

*objectif*  
**CASH**

Transition Management  
specialised in Finance

**Let's make your transitions a success !**

***"The world is changing... companies are developing, taking up new challenges, making progress... Our teams are available to work with you and achieve your projects. Experience a new idea about Transition Management. Reach the next step with Objectif CASH !" The partners of Objectif CASH***

## **SPECIALISED IN FINANCE**

An independant firm of Transition Management specialised in Operational Finance Management, Objectif CASH provides you with solutions in exceptional and complex corporate situations. We have worked for over 13 years alongside shareholders to bolster Management teams and speed up the success of your corporate projects. To date, we have performed over 550 projects in more than 40 countries.

## **OUR EXPERTISE:**

**"Bespoke" services for complex or exceptional day-to-day corporate situations!**

### **P&L and margins improvements**



- FINANCIAL AND OPERATIONAL REPORTING
- KEY PERFORMANCE INDICATORS
- MONITORING PROFIT MARGINS
- BUSINESS PLANS

### **Cash Flow and Balance Sheet optimization**



- WORKING CAPITAL OPTIMIZATION
- CASH MANAGEMENT
- TREASURY / CASH FORECASTS
- FINANCING

### **Project Management / Change Management**



- SHARED SERVICE CENTER (SSC)
- INTEGRATION OF MERGERS AND ACQUISITIONS
- INTERNATIONAL GROWTH
- ERP INFORMATION SYSTEMS

## **The expertise of Objectif CASH:**

- 1** Properly **understanding the stakes** involved in any type of situation (the facts/figures/key people),
- 2** Immediately offering an **evaluation of the situation** (operational and financial diagnosis)
- 3** Implementing **appropriate operational solutions** for each situation (teams of field managers, no consultants)
- 4** **Guaranteeing performance** of services
- 5** **Regularly reporting** on progress
- 6** Being honest in all situations; **the famous "CASH" talk.**

## A PERMANENT TEAM

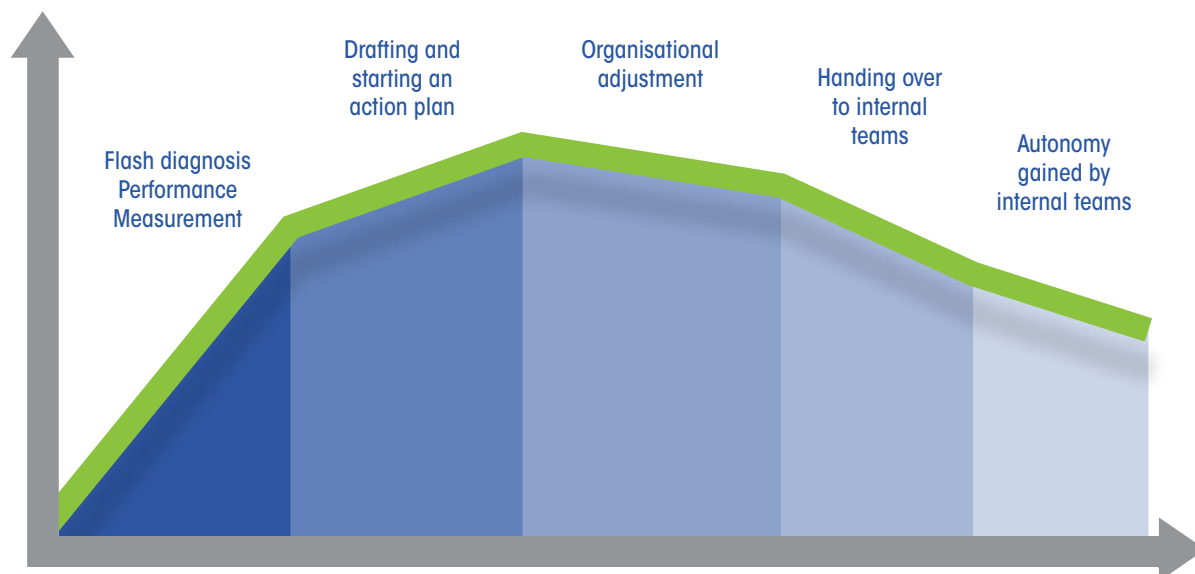
**Objectif CASH teams consist in experienced managers (Financial Directors, Financial Controllers, Cash Managers, Managing Directors, Human Resource Directors, Supply Chain Managers, etc.) who all have between 15 and 20 years of experience in their respective fields in various settings (no single experience).**

