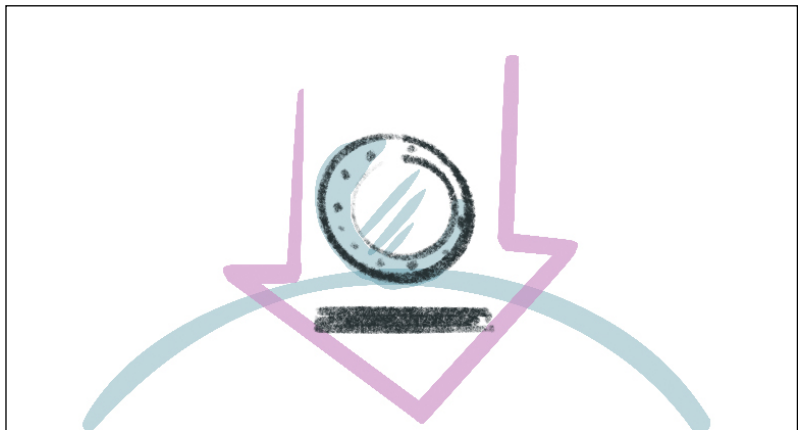
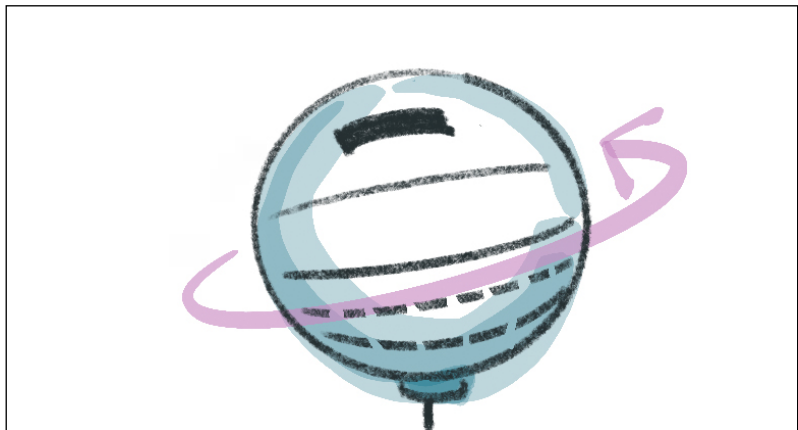


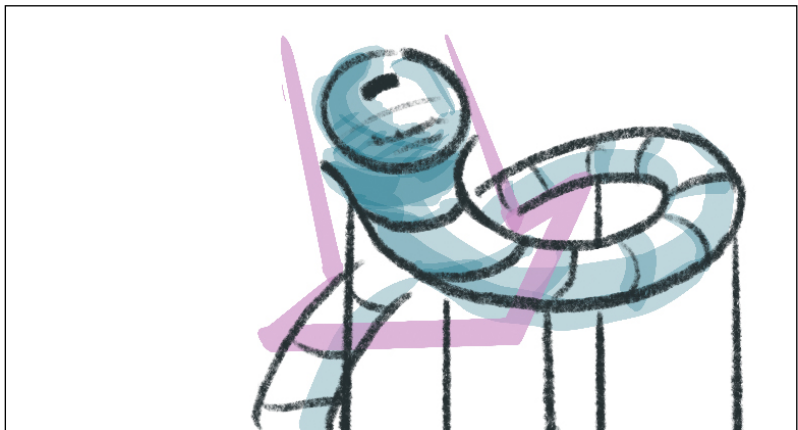


01: A coin drops into a slot.



