

coface



MARKET

Coface's mission is to facilitate exchanges between all companies throughout the world. It leverages its expertise across the full spectrum of Trade Receivables activities (Trade Receivables Protection, Trade Receivables Finance, Rating and Business Information, Trade Business Receivables Management) to deliver a comprehensive range of efficient and modular services, geared to protecting, managing and financing commercial receivables worldwide in France. Coface also manages export public guarantees provided by the French state.

Coface is number one in Trade Receivables in France and among the six world leaders in each of its business lines:

- Number three in the world in credit insurance
- Number six in the world in factoring
- Number four in the world in receivables management
- Number five in the world in ratings and in company information

ACHIEVEMENTS

An expert in risk analysis, Coface accompanies businesses in the control, the management, the protection and the financing of their receivables through its four business lines: -

- Trade Receivables Protection
- Trade Receivables Finance,
- Ratings and Business Information,
- Trade Receivables Management

Coface provides a full trade receivables offer to companies of all sizes, to banks and to factors throughout the world thanks to its multi-competence approach.

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In France Coface manages the public guarantees for export guarantees provided by the French state

Coface has developed its complementary protection service lines with Ratings and Business information and ratings, Receivables management and Trade receivables finance.

Coface's four business lines benefit from its in-house rating expertise, through @rating and also Easy Number, a unique worldwide corporate

identification system and monitoring of its credit management and information tools through a worldwide database of 50 million companies.

Coface has branches and subsidiaries in 65 countries and 217 cities bringing it close to its clients, with 6,816 employees in 2008, of which 1,000 sales staff and exclusive agents working with the support of specialised brokers, instructing parties (e.g banks and insurance companies) together with its credit Alliance partners, who cover an additional 32 countries.

CreditAlliance is the world's leading trade receivables network and unites 72 members in 100 countries from banks and insurance companies, players in international trade, trade receivables protection, rating and business information and trade receivables finance. CreditAlliance members all share the same risk management recovery tools to integrate Coface's know-how into their own commercial offering.

Coface – Kompass are complimentary to build the best worldwide marketing platform:

- Coface 58.3 million companies
- Credit information and Rating
- Kompass = 2 million B2B companies
- Visibility and product information
- Territorial Complementarity:
- Coface = 65 Countries
- Kompass = 70 Countries

Coface is proud to have a presence in 65 countries that represent over 80% of world trade. Coface's ambition is to offer access to its four professional lines in principle countries and to become, by 2015, the world leader in its four business lines.

HISTORY

In the aftermath of World War II, the French State created two bodies to develop export trade: BFCE (the French bank for external trade) to finance the initiative and Coface to provide insurance

Coface, (French foreign trade insurers) was founded in 1946. Today, sixty years later, it is one of the three world leaders in receivables management and credit insurance, one of the five world leaders in the company information sector and number one in trade receivables management

In 1950 Coface only had 40 employees and 40 underwritten policies. By 2009 it has 7,000 employees spanning 65 countries, all serving its 130,000 customers worldwide.

In 1961 data storage machines, then computers, made their appearance at the Short Term and Medium Term divisions. The multiplication of data processing possibilities that this brought, as well as rapid access to huge volumes of information, transformed the management of transactions and the nature of each individual's work once and for all. Since then information technology has changed the concept of time and distance and has become



the primary vector of change within Coface.

The 1990s marked a decisive turning point. Coface, leader on the export market in its original sectors of activity, nourished an ambition to develop internationally and also to increase its range of activities.

Today Coface is proud to offer companies throughout the world a range of guarantees and services, customised according to each individual organisation and commercial strategy. This product offer covers all of a company's needs relative to its commercial relationships developed with customers and suppliers. 2007 saw the creation of Coface Holding, Natixis's Trade Receivables division. Wholly-owned subsidiary of Natixis, it houses all of Natixis's Trade Receivable management assets via Coface and Natixis Factor, its factoring subsidiary. Natixis has assigned strategic importance to these activities and is aiming to make Coface Holding the world's leading client credit- service provider in the world.

PRODUCT

Coface provides a full range of services to companies to help them manage and optimise their trade receivables, which can represent terms of 30 days, 60 days or sometimes considerably longer granted by companies to other entities in the course of their commercial relations in home and foreign markets. Coface provides companies of all sizes, business sectors and nationalities four tools:

- Trade Receivables protection
- Trade Receivables financing
- Ratings and Business information
- Trade Receivables management

Coface also manages, in France, public guarantees for export guarantees provided for the French state

@rating: The Coface worldwide @ rating system develops five different types of services:



- The @rating credit Opinion sets recommended credit limits for individual companies using a straightforward scale (@=€ 20,000, @@=€ 50, 000, @@@=€ 100,000).
- The @rating Score measures a company's default risk over one year, whether it be a large corporation or a SME. This Score is for the 50 million companies contained in Coface's database.
- The Country @rating monitors 155 countries and indicates the level of medium risk presented.
- The sector @rating measures the average level of default risk posed by companies in individual sectors.
- The business climate rating assesses overall business climate in a country.

