

# Bilendi

## Appointment of Marc FOISIL as CFO

**Paris, 12 October 2021 - Bilendi**, a European leader in research technology and data, announces the appointment of Marc Foisil as Chief Financial Officer, replacing Thierry Hollocou. Marc took up his position on 1 September 2021.

Marc started his career in 2003 at Deloitte, in Paris and then London, supporting international groups in the telecoms and consumer goods sectors. Marc joined the Vivendi group in 2008 where he held various positions with an international dimension, notably in Internal Audit, before taking responsibility for Music, Video Games and Corporate activities. Marc then became CFO of Canal Olympia (Cinema) and Group Vivendi Africa (Telecom). Since 2019, Marc was CFO of the Trace Group, a media group distributing, among others, 24 pay-TV channels.

Marc holds an engineering degree from the Institut supérieur d'électronique in Paris and a master's degree in audit and financial controlling from HEC.

Marc succeeds Thierry Hollocou who is leaving Bilendi to pursue new projects after 10 years as Group CFO.

**Marc Bidou, Chairman and CEO of Bilendi said:** "I am delighted to welcome Marc Foisil to Bilendi. His experience, particularly in international business and his knowledge of the financial markets will be strong assets in the implementation of Bilendi's growth strategy to consolidate its position in its market. I would also like to warmly thank Thierry for his investment and contribution to the development of the Group over the last ten years. I wish him all the best for his future projects. "

**Next publication:** Q3 2021 revenue, November 9, 2021 (after market)

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### 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, United Kingdom, Germany, Switzerland, Spain, Italy, Denmark, Finland, Sweden, Belgium, Morocco. The group also has business activities in Austria and Norway. In 2020, **Bilendi** achieved a turnover of € 34.1 million. The group is listed on Euronext Growth Paris. ISIN code FR 0004174233 - MNEMO code. ALBLD - Eligible PEA PME.

[www.bilendi.com](http://www.bilendi.com)

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