



## Press Release

Paris, 4th July 2018

### IFOP enhances its services with the acquisition of SOCIOVISION

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IFOP acquires SOCIOVISION, a company recognised as a benchmark in the field of sociological studies dedicated to the understanding of consumer behaviour and the anticipation of changes in society.

SOCIOVISION was created in 1954 under the name of COFREMCA. It currently employs 14 associates and its model is based on the enrichment and analysis of databases - both in France and internationally, with its "Observatoire France", an annual survey conducted among 2000 French respondents, with 4000 questions completed, and its "International Observer" carried out in 11 countries among 27000 persons.

For Stéphane Truchi, Chairman of the Executive Board of IFOP, *"This acquisition is a great growth opportunity for IFOP and a sign of positive momentum. It reinforces IFOP's position in the high added-value research segment by including in its offer, the SOCIOVISION brand, which will be retained. The consolidation of our complementary expertise and skill-sets is an asset for the benefit of our current and future clients."*

For Pierre Pigeon, Chairman of the A+A - IFOP Group, *"This acquisition is an important step in our strategy to build a major international market research group. By integrating SOCIOVISION, taking into consideration "sociostyles" will further enhance the relevance of the studies conducted by A+A and IFOP, through a better understanding of the expectations of consumers as well as patients and the motivations of their physicians. By decrypting the entire ecosystem we are able to bring a unique competitive advantage to our customers."*

For Laurent Savinelli, Managing Director of DENTRESSANGLE Small & Mid Cap, *"Accelerating the growth of SMEs by supporting them in the implementation of a build-up strategy is at the heart of our position as an investor that supports entrepreneurs. Thus, over the last 5 years, the A+A Group has more than tripled its activity, by organic growth and thanks to an active acquisition policy in Europe and the USA."*

#### **About IFOP**

For 80 years, Ifop has been the industry benchmark for opinion polls and market research. Our approach is based on a combination of sector-based expertise, business know-how, forecasting and international vision. Our activity is structured around these areas of expertise with 7 specialist divisions for major sector-specific markets (Opinion, Beauty & Wellbeing, Consumer & Retail, Healthcare, Luxury, Media & Digital,



Services), 5 entities dedicated to business know-how (Quali Marketing, Data Management, Client Experience & Large Scope Studies, Omnibus, Panels) and an inspiration management unit, InCapsule by Ifop. An agile company fostering close relationships with its clients, Ifop operates in some fifty countries from offices in Paris, Shanghai and Hong Kong.

For more information: <https://www.ifop.com>

### **About A+A – IFOP Group**

The A+A IFOP Group is one of the leading French market research companies for industry and distribution as well as opinion polls, employing 315 associates and present in Europe, the USA and China.

For more information: [www.aplusaresearch.com](http://www.aplusaresearch.com)

### **About DENTRESSANGLE**

DENTRESSANGLE is an industrial investment holding company focusing on fostering champions through its entrepreneurial culture. It incorporates experts committed to entrepreneurs, in Capital Development and Capital Innovation, with operational know-how and customized support.

DENTRESSANGLE Small & Mid Cap is the majority shareholder of the A+A - IFOP Group.

For more information: [www.dentressangle.com](http://www.dentressangle.com)

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## **MEDIA CONTACTS**

Press department IFOP: [ifop.link@ifop.com](mailto:ifop.link@ifop.com)

Telephone IFOP: +33 (0)1 45 84 14 44

[www.ifop.com](http://www.ifop.com)