



Press Release

Ipsos acquires two research companies in India and in Norway

Paris, November 29, 2007 - Jean-Marc Lech and Didier Truchot, Co-Presidents of Ipsos, announce today the acquisition of two companies:

- An Indian major independent research company, Indica Research;
- ResearchPartner, a Norwegian market research company specialised in Marketing research.

INDICA RESEARCH, INDIA.

Ipsos is acquiring 75% of the share capital of Indica Research with an option to increase the holding in the future.

Founded in 1994 by a team of senior most professionals in the Indian market research sector, Indica Research is the main independent research organisation in the country, and a very well-known and respected company. It is managed by 3 Managing Directors – Mr V G Pillai, Mr V Ravi and Mr B Narayanaswamy.

Indica Research which achieved during the last fiscal year a turnover of 146 million INR (2.9 million euros), ranks among the top 5 survey-based research companies in India.

Indica Research specializes in Marketing and Advertising research, and research for Customer Relationship Management. It has developed a long term strategic relationship with many clients, both international and major local firms.

The company employs over 150 full-time professionals in its full service research offices in Mumbai, Delhi and Kolkata and in its field management offices spread across India (31 cities). Indica Research has an extensive coverage of both urban and rural markets. They highly invest in technology for online feedback and communication systems for operations management.

Indica Research has also infrastructure for conducting market research studies in South Asia and runs regional projects for multinational organisations in this region.

Richard Mecchi, CEO of Ipsos in the Asia Pacific region, said: “We are delighted to welcome Indica Research into the Ipsos group. It was important to reinforce our presence in this country where market research market grew by 17% in 2006. We share with Indica Research the same strong commitment to build a successful strategic relationship with our clients, and working with them will allow us to better serve our clients across the region.”

On behalf of Indica Research, **Mr. V.G. Pillai** said “We are delighted to be part of the Ipsos' global network. Indica Research's strengths and expertise combined with Ipsos' global products, standards and market insights will enable us to offer a wider range of cutting edge solutions to clients in India. In addition, the partnership will provide a worldwide platform to our employees to enhance their professional skills and opportunities.”



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RESEARCHPARTNER, NORWAY.

Ipsos acquired 100% of the share capital of ResearchPartner, an independent company established in Oslo in 2003. The company will be managed by two of the original founders: Anne Sörbraten and Morten L. Störksen.

Specializing in Advertising, Marketing and in Customer Relationship Management Research, they have both quantitative and qualitative expertise. They work mainly for clients from Consumer product goods and telecommunication sectors, and they achieved in 2006 a turnover of 1.2 million euros.

Lena Gilchrist, Head of Ipsos in Scandinavia, said “The Ipsos presence on the Norwegian market will allow us to better serve our Scandinavian clients, as well as the major international firms which need an in-depth knowledge of business market in the Nordic countries.”

Anne Sörbraten said “After cooperating with Ipsos Sweden for some time we are happy to be part of the Ipsos group. Ipsos has strong market research products that we look forward to bringing into the Norwegian market. In total, we are sure that this partnership will be of great advantage for our clients and the development of the company.”

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,
adheres to the Next Prime segment and is eligible to the Differed Settlement System.

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