



.:multifi

THE FIGHT AGAINST SLOW FINANCE

**HOW PRE-APPROVED CREDIT
IS THE SECRET WEAPON FOR
UK BUSINESSES.**

MARCH 2024

KEY STATS



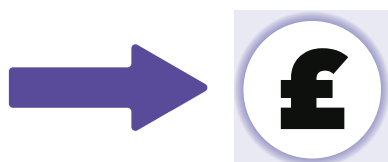
OVER 60% OF SMBS EXPERIENCE UNEXPECTED EXPENSES ANNUALLY, HIGHLIGHTING THE NEED FOR ACCESSIBLE FUNDING OPTIONS TO BRIDGE CASHFLOW GAPS.



CASHFLOW ISSUES AFFECT 70% OF UK SMBS AT LEAST ONCE A YEAR, IMPACTING THEIR ABILITY TO MEET DAY-TO-DAY EXPENSES AND INVEST IN GROWTH INITIATIVES.



82% OF SMBS CITE ACCESS TO FINANCE AS A SIGNIFICANT CONCERN, WITH DELAYS IN OBTAINING FINANCE OFTEN LEADING TO MISSED GROWTH OPPORTUNITIES.

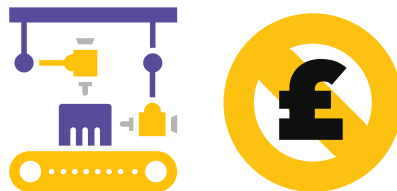


TRADITIONAL BANKS' WITHDRAWAL FROM THE MARKET HAS MADE ALTERNATIVE FINANCE A VITAL RESOURCE FOR SMBS SEEKING FINANCIAL SUPPORT.

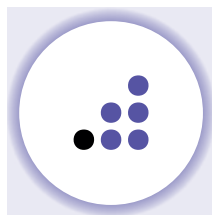
KEY STATS



WAITING OVER SIX WEEKS FOR FINANCE DECISIONS CAN EXACERBATE CASH FLOW CRISES, RISKING THE FINANCIAL HEALTH AND STABILITY OF BUSINESSES.



82% OF CLOSED BUSINESSES ATTRIBUTE THEIR FAILURE TO CASHFLOW ISSUES, EMPHASIZING THE CRITICAL ROLE OF TIMELY ACCESS TO FINANCE.



BY LEVERAGING CREDIT LIMITS, SMBS CAN OVERCOME FINANCIAL OBSTACLES, MAINTAIN LIQUIDITY, AND SEIZE GROWTH OPPORTUNITIES PROACTIVELY.



INTRODUCTION

As the financial year draws close and merchants across the UK prepare to submit corporate tax returns, many companies reflect and evaluate their business activity. During this period, they face the daunting task of assessing their financial health, seeking ways to avoid times of tight cashflow and navigate tough challenges such as unexpected fees, late payments, and quarterly VAT bills.

However, a report from the **Bank of England highlights that businesses often wait over six weeks to reach even a preliminary quote stage from finance providers¹**. This financial gap can cause unprecedented damage to the health of online businesses pressed with tax bills, unexpected invoices, and seasonal fluctuations. Marry this with the fact that **82% of closed businesses cite cash flow as the main reason for failure²**, and there is a recipe for disaster where a series of unexpected bills plus the extensive wait for finance can cause catastrophic damage. **After waiting six weeks for an application decision, it's often too late.**

1. Source: Bank of England, "Open Data for SME Finance" (<https://www.bankofengland.co.uk/-/media/boe/files/fintech/open-data-for-sme-finance.pdf>)

2. Source: Small Business Cash Flow Management: Strategies For Success <https://preferredcfo.com/cash-flow-reason-small-businesses-fail/>

IT'S TIME FOR CHANGE.

With such a vast gap holding UK businesses back and traditional banks continuing to withdraw from the market, alternative finance has become a key contributor to the success of businesses seeking financial support. However, providers must rethink their processes to better support growing businesses.

