

WHEN CASH IS KEY...

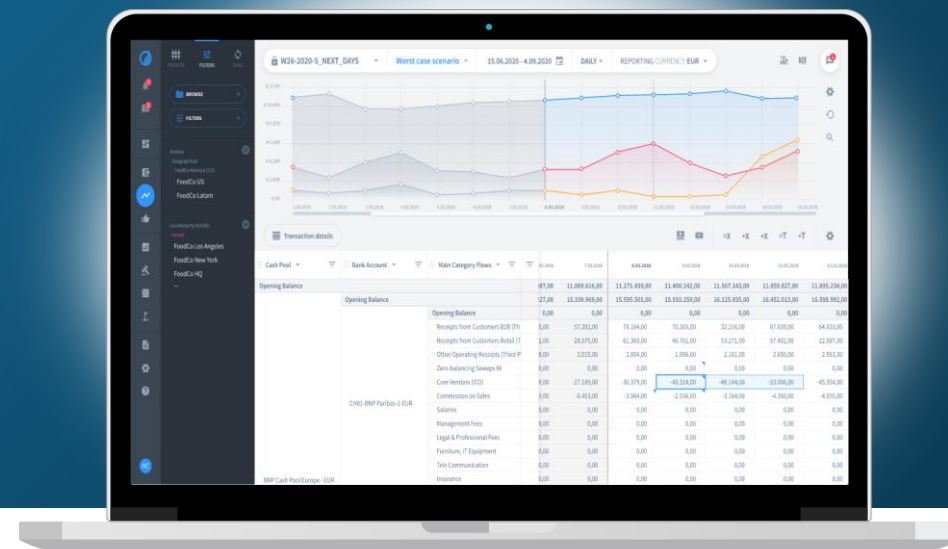


Next generation
Cash Flow Analytics & Forecasting
Working Capital Analytics

About Cashforce

Cashforce is a 'next-generation' **Cash forecasting & Working Capital Analytics Platform**, focused on automation and integration – bridging the gap between finance, AR/AP and treasury.

- ▶ Our clients are large & mid-size global enterprises
- ▶ Global presence: US (New York) & Europe (BE, NL, FR, UK, Nordics)
- ▶ Connectivity with ERP, TMS or other systems
- ▶ Backed by **PwC, Citi, BofA, BMG, BNP Paribas & KBC**



Best-in-class & award-winning technology

- ▶ Best Working Capital Solution 2019 - TMI
- ▶ Best Use of Artificial Intelligence in Treasury Management 2019 – Global Finance
- ▶ Best Practice in Working Capital – CFO magazine
- ▶ Best Digital Transformation / Technology Implementation (Pearson) - Eurofinance Treasury Excellence Awards

Some of our References: cash flows from over 120 countries...



A scenic landscape featuring a long, straight asphalt road that stretches from the foreground into the distance, leading towards a bright sun on the horizon. The sun is positioned in the upper right quadrant, creating a strong lens flare and casting a warm, golden glow across the entire scene. The sky is a mix of deep blue and yellow, with wispy clouds. The ground is covered in dry, brownish-yellow grass and shrubs. In the far distance, a range of mountains is visible under the bright light. A semi-transparent dark grey rectangular box is centered over the middle of the image, containing white text.

**When we ask Treasurers about
Cash forecasting...**



Basic questions

- How do I build a Cash flow forecast?
- What are the benefits of Cash flow forecasting, both Direct and/or Indirect?
- How can I improve the time spent on the Cash flow forecasting process for both HQ & OpCos? By using a workflow-based process?
- TMS system vendors keep on telling me that they do Cash forecasting, but what differentiates Cash forecasting niche vendors from TMS vendors?
- Do I need to connect my ERP system(s) from Day 1?
- How do I report efficiently to stakeholders about the Cash flow forecast?



