# News Release

## Ipsos acquires the US based company Marketing Metrics And strengthens its customer relationship management capabilities

**Paris, October 1, 2003**. Ipsos today announced the acquisition of Marketing Metrics (MMI), a leading U.S.-based research company specializing in customer relationship and customer satisfaction management.

CRM/CSM, which will be offered globally under the Ipsos Loyalty brand name in 2004, currently accounts for 8% of total Ipsos revenues and is one of the company's five research specializations, along with advertising research, marketing research, media research and public opinion research. The Ipsos Loyalty research division will be headed by Henri Wallard, Paris-based CEO of Ipsos.

Based in Paramus N.J., MMI generated close to $10 million USD in revenues last year. It ranks among the Top 50 research companies in terms of size in the U.S. Founded in 1984 by Terry G. Vavra, MMI emphasizes its approach to customer satisfaction research and CRM systems using "The Customer Delight Principle" and "Aftermarketing" proprietary models, but also offers customized solutions to clients in the luxury auto manufacturing, global investment banking, international retail and telecommunications sectors.

"We're delighted to have Terry and his team bring their best-in-class research and modeling methodologies in the CRM/CSM fields to Ipsos," Wallard said. "MMI gives our clients new perspectives and solutions to help solve their business challenges along with sophisticated CRM/CSM research and data mining decision-making tools."

Added Vavra: "The benefits to MMI clients are the breadth and scope of Ipsos global capabilities in data collection, its norms and databases, and its research specialization focus. As our clients' needs grow and become more complex, and as they expand beyond local markets, so can we."

Meanwhile, Ipsos North America COO Rupert Walters said: "MMI is a research firm with a rich history of innovative project assignments and a roster of internationally respected clients. It gives Ipsos in North America a thoughtful and sophisticated approach to customer satisfaction research. We are particularly excited about the potential of its newest work in linkage analysis (satisfaction to profits) and satisfaction action-planning."

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**About Ipsos**

Ipsos is a leading global survey-based market research group, with revenues of 538.5 million euros in 2002. North America revenues account for 40% of the company's total global turnover. Earlier this year, and for a second consecutive year, Ipsos was 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%.

In the U.S., Ipsos currently offers clients, leads and prospects products and services in three of the company's five research specializations: advertising (offered by Ipsos-ASI), marketing (Ipsos-Insight, Ipsos-Novaction and Ipsos-Vantis), and public opinion (Ipsos Public Affairs).

The acquisition of MMI, to be marketed under the Ipsos Loyalty Inc. brand name, now gives Ipsos clients a complete and dedicated offer in CSM/CRM research and positions the company for further growth in this key sector.

## Nobody's unpredictable

'Nobody's unpredictable' is the new Ipsos signature.

*Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.*

Ipsos, listed on the Premier Marché of the Euronext Paris Stock Exchange,
is part of the SBF 120 Index, adheres to the Next Prime segment
and is eligible to the Differed Settlement System.

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