smartcurrencybusiness.com



# Finding a higher gear

"Before we used **Smart Currency**, we lacked an overarching hedging policy. The team helped us develop a more planned approach and we haven't looked back since."



Alex Bennett, Managing Director

Smart Currency Business has forged a close relationship with one of the UK's leading coach retailers. Over the years, our team's dedication has helped the business significantly expand its operations and develop a tailor-made risk management strategy.

## STRATEGIC PLANNING

Our relationship with this client began when the business was in its infancy. It had just appointed a new finance director and, while he did'nt have much experience with currency, he realised that he could shore up margins with a more coherant strategy.

Before joining forces, the business had relied on simple spot orders. These were mostly executed by high street banks, which meant it was forced to pay exorbitant fees and lacked the ability to forecast income and plan for the future.

Smart Currency Business helped the client protect its margins on longer-term contracts. With money coming in over the course of a year, for example, our team were able to set a minimum margin that ensured adverse currency fluctuations didn't eat into gross profits. With this added layer of protection in place, the business has blossomed into a leading player in its market and plans further expansion soon.

## TRUST GOES A LONG WAY

Our account management team pride themselves on understanding every business they work with. This allows them to offer bespoke solutions that truly work for our clients.

The results are plain to see. As the relationship went from strength to strength, this client has trebled its trading volume with us. As the director says, if the arrangement stops working for them, they would simply choose another provider. The fact that they have instead increased their trading is a testament to our risk management pedrigree, as well as to Olly and the entire account management team.

If you want to learn more about how Smart Currency Business can help your business remove uncertainty and mitigate the risks of foreign currency exposure, please email us at info@smartcurrencybusiness.com or give us a call on 020 7838 0500.

**100+** employees **71,000** private clients **2,000** corporate clients

smart CURRENCY BUSINESS