

Bilendi

Bilendi publishes its second ESG report

Paris, 16 July 2024 – **Bilendi, a European leader in research technology and data**, announces the publication of its second ESG report.

Following Bilendi's first ESG report published in December 2022, this new report highlights the Group's approach to Environment, Social and Governance (ESG) by combining commitments and actions around two key priorities: promoting sustainable economic growth and strengthening trust and security within our Group's companies.

Bilendi's ESG is fully integrated into the Group's business and strategy and forms part of its DNA. It is structured around 4 key commitments that are explored in greater detail in the report:

- Ensuring data quality, security and integrity
- Conduct business ethically and responsibly
- Giving employees the means to develop
- Limiting Bilendi's environmental impact

In 2023, Bilendi took a number of steps to meet the commitments it has set itself, including the introduction of an anti-corruption and business ethics charter, a whistleblowing policy in Germany, France and the UK, financial donations during the earthquake in Turkey and Syria and pro bono studies to support projects.

Bilendi has also defined new indicators that will be updated regularly to constantly improve the Group's performance. These include:

- Giving our employees the means to develop. In 2023, 87% of the workforce have had an individual annual appraisal interview;
- Encouraging employee satisfaction and development. In 2023, the rate of employee departures was 16%, well below the average standard rate for its sector;
- Promote gender diversity within the Group. In 2023, the proportion of women in the workforce was 47%.

Finally, the Group has a mission: To collect and process reliable data, in an ethical manner, from consumers, citizens, patients, professionals, etc., for use by researchers to gain a better understanding of society, and by economic and political players to help them make informed decisions.

Commenting on the new report, Marc Bidou (Chairman, CEO and founder of Bilendi) said: "Since the creation of Bilendi, our Environment, Social and Governance approach has never been just a simple

process. As one of Europe's leaders in data collection for the market research sector, we are fully aware of the impact of data processing on the environment and our ecosystem. We are striving to put in place indicators and demanding policies to ensure the long-term future of our Group, while at the same time promoting sustainable growth. Over the coming years, we will be strengthening the quality of our commitment through new indicators. We will also be stepping up our research into our environmental impact, with the publication of our first carbon footprint."

Next publication: first-half 2024 revenues, on 24 July 2024 (after market close)

About Bilendi

Bilendi is a European leader in technologies, data and IA 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

Contacts

BILENDI

Marc Bidou – Founder, Chairman and CEO

Phone: +331 44 88 60 30

m.bidou@bilendi.com

SEITOSEI.ACTIFIN

Analysts & Investors Relations

Foucauld Charavay

foucauld.charavay@seitosei-actifin.com

Phone: +331 56 88 11 10

Press Relations:

Isabelle Dray

isabelle.dray@seitosei-actifin.com

Phone: +331 56 88 11 29