



## BILENDI CSR REPORT - JUNE 2024

This CSR (Corporate Social Responsibility) report provides our stakeholders with an overview of our commitments and actions in line with the following two objectives: to promote sustainable economic growth and to strengthen trust and security within our societies. CSR is not a new subject for Bilendi, as it has been an integral part of its corporate culture since its creation. Bilendi's ambition is to develop a CSR approach structured around its main challenges in the future.

The purpose of this report is to formalise all the CSR actions taken to date. It does not include our subsidiary in Morocco.

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## Editorial by Marc Bidou, Chairman and Chief Executive Officer and Founder of Bilendi



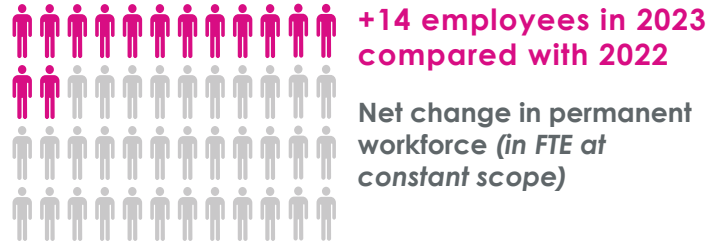
*"Bilendi has perhaps never invested as much in innovation as in the period 2022-2023: launch of BARI our artificial intelligence based on our own AI, and various LLMs including ChatGPT which has been integrated into Bilendi Discuss (ex DiscussNow, and launch of "Niche Sampling" to interview niche targets - not reachable by online panels - based on criteria available on social networks."*

*In addition to our objectives of increasing sales and profitability, we are aware that our achievements have an impact on citizens and consumers. We have a major social and moral responsibility to ensure the rigour and quality of our data collection and processing activities. We play an essential role in opinion and marketing research, as governments and companies make their decisions based on analyses using data that is very often collected by Bilendi in Europe.*

*CSR is not a new subject for Bilendi: it has always been an integral part of our corporate values and culture throughout our history. As regulations and the expectations of our stakeholders in this area continue to grow, we have deliberately chosen to communicate our CSR approach through this report. The sustainable development of our company is a major challenge for Bilendi's management in the years to come. It is also important for our employees and their motivation, as well as for our other stakeholders. Our shareholders want to know where and how their money is being invested, and our customers and partners want to know that they are working with a committed and responsible company.*

*All the environmental, social, societal and governance issues addressed in this report are integrated into the definition and implementation of Bilendi's strategy. One of our top priorities is the protection and confidentiality of personal data. Millions of Europeans entrust us with their data and opinions: it is our responsibility to treat them with the highest level of rigour, integrity, and security. This rigour in our working methods, even though it may have short-term constraints on our development, is a guarantee of the quality of our services for our customers. The trust placed in us by our customers and panellists is a decisive factor in the long-term survival and development of the company, and in the creation of shareholder value.*

*The Bilendi Group's ambition is to achieve sales of over €100 million by 2026, with an EBITDA rate of 20-25%. This will be achieved through strong organic growth (geographical expansion, creation of new panels, strengthening of the product offering, development of sales teams, technological and marketing innovations, etc.) and through acquisitions. But beyond these resources, this objective can only be achieved by maintaining and constantly improving our non-financial targets.*



After in-depth discussions with the Bilendi teams, we can confirm Bilendi's mission.

Our mission is to collect and process reliable data, in an ethical manner, from consumers, citizens, patients, professionals, etc., for use by researchers to better understand our society, and by economic and political players to help them make informed decisions.

## 1. Presentation of our activities

**Bilendi is one of Europe's leading specialists in digital technologies and data collection for market research.**



The Group offers a reliable and comprehensive range of technologies and solutions for data collection and customer loyalty. We have our own panels and can collect data worldwide through our network of trusted partners.

Thanks to major investments in technology and the acquisition of several companies, we now cover 13 countries in Europe: France, Germany, Italy, Belgium, the Netherlands, Spain, Sweden, Finland, Denmark, Switzerland, Austria, Norway, the UK, and Morocco. As Morocco has greater operational autonomy, it is important to note that this report does not cover Morocco.