Coface was awarded ECAI status (External Credit Assessment Institution) by the French Banking Commission. This Status recognises the quality of its corporate default risk indicators. For the financial institutions which use @rating, the status is also a guarantee of the following: rating objectivity, independence in terms of the rating production process, wide access to ratings transparency in the methodology, creditability and appropriate human resources. Moreover Coface is already the leading provider of "non- solicited" ratings via its @ rating scores, (and is now extending its activities to financial ratings (i.e ratings "solicited" by companies). In doing so, it wishes to open up a highly closed market hitherto dominated by three rating agencies, namely Fitch Ratings, Moody's and Standard & Pooers. The combination of its four business lines, its worldwide presence and its extensive knowledge of companies ensure it can guarantee clients reliable ratings.

Easynumber is a universal company identification system that functions via a single number. It has been jointly developed by Coface and Credit Reform respectively Number two and Number one in the credit Management services sector in Europe (company information and receivables management) as part of partnership agreement. More than 46 million companies are already listed in more than 200 countries.

Credit and Business Reports: Used by: Exporters looking for their partners creditworthiness Companies looking for new markets (national and international)

Companies monitoring competition Banks, credit and information agencies: analyse credit requests

Receivables Management and Collection: Coface provides customers with tailor-made receivable management solutions. Coface function as an extension of your company and will identify itself to the customers as your accounting department to:

- Identify and resolve billing issues
- Expedite payment on outstanding invoices and open accounts.
- Manage payment arrangements

Factoring: Coface provides direct receivables financing through its factoring operations (receivable purchasing) in an ever-increasing number of countries. The services and guarantees provided by the Coface indirectly play a key role in company receivables financing decisions.

Credit Insurance: Coface provides coverage for a company's (or Groups) entire client base. Credit insurance protects companies and banks against the risk of default by credit. To cover the risks associated with such business-to-business credit companies can resort to credit insurance through Coface locally and worldwide.

RECENT DEVELOPMENTS

Egypt has become the 65th country in which Coface has a direct presence pursuing its international strategy of developing trade receivables management services, and is the latest addition to Coface's fast growth in the East Mediterranean, Near and Middle East, where it has already established direct operations in Dubai, Israel, Algeria and Morocco and conducts operations through its partners in Oman, Saudi Arabia, Jordan, Sudan, Tunisia, Lebanon and Kuwait within the "Credit Alliance" network built by Coface in 1992. This network brings together providers of credit insurance, company information, multi-line insurance and factoring services in more than 90 countries.

Coface Egypt is the leading provider of business and financial information and services for twenty years in the Egyptian market through the merger with Fiani & Partners / Kompass Egypt. In addition to its four business lines Coface Egypt is setting up a regional production platform to serve the Mashreq Area in Credit and Business Information and Receivables Management Collection.

COFACE EGYPT FOUR BUSINESS LINES:

- Credit Information and Rating
- Corporate and SMEs credit reports at int'l standards
- Based on Coface int'l best practice Including Coface int'l rating system @rating

Regional production platform: To cover the whole Mashreq Area for company information and receivables management to support Coface and third party credit insurance, export insurance and factoring operations

Online and customised companies credit information and rating worldwide:

- 50 million companies monitored on line
- Customised credit opinions and credit ratings
- Solicited and unsolicited rating and scoring

Studies and Corporate Marketing: Internationally: Country and sectoral ratings, Partner screening, Quick inquiries

Locally: Sector profiles, Market studies, **Business matchmaking:** Customised programmes, Business missions

Kompass Companies Database

Web database: Egypt 45000+ companies and 2.5 million companies in 70 countries Int'l classification code with links to SIC and NACE, Very detailed search tools and companies profiles

User license to Egypt's companies database: For banks and large corporate SME and corporate credit and marketing applications

Value-added customised databases: Sectoral and geographical mapping, Telerecherche and telemarketing outsourcing

Business and Finance Publishing: Coface Egypt financial year book. Combining business and financial information on Egypt leading groups and companies. www.cofacefinance.com.eg investors relation online.



Receivable Management and Collection

Internationally: Int'l debt collection and receivables management
Locally: Invoice management for banks and large groups

PROMOTION

Coface organises the following events:

- Coface conferences in France and worldwide are aimed at developing expertise in country risk analysis
- Organising customer get-togethers at regional level
- Corporate or e-commerce websites, newsletters, etc.
- Press campaign
- Marketing campaign various publications (Country Risk guide, corporate brochures, Trade Line a quarterly economic magazine on export tools)

BRAND VALUES

Coface's mission is to facilitate trade between companies worldwide and so contribute to the development of global commerce by offering companies the means to manage with precision the credit routinely agreed, commonly known as company's "trade receivables". Coface provides a full range of solutions for companies of all sizes, sectors and nationalities to help them optimise their trade receivables, including: company information, receivables management, receivables protection and receivables financing. The offerings have a modular structure, enabling solutions to be tailored to each company's organisation and marketing strategy

www.coface.com



Things you didn't know about coface

130,000 customers embracing every nationality, size and sector

A worldwide database of 57 million companies via Easy Number identification system. Target of 80 million in 2009

Turnover of € 1,682 M - 31 December 2008

7,000 employees in 2009

Superbrands