

Q1 — AHL Design & Engineering: Company Snapshot

- ■ HEADQUARTERS: 30 Avenue Général Leclerc - 38200 VIENNE, France | SIREN: 921 210 027
- ■ INDUSTRY: Design & Engineering Services (HVAC, Plumbing, Cleanrooms) | Focus: Pharma, Healthcare
- ■ SIZE & FINANCIALS (2023): Revenue: €45.7M (+154%) | Net Profit: €1.5M (+273%) | Employees: 77
- ■ EXPANSION: France, Morocco, North Africa | International operations in 10+ countries
- ■■ SIGNALS: Rapid growth but receivables jumped to €8.2M | Working capital pressure increasing
- ■ SOURCES: Company financial statements, SIREN registry, industry analysis

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 €8.2M - 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 detailed financial analysis to build trust and demonstrate thorough research

Q2 — Financial Deep Dive: Critical Insights

- ■ REVENUE ACCELERATION: €45.7M in 2023 (+154% vs 2022) - scaling business lines successfully
- ■ WORKING CAPITAL STRESS: Receivables €8.2M (+127%) | Liabilities €10.7M | Cash flow pressure
- ■ PROFITABILITY: Net profit €1.5M (+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: Strong cash position (€5.5M) | 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

Financial Performance Charts - Key Visuals

- ■ GROWTH ANALYSIS: Revenue +154%, Profit +273%, Assets +46% - exceptional trajectory
- ■ CASH FLOW: €5.5M available cash but €8.2M receivables creating working capital pressure
- ■ MARGINS: Net margin improved from 2.1% to 3.2% - profitability trending positive
- ■■ DEBT STRUCTURE: Total debt €10.7M (+52%) - supplier debts €6.2M, tax debts €573K
- ■ OPPORTUNITY: Factorial can optimize cash flow, reduce DSO, and improve project profitability
- ■ NEXT: Detailed charts in appendix show composition of assets, liabilities, revenue, and expenses

Implementation Roadmap: 90-Day Pilot Program

- ■ WEEK 1-2: Discovery & Setup | Analyze current processes, configure Factorial modules
- ■ WEEK 3-4: Training & Go-Live | Train team on Projects module, expense management
- ■ WEEK 5-8: Monitoring & Optimization | Track KPIs, adjust workflows, measure impact
- ■ WEEK 9-12: Scale & Expand | Roll out to additional business units, full implementation
- ■ SUCCESS METRICS: DSO reduction, margin improvement, admin time savings, cash flow optimization
- ■ ROI PROJECTION: 6-8 month payback period, 15-25% cost reduction, improved cash flow