



# Press Release

## **Chaptal Award: Didier Truchot, Ipsos Chairman and CEO receives the Chaptal Award 2018**

**Paris, 18 December 2018** – Didier Truchot, Ipsos Chairman and CEO, received on 12 December 2018 in Paris the Chaptal Award in the category "Arts in communication and training". Awarded annually to the personalities responsible for major entrepreneurial successes and major technological advances, this distinction is the recognition to Ipsos founder's lifetime career.



*"I am very honored to receive this award. Since its creation, Ipsos' mission has been to give businesses and institutions the keys to understanding the world, providing an ample vision of Society, markets and people. A particularly significant challenge in a period of profound transformation. This recognition that Ipsos has made a meaningful contribution to our market research profession, fills us with pride."* said **Didier Truchot, Ipsos Chairman and CEO.**

Already awarded by "Ernst & Young" and the magazine "L'Entreprise" as "entrepreneur of the year" in 2001, Didier Truchot's leadership skills are again rewarded with the Chaptal Award. True entrepreneur, he founded Ipsos in 1975 and built the 3<sup>rd</sup> largest market worldwide research company.

This prize comes at the end of a pivotal year for the Ipsos group, which launched its transformation plan "Total understanding" last November. Ipsos group continues to innovate to realize its ambition: to accompany its customers towards the global understanding of markets and their stakes, through societal expertise and data hybridization.

The distinction is awarded each year by the **National Industry Incentive Society**. It is one of the historical missions of this recognized public utility, which promotes and supports companies and company leaders of the commercial and industrial sectors.

### 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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