

**Implementation of Business Plan**

please find attachment

Attachment:

1. **JCF**

**Non Regulated**

Publication Date: 22/01/2021

## **Business Implementation Plan**

### **Just Cash Flow Plc**

#### **Business Implementation Plan**

Just Cash Flow Plc (the "Company" or "JCF") continues to implement its business plan as stated in the Admission Document dated July 2016. This plan has not materially changed since last disclosed to the Cyprus Stock Exchange and, despite the impact of COVID-19, has made good progress.

JCF seeks to provide revolving credit facilities to businesses that find it difficult to obtain traditional bank overdraft facilities. This may be in part due to the age of the company, its business model, the nature of its business and unsympathetic high street banks. This facility gives the customer the flexibility to draw down only the amount required and repay it at a non-fixed date, limiting borrowing costs to times of peak cash restraint. This expected behaviour means JCF's actual returns on interest are likely to be lower than headline APR figures, in keeping with the requirements for a responsible lender.

Prior to lending, each customer must meet the criteria set out in a comprehensive underwriting process which has been developed by the Company to highlight the likely success of each business and its Directors. This "propensity model" utilises many of the new technologies available, allowing JCF to search all known record files, many currently unused by lenders, all hard fact information, as well as all the news/reports and social media referring both to the company and its directors. This gives JCF's underwriters a 'snap-shot' of not only how the company and its directors have performed historically, but also of their personal and corporate relationship in the digital world, providing greater insight as to how potential borrowers are likely to perform in the future.

The business seeks to protect its capital and since trading commenced, it has made advances of circa £199m with less than 1% capital loss. Customers who choose the Company demand quick and seamless decision making which is currently difficult to obtain through traditional banking options. The speed at which unsuitable borrowers can be identified and rejected ensures lower costs are incurred as part of the lending process.

In October 2020, Just Cash Flow Plc introduced a VAT loan offering to help SMEs keep their finances in order as they make recovery plans from the COVID-19 crisis. This new loan, which is for a maximum three-month term, recognises that businesses will want to pay their VAT bills as quickly as possible and free up valuable cashflow. The facility also understands the need for payments to HMRC to be made on time, so there is a fast and light-touch application process. The VAT loan is relevant and timely in supporting SMEs and will serve to drive new business to JCF.

In addition to its retail debentures quoted on CSE, the Company has, in conjunction with its parent, JLG Group Plc, raised institutional funding during 2020 of £30m – this is in addition to £95m raised in 2019. This will enable the Company to significantly increase its loan book and meet its lending targets for 2021.

The Directors of the Issuer accept responsibility for the contents of this announcement.

FOR FURTHER INFORMATION PLEASE CONTACT:

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