau Marché of the Paris Bourse, joint Presidents Didier Truchot and Jean-Marc Lech are glad to present the group's interim results for the first half of 1999.

First-half activity has brought a marked increase in consolidated income and a series of initiatives in the key sectors of copy-testing and the Internet.

MARKED INCREASE IN CONSOLIDATED INCOME

(Million Euros)	First half			Historic
	June 1999	June 1998	Var.	1998
Revenues	98.9	88.7	+11.6%	199.3
Operating Profit	5.0	3.8	+31%	11.1
Net income before goodwill	2.6	1.5	+72%	4.9
Attributable net income	0.6	-0.4	ns.	1.0

Consolidated revenues for the first half of 1999 were up 11.6% on the same period in 1998, at EUR 98.9m (FF648.8m). On a like for like consolidation and exchange rate basis, consolidated revenues were 10,3% higher than for the same period in 1998. This positive performance reflects strong organic growth, particularly in France, the USA and Latin America.

Operating profit and net income (before goodwill amortization and its fiscal impact) grew by 31% and 72% respectively, in line with forecasts. Attributable net income was EUR 0.6m (FF4.1m) compared to a loss of EUR-0.4m (FF- 2.4m) for the first six months of last year.

FINANCIAL STRUCTURE REINFORCED BY A SUCCESSFUL MARKET FLOTATION

The flotation of Ipsos on the Nouveau Marché of the Paris Bourse on July 1 took place under excellent conditions. A total of 2 539 533 Ipsos shares (of the 5 234 680 shares making up the post-flotation capital) were offered at a price of EUR33.5. The offering was oversubscribed 12.6 times.

Shareholders' equity increased to a total of EUR28,9m (FF189m) over the first half, thanks primarily to the capital increase of FF162.8m (EUR 24.8m) at the time of the IPO. At June 30, 1999, the group's net debt to equity stood at 26% making a pro forma allowance for the IPO and the accompanying capital increases, down from 89% at December 31, 1998.

This strengthened financial structure will enable the group to continue its international expansion in its priority product lines (advertising research, marketing, media, opinion and customer satisfaction surveys), and to extend its geographical coverage.

FIRST-HALF 1999 ACTIVITY PUNCTUATED BY LANDMARK INITIATIVES

Over the first half of 1999, the Ipsos group embarked on a number of major initiatives, particularly in the field of advertising copy-testing and Internet-related activities.

- **Launch of a new activity in Internet behavior research**

Ipsos has formed an alliance with US firm MediaMetrix (the world leader in this field) and German firm GfK to form a joint subsidiary, MMXI Europe, which will apply MediaMetrix methodology in Europe. The new company, which is owned 25.6% by Ipsos, 54.5% by MediaMetrix and 19.9% by GfK, provides advertisers with uniform data for the European, US and Japanese markets: the first European findings from Internet research will be available on October 19, 1999.

- **Launch of the Next*TV copy-test product**

In March 1999 Ipsos launched a new generation of copy-test systems, used for measuring the advertising efficiency of TV campaigns prior to roll-out, known as Next*TV. Next*TV can be implemented on a uniform basis wherever the group operates or is represented.

- **Strengthening and extending geographical cover**

In February 1999 Ipsos acquired Australian research company Marketing for Change, and opened a bureau in Hong Kong. These two sites put the finishing touches to the international coverage of Ipsos products which, like Next*TV, will be made available to advertisers on all major markets. In addition, Ipsos now runs its regional readership surveys from Hong Kong (e.g. The Asian Business Readership Survey).

At the time of the IPO, the group also bought out minority interests in its Latin-American and German subsidiaries.

OUTLOOK

The research business is traditionally seasonal in nature, with most results coming in at the latter end of the year. Full-year results cannot therefore be extrapolated on the basis of first-half performance. Ipsos expects to maintain high growth in its current areas of activity over the second half of the year, leading to further growth in both revenues and income.

- **Changes in the access panel partnership**

In June 1999 Ipsos bought out NFO Worldwide's interests in their four jointly-owned subsidiaries in Germany, France, Great Britain and Italy and is planning to announce new partnership agreements.

- **Investments in affiliated companies :** Investments to take place in the second half relate to the Middle East operations and MMXI Europe that will be accounted at year end using the equity method.

Paris, October 6, 1999

Contacts : Christian Lamolinerie, Chief Executive Officer (tel +33 1 53 68 2815 ; e.mail christian.lamolinerie@ipsos.com) or Laurence Stoclet, Finance Director (tel +33 1 53 68 1997 ; e.mail laurence.stoclet@ipsos.com)