That's why multifi is officially launching a new finance product to 'Take the Faff out of Business Finance'.

multifi pre-approves credit limits, so cash is available for business when needed without the lengthy wait.

multifi has been working with customers and partners to build an online platform that simplifies finance with fast decisions, fixed rates, and flexible options. The platform can be used alongside existing funding and supports businesses when they need it most.

Credit is revolving and businesses have up to 120-days to repay. multifi is on a mission to 'Take the Faff out of Finance'. Our online credit platform provides fast access to finance and a simple lending process, giving businesses the working capital they need to invest in their growth. We support the 'next step' for businesses who have established themselves in their market but now need to overcome cashflow issues or secure finance to grow to the next level.

By championing small and medium-sized businesses and providing the tools they need to succeed, we believe we're helping keep the lifeblood of the UK economy flowing and supporting its growth through difficult times. Our mission is to take the faff out of finance.



Getting started is easy.



1 **BUSINESSES CAN INSTANTLY CHECK THEIR ELIGIBILITY ONLINE, VIEW THEIR INDICATIVE CREDIT LIMIT, AND APPLY - ACCOUNTS TYPICALLY TAKE 72 HOURS TO SET UP.**



2 **ONCE APPROVED, BUSINESSES RECEIVE INSTANT ACCESS TO THEIR PRE-APPROVED CREDIT LINE (UP TO £200,000) AND ACCESS FUNDS WHENEVER THEY NEED THEM.**



3 **CREDIT IS REVOLVING AND BUSINESSES HAVE UP TO 120-DAYS TO REPAY.**



EASING CASHFLOW CHALLENGES FOR UK BUSINESSES.

multifi was inspired by the challenges faced by UK businesses in managing cashflow efficiently. We aim to address the gap in the market for accessible, straightforward, and hassle-free financial services, particularly for small businesses struggling with traditional finance methods and complex cycles.

multifi's online credit platform provides fast access to finance and a simple lending process, giving UK businesses the working capital they need to invest in their growth. We support the 'next step' for businesses who have established themselves in their market but now need to overcome cashflow issues or secure finance to grow to the next level.



multifi sets itself apart by offering up to £200,000 in revolving and unsecured credit through an easy-to-use online platform. It emphasises fast payments, minimal paperwork, transparent terms, and competitive FX rates. Our approach is tailored to understand and meet the unique demands of UK businesses, distinguishing it from traditional finance providers.

Key offerings include **120-day payment terms, fast onboarding, and fixed fees without hidden costs**. These features ease cashflow pressures, support business growth, and ensure liquidity for wholesalers and retail businesses.

By extending payment deadlines and providing flexible funding solutions, multifii helps businesses manage payment terms more effectively, ensuring liquidity and enabling investment in growth opportunities. Our services are crafted to navigate economic climates and complex financial cycles smoothly.

During challenging times like economic downturns, multifii's extended payment terms and quick funding solutions support businesses. Our adaptive approach focuses on easing cashflow challenges and fostering growth, even under difficult market conditions.



In a recent example, a leading UK manufacturer with over 50 years of wholesale experience was looking to capitalise on new growth opportunities. They needed to quickly secure additional working capital beyond what their existing lenders could provide. **By partnering with multifi for flexible alternative funding, the company fuelled their expansion plans with an unsecured £150k cashflow facility set up in just 72 hours.**

“In the current economic climate, the traditional methods have proven difficult, and there is a reluctance to help small businesses grow across the market.” Said the Director of one of multifi’s wholesale customers before adding, **“multifi is quick and straightforward. The people are very knowledgeable, understand the different needs of an SME and most importantly, provide funding with a viable facility.”**

multifi tackles common cashflow challenges through alternative finance to bridge payment gaps and meet customer terms. Its solutions are crafted to maintain liquidity and foster supplier relationships by ensuring prompt payments.

multifi prioritises the trust and security of its customers’ funds as foundational elements of its service. To ensure the highest standards of trust and financial safety, multifi collaborates with a wide range of established partners, each bringing a unique layer of security and expertise. These partners include:



Currency Cloud, owned by Visa, which underscores the global and secure processing of transactions.



Creditsafe and Experian, leading in credit risk management, ensure that multifi's financial decisions are informed and prudent.



