



## Press Release

### **Ipsos reinforces its position in Central America Acquiring the Custom Research Division of TMG**

**Paris, April 5 2011.** Jean-Marc Lech and Didier Truchot, Co-Presidents, announce today that Ipsos has signed an agreement to acquire the assets of the Custom Research branch of TMG – The Marketing Group, operating in Central America.

The company was founded in 1998 by Domingo Barrios, a market researcher who has more than 15 years experience in the industries of Food, Tobacco, Fuel and Non Profit Organizations.

TMG Custom Research employs 60 full time employees in Panama and Guatemala, working with blue chip clients from the consumer goods, durables, and health sectors. The company is equipped with strong CATI and CAPI capacities, and also conducts focus groups and in-depth interviews using high level interactive technology. Their 2010 revenue totalled 2.6 million USD.

**Carlos Harding**, Ipsos Deputy CEO in charge of Corporate Development, commented: "Ipsos, which is already established in the region with offices in Panama, Costa Rica, Guatemala, Puerto Rico and the Dominican Republic, is happy to welcome the expert research teams of TMG. Together Ipsos and TMG will form the leading research company in the Caribbean and Central America – as is already the case with Ipsos in Latin America – , providing our clients with best in-class research services."

**Domingo Barrios**, Founder and CEO of TMG, said: "Over the past twelve years, our custom research operation grew into a top regional leader. We are proud to be considered by many multinational, regional and local clients as the prime marketing research and consulting firm in the region. With this new transformation of our custom research operation as a part of a global leader, our clients will benefit from the best technology and methodologies, and world class brand recognition of their strategic partner. We are excited and proud to become part of the Ipsos success story in Latin America, and the number one market research firm in the region."

**About Ipsos** Ipsos is the fifth largest global research company in the world. With 9500 employees working in 67 countries, it has the capacity to conduct research in more than 100 countries.

Founded in 1975, the Company is managed and controlled by research professionals. They have built a solid group around a unique multi-specialist positioning – Advertising and Marketing research, Customer and Employee Relationship Management, Media Measurement, Content and Technology research, Polling, Social research and Corporate Reputation research.

Ipsos which has been publicly traded since 1999 on the EuroNext Paris Stock Exchange, registered in 2010 revenues of 1,140 million euros (1,513 millions USD), up 20.9% on 2009.



## Nobody's Unpredictable

'Nobody's Unpredictable' is the 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.*

Listed on Eurolist by NYSE - Euronext Paris,  
Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Differed Settlement System.

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