



Press Release

Ipsos strengthens its Board of Directors

Paris, 29 April 2009. Ipsos' shareholders approved the appointment of five new Directors at the General Meeting of Shareholders today.

- **Mr. Patrick Artus**, 57, is Chief Economist at Natixis, a Professor at the Ecole Polytechnique and an Associate Professor at the University of Paris I-Sorbonne. Prior to this, he was Director of Research at ENSAE (1982-1988). He was elected Economist of the Year in 1996 by the French news magazine: *Le Nouvel Economiste*.
- **Mrs. Marina Eloy-Jacquillat**, 62, has been Group Human Resources Director of ING since 2008 and a member of its Executive Committee, after being Human Resources Director Europe. Prior to this, she was Group HR Director of Paribas in Paris, after holding several HR management positions for 20 years at JPMorgan in Paris, London and New York.
- **Mr. Gilbert Saada**, 45, is a member of the Executive Board of Eurazeo, a company he joined in 1999 as Director of Development and Investment. Previously he had worked at the Corporate Finance Department of the Crédit Agricole group. At Eurazeo, he has been responsible for transactions involving Elis, Eutelsat, Terreal, Cegid, Oberthur, Ipsos, IRR amongst others. He is a Director of Europcar Groupe, Holdelis (Elis), LT Participations and OL Groupe.
- **Mr. Hubert Védrine**, 61, is Head of Hubert Védrine Conseil and Chairman of the Institut François Mitterrand.
A former Minister for Foreign Affairs (1997-2002), Mr. Védrine has also been a diplomatic advisor (1981-1987), spokesman and strategy advisor of the President Mitterrand (1988-1991). He was General Secretary of the Presidency (1991-1995).
In 2007, President Nicolas Sarkozy appointed him to write a Report on Globalisation.

None of these four Directors hold a position within the Ipsos group. Moreover, Mrs. Marina Eloy-Jacquillat, Mr. Artus and Mr. Védrine are devoid of any conflict of interest as defined in the AFEP-MEDEF Corporate Governance Code.

- **Mr. Pierre Le Manh**, 42, is Global CEO of Ipsos Marketing and Chairman of Central Eastern Europe / Africa (CEEA), and Middle East / North Africa (MENA).
Before joining Ipsos he was a consultant at Accenture, Finance Director of Adami and Chairman and CEO of Encyclopaedia Universalis. He then went on to occupy various management roles with Consodata before being appointed as company CEO in 2002.

Ipsos' shareholders also approved the renewal of the terms of office of existing independent Directors Mr. **Yves-Claude Abescat** and Mr. **Yann Duchesne**, as well as of Mrs. **Laurence Stoclet**, Financial Officer of Ipsos and Mr. **Henri Wallard**, Deputy Chief Executive Officer.



These nominations bring the number of members of the Ipsos Board of Directors to 16, which comprises Ipsos professionals and independent Directors who ensure compliance with the interest of all shareholders:

- Mr. **Didier Truchot** and Mr. **Jean-Marc Lech**, Co-Presidents of Ipsos
- Mr. **Yves-Claude Abescat**
- Mr. **Patrick Artus**
- Mr. **Jean-Michel Carlo**
- Mr. **Yann Duchesne**
- Mrs. **Marina Eloy-Jacquillat**
- Mr. **Carlos Harding**, Deputy Chief Executive Officer of Ipsos
- Mr. **Pierre Le Manh**, CEO of Ipsos Marketing
- Mr. **Henry Letulle**
- Mr. **Pascal Cromback**, representative of LT Participations
- Mr. **Wladimir Mollof**
- Mr. **Gilbert Saada**
- Mrs. **Laurence Stoclet**, Chief Financial Officer of Ipsos
- Mr. **Hubert Védrine**
- Mr. **Henri Wallard**, Deputy Chief Executive Officer of Ipsos

Jean-Marc Lech and **Didier Truchot** underline the benefit of the new composition of the Board of Directors: “Thanks to the diversity of their profiles and professional backgrounds, the new Directors will enrich the Board’s discussions with varied skills and expertises in accordance with Ipsos’ activities”.

The Annual report and the General Meeting of Shareholders’ presentation are available on our website www.ipsos.com.

Ipsos will release its 2009 first quarter revenues on 13th May 2009.

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 Deferred Settlement System.

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