



Press Release

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First semester 2000 : Ipsos revenues increase by 33.8%

Ipsos group revenues at first semester 2000 reach **euro 132.4 million**, a **33.86% increase** over 1999, and a variation of **15.12%** on a like for like perimeter and change rate. For the second quarter 2000 alone, consolidated revenues reach euro **73.9 million**, against euro 52.2 million in 1999, i.e. a **41.57%** increase, organic growth accounting for **14.95%**.

Growth has been significant in all Ipsos sectors of specialization and regions. Although the first semester figures are not predictive of the whole year's situation, they however reflect the firmness of the market and Ipsos specific dynamism.

Consolidated revenues take into account companies purchased since the beginning of 2000 : **Médiangles** (Internet research in France), **Bimsa** (n°1 market research company in Mexico), **Link** (Marketing research in China), **Tandemar** (n°1 in the advertising market research in Canada). The **Angus Reid group** (n°1 market research company in Canada) will join the consolidation perimeter from July 1, 2000 onwards.

Consolidated revenues 4 past quarters (millions of euro)	1999	2000	% Evolution 2000/1999
1 st quarter	46.7	58.5	25%
2 nd quarter	52.2	73.9	42%
Revenues 1st semester	98.9	132.4	34%
3 rd quarter	51.6	-	-
4 th quarter	80.2	-	-
Total financial year	230.7	-	-

Contribution to consolidated revenues according to field of activity (millions of euro)	1 ^{er} half 1999	1 ^{er} half 2000	Variation 2000/ 1999	Revenues breakdown
Advertising Research	26.7	40.6	52%	31%
Marketing Research	41.5	48.1	16%	36%
Media Research	15.0	20.0	33%	15%
Customer Satisfaction	7.9	12.3	56%	9%
Opinion & Social Research	5.5	8.7	58%	7%
Other	2.3	2.7	17%	2%
Revenues for 1 st semester	98.9	132.4	34%	100%

Contribution to revenues according to the geographic area (millions of euro)	1 ^{er} half 1999	1 ^{er} half 2000	Variation 2000/1999	Revenues breakdown
Europe	74.4	89.1	20%	67%
North America	14.1	22.4	59%	17%
Latin America	10.0	19.3	93%	15%
Asia - Pacific	0.4	1.6	300%	1%
Revenues for 1 st semester	98.9	132.4	34%	100%

Note : consolidated revenues for 1st semester 2000 will be released on October 2nd.

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 Euro 231 million in 1999 and are expected to exceed Euro 300 million by 2000.

The Group has been listed on the Nouveau Marché of the Paris Stock Exchange on July 1st, 1999.

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