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## PRESS RELEASE

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### IFOP FURTHER REINFORCES ITS INTERNATIONAL PRESENCE BY OPENING IFOP INC IN NEW YORK

**IFOP has taken a decisive step towards bolstering its international presence in the Luxury, Beauty and Wellness sectors. Opening this 3<sup>rd</sup> hub enables IFOP to reach out to a market that is of strategic importance for all stakeholders in these industries.**

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Stéphane Truchi, Chairman of the Executive Board of IFOP,

*“Opening this new hub bears witness to IFOP’s growth strategy and positive dynamics. It will reinforce our position in the Luxury, Beauty and Wellness sectors in the USA - the biggest market worldwide. Furthermore, it will enable us to ascertain that we provide our clients with comprehensive coverage of their key markets: North America, Europe and Asia.*

*I am also delighted to welcome Stéphanie Sandler who has been appointed President of IFOP Inc. Stephanie will be a vital asset for our group thanks to her local and international experience and her in-depth understanding of brand and communication strategies acquired at CHANEL and RICHEMONT in New York and Paris”.*

Stéphanie Sandler President of IFOP Inc.,

*“IFOP is the preeminent leader for luxury and beauty research particularly in Europe. It represents the “haute couture” of market research as each project is completely customized in terms of study design and hands-on when it comes to customer service. I am thus delighted to have been entrusted with the responsibility of bringing this savoir faire to North America with my perspective and experience from the client side, having worked at large Luxury Maisons”.*

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#### About IFOP

*For 80 years, IFOP has been the industry benchmark for opinion polls and market research. Its approach is based on a combination of sector-based expertise, business know-how, forecasting and international vision. Its activity is structured around its historical Opinion Department and sectorial marketing expertise. Two brands complete this offer: Sociovision and InCapsulebyIfop. Ifop is a highly reactive company that fosters close relationships with its clients. It operates in some fifty countries from offices in Paris, Shanghai, Hong Kong and New York.*

*To create ever-greater value for its clients, IFOP has identified a guiding principle for its current and future growth: Move To Data Living.*

**Contact Presse IFOP**

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