**Bilendi is the leading European player in its sector.**

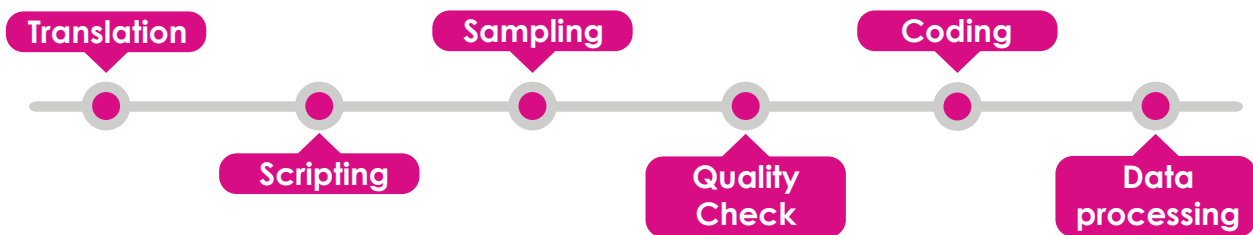
To achieve this, we benefit from 3 key competitive advantages:

- The size and quality of our proprietary panels
- Innovative technologies
- A local approach to integrate the specificities of each European market

## Our Market Research activity

Bilendi has over 20 years' expertise in managing survey panels. We follow ESOMAR guidelines and all our panels are subject to double opt-in registration, multi-source recruitment, satisfaction surveys, regular cleaning and invitation-only surveys.

- Based on 20 proprietary panels in Europe, with over 2.5 million panellists in 13 European countries, and a network of partners for the rest of the world, Bilendi carried out around 30,000 surveys in 2023.
- Using flexible, high-performance tools designed and developed by its technical team, Bilendi offers a wide range of solutions, from survey programming to hosting, sampling, and data processing.
- Bilendi uses a technological platform developed in-house, based on open-source software, enabling it to guarantee the highest levels of availability, security, and data integrity.
- Bilendi also offers Bilendi Discuss, a qualitative market research platform incorporating numerous artificial intelligence (A.I.) functionalities.
- Bilendi has developed BARI (Bilendi Artificial Research Intelligence) based on proprietary AI models, and the market's LLMs, including OpenAI's ChatGPT, which supports many of the solutions offered in quantitative and qualitative research.



For more information on the activities of the Market Research segment, please visit our website.

## Our Loyalty & Customer Relationship Management business

- For 20 years, Bilendi has been designing and operating loyalty programmes in both BtoC and BtoB. Our customers trust Bilendi to manage their programmes in France and abroad, whether they are designed for a few hundred or several million customers.
- Since its creation in 1999, Bilendi has invested several million euros to develop its own technological platform: the Bilendi Membership System. It comprises 3 families of modules: Loyalty, Marketing Automation and CRM. This platform serves as the technological basis for the deployment of programmes operated by Bilendi.
- Bilendi's teams provide their expertise to support the 3 key phases of a loyalty programme:
  - Design and definition of functional specifications
  - Development and configuration of technological solutions
  - Operation and monitoring of programme performance

For more information on our Loyalty & Customer Relationship Management activities, please visit our website.

## Major global trends and the expectations of our stakeholders are constantly evolving

Bilendi operates in a changing world, with major global trends impacting or potentially impacting the Group and its activities. The major challenges identified are as follows:

### MAJOR SOCIETAL TRENDS

- Speed up decision-making by providing access to useful information;
- Adapting to the increasing digitisation of society and our sector, particularly in terms of how information is gathered and how quickly it can be obtained;
- Increasing demand for data and insights
- Developing new means of data collection through innovation;
- Preventing the risks of cyber-attacks, fraud and piracy;
- Protecting the private data of our customers and panellists in a context of high expectations on the subject, particularly with regard to the GDPR<sup>1</sup>;
- Responding to new demands brought about by new technologies and innovations;
- Adopt irreproachable business conduct and demonstrate transparency towards our stakeholders.
- Integrate the new forms of generative artificial intelligence that are disrupting society,



### Major social trends

- Attracting and retaining employees;
- Adapting to changing consumer expectations and behaviour;
- Keeping employee skills in line with digital developments and consumer expectations.

