



Paris, 7th of June 2024,



A huge sadness for the Ifop Group

Ifop employees, clients and friends were deeply saddened on Wednesday 5 June by the news of the passing of Stéphane Truchi, CEO of the Ifop Group since 2008. All the teams within the Group (Ifop, Sociovision, Occurrence, Deep Opinion and Brain Value) are in shock at this sudden loss, which occurred following his recent hospitalisation.

A renowned researcher and expert sociologist on luxury for many years, Stéphane was a leading figure in our industry, never compromising on what was undoubtedly his greatest value: pleasure.

This pleasure was never hidden when it came to talking passionately about his profession, a pleasure that he knew how to make contagious, inspiring his teams to explore new horizons, a pleasure that was palpable in each of the meetings that he had the secret of.

For Stéphane, surrounding himself with others, spotting individual talent, meeting people and building connections were always non-negotiable conditions to move forward and see the world with a uniquely audacious and adventurous spirit. This uncommon temperament has dictated both his professional and personal choices.



Stéphane's closest colleagues, who joined him throughout his professional and personal life, and his long-standing clients, stand by his family during this sudden loss.

Stéphane began his career at Insight in 1983. He went on to manage Louis Harris and then Ipsos France. As Chairman of Ifop since 2008, Stéphane has been committed to transforming this heritage brand, which was originally best known for opinion polling, into a significant player in marketing research. He has led the construction of a genuine Group made up of research companies combining different areas of expertise. Today, with its unique features, this Group is a benchmark alongside the majors in France and internationally. This heritage is already shaping the next chapters of our history.

"Thank you all, enjoy this moment..." were the words that always concluded Stéphane's speeches to the teams.... And it is undoubtedly these same words that Stéphane would like to say to us today: *"Enjoy..."*.

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