

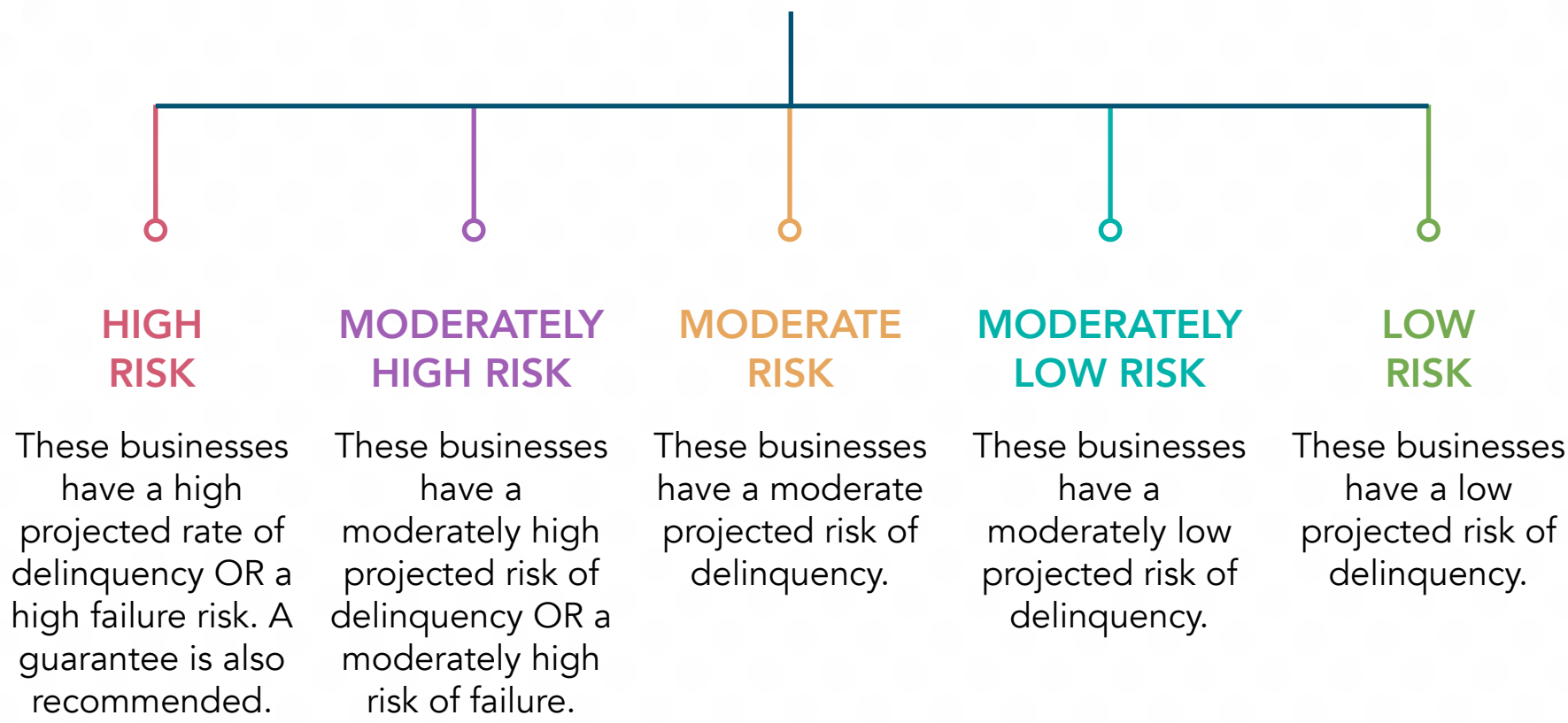
D&B[®] Maximum Credit Recommendation

How much credit should you extend to your customers?

Dun & Bradstreet's Maximum Credit Recommendation helps you make a more informed decision during a credit assessment. This recommendation is available on companies in more than 180 markets around the world.



Each recommendation is accompanied with Dun & Bradstreet's risk category. This is an assessment of how likely the company is to continue to pay its obligations within terms - and its likelihood of experiencing financial stress in the next 12 months.



Dun & Bradstreet's global data scientists determine credit recommendations based on:



Employee Size



Risk Profile



Industry Credit Demand

How Much Credit Should You Extend?

Some companies may choose to extend the maximum amount that Dun & Bradstreet recommends, while others may want to extend a portion of that amount.

A company may go with the maximum recommendation if it:



Is looking to expand



Has a strong financial position



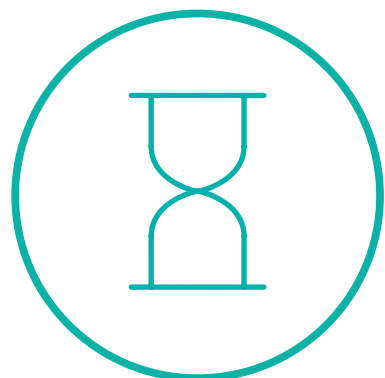
Has a longstanding relationship with the customer



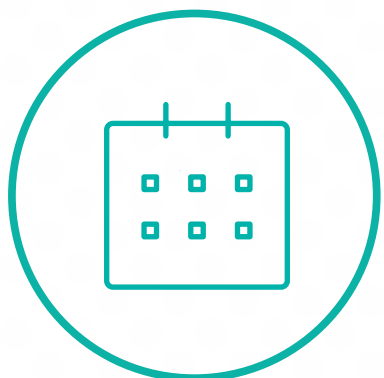
Has a secured interest in the product it's selling

How do you maximize your opportunity with vendors?

As an applicant, you may increase your chances of receiving the Maximum Credit Recommendation if:



Can commit to long-term relationship (such as a multi-year contract)



Can work with the vendor on a payment plan



The information in your credit file is up to date

Learn more about how Dun & Bradstreet can help you manage credit exposure and understand risk and opportunity on your global customer base.

dnb.com/analytics



About Dun & Bradstreet

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant – even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB)

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