

Press release

**Euler Hermes and BFM BUSINESS present the
export performance award to Rossignol**

PARIS – 4 NOVEMBER 2014 - At the BFM AWARDS¹ ceremony in Paris on November 3, 2014, the export performance award was presented to Rossignol, the winter sporting goods manufacturer. Euler Hermes, the global leader in credit insurance, and BFM BUSINESS, France's leading business and economics media, teamed up for the second consecutive year to present this award designed to recognize the boldness and performance of French companies abroad.

Export performance will consist of penetrating new markets and charting one's own growth

Additional demand for French goods and services is expected to increase by €30 billion in 2015, or twice the amount in 2014. French exporters can seize this opportunity if they are able to win new market share and anticipate risks.

"In our Export Barometer, 83% of companies surveyed affirmed their desire to develop their exports in 2015 and stated they were ready to seek new overseas export customers," notes Nicolas Delzant, chairman of the Board of Management at Euler Hermes France. "Despite these intentions and a favorable environment created by a falling euro, the challenge remains considerable. The surveyed companies are well aware that a successful export strategy involves anticipating and hedging risks appropriately. The risk of unpaid invoices remains the number one risk identified in our survey."

A winner whose success is based both on its technological know-how and a refocused business strategy

The contest included nearly 100 exporting firms, each generating more than €10 million in sales and from a broad range of sectors. The companies are genuine centers of excellence and represent a vibrant French export sector. After reviewing the submitted materials, whose criteria focused on growth and strength, the jury decided to present the award to Rossignol, a global leader in the design, manufacture and sale of winter sporting goods.

After it was sold to Quiksilver in 2005 only to be put up for sale three years later, Rossignol experienced several turbulent periods. The new management team led by Bruno Cercley then decided to streamline product lines, relocate certain production activities, pursue innovation and accelerate its export activities. The leading ski equipment manufacturer recorded a rapid turnaround that earned it international recognition. Rossignol is now distributed in nearly 70 countries and generating 75% of its sales through exports.

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¹ Each year for the past 10 years, the BFM Awards event has been attended by more than 1,000 business decision-makers and heads of companies, who come together to recognize the success of French companies contributing to the appeal and dynamism of France.

Euler Hermes France

As the market leader for credit insurance in France, Euler Hermes France, a subsidiary of Euler Hermes Group, contributes to the profitable growth of companies by insuring their receivables. Its mission is to mitigate customer risk in France and abroad, collect late payments and indemnify losses incurred.

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. 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, [LinkedIn](#) or Twitter [@eulerhermes](#).

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