



Press Release

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Ipsos leader in Latin America : Ipsos strengthens its presence with two new acquisitions, Search Marketing (Chile) and Mora y Araujo (Argentina)

Ipsos, jointly chaired by Jean-Marc Lech and Didier Truchot, represented by Carlos Harding, CEO in charge of the Group's international development, has just signed an agreement with **Search Marketing**, a company based in Santiago de Chile. According to this agreement, Ipsos will take a participation of 50% of shares in the capital of the Chilean company which ranks third in its market. With revenues of US\$ 2 millions in 1999, Search Marketing is a research company specialized in media surveys (print, radio and plurimedia). It also conducts ad hoc marketing and customer satisfaction research.

A second agreement has been signed with **Mora y Araujo**, a company based in Buenos Aires, according to which Ipsos also takes a participation of 50% of shares. Mora y Araujo is a major company in the Argentina public opinion research market. Moreover, marketing surveys account for about half of its activity. Its 1999 revenues reached US\$ 3.5 millions.

According to these two agreements, both participations could be completed (100%) by 2005, and Ipsos could fully own both companies which are currently controlled by the their founding managers.

Latin America currently accounts for about 15% of the Ipsos group global revenues with **Ipsos-Novaction** (marketing research: Argentina, Brazil, Mexico), **Ipsos-ASI** (advertising research: Argentina, Brazil, Mexico, Colombia, Venezuela) and **BIMSA** (marketing research, media surveys and opinion polls in Mexico). Thanks to these operations, the Ipsos group increases its **regional geographical spread** and completes its **service offering*** (media research in Chile, public opinion polls in Argentina).

** With Media Metrix Latin America, Ipsos also provides Internet audience measurement studies.*

International Mood Explorer

Ipsos' motto driving its trade and vocation is that of an international group specialised in studies involving branding, companies and institutions.

Ipsos was created in 1975 and ranks 9th in worldwide research market with operations established in more than 20 countries.

Ipsos revenues reached Euro 231 million in 1999 and are expected to exceed Euro 300 million by 2000.

The Group has been listed on the Nouveau Marché of the Paris Stock Exchange on July 1st, 1999.

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