

Ellisphere, for a reliable economic world and sustainable growth.

ellisphere

Inside BtoB intelligence

Ellisphere, a Natixis company

www.ellisphere.com - www.ellisphere.fr

Lille - Lyon - Marseille - Nanterre - Nantes - Strasbourg - Toulouse - Tours
Head Office: Immeuble Via Verde - 55 place Nelson Mandela - 92000 NANTERRE
Address: 37/39 rue Sergent Berthet - TSA 99063 - 69255 Lyon cedex 09
Limited Company with a capital of 2,500,002 Euros - 482755741 RCS Nanterre

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Inside BtoB intelligence

2014 Edition

EDITORIAL

Ellisphere is the French reference in business information, born of a long line of companies that have shaped this activity for over a century. Ellisphere is also a new company, founded in 2014 following recent developments in this market. Indeed, today it is the way that information is used (making it 'intelligent information') that is more important than 'raw' unprocessed data, however abundant the latter may be.

The creation of value in a world of information now lies in adapting and formulating that information according to a company's decision-making requirements. Therefore, Ellisphere has taken up position as a trustworthy partner for companies in the development of their BtoB relations:

marketing and sales prospection, knowledge of business partners, identification and assessment of buyer and supplier risks.

Ellisphere, a company at the heart of BtoB intelligence.

Jean-Yves Bajan,
Chief Executive Officer of Ellisphere

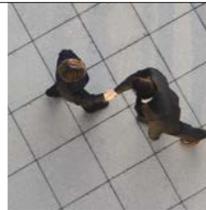


Commitment

Reliability

Expertise

Innovation



LEADER

ellisphere

400
employees

At the heart of BtoB intelligence

In 2014, Coface Services became Ellisphere and reinforced its specialisation in its original activities in order to meet specific needs in terms of innovation, performance and quality. Ellisphere focuses on BtoB information. Today it is the French reference in the field of business information, aimed at the players that finance the economy and the financial, sales, and purchasing divisions of companies in all business sectors. Thanks to its expertise, Ellisphere is a trustworthy partner that provides a clearer perspective for business relations. It proposes bespoke and innovative solutions to help its clients to make informed BtoB decisions.

52
million
Euros
of turnover

10,000
clients

CREATION OF A BtoB DEBT RECOVERY SUBSIDIARY

Ellisphere has transferred its debt recovery activity and created, with Intrum Justitia, on 1 January 2014, the first BtoB debt recovery operator in France called IJCOF Corporate.

This strategic alliance came about as a result of a difficult economic context in which late payments can cause real problems for companies. The two parent companies share their assessments concerning the solvability of businesses and their knowledge of the debtors, to better serve their clients and those of their subsidiary IJCOF Corporate.



10,000

clients regularly use our information referencing system and our scores to monitor their buyer and supplier databases

Our commitment geared to the service of the economy

Companies are increasingly obliged to control the financial image that they present to the players in their environment – clients, bankers, suppliers, media, etc. – and to monitor the risks represented by their own partners. The failure of a client remains the primary cause of the failure of a company. The failure of a supplier can also compromise a company's entire production chain.

Inter-company credit – which companies implicitly agree upon by means of consented payment deadlines – is a very important financing method which helps business relations to run smoothly and allows companies to adapt to changes in their business context.

Since the financial crisis, French companies are looking to reduce their dependence on bank loans and diversify their sources of funding. The new prudential standards set down in the

Basel III and Solvency II agreements further complicate the conditions for obtaining a bank loan and credit insurance cover. These changes will gradually lead to new ways of obtaining credit that bypass intermediaries.

Ellisphere is a trustworthy partner for companies. It facilitates the development and reliability of business relations between buyers and suppliers. The 10,000 clients that regularly use our information referencing system and scores can count on Ellisphere to monitor their buyer and supplier databases, some of which include several dozen or even several hundred thousand companies. Over 50,000 French companies are closely monitored by over 50 of our clients, who receive daily updates on the scores of these companies, be they their suppliers (to ensure their durability over time) or clients (to monitor the credit risk).

Emmanuel T.,
Ellisphere employee
Ultra-trail du Mont-Blanc®



TRANSPARENCY CHARTER

Ellisphere explains the details of the scoring process to all companies (clients or not) that ask how their score has been calculated, and offers them the chance to be associated with the monitoring process.

In its transparency charter, Ellisphere pledges to:

- Inform you of its assessment of your company, free of charge, upon request;
- Analyse any new element of information that you might wish to provide and explain its impact, if any, on its assessment, in compliance with the code of ethics relative to scoring;
- Inform you automatically of any change in its assessment.