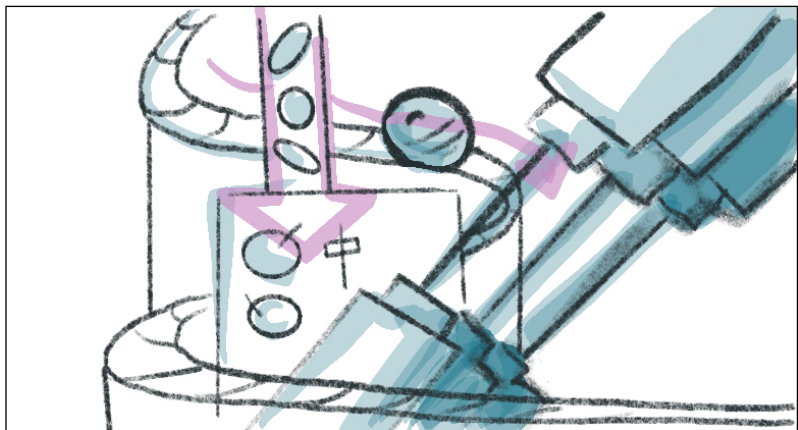
02: Camera pans back to reveal the slot is on a globe that mechanically starts rotating...

*VO: Money makes the world go round!*



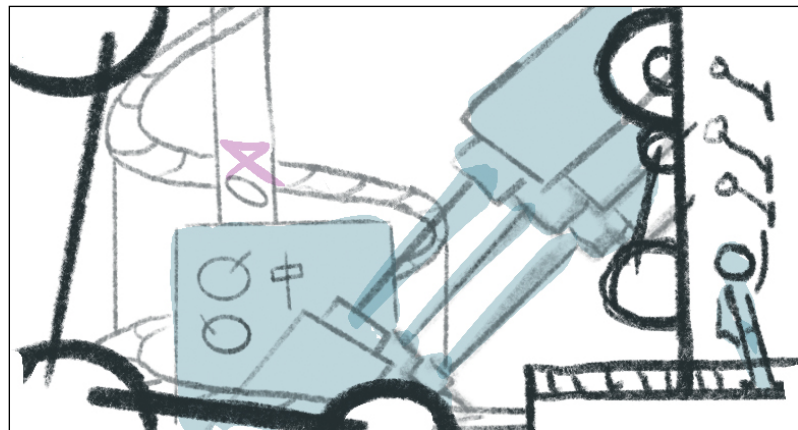
03: ...before it drops down through a marble run.

*VO: Well... not quite. That's more to do with science!*



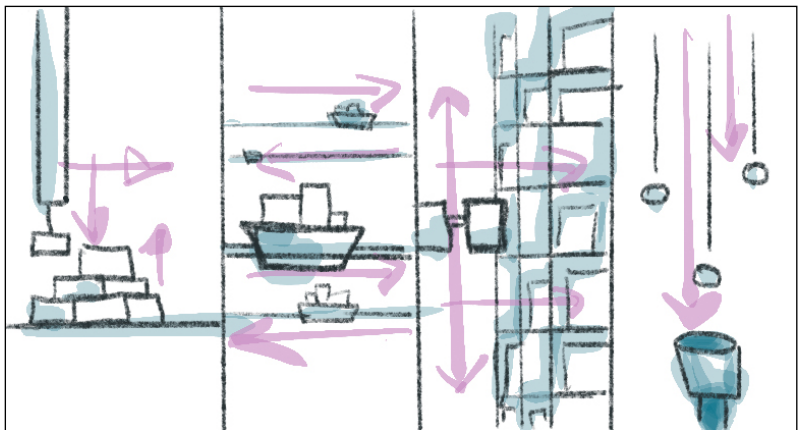
04: The marble run goes past a tube where coins flow down and into a machine with lots of cogs and gears all turning, working because of the flow of coins into it.

*VO: Yet...when it comes to business, it's money that makes everything go round. Or rather...cashflow does.*



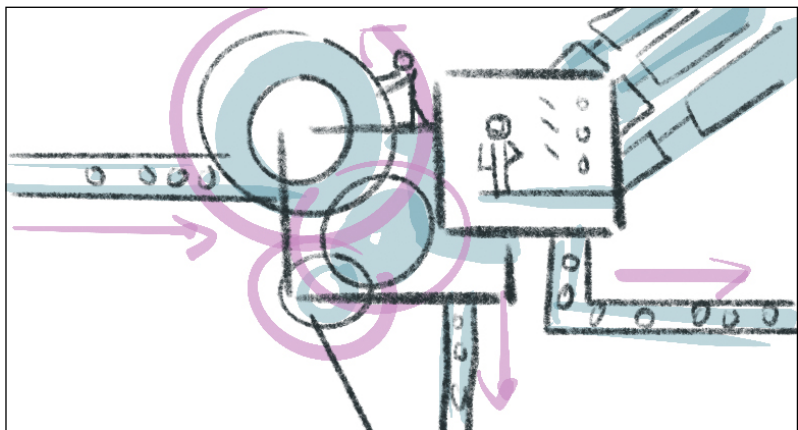
05: Camera pans back as a figure watches the mechanics, toiling with levers and pulleys, ignoring the stream of coins that starts to falter.