Tactical questions

- How do I model the forecast, utilizing the different available data sources?
- How can I leverage my ERP and other system's data? And what about data quality?
- How do I incorporate manual adjustments / management overrides?
- How can I analyze / slice-and-dice to understand evolutions, patterns?
- How do I extend the horizon beyond the typical 2 – 4 weeks / 13 weeks (to a long-term cash forecast)?
- How do I measure accuracy using Variance analysis (also identifying FX differences)?
- How can I request subsidiaries / OpCo's in an efficient way to explain variances?
- Can I incorporate Customer Payment Behaviour? How are overdues handled?
- How do I avoid ICO reconciliation problems?
- How can I improve my working capital? How can I tie to this to my working capital goals?



Expert questions

- How can I build different forecasting scenarios?
- How do I improve my accuracy even further? (How) / (C)can I apply ML/AI to optimize accuracy?
- How do I align our Cash forecast with the indirect Cash forecast from Controlling / FP&A?
- How do I centralize (more) the process of Cash flow forecasting?

Common questions

- What are the benefits of a Cash flow forecasting system vs Excel?
- How do I pull off this project, while IT and my own team has limited sources to allocate to “such a project”?
- Will IT accept a software solution (from a system & data security perspective, architecturally, what about data interfaces, ongoing support ...)?
- How do I build the business case for a Cash flow forecasting solution?

Cashforce can help to realize the following benefits



Improved forecasting accuracy

- Actuals vs Forecast analysis
- Smarter Customer payment behaviour (through ML/AI)



Working Capital Savings

- Deep insights into Working Capital drivers & improvement areas
- Connect Treasury with the Business



Process optimization / automation

- Easy workflows to organize submissions, manual data input, saving of the forecasts
- Dashboarding & Visualization
- Analytics allowing drill-down insights
- Actuals vs Forecast analysis
- Scaling for growth of the company
- Improved data quality over time (through better insight into AR/AP behaviour)



Time savings

- Automated data consolidation from variety of data sources
- Automated reporting



Pro-active cash savings

- Reduced use of credit facilities
- Better investment allocation



Easy onboarding due to ERP connectors

Cashforce has built dedicated ERP connectors, that allows fast and seamless integration.



100% SaaS & Low maintenance

Our user-friendly interface allow to maintain your master data & Cash forecasting set-up without support

How corporates unlocked the value...



"Pearson cuts borrowings by £100m using advanced cash forecasting."



"Working capital savings of up to \$9m financed our new acquisition on a \$200m revenue scope."



"In just 6 weeks, we set up the Working Capital Insights on our SAP instance and had first interactions with the business, leading to millions in savings."

"We had great support from the Cashforce team. It is equally important that the banks that have invested in Cashforce also see it as an opportunity to integrate it from an operational point of view."





Solution overview

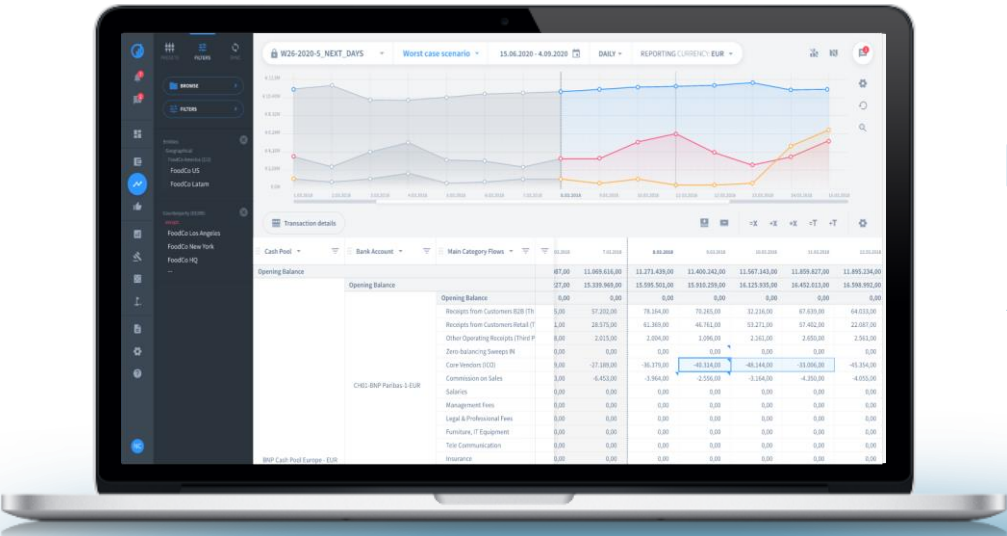


A smart Cash forecasting & Working Capital Analytics platform...