They have all held operational responsibilities across various firms. They often started their careers in auditing or management control; the majority of the time, they were "trained" in a large group to learn about reporting, procedures and respect of deadlines... Subsequently, they moved into various management posts at headquarter level or in subsidiaries where they learnt about operations being responsible for a P&L account and budgets. Finally, they took on various responsibilities in SMEs/SMLs or medium-sized enterprises; in these contexts they rolled up their sleeves and got involved on subjects such as cash-flow and funding growth (operational cash-flow, cash management, banking relations, IPO).

**All Objectif CASH managers have opted for a professional career and chosen to work on a project-based SHORT-TERM basis.**

## WE GUARANTEE THE EXECUTION OF ANY ASSIGNMENT

### *Process of a transition management mission of Objectif CASH (3 to 6 months)*



Source : Objectif CASH Average curve observed over more than 550 projects

Examples of assignments available at [www.objective-cash.com](http://www.objective-cash.com),

For meeting with us or for details on assignments performed recently in the fields of your activities/sector please contact us at: (+33) 1 56 59 09 40

## CLIENT RELATIONS : DEVELOP LONGTERM AND SUCCESSFULL RELATIONSHIPS...

Our aim: Creating, for you, a bespoke relation with clients, offering you **more services, more solutions** and **more exchanges**, leading to **more meetings**.

**60**  
events  
organised  
every year

a network of  
**30 000**  
CEO, CFO...

**25 000**  
top managers participating  
to our events



### **More services to enrich our relation over time**

By offering new services adapted to your needs to meet expectations, creating services propitious to relations so as to be kept regularly informed of services which we offer.



### **More solutions offering you the very best of our expertise**

Providing you with solutions in exceptional or complex situations which are part of corporate life, customised supervision throughout the project but also, where appropriate, operation in partnership, namely one or more managers in the company, and a back-up for better reflection concerning the project with your requirements and aims.



### **More exchanges to live and share experiences between professionals**

We are innovating in order to propose new events formats, new places appropriate for meetings, new subjects, new partnerships and new publications, we remain in coherence in the choice of our investments (guest speakers, partnerships, subjects, locations) in order to create a link with our activities.



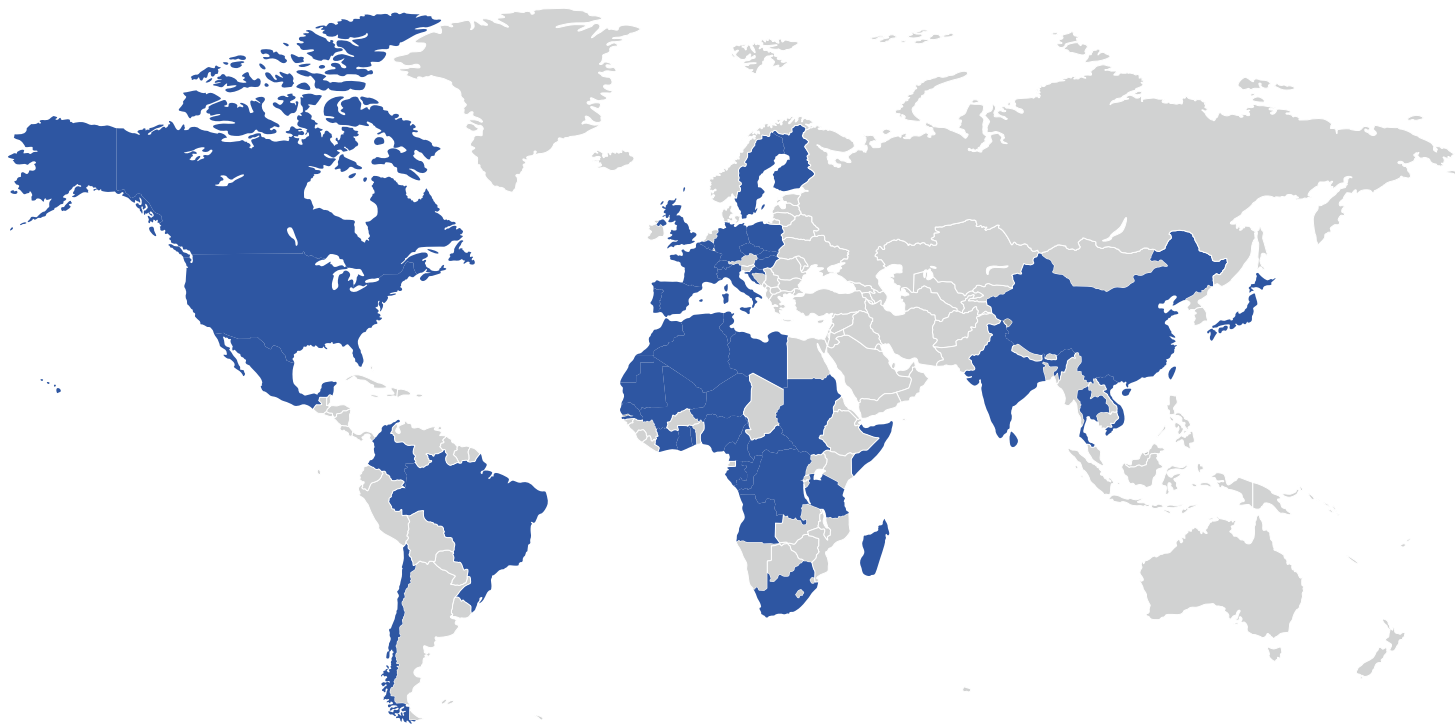
### **More meetings to collectively construct successful projects**

