



Press Release

Paris, January 12th 2000

Ipsos strengthens its presence on the Internet:

Médiangles joins the second French market research group

"Our interest in this new medium was initially expressed via an extensive mobilisation of our in-house resources, and now through the acquisition of the most active company in the Internet field on the French market".

Jean-Marc Lech, Co-President of the Ipsos Group, and Chairman/Managing Director of Ipsos France

The Ipsos group recently purchased all the Capital of the Médiangles (1) market research firm, which from now on will be known as Ipsos-Médiangles, and will be managed by Louis Rougier, the company's co-founder.

Founded in 1991, Médiangles is specialised in market studies using traditional media and has particularly developed in all areas relating to interactivity: on-line communication, interactive media (interactive television, electronic-business, mobile telephony, web and intranet). In 1999, it achieved sales of 10 million Francs and plans to double its Internet business in 2000.

Integration into the Ipsos group will allow for an acceleration in the growth of Médiangles within these new media and will enrich the range of Internet and Multimedia studies already developed by Ipsos. Jean-Marc Lech emphasised the fact that "Internet is in more than one respect a research subject for Ipsos: audience ratings with MMXI Europe (2), measurement of the efficacy of the Internet as an advertising medium (with Ipsos-ASI), use of the Internet as a medium for qualitative and quantitative studies, or for making results available on-line to our clients (Canalipsos.com and IpsosAccess.com).



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This emerging business is clearly identified as a development priority for Ipsos in the years to come, both in France and on an international level.

Jean-Marc Lech stated: "I am delighted with this new collaboration. For a company like Ipsos, both in France and in the other countries the Group works in, everything relating to the Internet is a priority in terms of intellectual, commercial and technical development for the years to come. Ipsos-Médiangles is a new stage in this development".

(1) **Médiangles** was bought from the Sorio Group, represented by Madame Sophie Reinault, and from Louis Rougier, co-founders of the company. The Sorio Group is specialised in media and multimedia consultancy. For its president, Sophie Reinault, "the sale of the market research branch had become a requirement in order to clarify our product range. It is effectively difficult or impossible even to combine the two businesses, consultancy and research, to be at the same time both judge and party. Furthermore, Louis and myself were convinced that the development of the Médiangles research business would come via a move towards a powerful, international research group. Which leaves us today with the opportunity to pursue our development in our core business. On the multimedia side, we are concentrating on the creation of websites with Mediaplace and on e-commerce consultancy with International Business Partners. And we are pursuing our development in the traditional sectors with our companies L'Agence and Citizen Press" (creation of press formulas and development of consumer magazines).

(2) **MMXI Europe**: JV MediaMetrix Inc., GfK AG, and Ipsos SA

The second biggest French market research firm and the ninth on a worldwide level, in 1998 Ipsos achieved revenues of 1.3 billion Francs (199 million Euros) and a total net profit before goodwill amortisation of 31.9 million Francs (4.9 million Euros). With offices in over 20 countries and over 70% of its business taking place on an international level, Ipsos is listed on the Paris Stock Exchange (code Sicovam 7329, Reuters ISOS.LN, Bloomberg IPSO NM).

Ipsos, International Mood Explorer

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