Collaborative environment

- Workflows
- Forecast Proposals
- Excel-like data input (incl audit trail)
- Comments



Rich Analytics

- Scenario analysis
- Actuals / Forecast vs Forecast
- Export API



Creating value with Cashforce



1. CONNECT WITH YOUR DATA

- Integrate system data and manual uploads
- Forecast modelling



2. MODEL YOUR FORECAST

- Build different scenarios
- Make Excel-like manual adjustments
- Long term forecasting using P&L
- Leverage AI and machine learning to improve accuracy
- Incorporate working capital insights



3. COLLABORATE THROUGH A WORKFLOW

- Comment and collaborate on your forecast
- Organize your cash forecasting workflow
- Accepting/Rejecting local entity forecast



4. SAVE CASH THROUGH DYNAMIC INSIGHTS

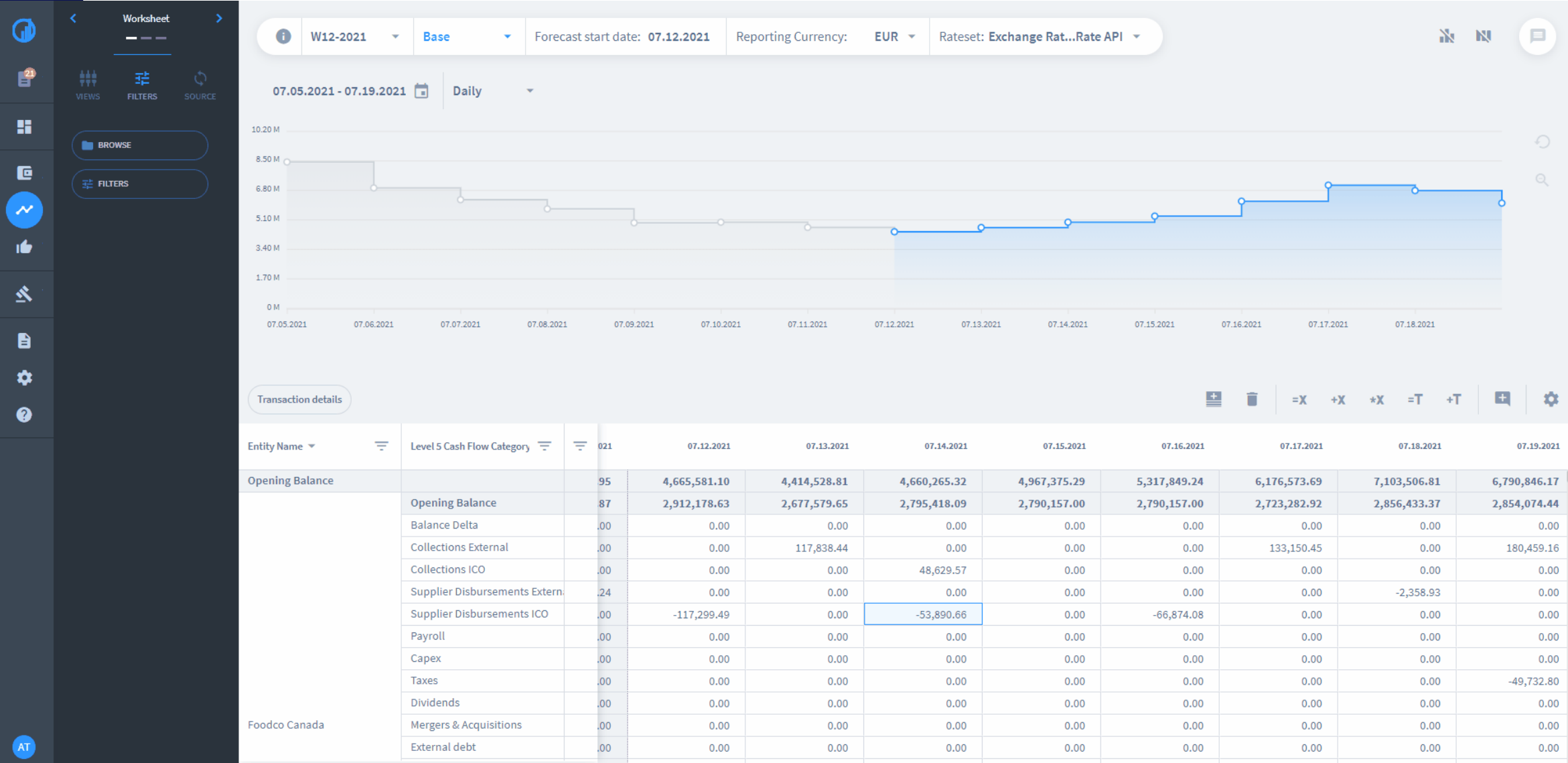
- Dynamically report on historical and future cash positions
- Roll-up from local to global level
- Drill-down to the transaction-level detail



