

## **PRESS RELEASE**

### **Creditreform and Coface present the Easy-Number® to partners from around the world**

Creditreform and Coface, respectively No. 1 and No. 2 in the European Credit Management services sector (company information and receivables management), are today presenting the EasyNumber®, a universal identifier for searching and identifying companies throughout the world.

#### **EasyNumber®: 50 million companies in the database in 2008**

EasyNumber® is an innovative solution with a compelling value proposition providing:

- Powerful searching to uniquely identify companies anywhere in the world
- Simplified access to a comprehensive and reliable worldwide company database
- Allocation of any business worldwide with a single, unique and universal ID, complementary to national ID numbers
- Quality enhancements to client's company databases
- Permanent maintenance of worldwide company identification information
- A web-based toolkit to easily integrate services into software applications
- The basis for depicting global company ownership structures

For Coface, “this project enhances the quality of the information services that we offer companies” explains Jérôme Cazes, CEO of Coface. “We have now exceeded the 25 million mark in terms of the number of companies listed. Our aim is to reach 44 million by the end of the year and to cover most European countries and the United States. The goal is to have 50 million companies on the EasyNumber® repository as early as 2008”.

According to Udo Pyszny, CEO of Creditreform, “there is currently no open and effective solution available which is capable of creating a unique, global business identifier and providing access to a standardized global business repository. Due to its open and neutral approach, the EasyNumber® will create significant opportunities for internationally operating businesses.”

### **An open solution to be made available via an open partner network**

EasyNumber® is the first open initiative of this scale and in order to promote the widest possible adoption by internationally operating companies, its objective is to be used and distributed very widely by business information companies of all types, e.g. credit information companies, credit insurers, marketing information companies, debt management companies, CRM software companies, system integrators, etc.

The EasyNumber® also involves a large-scale software infrastructure and will have a specific organisation. Stephen Lord of Coface will lead all Production activities and will notably be responsible for all operational, technical and fulfilment aspects of the Easy system. Richard Dey of Creditreform will lead all Sales & Marketing activities and will notably be responsible for promoting the service and developing the network of Easy partners. Presented for the first time to partners today, the EasyNumber® and the Easy web-based services will officially be made available to customers in January, 2008.

### **About Coface**

Coface, rated AA+ by Fitch Ratings, AA by S&P and Aa3 by Moody's, is a subsidiary of Natixis whose share capital (Tier 1) was 11.2 billion euros end 2006 after application of CRD/Basel II norms. Coface's mission is to facilitate global business-to-business trade by offering its 105.000 customers four product lines to fully or partly outsource trade relationship management and to finance and protect their receivables: credit insurance, company information and ratings, receivables management and factoring. Coface also offers, in France, management of government export guarantees. Thanks to the worldwide local service delivered by 6,000 staff in 60 countries, over 45% of the world's 500 lar-

gest corporate groups are already customers of Coface.  
[www.coface.com](http://www.coface.com)

**About Creditreform**

Creditreform is a business information service and debt collection organisation. Founded in 1879 in Mainz, Germany, it has the form of an association, backed by a network of 174 individual agencies and offices in Europe. In 2006, Creditreform had an annual turnover of 458 million euros in Germany and 500 million euros across Europe. This turnover is generated by a staff of 4,500 employees. Over 165,000 companies in Europe are members of Creditreform. Creditreform provides business information services, receivables management as well as marketing services, specialising in the implementation of efficient risk management methods and solutions. Due to its long experience in scoring and ratings, customers use Creditreform services as a basis for default probabilities as well as customised early warning systems.

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