



## Press Release

### Ipsos acquires Punto de Vista, the leading Loyalty research company in Chile

**Paris, March 18<sup>th</sup>, 2009.** Jean-Marc Lech and Didier Truchot, Co-Presidents of Ipsos, announce today the acquisition of Punto de Vista, the leading company in Chile for Customer Satisfaction Research and Quality Measurement.

Ipsos acquires 100% of the share capital of the company from its shareholders. Carlos Arentsen, founder and main shareholder, will remain the Chairman of the company which will incorporate the activities of Ipsos Loyalty in Chile.

Founded in 1990, Punto de Vista provides Customer Satisfaction and Quality measurement to a wide variety of business services, mainly to the finance, retail and telecommunications sectors. The company, which provides a high quality offering to its clients, was the first Chilean research company to obtain the ISO 9001:2000 Quality Certification.

Punto de Vista which employs 62 people in its Santiago office, recorded in 2008 revenue of 3.6 billion Chilean pesos (4.5 million euros).

**Carlos Harding**, Chairman of the Latin America region, commented: "We are delighted to welcome Punto de Vista's teams and to combine their know-how with our expertise. Punto de Vista is a very well known and experienced company. Their expertise in continuous studies and their knowledge of the industry sectors they work in will leverage the Ipsos business capabilities in Chile where we are now the leading market research company."

**Carlos Arentsen**, Chairman of Punto de Vista said: "To maintain our leadership in Chile and to expand our success and product development in Customer Satisfaction to other countries of Latin America, we needed a strong and well known multinational partner. With Ipsos, we are now able to do this and also to offer to our customers the full range of their products and their knowledge. Being part of Ipsos will also allow our employees to expand their carrier opportunities, and make Ipsos in Chile the leader in the market research field."

**Ipsos announces today separately its 2008 Financial Results.**

### 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 and is eligible to the Differed Settlement System.

**Isin FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP**  
**www.ipsos.com**