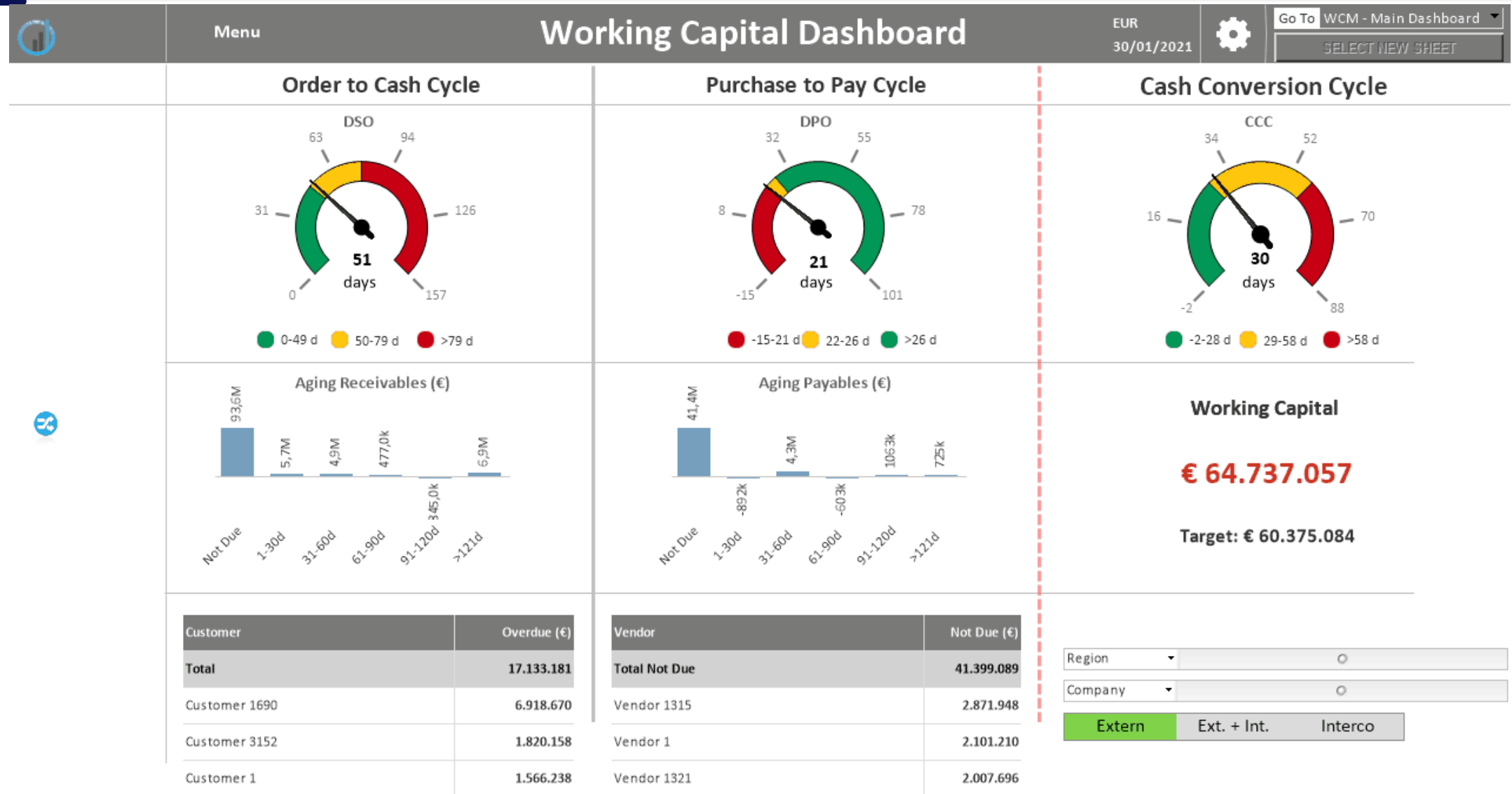
Cashforce Teasers



Make Excel-like manual adjustments



