

FEATURED CUSTOMER

Public relations

INDUSTRY

Creative agency

TURNOVER

£1m

BUSINESS

Public relations

LIMIT

£150k

THE STORY

This PR company in London produces events and activations for top-name debtors including Mastercard and Deliveroo. They got in touch with their Barclays Relationship Manager when they'd just taken on a string of major new contracts.

The new contracts will see the business producing events on a larger scale, which also means increasing their upfront costs. This puts pressure on their cash flow because they wait 30 days from invoicing to get paid.

Knowing that invoice finance would help bridge the gap, their Relationship Manager referred the business to MarketFinance. They quickly set up a SID facility, despite this being an unusual case from a risk perspective. Because one of the new contracts is with a US debtor, the business needed funding outside UK jurisdiction.

Now that they have Selective Invoice Discounting, they can focus on their new contracts and worry less about their cash flow. With the right funding in place to fuel their rapid growth, the business is on track to double turnover next year.

**GOT QUESTIONS?
WE'RE HERE TO HELP!**

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