

Aston iTrade Finance Corporate Q&A

Note to Editors

Please feel free to use information in this briefing note, or to contact us for further information.

What is Aston iTrade Finance?

Aston iTrade Finance is a private French company which develops innovative trade finance solutions for a range of companies and investors. It is a leading supplier of SaaS (Software as a Service) cloud-based IT platforms for the total management of accounts receivables.

Led by CEO Amaury de la Lance, the company was formed in 2010. It now operates globally, with offices in Europe, Asia and Latin America. Its core business is the facilitation of short-term financing and cash management of both large and small firms by optimising three cash sources:

- minimising payment delays (follow-up invoices, debt collection) ;
- covering non-payment risk (credit risk management) ;
- funding of trade receivables management.

Who are the firm's target clients?

The firm's core customers are companies of all sizes, but it has particular expertise in servicing insurers, banks, asset management firms and related finance sector service providers.

What is unique about its platform?

The online platform is simple, powerful, efficient, secure and responsive, and it has global reach. Its applications are modular, which ensure individual client requirements are precisely addressed. Costs are reduced and security enhanced by a fully automated process.

Who leads the company?

The Board comprises Chief Executive Officer Amaury de la Lance, Vice President Jean-Pierre Gaertner, Chief Operating Officer Jacques Trauman and Chief Technology Officer Olivier Rozenkranc. The Board is supported by an Advisory Committee. All executives have long experience in the finance and technological industries and have come together in this venture to provide the ultimate solution to corporate requirements not met by other fragmented, legacy applications.

How does the company operate?

Aston iTrade Finance offers modular solutions accessible from any web browser on any PC or tablet. No extra IT infrastructure is required, and the client retains complete control over their existing hardware and software. The web interface allows immediate, intuitive navigation without the need for specialised IT personnel. Client data is completely secure in a digital safe, and is clearly organized and structured in real time.

Costs are based on a simple pay-for-use system. Thanks to the SaaS technology, the software is licensed on a subscription basis. The user pays on the basis of turnover, with costs decreasing as volume increases.

Is there independent recognition of Aston iTrade Finance's products?

Since inception, the company has achieved recognition from the following:

- ✓ Recognition for Innovation from public investment bank Bpifrance (2011)
- ✓ Incubator in Microsoft's Bizspark accelerator programme (2011)
- ✓ First prize in the Worldwide Innovation Challenge 2030, in the Big Data category (2014)
- ✓ France Fintech award for "Financial Innovation" (2015)
- ✓ Accepted as a Member of "France Fintech", the Paris-based trade association (2015)
- ✓ 'Excellence' award for a French, high growth innovator from Bpifrance (2015)

What do clients say about Aston?

Françoise Farag, Chairman of the Education Committee AFDEL and SALVIA DEVELOPMENT company:

"We had a choice of solutions, and financial management has opted for the Aston solution for several reasons. The first is that it is a solution that is hosted mode, which saves us all the problems related to the implementation of an IT tool. Second thing, the solution is agile, scalable and easy to handle by our teams. This allowed us to reduce our recovery time, to obtain a number of statistics that were previously very complicated to get through Excel, and above all to free our teams to enable them to add value to their work. We are especially pleased that the Aston team is very attentive; we work in harmony with great reactivity, which is fundamental to what we do."

Key media information

Website: <http://www.astonitf.com/>

Twitter: [@astonitf](https://twitter.com/astonitf)

LinkedIn: <https://www.linkedin.com/company/aston-ittrade-finance>

Facebook: <https://www.facebook.com/astonitf>

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