

Paris, 19 March 2012

**Euler Hermes newly defines its corporate identity and signature:  
'Our Knowledge Serving Your Success'**

*To reflect its evolution and successful global integration, Euler Hermes, the world's leading credit insurer adopts a unified brand name and new corporate identity.*

Over the last three years, Euler Hermes has undergone substantial operational changes to become the client focussed, integrated group it is today. These changes are reflected in Euler Hermes' new corporate identity launched this month.

As **Wilfried Verstraete**, Chairman of the Euler Hermes Board of Management, explains *"We have transformed Euler Hermes' structure, systems and processes with the aim to deliver the best possible client services. Our prime mission today is to support our customers' success by helping them to conduct their business with confidence."*

Signalling the newly defined identity of Euler Hermes, the Group is unifying all company naming under one umbrella brand, to be consistently known as 'Euler Hermes'. Starting at the end of March 2012, the Group's more than 50 entities around the globe will all communicate simply as 'Euler Hermes'. The Group's website [www.eulerhermes.com](http://www.eulerhermes.com) has been redesigned to reflect the Group's unified brand and customer-centric organization and will go live beginning of April.

More than ever, Euler Hermes strives to offer the best trade related insurance solutions and highest quality information to its customers, so they can make the right decisions to develop their business and navigate the changing economic environment successfully. This objective is translated in the Group's new signature 'Our Knowledge Serving Your Success'.

*"Our brand stands for market leading knowledge that we put at the service of our clients. Euler Hermes has been the global leader in trade credit insurance for a number of years. We certainly never take that position for granted. Therefore, we continually invest in our people and in our information to further develop that knowledge for the benefit of our customers,"* concludes **Wilfried Verstraete**.

\*\*\*\*\*

**Contact**

**Media Relations, Euler Hermes Group**

Bettina Sattler – +33 (0)1 4070 8141 – [bettina.sattler@eulerhermes.com](mailto:bettina.sattler@eulerhermes.com)

**Ogilvy**

Lorenzo Ricci – +33 (0)1 5367 1283 – [lorenzo.ricci@ogilvy.com](mailto:lorenzo.ricci@ogilvy.com)

**Euler Hermes** is the worldwide leader in trade related insurance solutions. With 6,000 + employees in over 50 countries, Euler Hermes offers a complete range of services for the management of B-to-B trade receivables and **posted a consolidated turnover of €2.27 billion in 2011**.

Euler Hermes has developed a credit intelligence network that enables it to analyse the financial stability of 40+ million businesses across the globe. The Group insured worldwide business transactions totalling **€702 billion** of exposure at the end of December 2011.

Euler Hermes, subsidiary of Allianz, is listed on Euronext Paris and rated AA- by Standard & Poor's.

[www.eulerhermes.com](http://www.eulerhermes.com)

**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.