50
data managers

SCORING CODE OF ETHICS

Ellisphere assesses all the registered companies in France, of which 7.5 million have a score which corresponds to the likelihood that they will fail within 1 year. The code of ethics specifies the general framework within which Ellisphere exercises its scoring activity. The Ellisphere employees involved in calculating the scores pledge to respect the measures set out in this code, which can be consulted on the company's website.

The reliability of our referencing system

VIA ITS EXHAUSTIVE AND HIGH QUALITY DATABASE OF COMPANIES, ELLISPHERE ENABLES ITS CLIENTS TO APPROACH NEW PROSPECTS, MAKE INFORMED DECISIONS AND MINIMISE THEIR RISKS.

Ellisphere manages a referencing system concerning 8.5 million companies. The referencing system is created using information from various sources:

- Public sources: INSEE, RNCS, Bodacc, IMR, etc.
- Private sources: specialist partners gathering information by phone and e-mail concerning tax arrears, late payments, etc.
- Internal sources: 60,000 surveys conducted by 50 analysts, 130,000 BtoB debt recovery affairs processed each year by our subsidiary IJCOF Corporate, capitalistic links, collective procedures, etc.
- Collaborative sources, by collecting information directly from the companies: Transparency Charter, ledger analysis, records of payment incidents, etc.
- International sources, via the BIGNet network grouping together the main leaders in the sector of business information in Europe with over 70 countries online.

Ellisphere is the only player in the French market to combine so many different information sources.

The Ellipro score, determined according to the contents of its database and a modelling approach that has proved its worth over the years, classes 7.5 million French companies according to the likelihood that they will fail within a one-year period. The word 'fail' in this calculation corresponds to a legal failure, i.e. a company that is put into receivership or goes bankrupt. Our scores are presented on a scale of 0-10 and combine statistical methods with industrial management of the database which supplies the information for the calculations. This (unsolicited) score is not a credit rating as defined in the EC Regulation No. 1060/2009 concerning rating agencies.

THE INTERNATIONAL NETWORK BIGNET (BUSINESS INFORMATION GROUP NETWORK)

As a founding member of the BIGNet network, we take the lead in the network alongside Creditreform and Experian. Our aim is to ensure optimal cover of requirements and the improvement of the quality of services for all our French and international clients.

The expertise of our staff

Scoring systems are statistically extremely efficient for the management of large and diversified risk portfolios. But when it comes to appreciating major isolated risks, taking difficult decisions, and committing a company in the medium or long-term, they cannot replace the complementary investigatory and analytical work which is at the heart of our profession.

Our job is to collect and share information, and then to make it 'intelligent' according to what it will be used for, to facilitate decision-making in a company. This know-how was built up by the experience of the pioneering companies that led to the creation of Ellisphere (Bottin, Scrl, Piguet, Sprec, Ort) and which have been working for over a century to make business exchanges between companies more reliable.

The expertise of our teams demands a constantly-maintained level of competence in different disciplines - economy, finance, legal, and the business environments. This is why Ellisphere devotes over 5% of its payroll to training each year.



50
analysts,
a premium
department
of 15 expert
advisors

The Surveys & Analyses Division counts 50 analysts, based not only at the company's main sites of Nanterre, Tours, and Lyon, but also in the other regions in Lille, Strasbourg, Marseille, Toulouse and Nantes. On request our analysts conduct research work and surveys on your clients/suppliers and attribute a short to medium-term rating (which is private, i.e. solely for the use of the client that made the request). They also perform studies on your economic environment and on your client and partner portfolios.

The innovation of our products



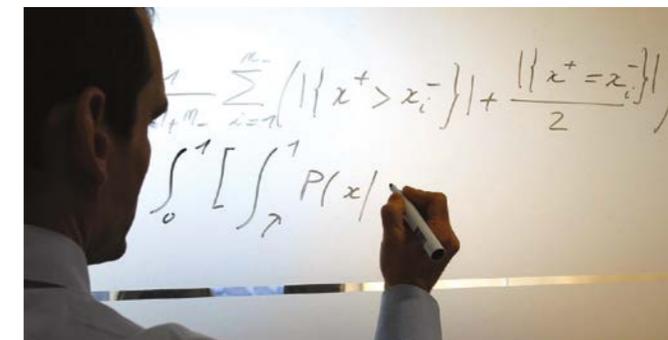
Throughout their history, the companies that led to the creation of Ellisphere have shown their capacity to develop their practices, design tools and services to improve the financial visibility of companies and facilitate their dealings. Ellisphere continues this tradition of innovation, with the launch in 2012 of its new and completely modular information offer (Ellipro), and a targeting, counting and surveillance platform (Ellicible) equipped with a high performance search engine and a new B2B information portal in 2013 - www.ellisphere.fr

This range of services forms the basis of Ellisphere's solutions. It will continue to evolve and bring its share of innovations at the service of its client companies.

