



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

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Coface launches an innovative offering for SMEs in Hong Kong:

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, *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.

"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. Hong Kong is the first market we launch this solution in Asia Pacific Region", says Richard Burton, CEO of Coface for Asia Pacific Region.

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.

¹ Report no. 2012-M-070-04



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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, supported by its 4,440 staff, posted a consolidated turnover of €1.440 billion. Present directly or indirectly in 98 countries, it secures transactions of over 37,000 companies in more than 200 countries. 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.

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