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**In response to the economic crisis caused by the effects of COVID-19, the cheese group, Bel, has just made important innovations to its supplier program: Invoice@ bel.**

Bel, known for its emblematic brands like La Vache qui Rit, Mini Baby Bel, Kiri, Leerdammer, Pom'potes and Boursin had made some of its own euro cash available to suppliers already. Through the supplier portal, they could already make the payment of their invoices, at a date of their choice, against a dynamic discount deducted from the paid amount.

Through a dedicated Internet portal, The « Invoice@Bel » program, allows suppliers online management of all the accounting information they need to control their cash receipt forecasts. The originality of the web solution Invoice@bel, provided by the French fintech, Corporate LinX, lies in the accuracy of the information provided, combined with the fact that it's very simple to use.

However, at a time of increased economic pressure, the Bel Group has just decided to extend this ease of access to liquidity to both its French and European suppliers.

And, in addition, Bel has reduced the discount rate to « 0% ».

Eligible suppliers (mainly those whose payment terms are 60 days and in the euro zone) can therefore receive their full payment approximately more than a month before the contractual maturity of their receivables, and this, without any charge.

Benoît Rousseau, Treasurer of the Bel Group, commented : « *It is essential for an economic player like Bel to be able to support its supplier ecosystem during these difficult times. The decision to offer prepayment, made by the supplier, but at no cost, appeared to us to be an obvious solution in these times of crisis* ».

Moreover, Mrs. Casenave Péré, President of the Company, Posson Packaging, commented : « *In this difficult period, this initiative of prepayment without charge, is welcomed, by our company, with a real feeling of joy to be supported by our client Bel who are demonstrating their concern for maintaining close links with their partners* ».

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> The 'Invoice@bel' service at rate zero, is now available for all future validated regulations for suppliers. The automated management of the service does not imply any action on the part of the suppliers, nor any change in their management or accounting processes. Once the decision to implement had been taken, the system was immediately implemented from April payments. *«Benoît Rousseau commented : « Speed was the essence of our action. Our partner, Corporate LinX has demonstrated great responsiveness by allowing technical changes, geographic extension and supplier communication, in just a few days. Since its launch, the Invoice@bel program has been dedicated to supporting our suppliers, but despite the absence of fees, and the apparent cost of this effort, Bel also supports its supplies and production. It is indeed a « Supply Chain » in which each link counts, concludes Benoît Rousseau, Group Treasurer ».*

Fabien Jacquot, President of Corporate LinX commented in response : *« For 13 years, our objective has been to build solutions adapting to the dynamics of the sectors of our economy. We are honoured by Bel's trust, and with whom we have forged a solid partnership, developed internationally for the Invoice@bel program. Thanks to our experience acquired in this sector, we have developed a specific offer entitled L.A.I.T. ».*



## About Bel

The Bel Group is one of the world leaders in the branded cheese sector and a major player in the healthy snacking segment. Its portfolio of different, international products such as La vache qui rit®, Kiri®, Mini Babybel®, Leerdammer®, Boursin®, Pom'Potes® or GoGo squeeZ® as well as around twenty other local brands, enabled it to achieve a turnover of 3.3 billion euros in 2018.

12,600 employees in around thirty subsidiaries around the world help to deploy the Group's mission : to commit to healthier and more responsible food for all. Its products are produced in 32 production sites and distributed in nearly 130 countries today.

[www.groupe-bel.com](http://www.groupe-bel.com)

## About Corporate LinX

Created in 2008, Corporate LinX is an independent French Fintech, specialising in the management of flows and payments with the commercial partners of any company. Leader in France in the implementation of supplier programs of Reverse Factoring, Supply Chain Finance or Dynamic Discount type, the proprietary technology of Corporate LinX also allows the management and financing of customer transactions. Corporate LinX works in many sectors and develops specific offers in order to adapt as precisely as possible to the needs of corporates and their ecosystem of business partners.

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