*VO: But it's all too easy to focus on winning new business and forget about getting paid for work you've already done...*



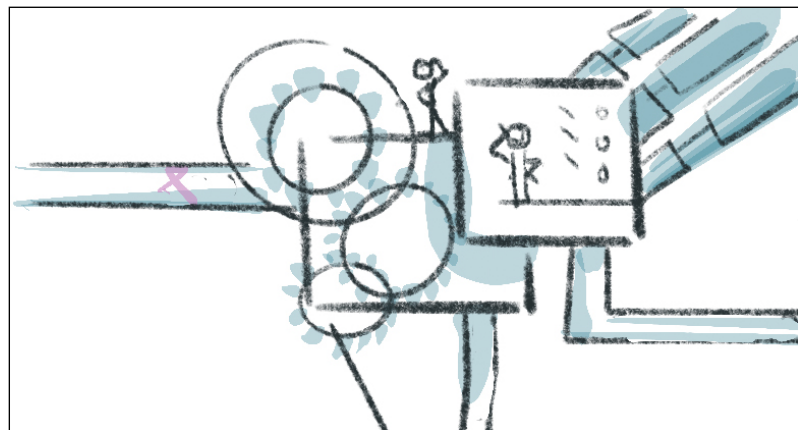
06: A series of camera cuts showing different machines [businesses], each who's mechanic mirrors the VO description in an abstract way.

*VO: Whether you're in the business of building, delivering, storing, or collecting...*



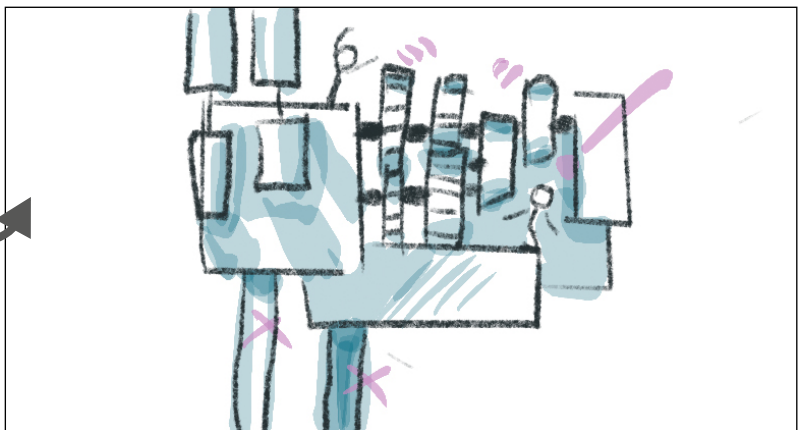
07: Cut to a different business with various figures working away on it. There are coins flowing in and out.

*VO: Whatever your business, and no matter how strong it is... to keep things running, you need that flow.*



08: Suddenly that flow in stops, and everything's slows before grinding to a halt.

*VO: And nothing slows it down - or grinds it to a halt - quite like the late payment of invoices.*



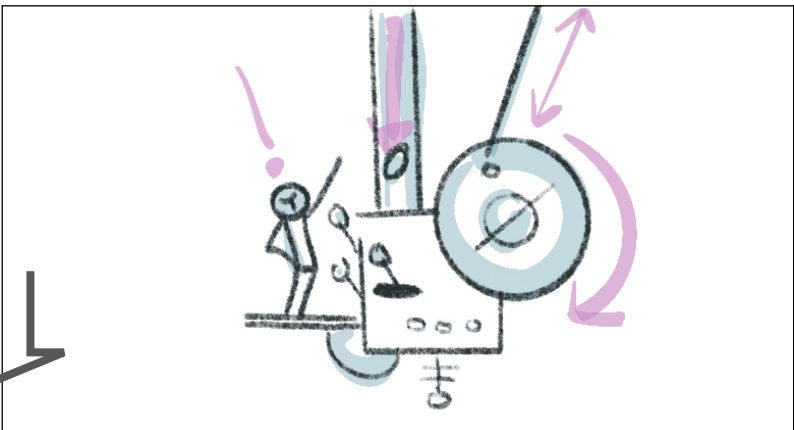
09: Camera rotates around the business as other mechanics stop working.

