

PRESS RELEASE

Allianz Trade x LUNDI MATIN

B2B e-commerce partnership

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Allianz Trade and LUNDI MATIN Group Announce Their Partnership to Support B2B E-commerce Marketplaces

- With this partnership, Allianz Trade and LUNDI MATIN offer B2B marketplace operators a SaaS platform that includes payment flow management, with the ability to benefit from native deferred payment options.
- Credit insurance is integrated and automated within the solution, enabling B2B sellers to trade online without being exposed to the risk of unpaid invoices.
- With this new solution, the customer experience is simplified: it will now be even easier for companies to launch their B2B marketplace and integrate multiple merchant accounts.

Allianz Trade, the world leader in credit insurance, and LUNDI MATIN Group, a software publisher (ERP, CRM, POS, E-commerce) and mobile applications developer, have joined forces to offer a new integrated Buy Now Pay Later (BNPL) solution combining their expertise on the French market. Thanks to this partnership, B2B sellers benefit from LUNDI MATIN's technological expertise in creating, managing, and scaling B2B marketplaces, together with Allianz Trade's longstanding expertise in credit insurance and pioneering role in deferred-payment solutions for B2B e-commerce.

Secure Transactions Combined with a Deferred Payment Solution

With Allianz Trade pay, its payment solution dedicated to B2B e-commerce, and its credit-insurance know-how, Allianz Trade now enables e-merchants to benefit from instant deferred payments. Thanks to this BNPL solution, any marketplace operator can provide sellers on its platform with a protection system that shields their cash flow from unpaid-invoice risks—a major threat to business financial health. According to Allianz Trade's annual study, business insolvencies are expected to reach the symbolic threshold of 67,000 cases in France and remain high in 2025, well above pre-Covid levels.

In practice, any operator whose marketplace is connected to LUNDI MATIN Group's SaaS platform (called Izeberg) will be able to use Allianz Trade pay—an automated and instant deferred payment service for integrated sellers. The solution relies on real-time credit decisions made by Allianz Trade, confirmed directly via API at the moment of payment. Users of the platform will also benefit from other key features, such as automatically loading merchant catalogs, managing invoicing on behalf of sellers, and handling payment flows.

"We are delighted to establish this new partnership with LUNDI MATIN Group, whose technological expertise is widely recognized in the B2B e-commerce sector. By combining the best of our capabilities, we are confident that we can support our shared clients by offering, through Allianz Trade pay, a truly unique user experience for managing their marketplace—leading to a multiplier effect that will allow them to onboard more sellers and buyers, and grow their sales safely. We have already seen this solution in action, notably supporting ArcelorMittal Distribution Solutions in expanding its B2B e-commerce website 'ArcelorMittal e-steel' into a B2B marketplace on the French market since 2024," **explains Mickael de Sa, E-commerce Director at Allianz Trade in France.**

A Technological Foundation: A Professional Marketplace Solution Designed for B2B

LUNDI MATIN's Marketplace platform is a solution tailored to the specific needs of B2B e-commerce, integrating advanced features such as multi-catalog management, pricing strategies, split-billing processes, quote and tender management, logistics-flow synchronization, and customization of KYC documents.

A major time-saver for marketplace operators, it optimizes B2B transactions by taking into account existing contracts, tiered pricing, and specific sales units. Accessible through a flexible API, the solution is designed for smooth interconnection with other business applications and CMS. It provides a full range of tools that meet B2B business requirements, simplifying their management and development.

"This partnership with Allianz Trade, the global leader in credit insurance, allows us to integrate a deferred-payment solution directly into our SaaS Marketplace platform, offering our clients enhanced protection against unpaid-invoice risks, while also enabling them to grow their sales safely. This partnership fits perfectly into our development strategy, which aims to provide our clients with solutions that meet market expectations," **explains Benjamin Chalande, CEO and Founder of LUNDI MATIN Group.**

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About Allianz Trade

Allianz Trade is the global leader in credit insurance and a recognized expert in surety, debt collection, structured finance, and political risk. Our international network for collecting and analyzing information allows us to monitor the daily financial health of over 83 million companies.

We give businesses the confidence to grow their trade without exposing themselves to the risk of unpaid invoices. We compensate your company in case of payment incidents, but first and foremost, we help you avoid non-payments. Whenever we provide credit insurance or another financial solution, our priority is predictive protection. However, if the unexpected occurs, our AA credit rating and membership in the Allianz Group attest to our financial strength and ensure that we are able to help you protect your business.

Based in Paris, Allianz Trade operates in more than 50 countries with 5,700 employees. In 2023, our consolidated revenue reached €3.7 billion, and we guaranteed €1,131 billion worth of commercial transactions worldwide.

For more information, visit allianz-trade.fr.

About the LUNDI MATIN Group

Founded in 2007 in Montpellier by Gaëlle and Benjamin Chalande, the LUNDI MATIN Group is a French publisher of online management software and mobile applications. With over 200 employees, LUNDI MATIN has established itself as a major player in the market, offering innovative and customized digital solutions for companies of all sizes, from small businesses to large corporations.

LUNDI MATIN works closely with well-known clients such as Groupe Galeries Lafayette, OVH, Chronodrive, Legrand, Atalian, and Crédit Mutuel-CIC. Since 2022, LUNDI MATIN has also been growing through acquisitions, having acquired several companies to strengthen its product divisions: Oxatis, Wizaplace, Izberg, and Uppler, and more recently Front-Commerce for the online sales division, Yuto for CRM, and TastyCloud for local businesses.

LUNDI MATIN thus consolidates its position as a European leader in sales development software.

For more information, visit www.lundimatin.fr