

## Euler Hermes launches innovative international debt collection mobile app, with new collection complexity rating by country; publishes global debt collection report

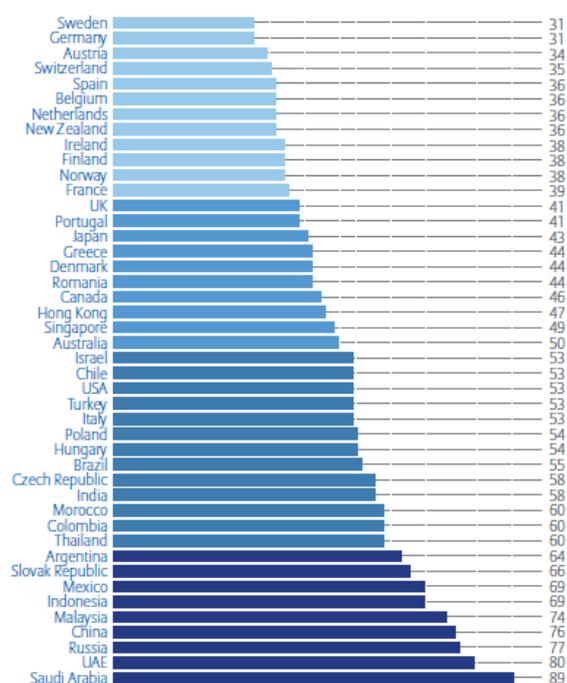
**PARIS – 14 JANUARY 2015** - Euler Hermes, the worldwide leader in trade credit insurance, has launched an innovative mobile “Land of Payment” application (app) that assesses the complexity of collecting debt in more than 40 of the countries worldwide where the Group is present. It also published a [special report](#) on international debt collection across different markets: ‘International Debt Collection: ‘The Good, the Bad and the Ugly’.

“The [app and interactive map](#) of collection complexity ratings are innovations that offer our clients key information when and where they want it,” said Jean Placotaris, CEO of Euler Hermes Collections. “Essentially, debt collection is a combination of well-defined but essential steps, each characterized by a specific and increasing level of complexity. Five rules apply: (i) Never underestimate the business context; (ii) Negotiation ‘with teeth’ is one’s best friend; (iii) Beware of legal courts; (iv) Collecting debt from insolvent debtors is a challenge; (v) The longer one waits, the greater the complexity and risks. With our new app and interactive map we are able to help businesses minimize their risk of complex debt collection by providing them directly with valuable trading decision data.”

### Special report - ‘International Debt Collection: The Good, the Bad and the Ugly’

The Euler Hermes report details the debt collection process, providing 43 cross-country comparisons of the differing levels of complexity encountered. Three main factors contribute to local complexities: payment customs, tortuous court procedures, and insolvency hazards. Sweden, Germany and Austria rank amongst the least complex countries when it comes to debt collection, while Russia, the United Arab Emirates and Saudi Arabia are still lagging behind when it comes to simplifying the life of companies trying to recover payments.

**Collection complexity**  
Overall complexity, severity index from 0 to 100



Source: Euler Hermes

## The “Land of Payment” app

The Euler Hermes Collections “Land of Payment” mobile application for Apple® and Android® tablets and smartphones provides in-depth data about collection practices around the world. Users access data about local payment cultures, legal and insolvency proceedings that can help guide decisions and manage expectations when trading internationally. The app is available as a free download via the [Apple App Store®](#) or from [Google Play®](#).