*VO: The impact quickly spreads to every aspect of your business...*



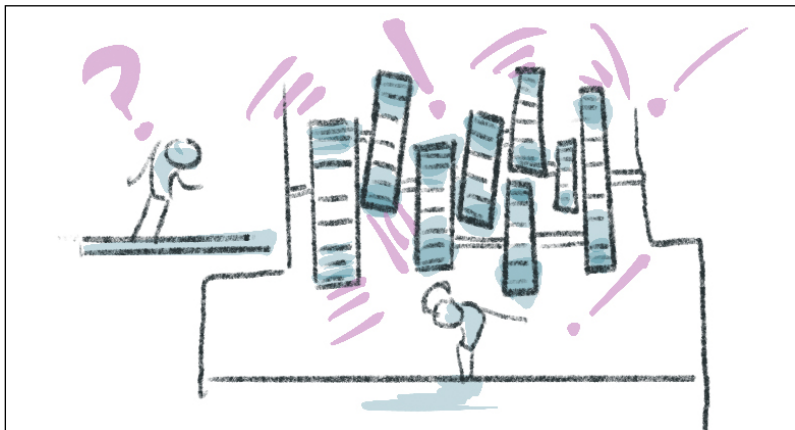
10: Figures stop working and start looking for the problem.

*VO: Critically effecting your operations,*



11: Camera tracks a now nearly inert coin pipe to a supplier business, who stops working as well and looks annoyed in the direction of its client.

*VO: ...your supplier relationships, and your reputation.*



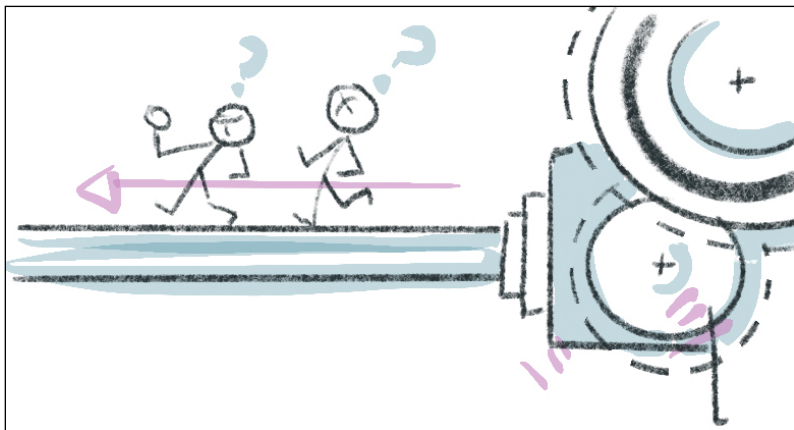
12: The figures shrug and try to carry on, but the machine lurches and struggles to function without the flow of coins.

*VO: It's not an issue you can afford to ignore... Cashflow problems are the NUMBER ONE cause of bankruptcies.*



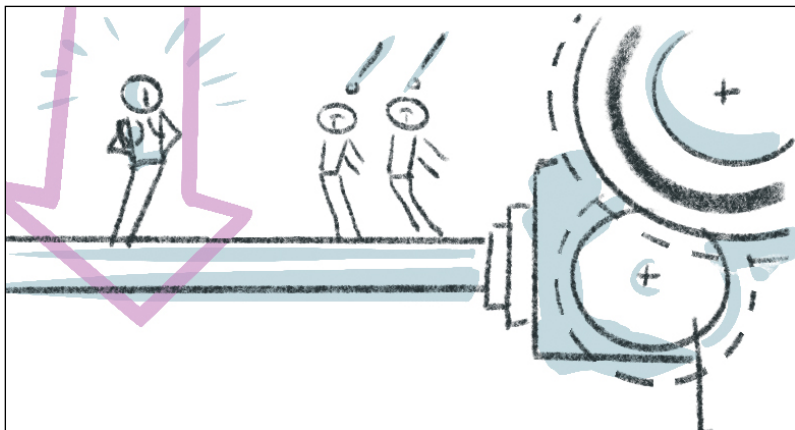
13: The supplier that assists refuses to work.

