



Odense, June 12, 2017
For immediate release

European market research with a Nordic focus has a new name

With M3 Research changing name to Bilendi, market transparency has a global calling with a local focus.

Known as a major player in delivering transparency and market insights through online panels in Denmark, Sweden, Norway, and Finland for 10 years, the Danish company M3 Research has been acquired by the French company Bilendi in 2015. The change of name is a consequence of the acquisition, and a way to emphasise the valuable connection of possibilities across countries.

Bilendi offices are found in 10 countries, alone and in seamless collaboration they deliver local knowledge, servicing local customers and providing insights whenever needed. With a profound focus on Europe, this service has now been strengthened. Clients that have been used to M3 Research panels with more than 300,000 panellists of Nordic B2B or B2C audiences are offered new possibilities with a total panel size of 2,200,000+ panellists from 12 European countries (Denmark, Sweden, Finland, Norway, France, UK, Germany, Italy, Spain, Belgium, Switzerland, Austria). Bilendi's panels are now recognized as part of the best European panels and are used by hundreds of established market research companies.

"With local offices in Copenhagen, Odense, Helsinki and Stockholm, Bilendi in the Nordic will keep its focus on the Nordic markets close to home, but in collaboration with our many divisions we can keep clients ahead by having the best strategic overview of the markets and target groups in all of Europe," says CEO of Bilendi Nordic, Helle Oddershede. "We are now part of something bigger and benefit from all the innovations of Bilendi, like the Digital Audience Solutions which is now proposed to Nordic clients. This way, companies can gain knowledge of the target groups they want to keep in mind in potential new markets – or simply see new possibilities in the existing markets where they want to engage customers or build up loyalty."

Bilendi in the Nordic countries will still engage in local roots, local knowledge, local data, local panels, and local quality.

"Collectively, our key focus is to create value through collecting data insights you can analyse, enrich, and monetise. Thus, we should also share the same name," adds Helle Oddershede. "The change of name is the final piece of the puzzle in strengthening of Bilendi's 'Services for Market Research activities, and the larger number of panellist has been sought after by many of our customers. Now they are finally able to get a greater view of market potential and correlations."

The change of name from M3 Research to Bilendi is brought into effect immediately.

About Bilendi

At a time of rapid increase in the volumes, variety and speed of data being transmitted and exchanged, **Bilendi** brings an innovative and technological solution for collection, management and monetisation of that data. **Bilendi** is strategically positioned at the heart of data collection for two market segments: Services for Market Research and Services for Customer Engagement and Loyalty. With operations in France, the United Kingdom, Germany, Spain, Morocco, the Nordic countries (Sweden, Finland, Denmark) and Belgium, the group also operates in Italy, Switzerland, Austria and Norway.

In 2016, **Bilendi** achieved a turnover of € 22.5 million.

The group is listed on Alternext of Euronext Paris. ISIN code FR 0004174233 - MNEMO code. ALBLD - Eligible PEA PME

ISIN code FR 0004174233 - MNEMO code. ALBLD - Eligible PEA PME

www.bilendi.com

Contacts

BILENDI in the Nordic

Helle R.Oddershede (CEO Nordic)

+45 30 88 88 76

h.oddershede@bilendi.com