



Press Release

November 16, 1999

Ipsos confirms its 1999 forecast

Ipsos consolidated revenues at September 30, 1999 confirms the Group's good results during the first half of 1999.

With a combined turnover of Euro 150.5 million (FF 987,4 million) at September 30, results for the whole year 1999 should be in line with forecast announced upon Ipsos introduction on the Nouveau Marché of the Paris Stock Exchange and with 1999 first quarter's results presentation estimates.

On a like for like perimeter, Ipsos group turnover will increase over 10% to financial year at December 31, 1999.

Contribution to turnover

	In million EUR
1 st half of 1999	98, 9
3 rd quarter of 1999	51, 6
Combined revenues from Jan 1 to Sept 30, 1999	150, 5

Contribution to combined revenues according to field of activity

	In million EUR	
Advertising Research	40,5	27%
Marketing Research	63,2	42%
Media Research	22,8	15%
Customer Satisfaction	12,0	8%
Opinion & social research	8,4	6%
Others	3,6	2%
Combined revenues from Jan 1 to Sept 30, 1999	150, 5	100%

Contribution to combined revenues according to geographical area

	en millions d'euros	%
Europe	112,7	75%
North America	21,9	14%
Latin America	15,1	10%
Asia-Pacific	0,8	1%
Combined revenues from Jan 1 to Sept 30, 1999	150,5	100%

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International Mood Explorer

The Ipsos emblem which describes its field and vocation, that of an international group which specialises in market and social research carried out on behalf of brands, companies and institutions.

Ipsos turnover reached Euro 231 million in 1999 and has been listed on the Nouveau Marché of the Paris Stock Exchange.

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