



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

Paris, 28 June 2018

Coface awarded “Best Credit Insurance brand in France 2018”

Coface France has been recognised as industry leader with the Best Credit Insurance brand France 2018 Award by Global Brands Magazine.

The annual Global Brands Magazine (GBM) Awards honour key players across different sectors for “demonstrating excellence in performance and exceptional service delivery”. Award winners are selected by an independent external jury from a very competitive group of candidates. In the Insurance category, Coface stands out for its “exceptional commitment to innovation, quality, branding activities, customer service and performance in France” within the trade credit insurance industry.

In France, Coface’s activity is mainly focused on credit insurance and bonds. Of the 100 countries where Coface is present worldwide, France is the market where the Group generates the highest turnover. Recently, Coface France was very active in setting up and implementing numerous projects to promote client loyalty and service quality. This strategy is bearing fruit since satisfaction and retention rates have increased significantly. After a commercial reorganisation in 2016, a vast sales cycle optimisation project saw the launch of a unique and innovative digital tool, Autonomy, which has led to faster decision-making in underwriting and optimised commercial proposals for clients. 2017 was also marked by the operational rollout of a distribution partnership with the BPCE group, and the launch of an information offer for Coface’s credit insurance clients.

Commenting on this prestigious award for Coface, Antonio Marchitelli, CEO Coface France and Western Europe, said *“Over 70 years of experience and a passion for trade have made Coface a global reference in credit insurance and risk management. The GBM award underlines Coface’s position as a leader in the industry in France on both domestic and export markets, and marks the progress we have made since the launch of Fit to Win, our new strategic plan in 2016. We are very proud of our achievements, which are great endorsements for our values, in particular expertise and client focus”.*

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Coface: for trade - Building business together

70 years of experience and the most finely meshed network have made Coface a reference in credit insurance, risk management and the global economy. With the ambition to become the most agile, global trade credit insurance partner in the industry, Coface’s experts work to the beat of the world economy, supporting 50,000 clients in building successful, growing and dynamic businesses. The Group’s services and solutions protect and help companies take credit decisions to improve their ability to sell on both their domestic and export markets. In 2017, Coface employed ~4,100 people in 100 countries and registered turnover of €1.4 billion.

www.coface.com

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