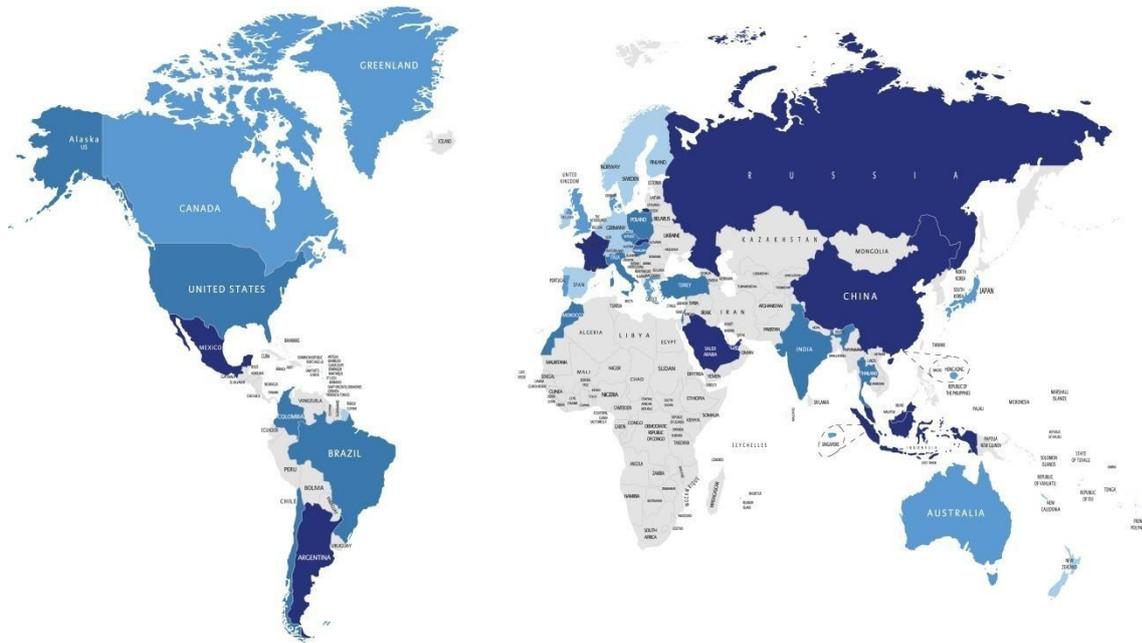
“Land of Payment” mobile app - overview:

- Animated “Land of Payment” introduction
- 43 country collection profiles
- Interactive map describing country-based collection complexity
- Euler Hermes Collections services and global collection network
- Offline management of personal libraries
- Browse and search by keyword, country and topic
- Receive notifications when new content is published
- Connect directly with Euler Hermes Collections and share content via e-mail and social networks



## The interactive collection complexity map

The new interactive map provides assessments of the level of complexity relating to debt collection procedures within a specific country. Countries are rated along a four-point scale, the highest being “severe”. The analysis is based on a detailed review of local regulations & procedures and a proprietary perspective from Euler Hermes’ market-based collection specialists on local payment cultures. It is available on the app and on the Collections page of the Euler Hermes website.



Euler Hermes knowledge and experience in international debt collection was recently recognized with ISO 9001:2008 certification by BSI Standards for “the management of the co-operation, co-ordination and effectiveness of the international debt collection network, covering both internal and external suppliers.”



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**Euler Hermes** is the global leader in trade credit insurance and a recognized specialist in the areas of bonding, guarantees and collections. With more than 100 years of experience, the company offers business-to-business (B2B) clients financial services to support cash and trade receivables management. Its proprietary intelligence network tracks and analyzes daily changes in corporate solvency among small, medium and multinational companies active in markets representing 92% of global GDP. Headquartered in Paris, the company is present in over 50 countries with 6,000+ employees. Euler Hermes is a subsidiary of Allianz, listed on Euronext Paris (ELE.PA) and rated AA- by Standard & Poor's and Dagong Europe. The company posted a consolidated turnover of €2.5 billion in 2013 and insured global business transactions for €789 billion in exposure at the end of 2013. Further information: [www.eulerhermes.com](http://www.eulerhermes.com), LinkedIn or Twitter @eulerhermes.

**Euler Hermes Collections** provide a global commercial debt collection service with true end-to-end capability. It is part of Euler Hermes, a company of Allianz, leader in credit insurance solutions helping companies grow their business safely at home and abroad. Euler Hermes Collections manage both domestic and international trade debt collection services worldwide. Through its network of offices and external providers, Euler Hermes experience and knowledge of local markets ensures a professional collection service for clients from pre-legal action through to legal proceedings.

Cautionary note regarding forward-looking statements: The statements contained herein may include statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may", "will", "should", "expects", "plans", "intends", "anticipates", "believes", "estimates", "predicts", "potential", or "continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to, without limitation, (i) general economic conditions, including in particular economic conditions in the Euler Hermes Group's core business and core markets, (ii) performance of financial markets, including emerging markets, and including market volatility, liquidity and credit events (iii) the frequency and severity of insured loss events, including from natural catastrophes and including the development of loss expenses, (iv) persistency levels, (v) the extent of credit defaults, (vi) interest rate levels, (vii) currency exchange rates including the Euro/U.S. Dollar exchange rate, (viii) changing levels of competition, (ix) changes in laws and regulations, including monetary convergence and the European Monetary Union, (x) changes in the policies of central banks and/or foreign governments, (xi) the impact of acquisitions, including related integration issues, (xii) reorganization measures, and (xiii) general competitive factors, in each case on a local, regional, national and/or global basis. Many of these factors may be more likely to occur, or more pronounced, as a result of terrorist activities and their consequences. The company assumes no obligation to update any forward-looking statement.