



# Press Release

## Creation of Ipsos Partners

**Paris, 14 November 2016** – In late September 2016, 144 Ipsos executive managers and senior managers around the world took part in the creation of Ipsos Partners SAS.

This legal structure under French law used the funds thereby subscribed to take - via a capital increase - a 19% stake in the share capital of DT & Partners, Didier Truchot's company, and thus secure the long-term role of this company as Ipsos' reference shareholder. This transaction was a major success and was oversubscribed. The final sums raised amounted to around €9.5 million.

This transaction marks the end of a painful and uncertain period that started with the loss of Jean-Marc Lech on 2 December 2014. Through the joint company they created in 1988, LT Participations, Jean-Marc Lech and Didier Truchot together ensured the growth and guarded the independence of Ipsos for more than 25 years. The absence of Jean-Marc Lech required a new balance.

On 3 June 2015, Didier Truchot acquired Jean-Marc Lech's stake in LT Participations, through his personal company, DT & Partners. This transaction, conducted together with the partner banks of LT Participations, was the first step in a process designed to preserve the balances of the Ipsos shareholding structure and above all, its business model.

In its business lines, Ipsos strives to affirm its place as a global player, leader in its areas of expertise and its specialisations and independent of any other influence. In order to do so, Ipsos needs a professional shareholding structure that is stable, motivated and determined to act together alongside other Company shareholders.

This strengthening of DT & Partners, thanks to the presence within it of Ipsos Partners, has enabled the process of reflection on the control structure for Ipsos to be concluded. DT & Partners and its shareholders, Ipsos Partners and Didier Truchot, are now in place, reducing the need for the existence of LT Participations.

The market in which Ipsos occupies an important position is growing and transforming. It benefits from its central position in the decision-making processes of companies and institutions. It has to deal with multiple changes created by the globalisation of economies and companies, by the socialisation and the hyper-segmentation of consumers and citizens, by the increases in competition and, of course, by the increased use of technologies that currently enable, more easily than ever before, the production, storage, analysis and circulation of information.

Ipsos is both keen to and can make these changes an opportunity for growth. In this respect, Ipsos needs, above all, a clear vision, a balanced shareholding structure and a team of managers and professionals that are competent, committed and that work together and with the Company's other shareholders.

It is with this objective that DT & Partners and Ipsos Partners are working together.



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### GAME CHANGERS

“Game Changers” is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, simplicity, speed and substance.

We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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