### Major environmental trends

- Mitigating global warming and its impact<sup>2</sup>;
- Meeting society's growing expectations on environmental issues;
- Comply with growing European regulations on environmental, social and governance issues.

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<sup>1</sup> GDPR: General Data Protection Regulation, UE regulation.

<sup>2</sup> The digital sector is responsible for 4% of the world's greenhouse gas emissions and therefore plays an important role in the fight against climate change

## 2. Our priority CSR commitments

Four CSR commitments stand out for the Group. The CSR risks and opportunities identified above are integrated into these four commitments, which structure this report.

### I. Ensuring the quality, security, and integrity of our data

Bilendi guarantees a high level of quality and security for the data it collects in order to create value for its clients and enable them to carry out relevant and unbiased analyses. In the face of rapid change in the sector, Bilendi adapts by guaranteeing innovative data collection and verification solutions.

### II. Conducting our business ethically and responsibly

Bilendi considers business ethics to be of paramount importance within its organisation and within its value chain. The company strives to establish relationships of trust with its partners and to take sustainable development into account in its purchases and panels. The Group is also keen to take positive action for local communities through corporate philanthropy and to make its market research skills available to communities.

### III. Giving our employees the means to develop

Our employees are a key factor in Bilendi's success. The company supports them in their development through internal and external training. The Group strives to provide them with satisfactory and flexible working conditions (teleworking, etc.) and a working environment that enables them to balance their professional and personal lives. We take a stance against all forms of discrimination and offer everyone the opportunity to develop their careers and skills within the Group.



### IV. Limiting our environmental impact

Bilendi's activities involve processing a large amount of data, resulting in significant indirect energy consumption. Aware of its responsibility to reduce this consumption, Bilendi aims to limit it by hosting its servers in France with committed partners. The company also favours environmentally-friendly modes of transport and educates its employees to limit the impact of their daily activities.

These commitments are detailed below:

## 2.1. Ensuring the quality, security, and integrity of our data

Data quality and the quality of our processes are at the heart of our strategy and are Bilendi's top priority. We take many steps to guarantee the quality and integrity of the data we collect and process for our customers, which is essential for our 1,700 customers. We have our own panels, representing over 2.5 million active online panellists in 13 European countries, as well as panellists worldwide through a network of trusted partners. Bilendi uses over 300 qualification criteria: age, employment, education, etc. We use an innovative and sophisticated multichannel data management platform (Bilendi Membership System, Survey Project Management Platform, etc.) to harmonise, interpret and exploit the data collected. We follow the recommendations of ESOMAR in particular, and the entire management of our panels is subject to numerous measures to ensure quality. Bilendi complies with the quality standards defined by the market research industry and is an active member of the main European professional associations.

### Guaranteeing the protection of personal data and the security of our systems



We face complex risks **from increasing cyber-attacks** and **growing demands for privacy and confidentiality**. To strengthen the trust of our customers and panellists, and reduce these risks, Bilendi has robust processes to ensure the security and confidentiality of its platforms and the personal data collected and processed. Personal data is a major issue for our company, as we collect sensitive data such as personal data, health data, opinion data, etc.

### Complying with current regulations (GDPR)

Our measures to ensure the protection of personal data are based on the General Data Protection Regulation (GDPR) of the European Union (EU), the laws implementing this regulation within the EU and the laws applicable outside the EU. Compliance with the RGD and the laws mentioned above is mandatory for all our activities and concerns all our stakeholders. For example, our internal processes restrict access to panellists' responses and personal data by separating them into two separate databases. Our panellists may also request and obtain, at any time, opposition, rectification, access and/or deletion of their personal data.

### Guaranteeing the security of our systems and raising employee awareness

Bilendi has put in place an internal security programme for our information systems. For example, we ensure that our employees use complex passwords, that they do not use external USB keys and that they follow the security steps for each incoming email. In addition, all our employees are required to undergo training in the protection of personal data; where appropriate, our customers are also made aware of these issues during particularly sensitive surveys.