In 2014 Ellisphere launches a new short-term failure score based on a company's payment behaviour - a complementary module of the general Ellipro score established primarily on a company's financial state. This new score measures the likelihood that the company will fail within 6 months, estimated according to pooled knowledge about the most recent events concerning outstanding debts, tax arrears, and late payments known to our client-partners and our subsidiary IJCOF Corporate. Therefore this score is based on exclusive sourcing and a specific statistical model.

In 2014, Ellisphere also offers its clients a new tool which brings together all the essential services for controlling their client/supplier risks.

This innovative interface in SaaS mode - Ellibox - is easy to use and quick to set up and allows them to have a 360° economic vision of their business network, and to integrate and consolidate, and even share the data available with their partners. It does not require any IT development to access the range of services devoted to securing the transactions: information, debt recovery, credit insurance.

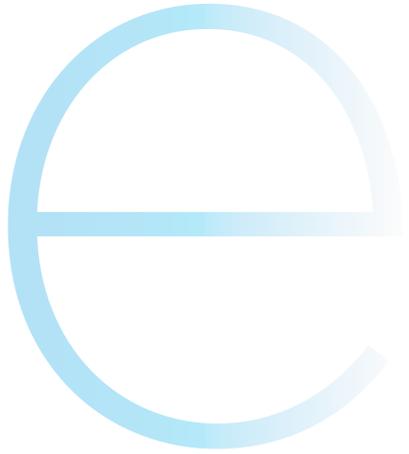


Ellisphere maintains, develops and enhances an information database devoted to the payment behaviour of French

commercial, craft, and trade companies. This database is supplied by data found in the Ellisphere database (8.5 million active

companies) and private partners which provide daily information about their clients' payment behaviour.

130,000
debt recovery affairs



The Ellisphere offer

Ellisphere proposes a host of solutions to the different players that finance the economy (banks, credit insurers, factoring companies, management and investment companies, etc.) and to the financial, sales, and purchasing divisions of companies in all sectors of activity.

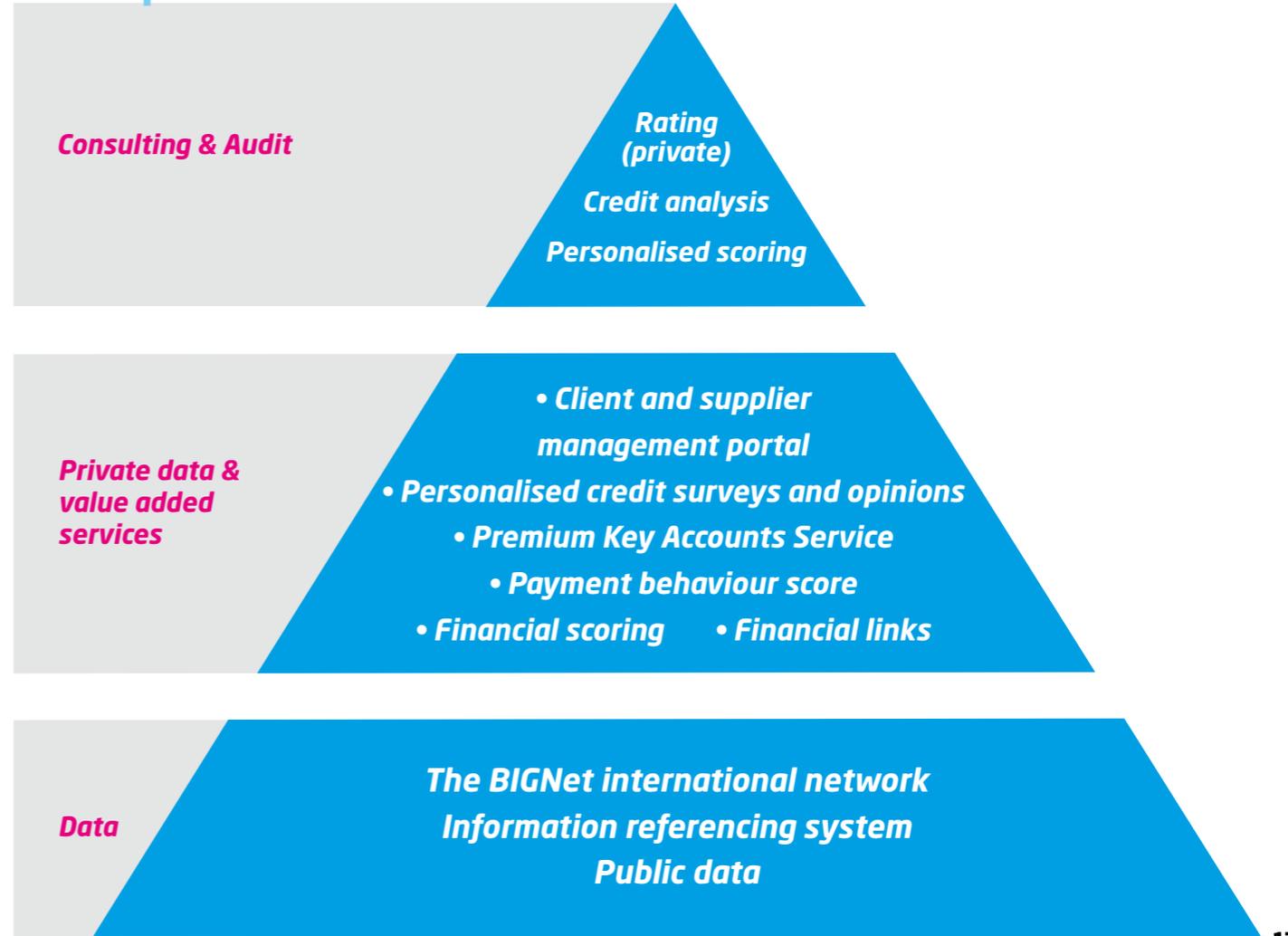
The use of increasingly varied financing options demands a better knowledge of the risks associated with companies for investors – particularly the potentially targeted small, medium, and intermediate sized companies. The quality of assessments, the financial visibility of these companies and understanding their markets are the keys to the confidence of investors, lenders, and partners.

