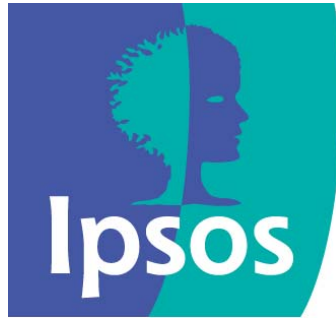


Ipsos Marketing Reorganizes Globally, Sets Up Four Practices

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (\$1.897 billion U.S.) in 2011.

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Paris, France, March 12, 2012 - As part of the combination between Ipsos and Synovate, Ipsos has reorganised its Ipsos Marketing specialisation – the largest of Ipsos’ global business lines, representing nearly half of Ipsos total revenues in 2011.

Ipsos Marketing remains under the global leadership of Pierre Le Manh, Chairman and CEO of Ipsos Marketing. Pierre is also Ipsos deputy CEO and Chairman of Ipsos ASI.

Ipsos Marketing is now organised through four practices:

Market Understanding and Measurement

This practice helps clients understand consumers, shoppers and markets, differentiate their brands, optimise their distribution and allocate their Marketing expenditures. For now it is managed directly by Pierre Le Manh and mainly operates under the Ipsos Marketing brand. It also includes new and highly specialised services such as: Ipsos Business Consulting, which advises clients on emerging markets penetration strategies; Ipsos Retail Performance, which provides technology to measure and analyse traffic in stores; and Ipsos MMA, a leader in Marketing Mix Modeling.

Innovation and Forecasting (Ipsos InnoQuest)



Ipsos InnoQuest is the global leader in Innovation research, helping clients maximize the ROI of their innovation initiatives. From generating new ideas to testing products and services, to forecasting sales across many industries, Ipsos InnoQuest has a unique, global end-to-end offer. Lauren Demar is the CEO of Ipsos InnoQuest, with Mary-Beth Lake leading MarketQuest, our Product Testing capabilities.

Healthcare (Ipsos Healthcare)

Ipsos Healthcare is dedicated to understanding the motivations, interactions and influences of the multiple stakeholders who impact commercial success in the pharmaceutical industry. It provides syndicated services through its therapy monitors as well as custom research. Michael Spedding is the CEO of Ipsos Healthcare, with Bob Douglas leading our custom research teams.

Qualitative (Ipsos UU)

Ipsos UU is the world's leader in Qualitative research. It has developed a unique global network of talented qualitative researchers from diversified backgrounds and a consistent set of methodologies. It uses technology extensively to bring Life to life. Jacquie Matthews is the CEO of Ipsos UU.

"The combination with Synovate has been a terrific opportunity to develop a new plan for Ipsos Marketing," explains Pierre Le Manh. "We are further specialising our teams so that our clients can access to professionals who can truly help them understand how to improve their business".

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