



Press Release

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First quarter 2000 : Ipsos revenues increase by 25.2%

Ipsos group revenues at March 31, 2000 reach 58.5 millions of euro, a 25.2% increase over 1999, and a variation of 15.4% on a like for like perimeter and change rate. Growth has been significant in all Ipsos sectors of specialisation and its geographic areas.

Although the first quarter figures are not predictive of the whole year's situation, they however reflect the market dynamism and Ipsos activity in its market.

Consolidated Revenues (in millions of euro)	1999	2000
1 st quarter	46.7	58.5
2 nd quarter	52.2	-
3 rd quarter	51.6	-
4 th quarter	80.2	-
Total financial year	230.7	-

Contribution to consolidated revenues according to field activity (in millions of euro)	1 st quarter 1999	1 st quarter 2000	Contribution 2000
Advertising Research	12.6	15.2	26%
Marketing Research	19.6	22.7	40%
Media Research	7.1	9.3	16%
Customer Satisfaction	3.7	6.0	9%
Opinion & Social Research	2.6	4.0	7%
Other	1.1	1.3	2%
Quarterly revenues	46.7	58.5	100%



Contribution to revenues according to geographic area (in millions of euro)	1 st quarter 1999	1 st quarter 2000	Contribution 2000
Europe	35.5	42.4	73%
North America	6.9	7.3	12%
Latin America	4.1	8.2	14%
Asia - Pacific	0.2	0.6	1%
Quarterly revenues	46.7	58.5	100%

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International Mood Explorer

Ipsos' motto driving its trade and vocation is that of an international group specialised in studies involving branding, companies and institutions.

Ipsos was created in 1975 and ranks 9th in worldwide research market with operations established in more than 20 countries. Ipsos revenues reached 231 millions of euro in 1999. The Group has been listed on the Nouveau Marché of the Paris Stock Exchange on July 1st, 1999.

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