Associations with The Federation of Small Businesses (FSB) and The British Chamber of Commerce lend credibility and a strong business network, supporting multifi's commitment to the growth and support of SMBs.



Modulr, underwritten by the FCA, is a testament to multifi's compliance with rigorous regulatory standards. multifi is a distributor of Modulr FS Limited. This company is authorised and regulated by the Financial Conduct Authority as an Electronic Money Institution, ensuring customer funds are managed with the utmost security and compliance.

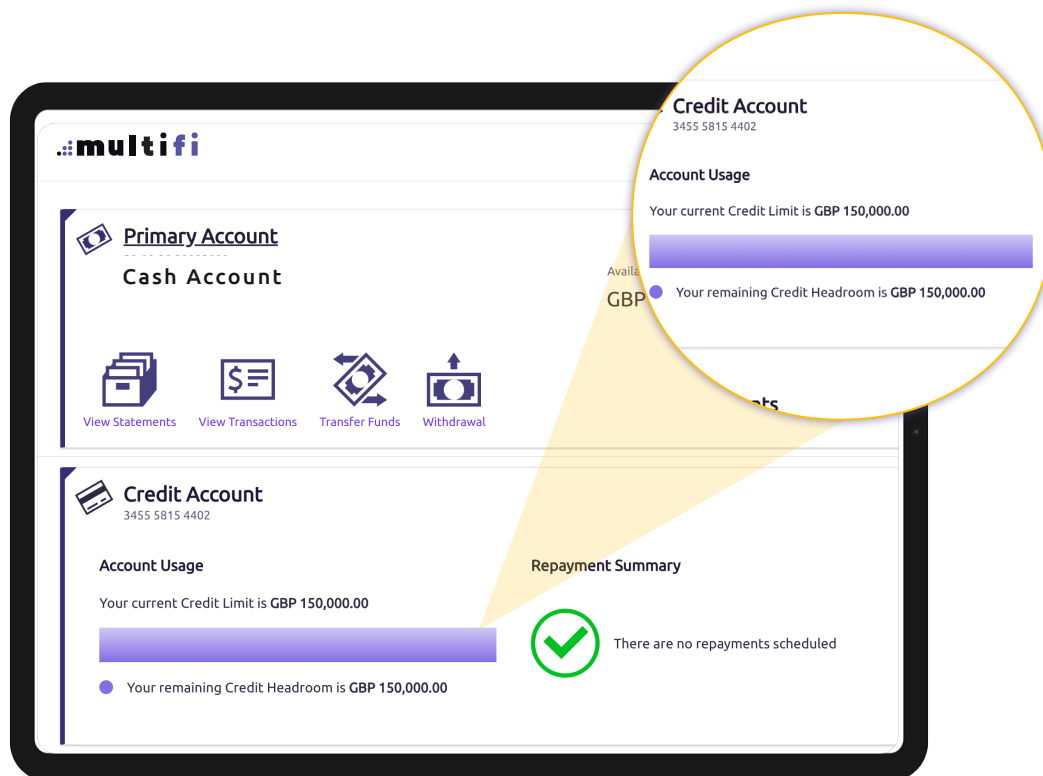


Furthermore, multifi's presence in frontline media outlets such as CityAM, AltFi, and FinExtra enhances its visibility and reaffirms its credibility and innovative approach within the financial services sector. This media coverage and strategic partnerships reassure customers and partners of multifi's reliability, integrity, and commitment to providing secure, practical financial solutions.



Through these partnerships and its regulatory framework, multifi demonstrates a steadfast commitment to safeguarding customer funds, building trust through association with reputable organisations, and adhering to the highest regulatory compliance standards. This multifaceted approach to security and transparency is integral to multifi's mission to support UK businesses' growth and financial health.

multifi invites businesses to consider its financial solutions to overcome cashflow challenges, grow their operations, and navigate the complexities of the market with a reliable and understanding finance partner.



“At multifi, our vision is to integrate finance smoothly into your success. We recognise the challenges wholesalers encounter, like tight cashflow and complex cycles. Our solutions, including 120-day payment terms, are designed to ease these pressures, offering peace of mind and enabling focus on growth and innovation.”



