



Press Release

Ipsos announces the death of Carlos Harding, Ipsos Deputy CEO

Paris, 13 December 2016 – It is with a deep sadness that we announce the death of Carlos Harding, Ipsos Deputy CEO, LT Participations Board Member and Ipsos Partners Shareholders, on Friday 9 December 2016 in Paris.

An Engineering graduate of the University of Santiago in Chile (1971), he worked in the Ministry of Agriculture of Chile. In 1974, he joined the Economic and Financial Bureau of the French Ministry of Transport. He gained a PhD in Economics from Bielefeld University, Germany and in 1977 specialised in market research, first joining COREF and later CEGOS. By the end of 1978 he had joined Novaction and actively contributed to the company's global development, in his position of Technical Director, in charge of Europe and America.

He joined Ipsos in 1991, as international manager, in charge of developing and strengthening the company's international network. In 1993 he was given responsibility for Ipsos' corporate development. He became Chairman Ipsos in Latin America in 1998. Carlos was a member of the Ipsos Management Board.

Didier Truchot, Ipsos Chairman & CEO says: *"Carlos was a good and beautiful person. Respectful of others, competent and incredibly committed to the success of our company, he has been a formidable negotiator of hundreds of acquisitions, permitting Ipsos to become the great company that we know. We will not forget Carlos, the friend, colleague and partner who made us all better and Ipsos stronger."*

The thoughts of the management team and employees of Ipsos go to Carlos's family and close friends.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, simplicity, speed and substance.
We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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