



**BUREAU
VERITAS**

ACCOUNT MANAGEMENT

Arnaud André



VISION: SERVICE & CLIENT CENTRIC



Our DNA

- Impartiality
- Technical expertise
- Quality of service

**Local business
Development
by service**



Opportunities

- Added-value based
- Solutions oriented

2 DISTINCT GO-TO-MARKETS



PORTFOLIO MANAGEMENT

PACKAGED SERVICES
SERVICE CENTRIC
PUSH MODE (CAMPAIGNS)



KEY ACCOUNT MANAGEMENT

CUSTOMIZED SERVICES
CLIENT CENTRIC
PULL MODE

HIGH POTENTIAL TO BE CAPTURED

1

HUNTING

90% Forbes
Top 2000:
BV revenue

<€1m

2

CROSS SELLING

Top 140
clients:
BV market share

<9%

3

OUTSOURCING

TIC market
internally
managed

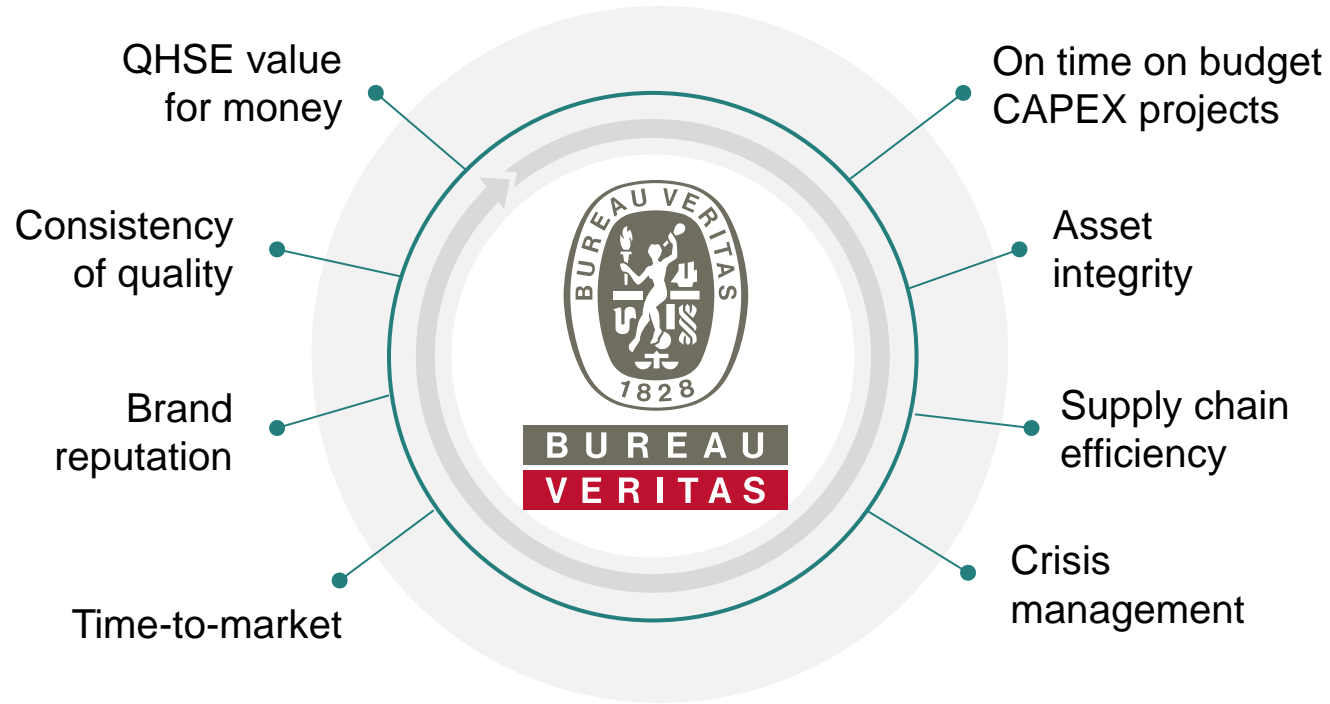
60%

4

PARTNERING

QHSE
more
and more
strategic

POSITIONING WITH KEY ACCOUNTS



TO BECOME
THE PARTNER OF CHOICE

GROWTH CONTRIBUTION

**GLOBAL
KEY ACCOUNTS / 30**



For each key account

- Dedicated account leader
- Formalized sales strategy
- Sales & revenue targets

~30%
of 2015
Group
revenue

**LOCAL
KEY ACCOUNTS / 140**

**+2 POINTS OF ADDITIONAL
ORGANIC GROWTH/YEAR MID/LONG TERM**

CROSS-SELLING: RETAIL

