

# Bilendi

## Bilendi broadens its reach with proprietary panels across most of Europe

**Paris, September 24, 2024** - **Bilendi, a European leader in technology, data, and AI solutions for the market research industry**, is expanding its reach to cover nearly all of Europe by launching new proprietary panels.

### One of the strongest portfolios of high-quality panels in Europe

Over many years, Bilendi has built or acquired panels to establish an impressive portfolio of 20 proprietary panels across Europe, encompassing more than 2.5 million active online panellists from 13 European countries: Germany, France, the UK, Finland, Norway, Denmark, Sweden, the Netherlands, Belgium, Austria, Switzerland, Italy, and Spain.

At the core of Bilendi's success is its proprietary model, which adheres to the highest quality standards. The company employs a 'true panel' approach, ensuring continuous recruitment and management of panel members. This method provides complete transparency and control throughout the entire process, from recruitment to sampling.

Bilendi guarantees at the highest quality standard of the industry, thanks to its strict processes and innovative technology including especially A.I., from recruitment to the panellist lifecycle, sampling, and incentivisation –. This unwavering dedication to quality extends to new panels, where Bilendi maintains its high standards. Bilendi entire quality management system is certified according to ISO 20252:2019 standards.

### Bilendi to expand European reach by launching 20 new proprietary panels

In response to growing client demand for high-quality panels across all European countries, Bilendi has decided to create 20 new proprietary panels. The rollout began this summer with the successful launch of two new panels in Ireland and Greece, with additional panels to open in various European countries over the coming months.

### **Marc Bidou, CEO and founder of Bilendi, states:**

*"Bilendi has long distinguished itself by offering high-quality panels across the 13 major European countries. Now, we're expanding to offer the most comprehensive coverage in Europe, while maintaining the same exceptional quality our customers rely on. This comes at a critical time for our industry, when data quality and integrity are paramount."*

**Next publication: results for the first half of 2024**, on 2 October 2024 (after market close)

## About Bilendi

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**Bilendi** is a European leader in technologies, data and AI solutions for the market research industry. **Bilendi**'s mission is to collect and process reliable data, in an ethical manner, from consumers, citizens, patients, professionals, etc. for use by researchers, in order to better understand our society and for economic and political players, so that they can make informed decisions.

With a team of over 400 people, **Bilendi** has offices in France, the UK, Germany, Italy, Belgium, Spain, Sweden, Finland, Denmark, Switzerland, the Netherlands and Morocco, serving 1,700 customers.

Certified ISO 20252:2019, **Bilendi** has developed: BARI, an AI dedicated to the market research industry; Bilendi Discuss, a market research platform available in SaaS mode; and high-quality online panels in 13 European countries.

The Group is listed on Euronext Growth Paris. ISIN code: FR0004174233 - Mnémo code: ALBLD – Eligible PEA PME – “Innovative company” status from BPI France.

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

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