The role of scoring and analysis companies like Ellisphere is to make investors' decisions more secure by providing them with financial information and high value added services such as (private) rating.

Based on a diagnosis of the company's client and supplier data, Ellisphere works with the financial or purchasing division to determine the best solution to anticipate, control and manage client and supplier risks. Ellisphere combines the power of industrial management of databases (public/private) to monitor large portfolios, with the capacity to offer personalised monitoring of the most critical risks.

Ellisphere also offers sales and marketing divisions solutions designed to analyse and target their clients or prospects, and build or add to their CRM. Ellisphere's data solutions bring real autonomy in the analysis and use of offline and online data.

Lastly Ellisphere's research and statistical work give its clients a better understanding of the economic environment through in-depth studies of company transactions, monitoring of economic indicators according to personalised scopes (sector-based, regional, etc.) and analysis of client and supplier portfolios.





Jean-Yves Bajan
Chief Executive Officer

Governance

Ellisphere is a subsidiary of Natixis HCP.

The management committee is headed by Jean-Yves Bajan, who is also Vice President of the FIGEC (France's National Federation of Business Information and Debt Management).

Four activity-based operational divisions

Romain Bertrand
Credit Management Solutions



Micheline Hélon
Business Information & Scoring



Francis Vandekerkhove
Surveys & Analyses



Joël Boutet
Information Systems



Two commercial and customer relations divisions

Gérôme Boulay
Business development & marketing



Walter Lenarduzzi
Commercial



Two support divisions

Jacques Tapié de Celeyran
Finance



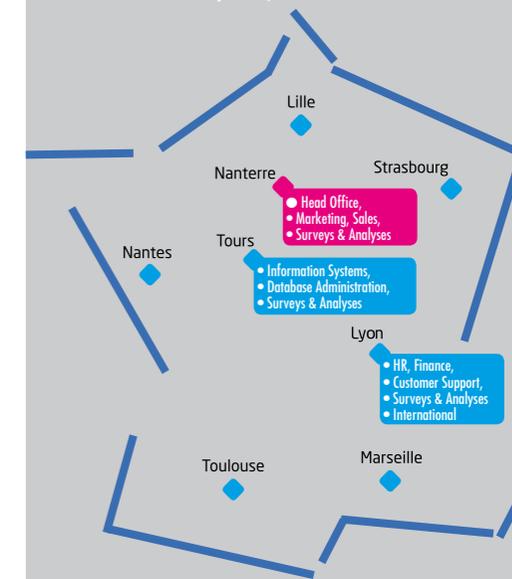
Sylvain Morellet
Human Resources & Administration



Where to find us ?

Ellisphere is a privileged partner of companies and offers its clients:

- Its direct sales network (a team dedicated to key clientele and six regional divisions);
- Its sedentary management platform;
- Its premium service devoted to key accounts;
- Its team of IT specialists for specific client solutions;
- A network of specialised brokers based throughout France;
- A network of influencers (banks, insurance firms, etc.).



a single number to rapidly receive an answer or to be transferred to a specialist if necessary

0825 123 456

(€0.15 per minute)

Open Monday to Friday, from 8 a.m. to 6 p.m.
Relations-clients@ellisphere.fr