



Paris, 14 October 2019

**PRESS RELEASE**

**APPOINTMENT OF LAURE FRISCOURT AS DEPUTY CEO OF THE IFOP GROUP**

**Laure Friscourt is appointed Deputy CEO of Ifop with the task of bolstering the Group's development in the Beauty, Healthcare and Wellbeing sectors while supporting growth in Asia.**



Stéphane Truchi, Chairman of Ifop's Executive Board, announced the appointment of Laure Friscourt as Deputy CEO of Ifop: *"Laure's unwavering competence, her team spirit and international experience acquired in our Ifop Asia subsidiary are valuable assets for this new stage in her career. I am sure that Laure's appointment will be highly beneficial for the Group and that we will thus be in an even stronger position to support our clients' development"*.

Laure Friscourt has held various positions within the Group; she managed the Ifop Asia subsidiary, then set up and managed Beauty Department. As Deputy CEO, her task today is to bolster Ifop's development in the Beauty, Healthcare and Wellbeing sectors while supporting growth in Asia.

**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. In 2018, Ifop acquired Sociovision, a company renowned for its expertise in the field of sociological studies.

An agile company fostering close relationships with its clients, Ifop operates in some fifty countries from offices in Paris, Shanghai and Hong Kong.

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