



Ipsos Again the Fastest Growing Market Research Company in the U.S.

***Inside Research Cites Ipsos's Success
Second Year in a Row***

New York, NY, July 8, 2003 – For a second consecutive year, global research firm Ipsos has been cited as the fastest growing market research firm in the U.S., in the influential newsletter *Inside Research*. The company's U.S. revenues grew by 443% between 1997 and 2002, the newsletter reported, compared with the industry average of 67%.

Revenues from its U.S. operations reached \$145 million in 2002, an increase of 14.8 per cent over 2001. By comparison, the year-over-year industry average was 3.5 per cent (based on financial results from 187 companies). Ipsos is ranked second among survey-based market research companies in the world.

"We are extremely pleased to be recognized, once again, for our robust performance in the U.S.," said Simon Kooyman, CEO of Ipsos North America. "It is very satisfying to see the efforts of our employees – and the commitment of all of our clients – paying off."

"We are committed to building an organization dedicated to a single endeavor - survey-based research – that helps our clients plan, decide and evaluate. One reason we've been able to substantially outpace the industry is our strategy of niche acquisitions in our specializations – advertising, customer loyalty, forecasting and modeling, marketing, and public opinion research. But more importantly, we have shown a strong organic growth of 10% in 2001 and 13.5% in 2002."

Ipsos North America includes the following companies: **Ipsos-ASI**, founded in 1962 and acquired in 1998; **Ipsos-Insight**, formerly Ipsos-NPD (founded in 1953 and acquired in 2001) and Ipsos-Reid (founded in 1979 and acquired in 2000); **Ipsos-Novaction**, founded in 1972 and acquired in 2001; **Ipsos-Public Affairs**, formerly Riehle Research, founded in 2000 and acquired in 2001; and **Ipsos-Vantis**, founded in 1990 and acquired in 2002.

The Ipsos Group is the world's second largest survey-based marketing research company with annual revenues in excess of \$500 million.

About Ipsos in North America

Ipsos offers a full suite of research services, guided by industry experts and bolstered by advanced analytics and methodologies in advertising, marketing, public opinion, customer loyalty research, as well as forecasting and modeling. Ipsos companies offer a full line of custom, syndicated, omnibus,



panel, and online research products and services. Visit www.ipsos-na.com to learn more about Ipsos offerings and capabilities.

BACKGROUND:

Ipsos Group Fast Facts:

- Founded: 1975 by Didier Truchot
- 2002 rank among global survey-based research companies: 2
- Total Revenues in 2002: \$509 million (or 538.5 million euros)
- Number of countries with Ipsos offices: 35
- Total number of countries in which Ipsos conducts research: 100+
- Number of full-time Ipsos employees: 4,000
- Number of clients around the world: 4,500+
- Interviews conducted each year: 6 million

Ipsos in North America Fast Facts:

- Employees: 3,000 researchers, field and support staff
- Business-to-business interviewers: 140
- Panels: The Ipsos Online Panel consists of over 800,000 panelists from around the world (with access to nearly 2.5 million individuals). The Home Testing Institute (HTI) Panel comprises 400,000 U.S. households (over 1 million individuals). The American Shoppers Panel comprises 16,000 households who record monthly purchasing in a diary of selected categories.
- U.S. Offices: New York, Uniondale (NY), Norwalk (CT), Washington D.C., Chicago, Greensboro (NC), Cincinnati (OH), Minneapolis, Houston, San Ramon (CA), San Francisco.
- Canadian Offices: Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver.
- Total revenues for Ipsos in North America (Canada and the U.S.) in 2002 were \$211 million, up 23% from \$172 million in 2001.



Background on Ipsos companies in the U.S.:

Ipsos-ASI: The largest producer of advertising pre-testing services in the world. Ipsos-ASI offers a full range of advertising research tools to help our clients make the best decisions at all stages of the advertising development process and to maximize the return on their advertising investment. Its products include advertising testing (for storyboards, television, and print advertising), tracking (continuous and wave), and brand equity research. To learn more, visit: www.ipsos-asi.com.

Ipsos-Insight: Ipsos-Insight is the company's flagship marketing research division. Ipsos-Insight provides custom and tracking research, including concept and product testing, attitude and usage studies, omnibus surveys, tracking systems, brand loyalty, volume forecasting, marketing models, and advanced analytics, to domestic clients as well as U.S.-based multinationals. It also acts as the portal to Ipsos specializations in advertising research, forecasting, modeling, and consulting, global research, public opinion research, and customer satisfaction research. To learn more, visit www.ipsos-insight.com.

Ipsos-Novaction: A leading international marketing consulting group with over 30 years of experience in 55 countries. It helps leading FMCG manufacturers increase their sales, market share and profits through optimizing new product ideas and core brand strategies. Services offered include concept development, new product forecasting, restage evaluation, and marketing mix analysis. To learn more, visit www.ipsos-novaction.com

Ipsos-Public Affairs conducts strategic research initiatives for a diverse number of U.S. and international organizations. Their studies are based on opinion research, including public opinion, as well as elite stakeholder, corporate and media opinions. Whether clients want to include a public affairs dimension to their market research, conduct a public affairs-only study, or simply get quick answers to pressing questions, Ipsos Public Affairs has the capabilities to deliver exactly what is needed. To learn more, visit: www.ipsos-pa.com.

Ipsos-Vantis: A recognized leader in research-based marketing and product development consulting for companies in the services and durable goods sectors. Its unique and comprehensive system forecasts the sales potential of new and restaged initiatives identifies key drivers of demand and optimizes product offerings for profit – all prior to market entry. To learn more, visit www.ipsos-vantis.com.