



## Key Performance Indicators for a Finance Head:

### 1. Financial Health and Stability

- Profit Margin: Measure the company's profitability by tracking the percentage of revenue that translates into net profit.
- Revenue Growth: Monitor the growth rate of the company's total revenue over time, indicating the effectiveness of sales and marketing efforts.
- Cost Control: Evaluate the efficiency of cost management strategies by tracking and reducing unnecessary expenses.

### 2. Financial Planning and Budgeting:

- Budget Variance: Compare actual financial performance against budgeted figures to assess variance and identify areas of improvement.
- Cash Flow Management: Ensure adequate liquidity by managing cash flows effectively to meet operational needs and investment requirements.
- Forecast Accuracy: Evaluate the accuracy of financial forecasts and projections, ensuring that they align with actual performance.

### 3. Risk Management:

- Debt Management: Monitor debt levels and debt-to-equity ratio to ensure optimal capital structure and manage financial risk.
- Compliance: Ensure compliance with financial regulations, accounting standards, and tax laws to mitigate legal and regulatory risks.
- Insurance Coverage: Assess the adequacy of insurance coverage to protect the company against potential risks and liabilities.

### 4. Financial Reporting and Analysis:

- Timeliness of Reporting: Ensure timely preparation and submission of financial reports, including balance sheets, income statements, and cash flow statements.
- Financial Ratio Analysis: Analyze key financial ratios such as liquidity ratios, profitability ratios, and solvency ratios to assess financial performance and health.
- Financial Dashboard: Develop and maintain a financial dashboard providing real-time insights into key financial metrics and performance indicators.

### 5. Investment and Capital Allocation

- Return on Investment: Evaluate the effectiveness of investment decisions by measuring the return generated on capital investments and projects.
- Capital Expenditure Management: Monitor and control capital expenditures to ensure optimal allocation of resources and maximize return on investment.
- Risk-adjusted Returns: Assess the risk-adjusted returns of investment portfolios and projects, considering both financial and operational risks.

### 6. Strategic Financial Planning:

- Financial Strategy Alignment: Ensure alignment between financial strategies and overall business objectives, supporting long-term growth and sustainability.
- Scenario Analysis: Conduct scenario analysis and sensitivity testing to evaluate the impact of different economic conditions and market scenarios on financial performance.
- Capital Structure Optimization: Optimize the company's capital structure to minimize the cost of capital and maximize shareholder value.



Las Casas Gaming, Inc.

7th Floor, Victoria Sports Tower EDSA,  
Kamuning Brgy, South Triangle, Quezon City

---

## 7. Stakeholder Management:

- Investor Relations: Maintain positive relationships with investors, shareholders, and financial stakeholders by providing transparent and accurate financial information.
- Board Reporting: Prepare and present financial reports and updates to the board of directors, providing insights into financial performance and strategic initiatives.
- Communication Skills: Effectively communicate financial information and insights to non-financial stakeholders, facilitating informed decision-making across the organization.