



Press Release

15th February 2000

1999 revenues: accelerated growth during the second half-year

The Ipsos group's consolidated revenues for the second half of 1999 easily confirmed the excellent performance recorded during the first half-year.

The 1999 annual revenues reached **230.7 million Euros (1,513.6 million Francs)**, a 15,8% increase on 1998 (12,7% on the basis of constant exchange rates and constant perimeter). It does not take into account the Group's most recent acquisitions (BIMSA in Mexico and Médiangles in France) whose businesses will be integrated into the 2000 financial year.

The Ipsos group business witnessed a quickening during the second half-year, particularly on certain major European markets – including France and U.K. – and in Latin America. This growth exceeded that of the worldwide research market, estimated as around 10% for 1999.

Operational results should outstrip business volumes growth, representing a further improvement in the Group's operating ratios. The Group Net Income should also reveal a significant increase, even if they allow for the launch costs generated by the Web audience measurement services offered by MMXI Europe (*) in which Ipsos has a 22% stake.

(*) MMXI Europe is a JV between Media Metrix Inc. (US), GfK AG (Germany), Ipsos SA (France) and Sifo (Sweden).

Consolidated Revenues (in millions of Euro)	1 999	1 998	Variation	Growth Rate (*)
First half	98.9	88.7	11.5%	10.6%
Second half	131.8	110.6	19.2%	16.6%
Annual revenues	230.7	199.3	15.8%	12.7%

(*) Increase in revenues on a constant perimeter and a constant currency basis



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Revenues per business area (in millions of Euro)	1999	%	1 998	%
Advertising Research	63.7	28%	49.8	25%
Marketing Research	91.4	40%	87.7	44%
Media Research	38.3	16%	27.9	14%
Customer Satisfaction Research	20.3	9%	15.9	8%
Opinion & Social Research	12.2	5%	14.0	7%
Other	4.8	2%	4.0	2%
Annual revenues	230.7	100%	199.3	100%

Revenues per geographic zone (in millions of Euro)	1999	%	1 998	%
Europe	176.1	76%	153.5	77%
North America	31.5	14%	25.9	13%
Latin America	21.7	9%	19.9	10%
Asia-Pacific	1.4	1%	-	-
Annual revenues	230.7	100%	199.3	100%

Footnote: 1999 full year accounts to be released on March 29, 2000

International Mood Explorer

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

Since the 1st July 1999, Ipsos has been quoted on the Nouveau Marché of the Paris Stock Exchange.

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