Rob Keown-Boyd, CEO, multifi

Businesses can instantly check eligibility and find out what their credit limit might be by visiting multifi.co.uk



UNDERSTANDING THE CHALLENGES

TL;DR

Identification of Financial Gaps: Research shows that over 60% of SMBs (Small and Medium-Sized Businesses) experience unexpected expenses annually, underscoring the need for accessible funding options to bridge cashflow gaps.

Navigating Cashflow Dynamics: The Challenges Businesses Face Throughout the Year

SMBs struggle to manage cashflow effectively, especially when unexpected fees, invoices, and quarterly VAT bills arise.

Identifying Financial Gaps:

Throughout the year, SMBs encounter unexpected expenses and cashflow gaps, ranging from equipment repairs to regulatory compliance costs. Research shows that over 60% of SMBs experience unexpected expenses annually, highlighting the pervasive nature of these financial challenges and their potential to disrupt operations³.

70% OF UK SMBS FACE CASHFLOW ISSUES AT LEAST ONCE A YEAR.

Managing Cashflow Effectively:

Cashflow constraints pose a significant hurdle for SMBs, impacting their ability to meet day-to-day expenses and invest in growth initiatives. Studies indicate that 70% of UK SMBs face cashflow issues at least once a year, with many businesses being liquidated due to financial difficulties⁴. Timely access to funding is crucial for SMBs to navigate these challenges and ensure business continuity.

Taking a Proactive Approach:

82% of SMBs cite access to finance as a significant concern⁵. Recognising the importance of proactive cashflow management, SMBs are seeking innovative solutions to address financial gaps and maintain stability. By leveraging flexible financing options like multifli credit limits, businesses can better manage their cashflow and navigate through challenging periods with confidence.

Managing cashflow remains a constant struggle for SMBs, exacerbated by unexpected fees, invoices, and quarterly VAT bills. Research shows that these financial challenges affect a significant portion of SMBs annually, underscoring the need for timely access to funding to ensure business continuity.

Recognising the importance of proactive cashflow management, SMBs increasingly seek innovative solutions like multifli credit limits to address financial gaps and maintain stability. By embracing flexible financing options, businesses can navigate through uncertainty with confidence. As we continue to support SMBs, multifli remains committed to empowering businesses with the tools they need to thrive.

4 Small, R., Smidt, L., & Joseph, A. (2015). Cash is the bloodline of any successful business : accounting technical. Professional Accountant, 2015, 13-16.

Beck, T., & Demirguc-Kunt, A. (2006). Small and medium-size enterprises: Access to finance as a growth constraint. Journal of Banking and Finance, 30, 2931-2943. <https://doi.org/10.1016/J.JBANKFIN.2006.05.009>.



Fixed Rates Applied

Monthly Access fee 0.3%. Interest Fee:

1.99%

THE BENEFIT OF CREDIT

TL;DR

Managing Cashflow Effectively: : Cashflow constraints pose a significant hurdle for SMBs, with 70% facing cashflow issues at least once a year. Timely access to funding is crucial for navigating these challenges and ensuring business continuity. At multifi, we understand the financial pressures SMBs face throughout the year, which is why we've developed a solution tailored to their needs.

The financial pressures SMBs face throughout the year

Overview of Credit benefits:

multifi Credit Limits provide SMBs with flexible and accessible funding options to address cashflow gaps and unexpected expenses. With our credit, businesses can access funds quickly and efficiently, ensuring they have the liquidity needed to sustain operations.

82% OF FAILED BUSINESSES BLAME POOR CASHFLOW FOR FAILURE

Ease of Application and Approval Process:

Our streamlined application process makes it easy for SMBs to apply for multifi Credit. Businesses can complete the application online, and our automated system ensures quick processing and approval. This means SMBs can access funds when they need them most, without the hassle of lengthy approval procedures.

Tailored to SMB Needs:

We understand that every SMB is unique, which is why our credit limits are tailored to meet the individual needs of each business. Whether it's covering unexpected expenses or managing quarterly VAT bills, multifi Credit provides SMBs with competitive rates and favourable repayment terms.

