



# C2FO gives Perfetti Van Melle the most valuable asset in the world: Time

Global confectionery giant Perfetti Van Melle implemented C2FO's Early Payment platform to provide trusted suppliers with the cash flow they needed to support their business. The result? Strengthened local relationships, smoother procure-to-pay systems and more time to focus on other business priorities.



*"We have so many different businesses and suppliers around the world, each with their own procurement systems, we were really keen to find a product that allowed us to help our suppliers with cash flow, but also did so in a way that was quick and easy to use."*

**Martijn van Graaf**  
Group Treasurer of Perfetti Van Melle

## About Perfetti Van Melle

Perfetti Van Melle (PVM) is one of the world's most famous confectionery and chewing gum companies. Its instantly recognisable products – from Chupa Chups lollies to Mentos – can be found in all major food stores in 150 different countries across the globe.

The brand mission is to make and market innovative new products in a collaborative and resourceful way.

The company places high value on the social and environmental role it plays in the communities where its businesses and suppliers are set up, as well as creating a diverse workplace for its 17,000 employees that champions mutual respect, trust and job satisfaction.

## The Challenge

The PVM team has hundreds of localised businesses that are close to their suppliers around the world. As such, the relationship between them is important. To improve these key connections, they wanted to support their suppliers with the cash flow that many struggle to obtain from banks in their locations. PVM had the sufficient means to do so, with cash reserves that were losing value due to negative interest rates.

But with hundreds of financial products on the market, they were left scratching their heads. They needed to find one suitable for their collection of acquired businesses, each with different and often complex procure-to-pay processes.



## The Solution

C2FO was able to provide PVM with the perfect solution – an easy-to-use Early Payment programme launched in October 2017. This digital tool seamlessly arranged for the early payment of supplier invoices in exchange for a small discount, at a rate proposed by the supplier and accepted by PVM.

Very little management was needed from PVM to run the programme, which was fully automated and user-friendly for suppliers. Any extra support suppliers needed to get used to the new system was provided to them courtesy of C2FO's expert Supplier Relationship Management team.

C2FO's global coverage was particularly suited to the business, as it had to cater to hundreds of separate entities in different marketplaces, covering diverse regions such as Turkey, China, Bangladesh and Europe.



## The Results

The Dynamic Discount model C2FO provided allowed PVM to hit a number of its core missions and values. Most importantly, it strengthened the relationships between the business and its suppliers, particularly in key markets.

For example, in countries where government policies on liquidity can be unpredictable, the C2FO Dynamic Discount model has been an absolute lifeline for suppliers, keeping them up and running in situations that could otherwise have proved dire for the lives of their employees, the business and the local economy.

C2FO's product also gave PVM one of the most valuable assets on the planet – time. The interface of the programme is easy to use, quick to implement, and comes complete with expert advice from the Supplier Relationship Management team, who interact directly with suppliers to ensure everything runs as smoothly as possible. As a result, PVM's procurement team were left free to focus on other priorities.

*"We are a logistics company. Because of the epidemic, our costs have increased significantly, which put great pressure on our working capital management. Before, we mainly relied on a supply chain finance plan offered by local banks with its complicated process. But now, PVM Early Payment Program becomes our first choice when we have funding needs. On the C2FO platform, there is no additional process and paperwork. It can offer the access to funds on demand, which improves our financial metrics in a more convenient and flexible way. Moreover, PVM's special rate campaign at year-end does help us reduce the annual cost of capital."*

**Mr. Gonghan Wang, Financial Manager  
Rongqing Logistics Supply Chain Co., Ltd.**

## By the Numbers

The programme was launched successfully in different countries with diverse systems and continues its expansion: the UK, the Netherlands, India, Italy, China, Turkey...

**6,22%**

### Average APR

The average APR accepted in the platform since 2017 is 6,22%.

**35**

### Days Paid Early

PVM's suppliers that use C2FO receive early payment by an average of 35 days.

**400**

### Supplier Participation

Since launch, nearly 400 suppliers have accelerated their invoices.

**€195m**

### Cash Flow, Delivered

PVM has awarded more than €195 million in early payment to suppliers since the programme's launch.



### About C2FO

C2FO is the world's on-demand working capital platform, providing fast, flexible and equitable access to low-cost capital to nearly 2 million businesses worldwide. Using patented Name Your Rate® technology and a suite of working capital solutions, companies can get paid sooner by the world's largest enterprises – unlocking billions in risk-free capital. C2FO's mission is to ensure that every business has the capital needed to thrive and has delivered more than \$220 billion in funding around the world. Founded in 2008 and headquartered in Kansas City, USA, with offices around the globe, C2FO is working to build a better, more inclusive financial system every day.

[Learn More](#)