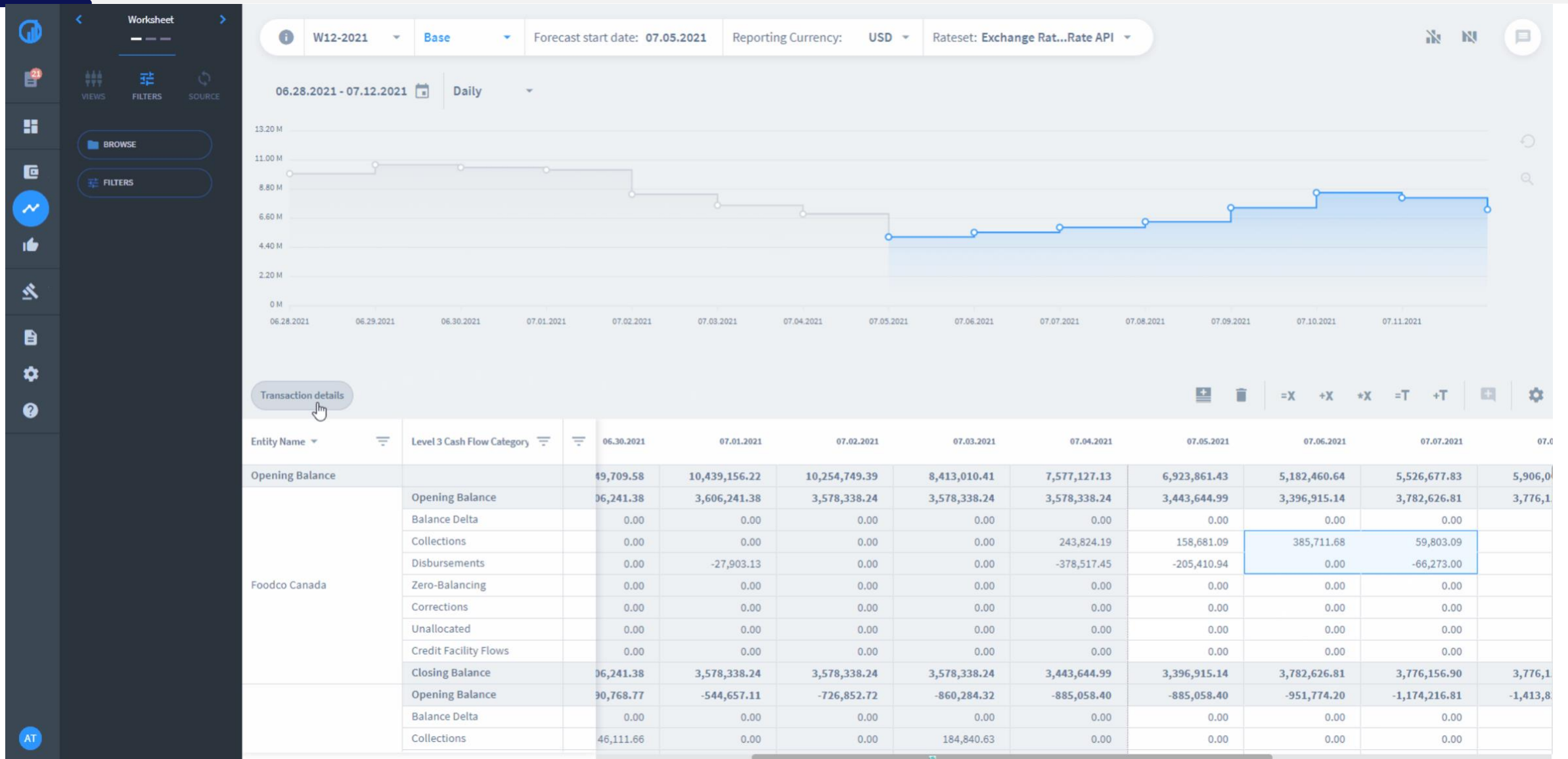
Incorporate working capital insights



