



News Release

Jean-Michel Carlo named head of Ipsos's new Regional Management for Europe

Paris, February 21, 2002. Ipsos co-Presidents, Jean-Marc Lech and Didier Truchot, are pleased to announce the appointment of Jean-Michel Carlo as Chairman and CEO of Ipsos Europe. Ipsos ranks 4th among survey-based market research companies worldwide with revenues of 480.1 million euro in 2001.

As Chairman and CEO of Ipsos Europe, Mr. Carlo will have functional and financial responsibility over the region. He will also supervise marketing activities worldwide. He will report to the two Presidents and will sit on the Group's global Management Board.

By appointing Jean-Michel Carlo, Ipsos intends to diversify the breadth and backgrounds of its management team and as Jean-Marc Lech stresses «to hire top level managers who come from the client side or from our client's partners and who have the ability to work with these same clients at a global level». Added Didier Truchot: «Jean-Michel Carlo's appointment is a key element in the reinforcement of the management structure within the Group as the company reaches a global dimension. Europe, which accounts for about 50% of our activity, is our home base. We aspire to be very competitive in Europe and maintain a centre of excellence entirely dedicated to our clients in the region. »

Mr. Carlo was most recently Chairman & CEO of the Diversified Agencies Group within Havas Advertising, a company he joined in 1997.

Mr. Carlo started his advertising career with Havas Conseil in 1971. He worked at FCA! before joining Avril (member agency of the Havas Group). From 1982 until 1991, he was Paris-based Managing Director, then Chairman of Young & Rubicam France before being appointed Chairman of Young & Rubicam Europe. From 1991 to 1996, he was a partner in BDDP, an advertising company, and then was Managing Director and a member of the board of directors.

Said Carlo, who will start in early March: "I am looking forward to this career evolution, which brings me into a high performing company whose managers I have known for a long time and with whom I share the will to develop activities and key clients.»

Ipsos, Profiling People

Profiling People is the new positioning statement of Ipsos
a worldwide group specializing in research for brands, companies, and institutions.
" Consumers, citizens and clients, we can be all of these in turn and at the same time.
Ipsos researchers solve these psychological and sociological puzzles,
enabling us to identify what unites and what differentiates us as individuals ".
Since July 1, 1999, Ipsos has been listed on the Nouveau Marché of the Paris Stock Exchange.
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