



FEATURED CUSTOMER

Adtech

INDUSTRY

Adtech

TURNOVER

£5m

BUSINESS

Online advertising

LIMIT

£2m

THE STORY

This Adtech company specialises in online advertising with some major creditors like Facebook and Google. They're on track to triple their turnover by next year. They approached Owais Mohammad, Relationship Director in Manchester, for a cash flow solution to fuel their rapid growth plans.

Working closely with Andrew Horner, Head of SME in the North West, Owais saw there was an opportunity for the business to unlock the cash tied up in their outstanding invoices. Because they have an ongoing need for funding, Owais and Andrew knew that Confidential Invoice Discounting (CID) from MarketFinance would be a good fit.

It's interesting to note that the business raises their invoices off the back of online impressions – as opposed to the supply of physical goods. Despite this complicated debt profile, MarketFinance set up a £2m CID facility for the business very quickly and they drew down less than a month later. The business now has access to the funds needed for growth and even paid off a private loan with MarketFinance's preferred rates.

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

EMAIL barclayspartner@marketfinance.com
CALL 020 3699 5022