

YOUR LOGO HERE

(Customer Title / Surname)
Address
Address
Address
Address

(Date)

Dear (Customer Title / Surname)

Subject: Could you use a rapid cash injection to improve your business?

We would like to take this opportunity to inform our customers about the latest product opportunity available to help your business.

Case Study

"Tom's Edinburgh based Hotel had undergone extensive refurbishment to accommodate additional guests and update its facilities. This project was at a considerable cost for the business as sections of the hotel needed to be closed to allow the work to be carried out and Tom was running to a very tight deadline.

Just prior to completion of the project, Tom found that he had overrun on his expenses and had no funds remaining to add a critical piece of extractor equipment in the large kitchen.."

This is a classic example of a business needing a rapid cash advance to plug a hole in its finances. To help businesses such a Tom's, we have established a close relationship with working capital provider MCE. The MCE product allows you to achieve your immediate business aspirations by effectively borrowing against future credit / debit card sales.

- ▶ Additional **working capital**
- ▶ **Equipment** purchases
- ▶ **Renovation / Expansion**
- ▶ **Payroll and VAT** payments
- ▶ Emergency **cash**
- ▶ Large **stock purchases**

With funds potentially available within **10 working days of application**, this product has already been hugely successful for many business looking to drive forward in challenging times.

Repayments are dependant on your debit / credit card takings so if you don't get paid - MCE doesn't get paid. You know exactly how much you have to repay and there are no penalties, interest charges or hidden fees giving you complete peace of mind.

What next for Tom...?

"Rather than let this problem cause further delays and hold up the re-opening of the hotel any longer than necessary, Tom approached MCE for a cash advance. Within 10 days, Tom had secured an advance of £60,000 and was able to complete the work and reopen the Hotel on time.

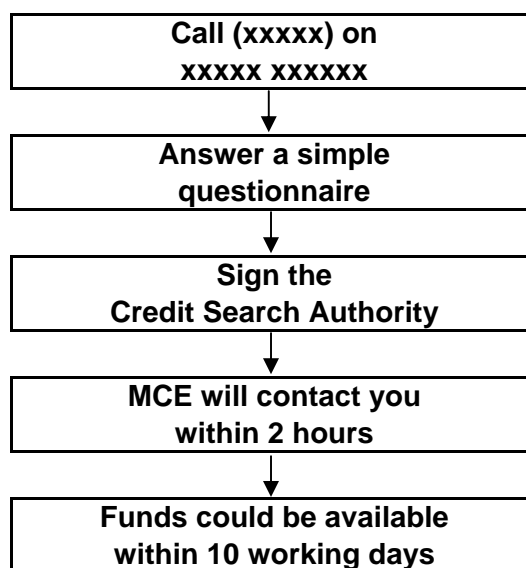
Tom has since returned to MCE for further cash advances to make more improvements to his successful business."

Why is this product so attractive...?

- ▶ **Simple, fast** application process
- ▶ **Quick decisions** by real people - no need to deal with computers saying no!
- ▶ Lump sums of cash from **£3,500 upwards**
- ▶ **No security** required
- ▶ **No audited accounts or tax returns** required
- ▶ **No fees or hidden charges** - completely transparent
- ▶ **No fixed payments** - MCE gets paid when you get paid
- ▶ **No fixed term and no early repayment charges**

There is no extensive interview process or waiting time requested, because we understand that you may need a cash advance to help your business... **NOW!** For further information, or to start the process, contact us today:-

Tel: xxxxx xxxxxx
Email xxxxxx@xxx.com



We look forward to helping you achieve your business goals...**FAST!**

Tel: xxxxx xxxxxx
Email xxxxxx@xxx.com

Yours sincerely