



Bilendi becomes a leader in the European access panel market by acquiring M3 Research, a key player in Northern Europe

- **Bilendi acquires a strong position in four markets in the Nordic**
- **The newly-expanded group achieves revenues of € 16.6 million in 2014 (unaudited)**

Paris, February 9th 2015

Bilendi (formerly Maximiles Group) - ALBLD – has entered into an agreement to acquire M3 Research, a leading provider of online access panels in Northern Europe achieving revenues of €4 million in 2014. This acquisition confirms Bilendi growth strategy, in line with the group's key objective expressed in June 2014, to double the revenues of its "Services for Market Research" division in 2016.

A transaction offering strong commercial and geographic synergies

M3 Research, a Danish company founded in 2007, is a major player in the Nordic market, with highly qualified access panels of more than 300,000 active members in four countries (Denmark, Sweden, Norway, Finland). The company has offices in Copenhagen, Odense, Stockholm and Helsinki to address the needs of the various markets.

With a commercial model very similar to **Bilendi**, M3 Research provides services to local and international Market Research institutes. The company is well known for the quality of its access panels and the experience of its team.

M3 Research joins **Bilendi** with its entire team (26 employees), bringing their expertise and knowledge of the Northern European market to the group. The two founders, Mik S. Oddershede and Steen Agerskov (CSO) and Helle Oddershede (Partner and CEO), will continue to develop the Nordic market for the group.

Bilendi plans to accelerate the development of M3 Research in the Nordic based on commercial synergies generated by a stronger pan-European offering, its expertise in the field of access panels and its ability to deploy technology-led innovations especially in mobile surveys and digital advertising effectiveness tracking.

In 2014, M3 Research achieved revenues of € 4 million and a restated operating profit of € 200 K.

Helle Raun Oddershede, Partner and CEO of M3 Research, says: "As specialists in access panels in the Nordic, we are proud to team up with a group of Bilendi's calibre. We will gain access to all Bilendi's proprietary panels and the group's innovative technologies that perfectly fit the current market changes and our customers's expectations."

Creating group revenues of nearly € 17 million

Bilendi delivered revenues of € 12.6 million in 2014 with an operating loss of around (700) K €¹.

The integration of M3 Research results in consolidated revenues of € 16.6 million in 2014, with more than 60% of that achieved outside France.

The acquisition of M3 Research will be paid in cash, part of which is subject to achieving 2015 targets and will take effect in the coming weeks after some closing conditions have been met.

Bilendi becomes one of the European leaders in the access panels market

As the volumes and diversity of data continues to grow rapidly, **Bilendi** has become a key partner in the market research and CRM industries where the group offers web and mobile solutions for the conception, development and management of loyalty programmes.

Relying on its technologies and database developed almost 15 years ago for the loyalty and market research industries, **Bilendi** has become one of the leading online access panels in Europe. Thanks to consistent investments over several years, the group has set up a comprehensive range of digital services to support its customers: scripting, mobile and online access panel, or sampling. **Bilendi's** passive measurement in-house technologies are among the most innovative on the market and provide a strong response to market research and digital advertising players.

Bilendi now boasts over 2.1 million panelists in 11 major European countries. In addition, the Group has built an international network of partners to fulfil its customers' needs in more than 55 countries.

Digital activities, especially mobile channels, as well as new technologies for passive measurement are the main vectors for market research industries growth. **Bilendi** is particularly well positioned to become a leader in this growing market segment.

Marc Bidou, Chairman Bilendi CEO, adds: "We are very pleased with this transaction, which opens significant prospects to Bilendi and our clients. Our companies are very complementary and this combination is a source of added value for both Bilendi and M3 Research. Bilendi expands its offers and is now well-positioned on the Northern European market, offering its customers proprietary access panels in 11 countries in Europe. Bilendi is confident in its ability to deliver significant growth in 2015 with this acquisition, but also due to organic growth on its current business."

Bilendi will present the details of M3 Research acquisition and provide an update on its strategy and its development perspective, during an investors meeting on March 17th.

¹ unaudited

About Bilendi (formerly Maximiles Group)

At a time when the volumes, variety and speed of data broadcast and exchange are expanding rapidly, **Bilendi** brings an innovative, technology-led approach to data collection, management and analysis. Bilendi's two core activities, Services for Market Research and Services for Customer Engagement and Loyalty, thus result in a resolutely data-centric position. With offices in France, United Kingdom, Germany, Denmark, Sweden, Finland and Morocco, the Group is also active in Spain, Italy, Switzerland, Austria and Norway.

The Group, which has been awarded the *Most Innovative Enterprise* by BPI France, is listed on Euronext, Paris' Alternext index.

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www.bilendi.com

About M3 Research

M3 Research is one of the leading and most experienced online panel provider in the Nordic region. M3 Research has more than 300,000 active panellists.

The company is based in Copenhagen, Odense, Stockholm and Helsinki.

M3 Research clients represent companies from a wide range of sectors, including research institutes, media agencies and ad-agencies.

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