

Bilendi

Bilendi acquires Discussnow, the expert in real-time, multi-channel conversations

- Addition of another innovative technology to Bilendi's range of products, using SaaS and "Do-It-Yourself" models
- A broader offer to Bilendi's clients, to include the rapidly-expanding area of community management
- An operation that generates many synergies

Paris, 1st March 2021 - Bilendi, a European leader in technology and data for market research, have announced today they have acquired 100% of the capital of HumanizeeSAS, the company that owns the Discussnow platform.

Discussnow, the expert in real-time, multi-channel conversations

Co-founded in 2019 by William Yattah, a confirmed expert in online studies, Discussnow is a multi-channel platform for conversation and analysis. It offers players in the marketing and research sector new solutions to interact with their clients and generate real-time insights via a single interface.

Thanks to artificial intelligence (AI) algorithms, Discussnow collects and analyses large volumes of data obtained from conversations between invited participants on frequently-used messaging applications such as WhatsApp, Facebook Messenger, Slack or email and in more than 10 languages. The client can choose to let the platform monitor the conversations autonomously or to do that manually in the "Do It Yourself" mode.

Marketed using a SaaS model, Discussnow has already signed contracts with more than 20 clients since its creation, including: Kantar, Publicis, Accenture Interactive, Fnac-Darty, Samsung, Eurosport and IFF.

A technology-based response to support the growing online qualitative research market

This a strategic operation for Bilendi, allowing it to accelerate its position on the growing online qualitative data collection market, a sector at the heart of new market trends for online research.

The Covid-19 pandemic has accelerated the migration of market research activities from offline to online, particularly for qualitative studies, which represents approximately 20 to 25% of the research market. It has been impossible to organise face-to-face meetings for much of the last year and an increasing volume of qualitative studies have moved online. This new method of data collection will develop strongly due to:

- being carried out on existing digital media which is already in wide-spread use,
- the ability to connect populations that would otherwise be unable to meet physically, due to geographical constraints, availability, personal choice, etc,

- enabling projects to be implemented within very short timelines
- costs being considerably lower than offline.

An operation generating many synergies

This acquisition will enable Bilendi to:

- integrate the insights collection and "qualitative study" segment into its range of products, offering a complete solution to its 1,100 clients;
- acquire innovative technology, using the SaaS model and generating recurring income;
- expand its offer to this strongly growing new market segment;
- provide a response to players who now wish to operate projects themselves, in complete autonomy, via DIY or "Do It Yourself" tools.

The price of the transaction remains confidential. The acquisition will be entirely financed in cash.

Marc Bidou, founder and CEO of Bilendi says: *"The Covid-19 crisis has accelerated the migration of market research activities from offline to online. This was already the case for quantitative studies and the trend has now accelerated for qualitative studies. Discussnow's technologies are at the heart of these trends and will be a tremendous asset for Bilendi to meet the new requirements that emerge in this market."*

William Yattah, CEO et co-founder of Discussnow, adds: *"We are delighted to partner with Bilendi, whose strength and reputation in Europe will enable Discussnow to deploy its technology on a European scale faster. We are also happy to be able to offer our customers a global solution, combining technology and recruitment."*

About Bilendi

At a time when the amounts, variety and speed of data being issued and communicated are increasing exponentially, **Bilendi** provides an innovative technological response to the collection, processing and enhancement of this data. That is why **Bilendi** is positioned at the epicentre of data collection for two market segments. These are: *Technologies and Services for Market Research* and *Technologies and Services for Customer Engagement and Loyalty*. We have locations in France, the United Kingdom, Germany, Switzerland, Spain, Italy, Denmark, Finland, Sweden, Belgium, Morocco. The group also has business activities in Austria and Norway. The group is listed on Euronext Growth Paris. ISIN code FR 0004174233 - MNEMO code. ALBLD - Eligible PEA PME.

www.bilendi.com

About Discussnow

Co-founded in February 2019 by William Yattah, the start-up Humanizee SAS publishes Discussnow, a SaaS Do it yourself platform that allows brands to start multi-channel conversations with their customers. With the explosion in the use of applications such as Facebook Messenger, WeChat, WhatsApp, Instagram, etc.,... consumers' communication habits have completely changed. Capturing insights in real time and in real life has become essential for brands.

www.discussnow.co

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