



The role of a CFO has changed over the last several years, from focusing on historical financial information to fully understanding a company's operations and providing forward looking, strategic analysis that allows the company to navigate through different business climates with a focus on maximizing enterprise value.

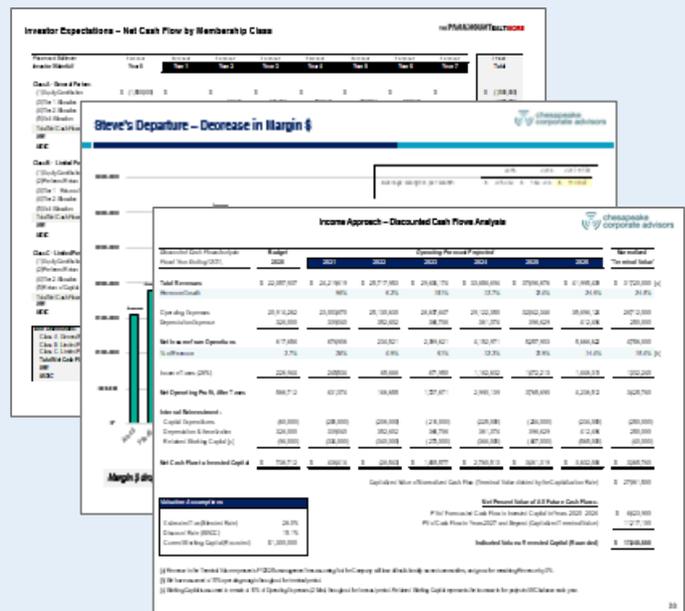
As your fractional CFO, CCA takes a hands on, proactive approach in partnering with you to analyze and manage your financial and operational situation as you navigate through the extreme business climate caused by COVID-19 and to drive your company's performance. We provide forward looking, strategic financial leadership to support management in achieving their strategic objectives.

Why Hire a Fractional CFO?

 Fractional CFOs are much more than just record keepers. We have the financial expertise and operational experience to enhance your leadership team in a very economical way. A Fractional CFO should be considered an investment, not an expense;

 Our leadership and experience provide a significant ROI in the form of faster, more sustainable growth; improved profit margins; decreased overhead; stronger, more consistent cash flow and more...

-  Timely, Detailed & Consistent Financial Reporting
-  Detailed & Timely Budgeting and Forecasting
-  Identifying & Improving KPIs
-  Measuring & Improving Operating Margins
-  Measuring & Improving Return on Investments
-  Optimizing Working Capital and Cash Flow Management
-  Managing Expenses
-  Raising & Managing Capital
-  Managing Key Stakeholder & Vendor Relationships
-  Assessing the effectiveness and efficiency of your Accounting Staff





CCA Engages...

- ✓ After detailed discussions on the goals and expectations of the client;
- ✓ When both parties agree to the scope of the engagement -- ongoing, temporary or one-time project, and the details of the engagement -- objectives, milestones, conditions and fee structure;
- ✓ With the ultimate objective of helping clients achieve stronger operating performance, increased enterprise value and other key business objectives.

CCA Fractional CFO Illustrative Deliverables and Benefits

- ❖ **Assess your company and industry from a fresh perspective**
 - *No one knows your business better than you, but adding an independent, unbiased viewpoint can help uncover “hidden” efficiencies and improvements.*
- ❖ **Create dynamic Executive Reporting Packages to track all financial and operational metrics**
 - *A robust reporting package - including financial and operational reports tailored specifically to your business - provides key information that drives improvements and measures the results as the improvements are implemented.*
- ❖ **Establish a company-wide data driven approach to analyzing processes and performance**
 - *Ongoing data driven discussions will lead to the company leaders taking a more analytical and proactive approach to managing their area of responsibility and will promote well thought out, proactive decision making throughout the company.*
- ❖ **Design and implement a detailed budget process and forward looking financial model**
 - *A comprehensive budgeting process, along with a detailed, interactive financial model, is key to understanding and projecting revenues, target operating margins, overhead expenses and cash flow, all with the goal of maximizing overall profitability and maximum enterprise value.*

Combining your experience and business instinct with consistent, well organized data analysis is a powerful combination...