

Q1 — AHL Design & Engineering: Company Snapshot

- ■ HEADQUARTERS: Bucharest, Romania (Str. Johann Strauss 2A) | Website: <https://www.ahlde.eu>
- ■ INDUSTRY: HVAC, Plumbing, Cleanrooms | NACE: 4322 | Focus: Pharma, Healthcare Turnkey Projects
- ■ SIZE & FINANCIALS (2023): Revenue: 45.7M RON (+154%) | Net Profit: 1.45M RON (+273%) | Employees: 77
- ■ EXPANSION: France, Morocco, North Africa | International operations in 10+ countries
- ■■ SIGNALS: Rapid growth but receivables jumped to 8.1M RON | Working capital pressure increasing
- ■ SOURCES: RisCo.ro, Company website, LinkedIn, Official Romanian business registry

Slide 2

Q1 — Meeting Opening Strategy (First 10 Minutes)

- ■ ACKNOWLEDGE GROWTH: 'Congratulations on 154% revenue growth - impressive expansion!'
- ■■ PIVOT TO RISK: 'Growth without proper controls creates significant financial risks'
- ■ USE DATA: 'Your receivables grew 127% to 8.1M RON - cash flow management is critical'
- ■ KEY QUESTIONS: 'Which projects drive most revenue? How do you track project profitability?'
- ■ PROPOSAL: '90-day Factorial Finance pilot: Projects + Expenses modules for better control'
- ■ CREDIBILITY: Bring official RisCo data to build trust and demonstrate thorough research

Q2 — Financial Deep Dive: Critical Insights

- ■ REVENUE ACCELERATION: 45.7M RON in 2023 (+154% vs 2022) - scaling business lines successfully
- ■ WORKING CAPITAL STRESS: Receivables 8.1M RON (+127%) | Liabilities 10.7M RON | Cash flow pressure
- ■ PROFITABILITY: Net profit 1.45M RON (+273%) but cash conversion stretched | DSO likely 80-120 days
- ■ HEADCOUNT: 77 employees (+33% growth) | Labor costs material | Risk of misallocation without tracking
- ■ CREDIT PROFILE: Rating 'Very Good' (7.7/10) | No overdue state debts | Opportunity to optimize before strain
- ■■ URGENCY: Current manual processes cannot scale with 154% growth rate

Strategic Recommendation: Factorial Finance as Growth Enabler

- ■ CAUSAL CHAIN: Project visibility → Accurate billing → Faster invoicing → Lower DSO → More cash for growth
- ■ PROJECT CONTROL: Budget tracking + time logging = accurate project margins | Essential for 154% growth
- ■ EXPENSE AUTOMATION: OCR + approval flows = reduced leakage | Connect SaaS costs to projects
- ■ PILOT PROPOSAL: 30/60/90 days | 1 business unit | Target KPIs: DSO -7 days, margin +3-5%, admin time -40%
- ■ IMMEDIATE ASK: Share AR aging + payroll summary (12 months) to size ROI and customize solution
- ■ BOTTOM LINE: Transform growth challenges into competitive advantages with proper financial controls