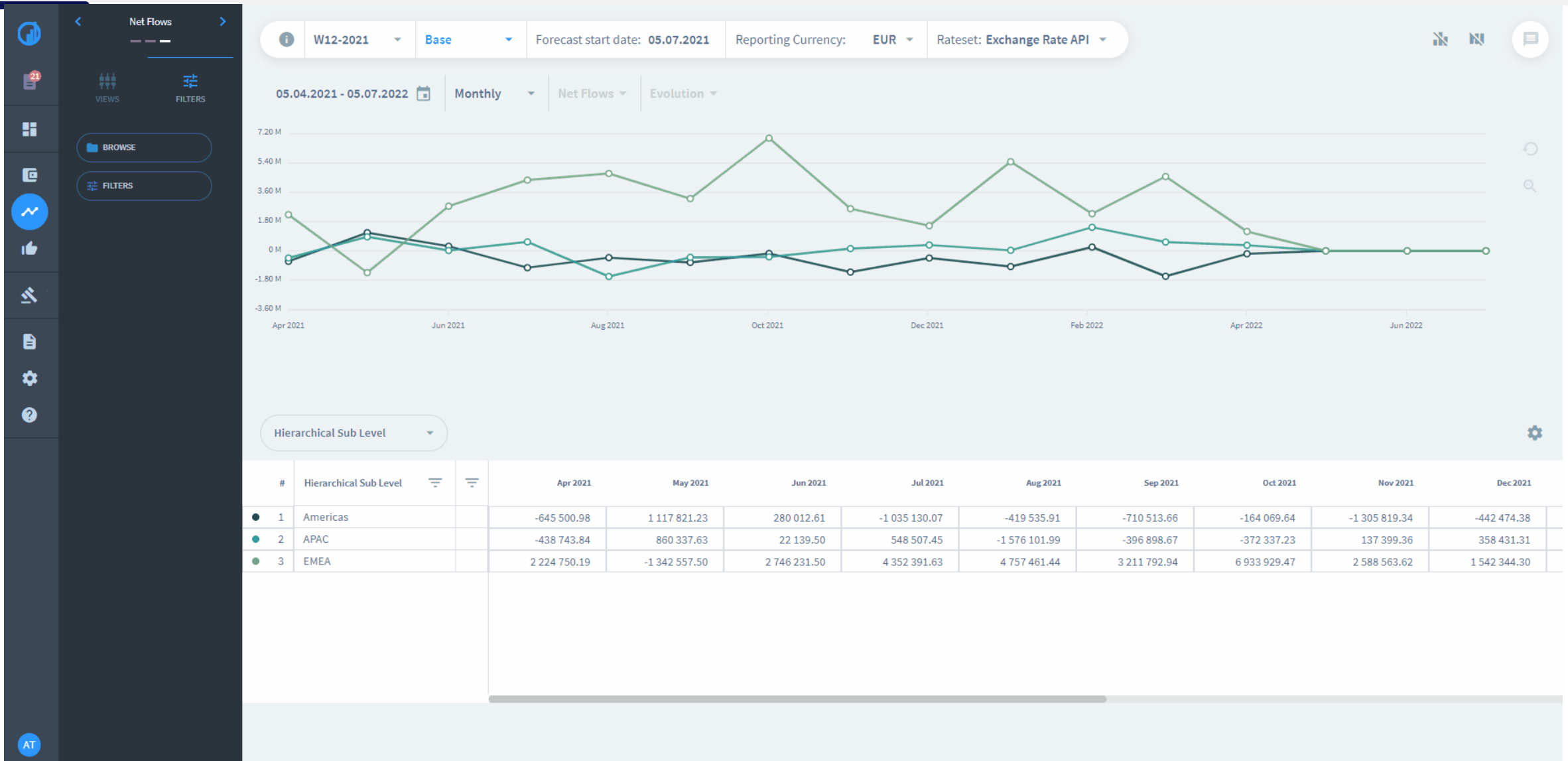
Comment and collaborate on your forecast