*VO: Hoping it might just kind of sort itself out... is not the solution.*



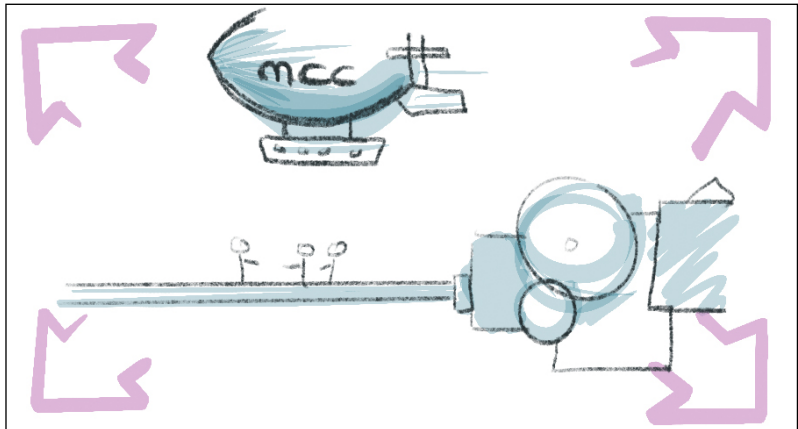
14: Two of the figures leave their posts and start walking along the coin pipe, trying to locate the problem...

*VO My Credit Controllers are here to let you focus on what you do best – running your business. . Chasing for payment shouldn't be your job...*



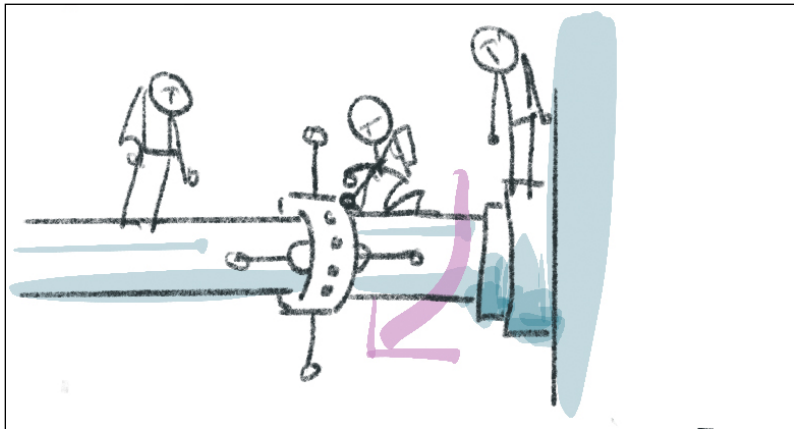
15: ...when an MCC figure lands heroically to help.

*VO: ... let it be ours.*



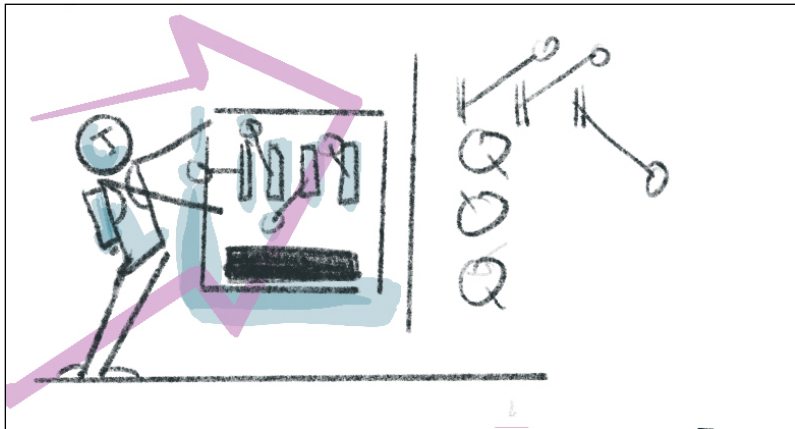
16: Camera pans back to reveal where the hero came from, the MCC mothership that has arrived and is floating nearby.