## **Combating cybersecurity threats**

Bilendi regularly faces attempts to hack into the accounts of its panellists, who accumulate loyalty points in their account. To reduce this risk, we have put in place a robust IT infrastructure with a series of dynamic checks and blocks. We seek to regularly assess our vulnerability to reduce the risk of attack and minimise the impact of incidents. To this end, we monitor our exposure to these risks through an external company that carries out regular penetration tests and audits. To guarantee better security for all our data, we work with open source certified partners to host our servers. In addition, our employees receive regular training in cybersecurity risks.

The market research sector is exposed to reputational risks, particularly with regard to the way in which data is collected. Aware of this challenge, Bilendi has a responsibility to ensure the integrity of the data it provides to its clients. Our quality controls are highly developed and cover every stage of our activity: the recruitment of panellists, the management of online panels, the selection of panellists invited to take part in surveys, the programming of questionnaires, the management of responses collected for our clients, the processing of data, etc. These controls are both human and automated using sophisticated algorithms, and are supplemented by the use of artificial intelligence.



## **Meeting the expectations of our institutional customers**

Our customers are at the heart of our growth and strategy. Our core commitment lies in our value proposition: providing quality, unbiased data from a representative panel to ensure the reliability of survey responses. To ensure the quality of our panels, Bilendi is a member of market research associations and complies with the highest quality standards in the field. Our teams support our customers throughout their project: they ensure a high level of service availability, technical support and a customer service department that responds to requests from panellists and institutions.

We also aim to ensure that our solutions are as innovative as possible so that we can constantly improve the quality of the customer experience and data, which is a crucial factor in customer satisfaction.

## **Meeting the expectations of our panellists and loyalty customers**

Bilendi adapts to the expectations of its panellists in terms of media (mobile and native app) to offer them gifts that meet their needs and desires. In response to the trend towards more responsible modes of consumption, Bilendi offers 'zero waste' gifts (mainly dematerialised gifts), as well as the possibility of making a donation to over 40 associations in Europe. This enables our panellists and loyalty programme customers who so wish to have a positive impact on society or the environment.

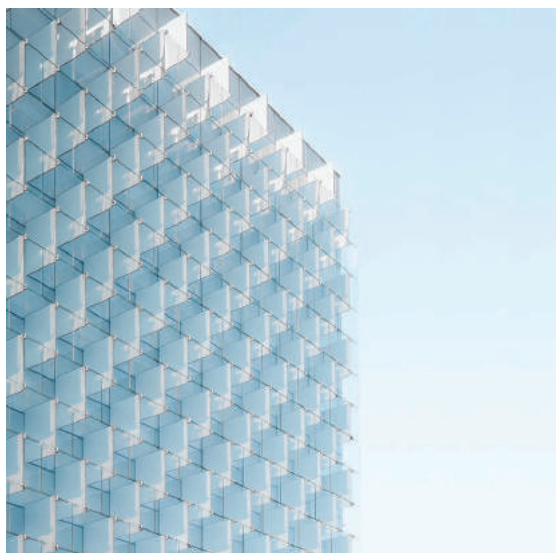


The trust of our customers and our desire to be irreproachable in the conduct of our activities are the keys to our success. Bilendi does not tolerate breaches of ethics in its organisation or with its partners. The market research sector is exposed to reputational risks, particularly with regard to the way in which data is collected. Aware of this challenge, Bilendi works to ensure data quality and integrity (see above) and exemplary business ethics. Due to its position in the value chain, the Group collects and supplies personal data for surveys, but has no control over the questions that are asked or the final analysis of the data.

## **2.2. Conducting our business ethically and responsibly**

### **Independence and the fight against fraud and corruption**

We conduct our business with honesty, integrity and always within the law. We have put in place anti-corruption and anti-fraud procedures to limit the associated risks, whether in obtaining new customers or in choosing our suppliers and subcontractors.



### **Regulatory compliance and tax transparency**

As a listed company, the methods we use to collect financial data are highly regulated, and we have a high level of tax transparency. The company is not particularly exposed to the risk of tax evasion and complies with its European tax obligations. We are also committed to complying with local regulations in the countries where we operate, and to paying taxes that reflect the activity carried out there.