[illegible]

Drill-down to the transaction-level detail



Roll-up from local to global level



Submit / Review/ Reject local entity forecasts in a simple workflow

Cashforce

Tasks

Dashboard

Actuals

Actuals + Forecast

Workflow Management

Variance Analysis

Reports

Settings

Help/Info

AT Admin The Great

W13-202107.12.2021 | 2:25 PM - 07.26.2021 | 1:00 AM07.19.2021Repeat: Weekly2 scenariosStatus: In progressReporting UnitsClose

Fill in the reporting cycle W13-2021 data for US before 07.25.2021 | 1:00 AM.

07.12.2021 | 2:25 PM | W13-2021 | US

Submit

The data has been submitted by @Admin The Great and is awaiting a review.

07.12.2021 | 2:25 PM | W13-2021 | Canada

Revoke

Review data sent by @Admin The Great for Canada in reporting cycle W13-2021 before 07.26.2021 | 1:00 AM.

07.12.2021 | 4:03 PM | W13-2021 | Canada

AcceptReject

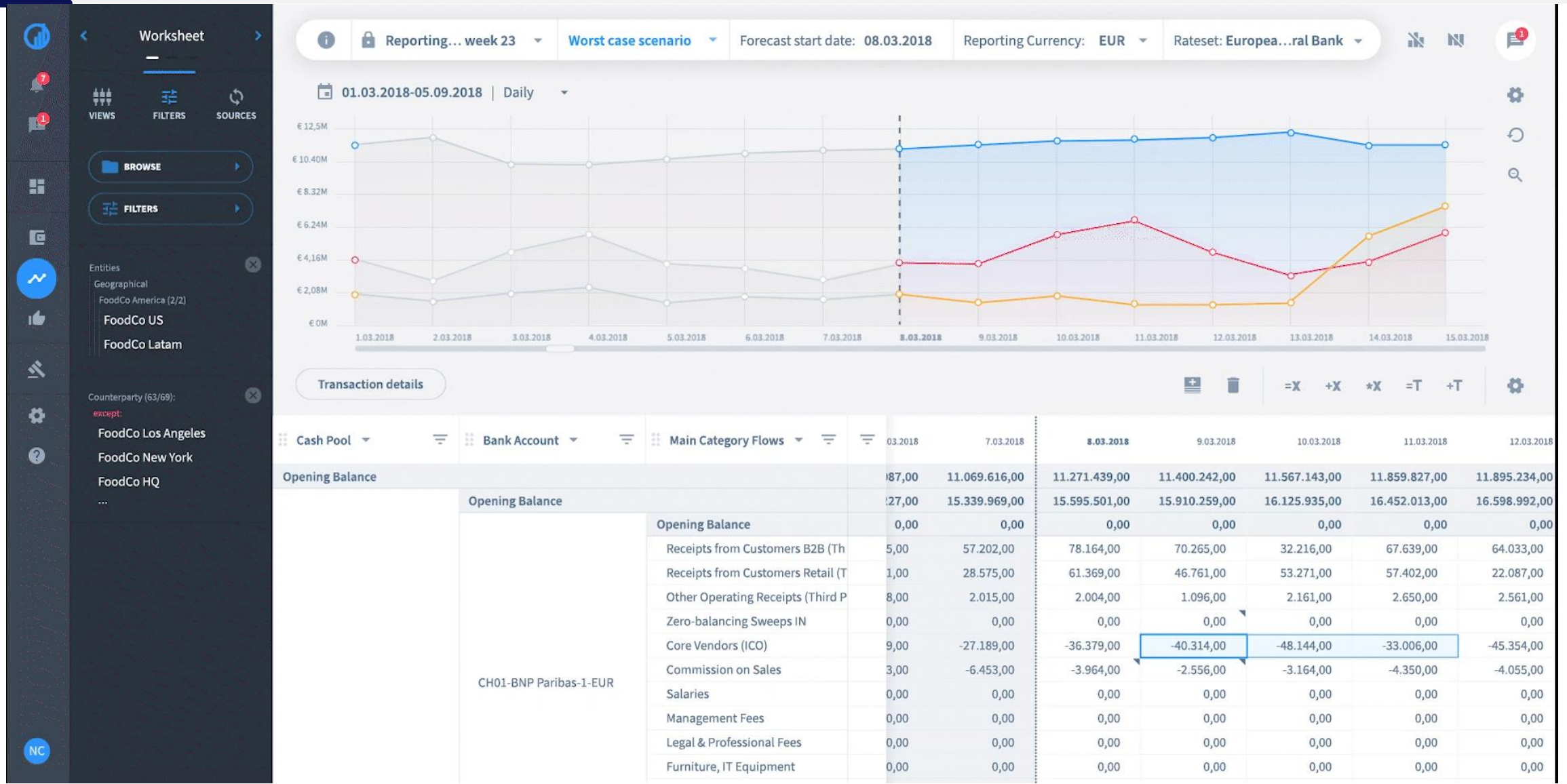
Reporting cycle W5-2021 was closed and it's ready to be published.