2014 Group revenue



High cross-selling potential

Examples (retailer 2)

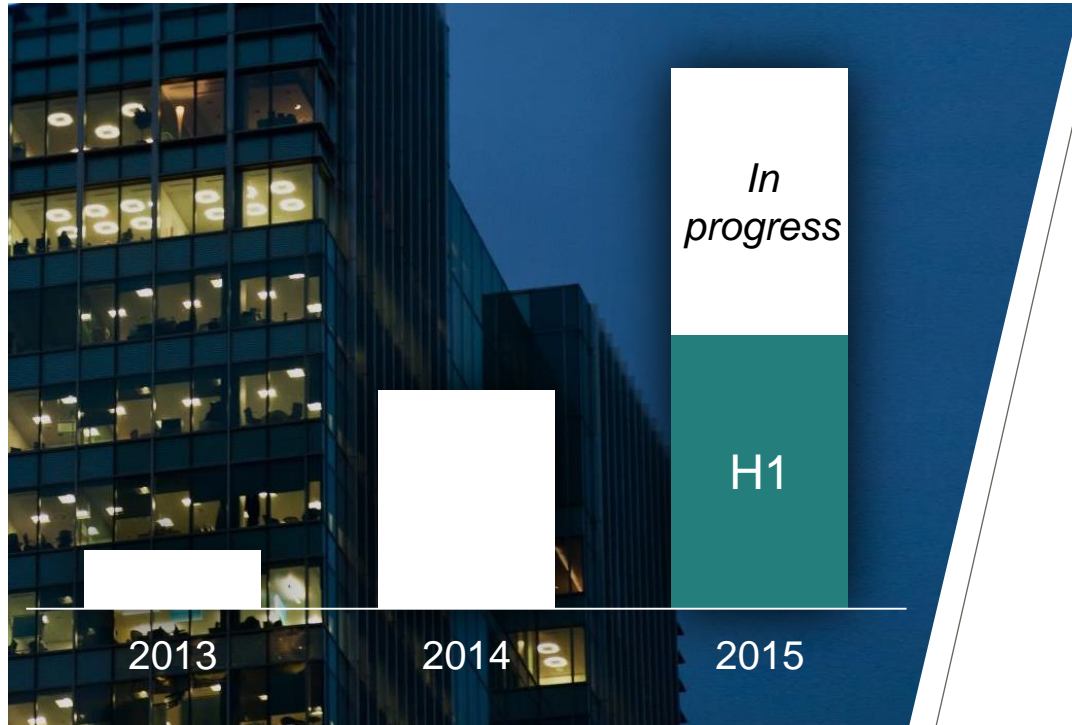
Project management assistance

Suppliers' facilities audits

Safety-related services

HUNTING: BANKING & INSURANCE

Group revenue with a key banking group



Solution provided
HSE risk management

Value added

- Legislative compliance
- Brand protection
(reduce reputational risk)

M&S PROFESSIONAL FAMILY

2,600 FTE IN 2015

WEIGHT EVOLUTION BY 2020

SALES

- Key account managers
- Business developers
- Proposal center specialists
- Inside sales representatives



MARKETING

- Operational marketing specialists
- Strategic marketing specialists



MANAGEMENT

- M&S managers
- Market sector leaders



KEY TAKEAWAYS

Account management is a key lever to support the growth initiatives of the Group

It will enable to:

Position Bureau Veritas
as the **partner
of choice** for large
international
corporations

Generate around
**two percentage
points per annum
of additional
organic growth
mid/long term**

Increase
the share
of **recurring
business**