*VO: Because every business is different we can work with you in a variety of ways...*

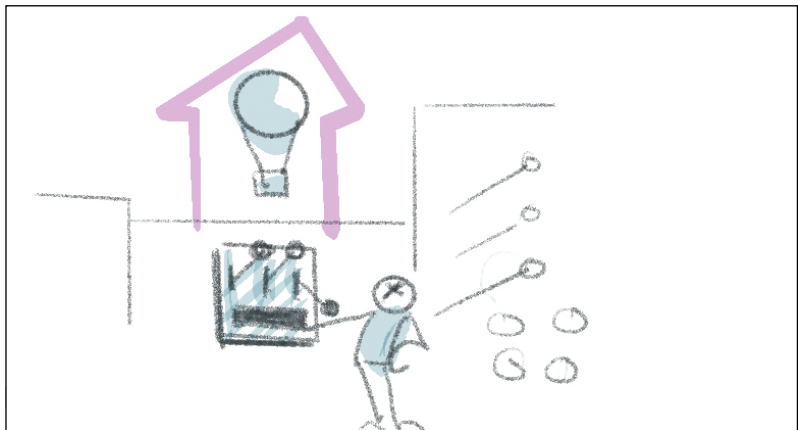


17: The MCC operative adds some mechanics to the pipe so it can track and warn when the flow stops. It looks very hi tech in comparison to the usual business mechanics.

*VO: We can become an outsourced part of your finance team on an ongoing or project basis.*

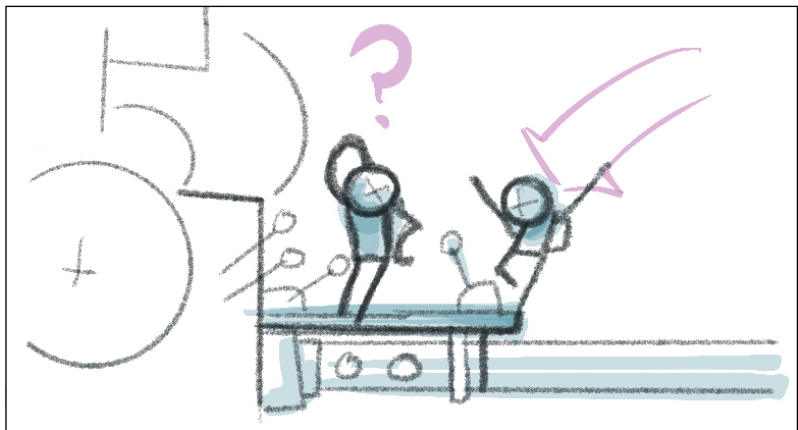


18: An MCC operative adds a hi tech box to the mechanics.



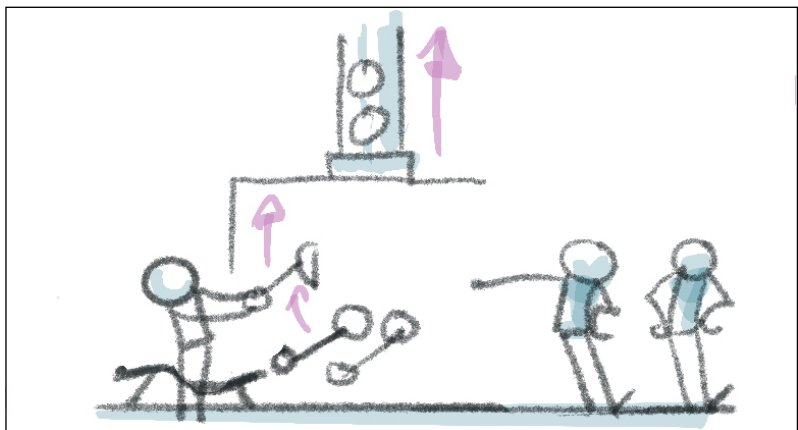
19: The customer feeds invoices into the box...