### **Integrating CSR into our purchasing**

Bilendi's internal purchases include office rental, external panels, office automation products and travel for its own activities. However, the bulk of purchases relate to gift catalogues, which reward both our panellists and members of programmes managed as part of our loyalty activity. Gifts are offered according to the number of points accumulated. Bilendi sources most of its products from France, the UK, Italy and Spain, and works mainly with wholesalers, manufacturers and cultural and leisure venues.

### **CSR assessment of our main suppliers.**

We ensure that our suppliers respect the same values and standards as we do in terms of sustainable development. To do this, we regularly discuss their practices and commitments with our main active suppliers.

### **Privileging local purchases to reduce carbon footprint**

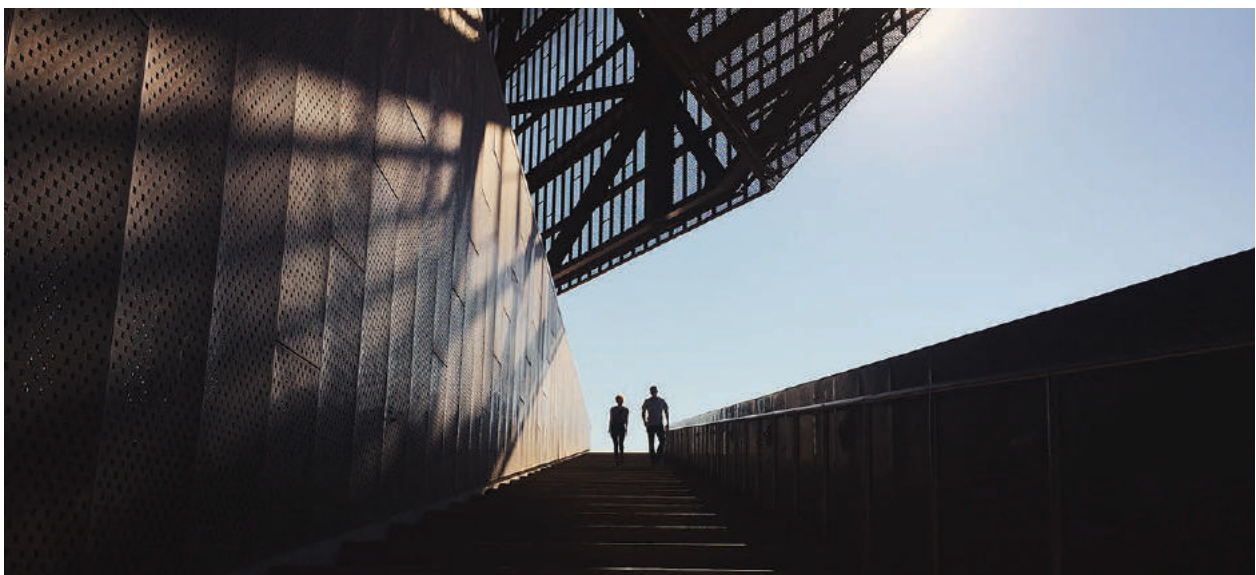
Bilendi wants to stimulate local purchases to promote local employment and support innovation. We attach great importance to the origin of the products listed in our gift catalogue. A large proportion of these products come from France, and Bilendi's aim is to strengthen local sourcing, as opposed to sourcing from Asia, which accounts for around a third of our gift purchases.

### **Reflecting on our responsible purchasing approach**

In the future, Bilendi wishes to attach greater importance to its responsible purchasing approach. Several internal projects are currently underway.

### **Solidarity at Bilendi**

Bilendi wants to be a responsible player in the countries in which it operates, and this responsibility also includes solidarity actions. We make donations to charities and support solidarity projects. We are also extending this opportunity to contribute to our panellists and loyalty customers: through the gift catalogue of the various panels, Bilendi enables them to support associations via financial donations, instead of receiving gifts. In the future, we would like to update the associations featured in our catalogues so that our panellists can support new causes and organisations. During the COVID-19 crisis, Bilendi ran a project to support research into the virus. The company put its data collection activities at the service of various projects aimed at helping European authorities and researchers to better understand and manage the pandemic. At the beginning of 2022, the company made financial donations to **Médecins sans Frontières** (Doctors Without Borders), in particular to help Ukrainians left behind during the war or as refugees, and in 2023 during the earthquake in Turkey and Syria. Bilendi also regularly carries out studies on a pro bono basis to support projects.



