



Press Release

Ipsos acquires Polish research company Demoskop

Paris - June 18, 2001. The Ipsos group and the Polish company Demoskop have just signed an agreement by which the Paris-based Group headed by Jean-Marc Lech and Didier Truchot will acquire a 59.5% stake through a capital increase in the Polish company. This operation should be completed by July 1st, 2001.

Founded in 1989, Demoskop -soon to be denominated Ipsos-Demoskop- will be managed by Wlodek Daab, who previously served as Research Director at TNS Central Europe, and is currently ESOMAR Council Member. Slawomir Nowotny, initial founder of Demoskop, will also remain active in the company as research consultant. With 45 permanent staff, Demoskop ranks among best-recognized research companies in its market and revenues should reach about 2 million Euros in 2001.

Specialized in marketing, advertising and social research, Demoskop essentially works with companies in the FMCG, automotive, banking, telecommunications and B-to-B sectors. It offers comprehensive research services, both qualitative and quantitative.

Thanks to this acquisition, Ipsos strengthens its positions in Central Europe by offering its services to this 39 million inhabitants market, the first and most dynamic in the region.

Ipsos, a global research company

Ipsos is a worldwide group specializing in research for brands, companies, and institutions.

Ipsos, which was set up in 1975, is now ranked 8th in its area of specialization, with operations established in 26 countries. The Group expects to generate revenue of nearly 500 million Euros in 2001 (versus 329 in 2000).

Since July 1, 1999, Ipsos has been listed on the Nouveau Marché of the Paris Stock Exchange.

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