*VO: Or you can use our CreditXS App to upload your invoices for us to collect to your account.*



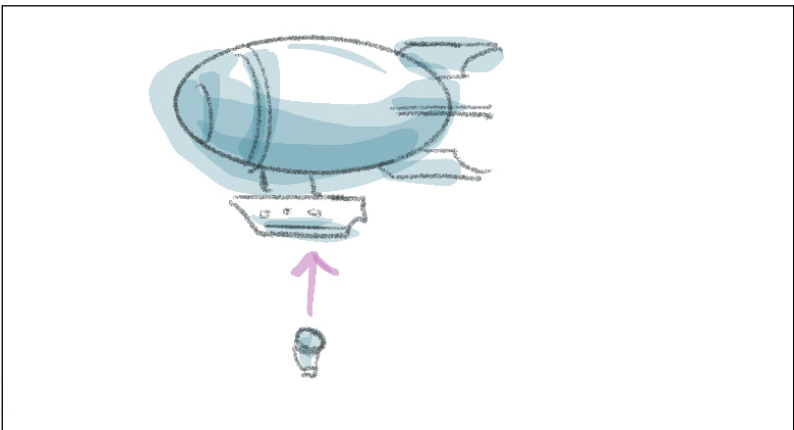
22: the MCC jet pack agent gentle lands, points it out and helps them start it up again.

*VO: so our communication with your customers is carefully designed to minimise friction,*

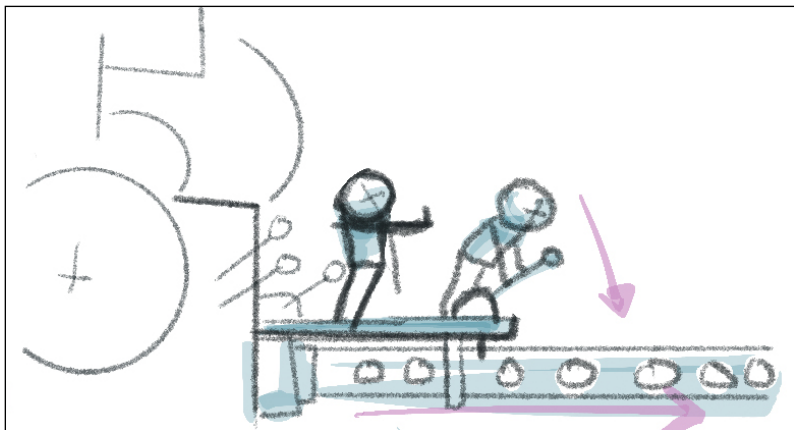


25: The debtor quickly realises their error and starts the mechanic again. The MCC agents nod, [maybe waggle a finger in reprimand] and fly off as the mechanics and most importantly the flow start up again.

*VO:... in the small number of cases where that is required.*

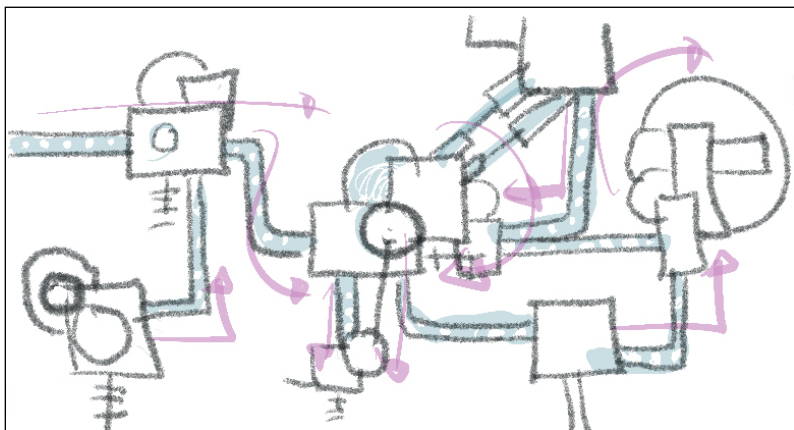


20: ...which sends them up to the MCC Zeppelin floating nearby.