### 2.3. Giving our employees the means to develop

Bilendi's employees are one of its key drivers of growth and success, and their development is key to their own success. That's why we want to create a working environment that allows employees to acquire autonomy, develop their skills and their careers in a context of caring, respect and well-being at work.

#### Promoting employee satisfaction and development

The Group pays particular attention to the quality of life at work, in particular through the quality of its premises, good levels of dialogue and management, induction programmes... We also offer our employees ongoing training to develop their technical, linguistic and managerial skills. Despite seasonal peaks in activity, Bilendi gives priority to permanent contracts and only marginally uses fixed-term contracts.



#### Guaranteeing health, safety, and well-being

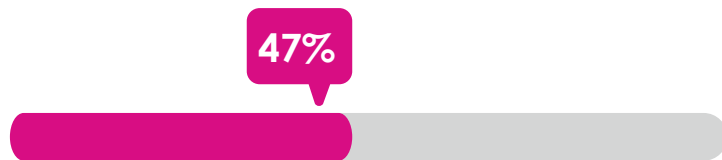
In 2020 and 2021, the COVID-19 epidemic seriously disrupted our usual working patterns. We introduced teleworking to protect the health of our employees and continue our operations without affecting the services we provide to our customers. Today, to meet the expectations of our employees, Bilendi has retained teleworking measures adapted to each country and each specific business.

#### Strengthening cultural diversity at Bilendi

Our teams are based in 13 countries: France, the United Kingdom, Germany, Italy, Belgium, Spain, Sweden, Finland, Denmark, Switzerland, Morocco, the Netherlands, and Mauritius. Cultural diversity is fundamental to Bilendi: it is a vector for new ideas and personal development, and encourages people to listen and take a step back. We want to maintain it at all costs, while seeing it as a matter of course and not as a communication tool. To enable the Group's activities to develop, while respecting cultural diversity, our human resources policy incorporates both a global and a local dimension. This diversity is also crucial in our panels: Bilendi is seeking to increasingly include the views of minorities in the panels proposed for surveys and market research.

## Continuing to promote gender diversity at Bilendi

Women represent 47% of the permanent workforce at Group level, ensuring a good level of gender diversity within the teams. This is also true at management level. Our ambition is to maintain this gender balance, while taking care to regularly assess the trend in order to steer it at the various levels of the company: general, management, executive management, etc.



Percentage of women in the workforce

## 2.4. Limiting our environmental impact

The digital sector currently generates 3 to 4% of the world's greenhouse gas (GHG) emissions, which represents a very high level of energy consumption. Whatever their share of responsibility, companies in the sector today have a role to play in reducing their consumption, and consequently their impact on climate change. Bilendi's ambition is to reduce the environmental footprint of its day-to-day activities. To achieve this, the company has put in place a number of actions within its organisation, which the Group plans to formalise with detailed targets in 2024/25.

### Examples of actions taken

- Selection of server hosting partners in France, where electricity has low greenhouse gas emissions. These two partners are committed to CSR and more specifically to an environmental approach.
- Virtualisation of servers to reduce energy consumption
- Taking the environment into account in purchasing and in the selection of suppliers for gift programmes ('zero waste' gifts), encouraging local sourcing
- Implementation of selective sorting in our offices
- Purchase of recycled cardboard boxes for customer service for dispatches
- Introduction of teleworking to reduce travel
- Use of trains rather than planes for business travel within Europe
- Reducing the volume of IT purchases by purchasing workstations with a longer lifespan.

## 3. Our actions in 2023

### 3.1. Financial indicators

In 2023, we consolidated our financial and non-financial data, enabling us to provide the data in this report. We will continue to update and, where necessary, extend this data.

We have also compiled other data for internal use.

These data do not cover Morocco, which has its own independent management.

### 3.2. Implementation of internal and external policies

In 2023 and during the first quarter of 2024, we implemented the following policies:

- Anti-corruption and business ethics charter and
- Whistle blower procedure in Germany, France, and the UK.

### 3.3. Our commitments for 2024–2025

Over the next two years, we will continue to publish the indicators set out in this report. We will also study the introduction of a Group carbon footprint and an increased number of indicators.