



Press Release

New Ipsos acquisition in Australia

Paris, July 5, 2007 - Jean-Marc Lech and Didier Truchot, Co-Presidents of Ipsos, announce today the acquisition of **Eureka**, an Australian company highly specialised in Public Opinion and Social research and in Customer Relationship Management research. This acquisition – the 5th Ipsos has made in this country – will strengthen the Ipsos presence in Australia in all the above specialisations.

Established in 1995, Eureka has achieved significant growth, almost doubling in size over the past two years. Headed by **John Sergeant**, who was the President of the Market and Social Research Society in Australia for the last four years, Eureka employs 31 staff based in Canberra and Sydney. It has achieved during the last fiscal year a turnover of 3.8 million AUD (or 2.2 million euros).

Eureka's service philosophy and client base complements our Public Affairs and Loyalty specialised business lines in particular. The company serves more than 40 major clients, and notably Optus, the Australian Taxation Office, Allianz, the Australian Department of Health and Ageing, NSW Health and The Cancer Institute.

Henri Wallard, Deputy CEO of Ipsos with global responsibility for the Group's Asian operations, said "The acquisition of Eureka will allow us to continue to accelerate our growth and strengthen our position, especially within Public Affairs and CRM research, and I am really pleased to welcome within our Group very highly qualified researchers."

Ipsos in Australia. The Group successively acquired Marketing for Change (1999), the NCS Pearson branch specialised in data collection and processing (2003), The MacKay Report (2003), and TQA Research (2004) – now gathered under the banner Ipsos Australia and employing 135 full time staff. This active acquisitions programme has allowed Ipsos to establish all its specialisations in the country. Ipsos achieved a turnover of 18 million euros in 2006, and now ranks as one of Australia's top 5 survey-based market research companies.

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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