



Paris, 15/11/16

Press release

Laurence Parisot, vice-chairwoman and majority shareholder of IFOP, today announces the planned sale of a 100% interest in IFOP to Dentressangle Initiatives, the Dentressangle family holding company, in partnership with Pierre Pigeon and A+A Research.

In accordance with the provisions of the French Commercial Code, the planned sale is subject to consultation with the Works Council and notification of IFOP's employees.

The plan is in keeping with the corporate purpose of Dentressangle Initiatives, which is to acquire control of commercial and industrial companies in France and Europe and enhance their growth and influence.

The aim of this transaction to be carried out by Capextens, Dentressangle Initiatives' management company specialising in mid-cap investments, is to create a leading French operator in the market research sector, in which France has a tradition of excellence that is recognised worldwide. Dentressangle Initiatives already operates in the sector as a result of its majority interest in A+A Research, a company specialising in medical research.

If the acquisition is successful, the combination of A+A and IFOP would lead to the creation of a new French mid-tier service provider in the opinion poll and market research sector, with revenues of €60 million and 300 employees. Each company would retain its independence and management team. A+A Chairman Pierre Pigeon would also be appointed chairman of IFOP's Supervisory Board, while Stéphane Truchi would remain chairman of the Executive Board.

IFOP chairwoman Laurence Parisot made the following comments: *"I have headed IFOP and supported its development, particularly in China, with great pride for over 25 years. I would now like the company to be backed by top-tier entrepreneurs with the capacity to invest: the aim is to drive the transition to digital technology and step up innovation in order to deliver customer requirements. Norbert Dentressangle, whom I admire greatly, Laurent Savinelli, Capextens' managing partner, and A+A chairman Pierre Pigeon have the qualities and values required to steer IFOP towards this new goal".*

A+A chairman Pierre Pigeon added: *"This is a growth plan based on the complementarity of A+A Research and IFOP's businesses; both companies enjoy a high level of recognition on their respective markets. This transaction would enable both companies to join forces in order to achieve the critical mass required to meet the challenges posed by international expansion and R&D in Big Data".*



About the IFOP Group:

IFOP, a forerunner in the opinion poll and market research sector for over 75 years, is now one of the leading companies in the sector. IFOP is structured around seven areas of expertise: Opinion & Corporate Strategies, Consumer & Retail, Beauty & Wellbeing, Services, Media & Digital Technology, Healthcare and Luxury Goods. IFOP creates value for its customers by guaranteeing the quality of the information gathered and giving it meaning and perspective. IFOP helps its customers to determine and steer their corporate strategy by providing them with an operational, forward-looking view that enables them to anticipate social change and market trends. In the same pioneering spirit, IFOP develops cross-divisional expertise via its InCapsule by IFOP entity, as well as via the Customer Relations, Large Surveys and Panels Department. A company close to its customers, IFOP operates in around 50 countries worldwide from its offices in Paris and Shanghai. The company currently generates revenues of €35 million and has over 200 employees.

For further information, visit: <http://www.ifop.com> -

About A+A Research:

Founded in 1989, the A+A Group is a recognised expert in market studies for the pharmaceutical industry and has become a major operator in its market with a strong international focus.

The Group is headed by co-founder Pierre Pigeon, a consultant endocrinologist who moved into the pharmaceutical industry via international marketing.

Following the recent merger with US marketing consultancy firm Bell Falla, the new global entity now has 140 employees working from offices in Paris, Lyon (Management and International Division), London, New York, Norwalk (CT) and Thousand Oaks (CA).

A+A Research generates 65% of its €30 million revenues outside France (primarily in the US) and carries out research in over 60 countries for most global pharmaceutical companies. For further information, visit: aplusaresearch.com

About Dentressangle Initiatives and its subsidiary Capextens:

The Dentressangle Initiatives holding company develops a portfolio of investments in a certain number of business sectors with global reach.

Its strategy is to invest in and drive the development of companies with strong growth potential that are destined to rank among the leaders in their sector.

Capextens, Dentressangle Initiatives' management company specialising in mid-cap MBOs, manages the holding company's majority investments in SMEs with revenues between €15 million and €150 million.

Further information is available on dentressangle-initiatives.com and capextens-di.com.

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