



## Press Release

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### **Ipsos announces the successful completion of its €200 million rights issue**

**Paris, September 28, 2011.** The capital increase with preferential subscription rights launched by Ipsos on September 8, 2011 to fund part of the price of the acquisition from Aegis of Synovate's business was successfully completed.

Total demand for this capital increase amounted to 20,130,514 shares, i.e. a subscription rate of 184%. 10,834,248 new shares were subscribed for through the exercise of rights by irrevocable entitlement and 133,304 were allocated subject to reduction.

LT Participations, Ipsos' major shareholder, subscribed for all of its preferential subscription rights.

The final gross proceeds of the capital increase are €200,157,824 with the issuance of 10,967,552 new shares.

The settlement / delivery and listing of the new shares on Euronext Paris (Compartment A) will take place on September 30, 2011, resulting in a total share capital of 45,241,154 shares as from that date.

The new shares will be listed on Euronext Paris on the same line as Ipsos' existing shares, under ISIN code FR0000073298 and will be entitled to full dividend rights.

#### **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](http://www.ipsos.com)**



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