



Press Release

Ipsos confirms discussions with Aegis

Paris, 6 June 2011. Jean-Marc Lech et Didier Truchot

At its meeting held in Paris this morning, June 6th, the Board of Ipsos decided to approve the steps taken by the company's management to open discussions with the Board of Aegis to gauge the circumstances in which Aegis might sell Synovate – the market research arm of Aegis – to Ipsos.

At present it is not possible to predict whether these negotiations will be completed successfully or not.

From Ipsos' point of view, these discussions demonstrate its willingness to bring together, in one team and under the Ipsos banner, a combined team of research experts and powerful operational resources, allowing the company to pursue its strategy of profitable growth as it has done over the past decade.

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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