



Press Release

Ipsos acquires the leading independent market research company in South of Africa

Paris, September 18, 2007 - Jean-Marc Lech and Didier Truchot, Co-Presidents of Ipsos, announce today the acquisition of a majority stake in **Markinor**, the leading independent market research company in South Africa. Ipsos will acquire 70% of the share capital of the company with an option to acquire the remaining shares in the future.

Founded in 1972, Markinor is a well-known company highly specialised in Public Opinion, in Marketing and Loyalty research. It has achieved during the last fiscal year a turnover of 75.5 million Rand (7.9 million euros).

The company is managed by respected and talented research professionals, headed by **Shirley Benney**, Chief Executive Officer. Executive directors who are significant shareholders in Markinor equity will be totally involved in the new management team.

The company employs 140 permanent employees, working in all major metropolitan areas across South Africa. The head office is located in Randburg, Johannesburg, with an executive office in Cape Town and field offices in Durban, Port Elizabeth, East London, Bloemfontain, Boksburg and Pretoria.

The Company has over the past three decades gained international acceptance for its excellence in the research services market, specializing in Public Opinion, in Marketing and Loyalty research – including employee relationship management. Markinor which has both quantitative and qualitative expertise, is one of the very few companies who are able to undertake large surveys across South Africa. It also provides great expertise in conducting research into sub-Saharan Africa.

Markinor has developed long-standing relationships with its solid client's base and strives to be the preferred information researcher and consultant in Africa. Among its major clients: ABSA, the largest retail bank in the country; Standard Bank, the biggest bank by market capitalisation; or the South African Broadcasting Corporation – most of its clients are listed on the JSE, Johannesburg Stock Exchange.

Ipsos co-president Didier Truchot said: “We are delighted to welcome Markinor within the Ipsos group. Thanks to this acquisition Ipsos completes its global coverage, South Africa being one of the major markets where Ipsos needed to go to meet the expectations of its major global clients. We will now be able to propose them the expertise and know how of these talented and expert teams with whom we share a common philosophy of client servicing.”

Shirley Benney, Markinor CEO, said “This is an exciting development that comes as Markinor turns 35 years. We are building on our solid, established reputation and keeping current within the globalization trend as per market demands. Our clients and our staff will benefit from access to expertise to global competencies and we look forward to contributing from the South African context.”

Ipsos releases separately today its 2007 1st half results.