Publish

| Responsible for Review | Last Update | Status |
|------------------------|-------------|-----------|
| Admin The Great | | IN REVIEW |
| Admin The Great | | IN DRAFT |

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Perform multiple forecast scenarios



Draft ROI calculation



Reduced use of credit facilities
OR Better allocation of investable
cash

\$ 100M in financing



Estimated Financing cost

- EUR straight loan @ 1,60%
 - USD straight loan @ 1,75%
- ➔ Let's assume 1,60%



Goal: Buffer
reduction to \$ 20M



Time savings

HQ overall time spent: 12h / week
Local entities time spent: 20h / week
➔ 0,8 FTE



Estimated Avg FTE cost

- \$ 60k / yr



Goal: Time
reduction of 50%



Working Capital Savings

DSO = 66 days
DPO = 34 days



Estimated cost

- 1 day = \$ 2,7M
- Financing cost / Opportunity cost
= 1,60%



Goal: 2 days
reduction

Return

Excess interest expenses of \$ 320k / yr

+

Savings (upon scaling) of \$ 44k / yr

+

Savings of \$ 87k / yr

Investment

Investment: \$ 100k / yr + Implementation \$ 50k one-time + limited internal resources



ROI (3y) = 257%

!! This excludes potential reduction on FX losses & Excel risks

"Pearson's £60m cut in borrowings"



Goal



30 Days till
Functional prototype



**HARD
DATA**



AI-based
algorithms

Back-test (gap) analyses are performed
on the current cash flow forecasting model
to making the cash forecast even
more accurate over time.



These initiatives accelerated over £60m of cash flow in 2020 ensuring that Pearson achieved its objective of reporting operating cash flow of over £300m

James Kelly, SVP, Group Treasurer at Pearson

INDUSTRY

Publishing & Education
(Turnover: \$ 4,2 bln)

SOLUTIONS

Cash flow Analytics
Cash flow forecasting
Working Capital Analytics (from April 2020)



EuroFinance⁷
Treasury Excellence
Awards 2021

Winner Digital transformation/
technology implementation



Exclusive EuroFinance webinar on Next level Cash flow forecasting

...introducing our special guest....

November 16, 2021, 9AM (ET)



Unilever



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