Evidence and Data:

According to a report by the Federation of Small Businesses (FSB), cashflow remains a significant concern for SMBs, with 82% citing it as a primary reason for business failure⁶. Additionally, research from the British Chambers of Commerce (BCC) highlights the importance of timely access to funding for SMBs to maintain operations and seize growth opportunities⁷. Industry reports highlight the prevalence of cashflow challenges among SMBs throughout the year, underscoring the need for innovative financing solutions. By offering flexible credit options, multifi addresses this need and empowers SMBs to overcome financial obstacles proactively.

With multifi Credit Limits, SMBs can navigate through financial challenges with confidence, knowing they have a reliable partner to support their financial needs.

<https://preferredcfo.com/cash-flow-reason-small-businesses-fail/>

<https://www.britishchambers.org.uk/news/2023/09/three-key-fixes-needed-for-SMB-finance/>



BENEFITS OF MULTIFI CREDIT THROUGHOUT THE YEAR

TL;DR

Proactive Approach to Financial Management: SMBs increasingly seek innovative solutions to address cashflow gaps and maintain stability. By leveraging multifi credit limits, businesses can manage cashflow more effectively and seize growth opportunities.

Empowering SMBs: The Benefits of multifi Credit Limits

multifi Credit Limits offer SMBs a lifeline throughout the year, providing them with the financial support needed to address cashflow challenges and maintain stability. In this section, we explore the key benefits of multifi Credit Limits and how they help SMBs thrive during various periods.

TIMELY ACCESS TO FUNDING IS CRITICAL FOR SMBs TO MAINTAIN OPERATIONS

Financial Support for Unexpected Expenses:

multifi credit limits offer SMBs the flexibility to cover unexpected expenses and financial obligations that arise throughout the year. Whether it's a sudden equipment repair or an unforeseen invoice, our credit limits ensure that SMBs have the liquidity needed to keep their operations running smoothly.

Advantage of the 120-Day Payment Cycle:

One of the key benefits of multifi credit limits is the 120-day payment cycle, which allows SMBs to spread out their payments over a longer period. This extended payment term provides SMBs with the flexibility to manage their cashflow more effectively, reducing the strain on their working capital.

Real-World Scenarios:

Case studies and success stories highlight how SMBs have benefited from multifi Credit Limits throughout the year. From a manufacturing company covering unexpected expenses to a retail business managing cashflow constraints, our credit limits have proven to be a valuable resource for SMBs across various industries.

CREDIT EMPOWERS BUSINESSES TO PROACTIVELY OVERCOME FINANCIAL OBSTACLES

Evidence and Data:

Research shows that SMBs often struggle to meet their tax obligations on time⁸, with late payments resulting in penalties and fines. Additionally, it highlights the financial strain that tax season can place on SMBs⁹, particularly those with limited access to funding. Research shows that timely access to funding is critical for SMBs to maintain operations throughout the year. By offering flexible credit options, multifl addresses this need and empowers SMBs to overcome financial obstacles proactively.

multifi Credit Limits provide SMBs with the financial flexibility needed to navigate through financial challenges throughout the year. By offering tailored support and competitive rates, multifl empowers SMBs to overcome cashflow challenges and maintain stability during critical periods. With the 120-day payment cycle, SMBs can manage their finances proactively and focus on driving growth and success.

We encourage SMBs to explore the benefits of multifl Credit Limits and discover how our tailored financing solutions can support their business goals. Visit our website today to learn more and start your application process. Unlock the power of financial flexibility with multifl.

With multifl Credit Limits, SMBs can navigate through financial challenges with confidence, knowing they have a reliable partner to support their financial needs.

8. Henau, J., Himmelweit, S., & Santos, C. (2010). Gender equality and taxation: A UK case study. , 289-326. <https://doi.org/10.4324/9780203852958-18>.

9. Nam, C., & Radulescu, D. (2005). Effects of Corporate Tax Reforms on SMBs' Investment Decisions under the Particular Consideration of Inflation. *Small Business Economics*, 29, 101-118. <https://doi.org/10.1007/S11187-006-0003-1>.

