



P R E S S R E L E A S E

Vienna, October 7, 2014

Coface launches an innovative offering for SMEs: EasyLiner, a simple on-line solution to protect against unpaid invoices

Recognising that a quarter of bankruptcies are linked to unpaid invoices, Coface is introducing an innovative solution targeted at SMEs, key drivers of economic growth worldwide.

Particularly vulnerable to the consequences of unpaid invoices, small and medium-sized enterprises (SMEs) are also the least protected, as a report from the French General Inspectorate of Finance on inter-company credit¹ shows.

So Coface has developed a tailored SME offering with two aims in mind: protection and accessibility. *EasyLiner* provides quality cover adapted to the needs of SMEs, as well as an easy subscription process, leaving businessmen free to concentrate on their core business.

For a fixed price payable in instalments, *EasyLiner* is a simple turnkey policy, including:

- monitoring that gives SMEs information on the quality of their customers in order to limit the risk of unpaid invoices,
- collection of unpaid invoices and rapid indemnification in case of a claim.

Coface has also developed a completely new way of subscribing to credit insurance policies on-line. Eligible SMEs will be able to configure online the insurance protection that is most suited to their profile. In just a few minutes, businesses can put in place protection against unpaid invoices, and if they wish, speak to an advisor from the integrated hotline.

Launched in Spain and the UK, *EasyLiner* will be rolled out progressively in the 66 countries where Coface is present, including France during the fourth quarter, with solutions configured to take into account local market specificities, particularly with regards to payment due periods.

"SMEs need to be able to concentrate on running and growing their business, in a climate of trust. They need solid insurers who bring them stability by protecting them against unpaid invoices. With EasyLiner, Coface's objective is to provide protection against unpaid invoices to SMEs everywhere in the world – there is currently no country in the world where this type of solution is currently available", says Patrice Luscan, Group Marketing and Strategy Director.

¹ Report no. 2012-M-070-04



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Innovation has been at the heart of the Group's strategy since 2011. Coface concretised its efforts at the end of 2012 with the launch of *TopLiner*, which has been well-received by the market. Several product launches are scheduled this year. The group's policy of innovation is based on an intense rhythm of new product and services introductions as well as constant improvements to its existing offerings in the coming years.

The advertisement banner features the Coface logo on the left and the EasyLiner logo on the right. Below the logos is a teal and grey header with the text: "BEWARE! ON AVERAGE 25% OF BUSINESSES FAIL DUE TO UNPAID DEBTS". The main content area includes a photograph of a man in a blue shirt looking stressed with his hand to his forehead. To the right of the photo is the headline "Bring your company a high level of safety!" followed by a paragraph: "With EasyLiner we provide you with risk monitoring, collection of unpaid invoices and ultimately indemnification: an all-inclusive package to put your company out of danger!". A "Know more" button with a right-pointing arrow is located below the text. At the bottom of the banner are social media icons for Twitter, Google+, LinkedIn, and YouTube.

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About Coface

The Coface Group, a worldwide leader in credit insurance, offers companies around the globe solutions to protect them against the risk of financial default of their clients, both on the domestic market and for export. In 2013, the Group posted a consolidated turnover of €1.440 billion. 4,400 staff in 66 countries provide a local service worldwide. Each quarter, Coface publishes its assessments of country risk for 160 countries, based on its unique knowledge of companies' payment behaviour and on the expertise of its 350 underwriters located close to clients and their debtors.

In France, Coface manages export public guarantees on behalf of the French state.

Coface is a subsidiary of Natixis, corporate, investment management and specialized financial services arm of Groupe BPCE.

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