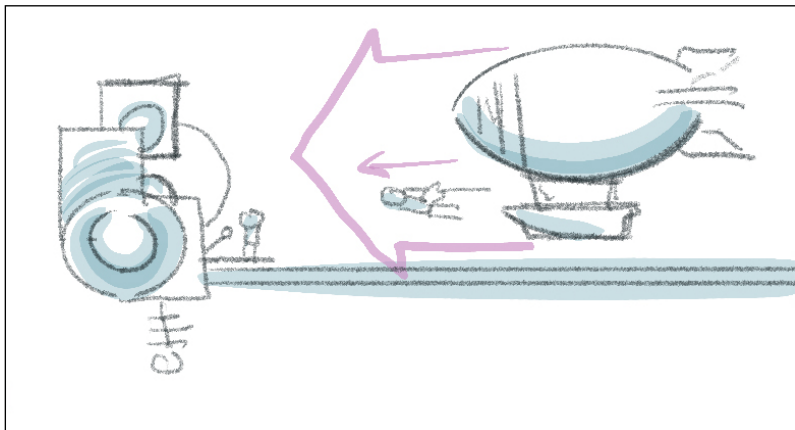
23: Everything else gently and smoothly starts up again.

*VO: and maximise results...*



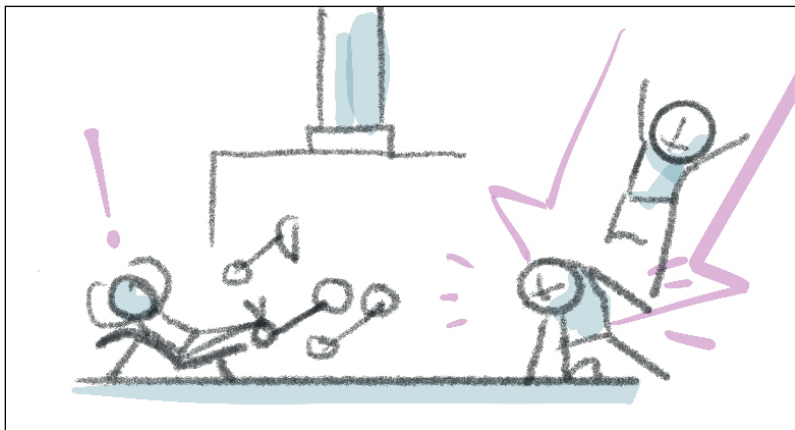
26: Camera starts to pan back to reveal a full view of interconnected companies, all joined by tubes and the flow of coins, all working successfully.

*VO: Either way, you'll be back to being paid on time, all the time - and running your business as usual.*



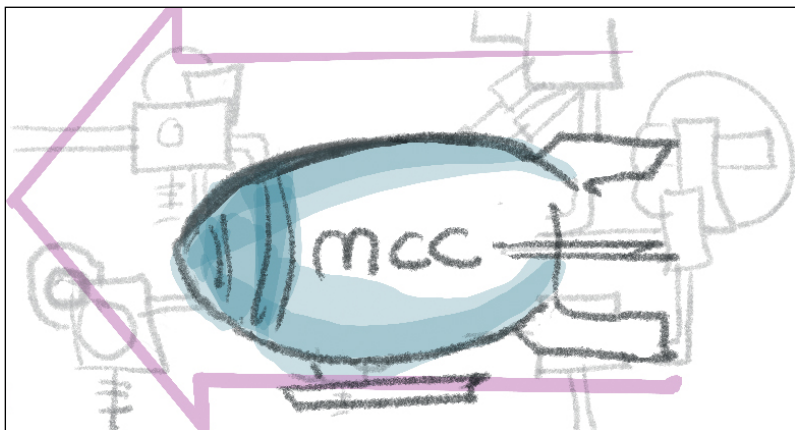
21: They fly over and help the debtor that has stopped the flow [not paid it's invoice] to start the flow again. They have accidentally stopped a part of the mechanics.

*VO: We know that relationships are important,*



24: They land into the viewing window of another computer screen.

*VO: but we can take it all the way through legal action...*



27: The MCC airship flies into foreground, and the two figures aboard shake hands.

Transition to logo and tag line.

*VO: You make the cash. We'll keep it flowing.*