SCENARIOS AND SUCCESS STORIES

TL;DR

Benefits of multiffi Credit Limits:

Our credit limits offer SMBs flexible and accessible funding options, providing them with the liquidity needed to sustain operations and invest in growth initiatives. With features such as the 120-day payment cycle, SMBs can confidently manage their finances and focus on driving success.

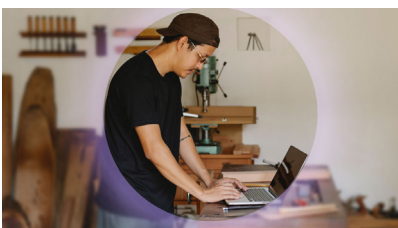
Many industry sectors across the UK are benefiting from new products and innovative solutions that traditional banks aren't able to provide:



Manufacturers who secured alternative finance increased their access to credit, which supported investment in growth initiatives, strengthening their cashflow position and boosting revenues¹⁰.



Wholesalers rely on alternative finance to bridge supplier pro-forma payment gaps and meet customer 60-day terms, enhancing cashflow and revenue growth¹¹.



For logistics companies, alternative finance offers faster access to funding, easing cashflow pressures, reducing admin overheads and enhancing operational efficiency¹².

multiffi's easy-to-use platform offers fixed rates and fast payments to suppliers in all major currencies, taking the faff out of business finance. This has helped UK SMBs improve their cashflow, boost growth and increase resilience.

The following scenarios showcase the effectiveness of multiffi solutions and their real-world impact on businesses.

10. Source: Alternative Finance and UK Manufacturing Growth (2022) by the Institute for Manufacturing at Cambridge University. <https://www.jbs.cam.ac.uk/faculty-research/centres/alternative-finance/publications/5th-uk-alternative-finance-industry-report/>

11 Source: The Impact of Fintech Factoring on SME Performance in the Wholesale Trade Industry (2023) by the University of Southampton. <https://www.neliti.com/publications/426616/the-effect-of-fintech-implementation-on-the-performance-of-smes>

12 Source: The Use of Invoice Finance in the UK Logistics Industry (2022) by the Centre for Logistics and Information Management at the University of Nottingham. <https://www.emerald.com/insight/content/doi/10.1108/09590551011085975/full/html>



MANUFACTURING SCENARIO

Imagine a mid-sized manufacturing company renowned for its innovative products, gearing up for the end of the fiscal year. Despite a successful year of production, the company faces a daunting supplier invoice that threatens to disrupt its operations. With limited cash reserves, the situation seems dire. However, the team explores alternative financing options and discovers multifi's credit limits.

By leveraging multifi's credit limits, the manufacturer secures the funds needed to cover its invoice promptly. The company's CFO breathes a sigh of relief as she navigates through the straightforward application process. With a tailored credit limit, the manufacturer benefits from the flexibility of the 120-day payment cycle, allowing them to manage their cashflow effectively without incurring penalties. Thanks to multifi, the manufacturing company maintains its reputation for excellence in the industry while avoiding financial strain.



RETAIL SCENARIO

Picture a bustling retail business specialising in gourmet foods, experiencing a surge in sales during the holiday season. While the influx of customers brings joy and excitement, it also presents challenges in managing cashflow due to delayed supplier payments. As their quarterly VAT tax deadline looms, the team faces the daunting task of balancing their day-to-day expenses with the impending tax bill.

In a stroke of luck, the founder discovers multifi's credit limits and decides to explore this innovative financing solution. With a tailored credit limit from multifi, the retailer gains access to the funds needed to bridge the gap in their cashflow, ensuring they can meet their VAT tax obligations on time. The company benefits from the flexibility of the 120-day payment cycle, which provides them with the breathing room needed to navigate through the busy season without financial stress. Thanks to multifi, the retailer continues to delight its customers with gourmet delights while maintaining financial stability.



WHOLESALE SCENARIO

A prominent wholesaler serving retailers nationwide, faces unexpected cashflow hurdles as it approaches the deadline to submit its tax bill. Despite consistent sales, the company encounters pressure to settle tax obligations while managing inventory replenishment amidst outstanding client invoices. Recognising the critical need for financial agility, the CEO explored alternative financing avenues and discovered multifī's credit limits as a viable solution.

