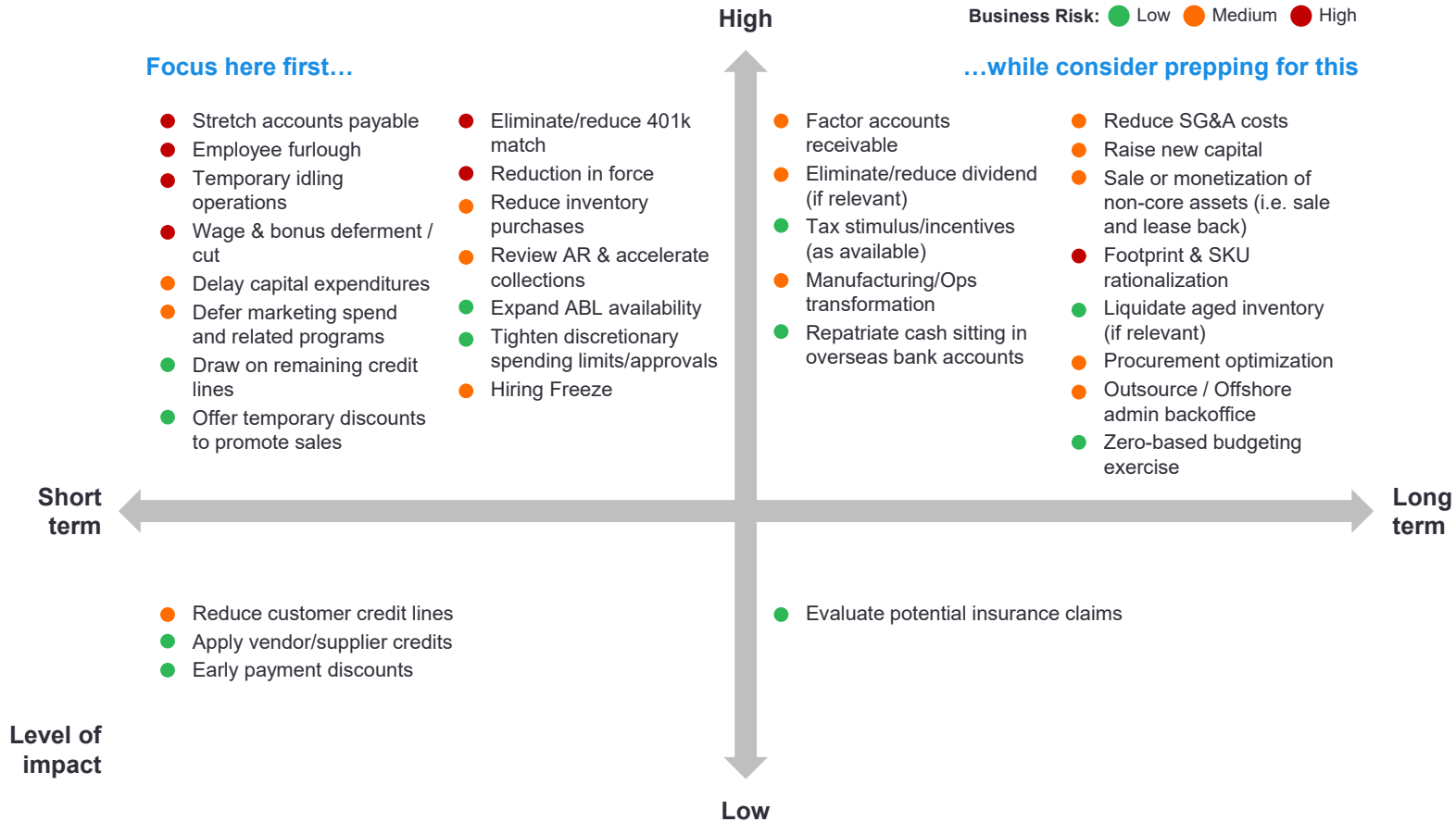


Potential levers to enhance liquidity

Liquidity impact and associated business risk of each initiative will vary by sector and unique aspects of your organization



Strategic Considerations

- ▶ **Short term** liquidity needs need to be **balanced** with longer term **business impacts/risk**
- ▶ **Implications** to the business should be carefully **measured** prior to implementation of a liquidity initiative/strategy
- ▶ Development of liquidity preservation strategy should **contemplate** the expected **duration** and **magnitude** of anticipated liquidity shortfalls

Liquidity & credit management with embedded cash forecasting is essential in crisis situations