We regularly convene meetings between directors and professional shareholders in order to share best practices and exchange over current issues. We provide you with our extended network of partners (specialist lawyers, software publishers, experts involved in the ecosystem of financial management, professional shareholders or financial establishments)

Next events and registration forms available at [www.citizen-cash.com](http://www.citizen-cash.com)

**The DNA of Citizen CASH: Share experience, meet together, warmth and hospitality**

OUR INTERNATIONAL PROJECTS : MORE THAN 40 COUNTRIES TO DATE



**AFRICA = 45%**  
**EUROPE = 30%**  
**ASIA / AMERICA = 25%**

## OUR CLIENTS:

- 50% Large Groups
- 50% Medium-sized enterprises/SMEs supported by investment funds

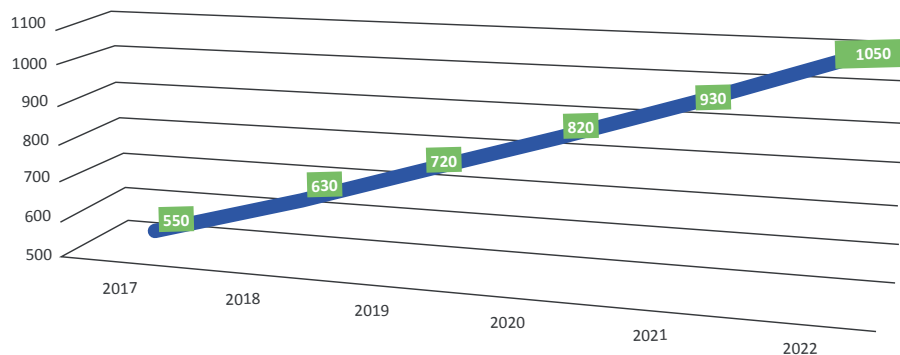
## PERFORMED PROJECTS:

- 2/3 projects in Financial Management
- 1/3 in General Management, Human Resource Management, Supply Chain, Industrial Management, Business Unit Management and Purchasing Management.

## AVERAGE STATISTICS FOR THE TERM OF A PROJECT:

- 4 to 6 months in Financial Management
- 9 to 12 months in General Management

## OUR MISSION STATEMENT



Experience accumulated (Number of assignments performed to date) by Objectif CASH to the benefit of our clients.

**OVER 13 YEARS, WE HAVE PERFORMED OVER 550 PROJECTS IN MORE THAN 40 COUNTRIES**



12 avenue Franklin Roosevelt – 75008 Paris – Tél : +33 (0)1 56 59 09 40

[www.objective-cash.com](http://www.objective-cash.com) – [www.citizen-cash.com](http://www.citizen-cash.com)

[david.brault@objective-cash.com](mailto:david.brault@objective-cash.com) – [olivia.sieber@objective-cash.com](mailto:olivia.sieber@objective-cash.com)