Opting for multifī's credit limits proves to be a strategic move for wholesalers, enabling them to address tax liabilities and restock inventory without disruption promptly. The finance manager praises the simplicity of the application process and the competitive rates offered, while the flexibility of the 120-day payment cycle empowers the wholesaler to navigate cashflow challenges efficiently. With multifī's support, the wholesaler confidently sails through the tax year, maintaining its commitment to delivering top-notch products and services to its retail partners.



EVIDENCE AND DATA:

These scenarios provide compelling evidence of the positive impact of multi credit limits on SMBs during the tax season. Additionally, research from industry reports and financial institutions highlights the prevalence of cashflow challenges among SMBs, underscoring the need for innovative solutions like multifi credit limits to support businesses during critical periods.

At multifi, we're committed to empowering SMBs with the financial tools they need to succeed, especially when facing cashflow challenges. Our credit limits are designed to provide flexible and accessible funding options, ensuring that SMBs can overcome cashflow constraints and thrive in today's competitive landscape.



Credit Application Received
We Aim to Complete Your Application in

72 Hours

SOLVING CASHFLOW WOES WITH BETTER FINANCING

In the fast-paced world of small and medium-sized business, managing cashflow can be a real maze. From unexpected costs to sales that go up and down, it's tough to keep finances on track. Traditional financing makes things worse, with slow processes and strict rules that leave businesses feeling stuck.

That's where multifi comes in – a game-changer for UK businesses. With multifi, businesses can forget about the headaches of traditional financing and enjoy flexible, fast, and easy cashflow management.

Every business knows the struggle of balancing income and expenses. It's a constant juggle to keep things running smoothly. But sometimes, unexpected costs, like delayed supplier payments or sudden expenses, throw everything off track.

And it's not just during busy times like the holidays – cashflow is a year-round challenge. From covering bills to investing in growth, the demands on cash are always there. Traditional financing doesn't help much, with long waits and rigid rules that can leave you powerless.

That's where multifi steps in to support UK business. We offer pre-approved credit lines that businesses can access instantly without long waits or paperwork. Whether businesses need to cover a cash shortfall, seize an opportunity, or handle an unexpected expense, multifi has you covered.

With flexible credit limits of up to £200,000 and straightforward pricing, multifi puts companies in control of their finances. There are no hidden fees or surprises – just simple, straightforward financing that works on customers terms.

“In the current economic climate, traditional methods hinder SMB growth. multifi is quick, straightforward, and understands SMBs' unique needs.”

“Everything has been plain sailing. The communication's great, the platform's great, and the way everything's been dealt with is perfect!”

“It was refreshing that something that would be so beneficial was so simple to use.”

Businesses can check eligibility for multifi online today and experience hassle-free financing designed to fuel your success. Eligibility checks take less than one minute and do not affect your credit score. Don't let financial hurdles hold you back—empower your business with multifi and unlock your full potential.

Companies can visit the multifi website to check eligibility instantly. Once approved businesses gain instant access to flexible financing solutions tailored to their needs. With transparent pricing and no-fuss access to pre-approved credit, multifi a your partner in prosperity.

DON'T WAIT UNTIL IT'S TOO LATE

Get up to **£200,000 pre-approved credit**.
Boost business cashflow when you need it!



Fixed Rates

Setup fee:

0%

Zero set-up fees

Monthly fee:

0.3%

of credit limit

Interest fee:

1.99%

per 30 days on used credit

Fast Payments

Check your
eligibility for up
to **£200,000 credit**.

Sign-up and use
credit to make **UK
and international
payments**.

Repay, reuse
and repeat with
revolving credit.

No Faff

Credit is
unsecured*.

Credit can be used
alongside existing
business finance

Eligible customers
typically receive an
application decision
within 48 hours.

INSTANTLY CHECK
YOUR ELIBILITY

multifi.co.uk

*Indemnity cover may be required. Customers must utilise multifi's cash account functionality to make business payments. Eligibility criteria, terms and conditions can be found our website at multifi.co.uk/support#criteria