Synovate Strengthens Capabilities in France

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LONDON (1 June 2005)
Aegis Group plc ("Aegis" or "Group") - the media communications and market research group â€“ announced today that it has acquired the French market research group, ARTeam, the holding company for QCG and Socioscan. ARTeam will become part of Synovate, Aegisâ€™s fast growing global research network.
ARTeam is a full service market research group based in Paris. The group provides both quantitative and qualitative research solutions to a number of blue chip marketers.
Commenting on the acquisition, Synovate Global CEO Adrian Chedore said, "France is the 4th largest research market in the world, which makes this acquisition strategically important for Synovate. The addition of ARTeam enables us to offer extended research capabilities and expertise to domestic as well as international clients".
In a joint statement, Georges Guelfand (Managing Director, QCG) and Thierry Pailleux (Managing Director, Socioscan) said, "We are delighted to be part of Synovate. Our clients will benefit from Synovateâ€™s extensive global network and its focus on world-class solutions. Our employees will enjoy the enhanced opportunities that only a global company can offer".
Chedore went on to say, "Synovate France will now have significant additional expertise in qualitative research, as well as sector experience in automotive, beverages, FMCG, fast food restaurants and luxury goods. The fit between the companies is extremely complementary and we see great prospects for Synovate France in the future".
Stephane Courqueux, current Managing Director of Synovate in France will lead the management team of the expanded Synovate business, which will also include Georges Guelfand and Thierry Pailleux. While the companies will continue to trade separately the management team will actively seek ways to cooperate and share resources for mutual benefit.
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About SynovateSynovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of researchsolutions. Synovate employs over 4,000 staff in 97 offices across 46 countries. More information on Synovate can be found at http://www.synovate.com/.
About Aegis Group plcAegis Group plc is the holding company for Carat, its media strategy, planning and buying business, and Synovate, its market research business. These two operating groups provide clients with a range of services across media communications, marketing consultancy and market research. Listed on the London Stock Exchange, Aegis is capitalised at around ?1.1 billion and operates in 64 countries. More information is available at http://www.aegisplc.com/.
About ARTeamARTeam was created in 2003 by bringing together two existing agencies, Socioscan, founded in 1993, and The Qualitative Consulting Group (QCG), founded in 2001.
ARTeam aims to integrate research into clients' marketing decisions, supporting them in their strategic decision-making through the use of rigorous and inventive methods coupled with extensive research expertise.