



Neuilly-sur-Seine, June 22th 2017

## **FFP sells its stake in Ipsos**

In 2011, FFP bought a 10.1% stake in LT Participations, the Ipsos group's largest shareholder, and took up seats on the boards of directors of both LT Participations and Ipsos. FFP helped finance Ipsos' acquisition of Synovate, which made Ipsos the world's third-largest market research group.

In the second half of 2016, Didier Truchot allowed 144 executives to buy shares in his DT & Partners holding company, in order to safeguard that company's role as Ipsos' main shareholder. Following that transaction, LT Participations and Ipsos merged. FFP became a direct shareholder of Ipsos, with a stake of only 2.1%, and has accordingly sold its Ipsos shares in the market for €30 million over the last few weeks.

Robert Peugeot made the following comments: *"In 2011, FFP joined forces with Ipsos founders and main shareholders Didier Truchot and Jean-Marc Lech, to help them complete the transformative acquisition of Synovate. That deal made Ipsos one of the world's leading players in its market. After supporting the group for six years, and following the recent reorganisation of its ownership structure, FFP has now sold its stake, which had become less significant. I wish the Ipsos group, its employees and its management all the best for the future as it continues its transformation with the new Total Understanding strategic plan."*

### **About FFP:**

FFP is an investment company listed on Euronext, majority-owned by Etablissements Peugeot Frères and managed by Robert Peugeot. FFP is one of the leading shareholders of Peugeot SA and pursues a minority shareholdings and long-term investment policy. FFP holds participations in listed companies (LISI, Zodiac Aerospace, DKSH, SEB or ORPEA), non-listed companies (IHS or Eren Renewable Energy), and private equity funds.

**[www.groupe-FFP.fr](http://www.groupe-FFP.fr)**

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