



## Press Release

### Ipsos strengthens its position in Portugal

**Paris, February 24<sup>th</sup>, 2010.** Jean-Marc Lech and Didier Truchot, Co-Presidents, announce today that Ipsos has signed an agreement to take up a 25% stake in the Portuguese research company Apeme (Área de Planeamento e Estudos de Mercado). With this operation, Ipsos, which has the option to buy the remaining 75% in five years, strengthens its position in Portugal where it has been operating since 1995.

Apeme, founded in 1989 by Carlos Liz and Mariana Machado, is widely recognised as a leading company in the Portuguese market. It has developed a solid expertise in the field of consumer understanding, including real strength in qualitative research.

The managing team of the new company called Ipsos Apeme will comprise Carlos Liz, Isabel Rebelo da Silva, previously Head of Ipsos in Portugal, Mariana Machado, Head of Qualitative Research, and Marina Petrucci, who will be the Managing Director.

These four, who have extensive experience of the Portuguese market, will be backed by a strong team of experienced researchers. They will aim at building a strong company that combines deep knowledge of their market with the international reach of the Ipsos group.

According to **Marina Petrucci**: “This is a great opportunity to meet the challenges of diversity and ever-increasing complexity of consumers. Ipsos Apeme is well placed to help clients face the new areas of knowledge, opportunities and conditions of the current marketplace. The new company will be equipped to provide clients with the best service in understanding contemporary society and help them increase their business efficiency.”

**Brian Gosschalk**, CEO of Ipsos Western Europe said: “I am delighted that we are forming this new company which will reinforce our position in Portugal, based on a strong team and an extensive and high added value offer.”

**Ipsos also releases today its 2009 results**

**About Ipsos.** Ipsos is one of the leading research companies in the world. Headquartered in Paris, it has offices in 64 countries and conducts research in more than 100 countries. Founded in 1975, it is still managed and controlled by research professionals. Thanks to a sound acquisition strategy, they have built a solid group around a unique multi-specialist positioning – Advertising and Marketing research, Customer and Employee Relationship Management, Media Measurement, Content and Technology research, Polling, Social research and Corporate Reputation research. The company has been publicly traded since 1999.



Press release (continued) – February 24<sup>th</sup>, 2010

## 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.

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