



Contact: Kyle O'Connor  
+1 312 628 6927  
Kyle\_Oconnor@TreasuryStrategies.com

For Immediate Release:

### Research Uncovers a Changing Canadian Treasury Landscape

Chicago, Illinois (November 20) – The first research effort of its kind, the Canadian Corporate Treasury & Liquidity study was well received when the results were presented jointly by Treasury Strategies and The Treasury Management Association of Canada (TMAC) at the annual TMAC conference in Montreal.

“The study uncovered that Treasurers in Canada are responding to changes in regulations and the interest rate environment. As a result, they are raising the bar on risk management and internal controls,” said David C. Robertson, a Partner with Treasury Strategies.

Insights were drawn from interviews with 140 Canadian corporate treasuries representing diverse industries and revenue segments.

Key findings include:

- While working capital management has a significant impact on Treasury, Treasurers have little influence over key working capital activities
- Credit is not the lead criteria used to select a short-term liquidity provider
- The most important issues to Canadian Treasurers are cash forecasting, treasury technology, investment management, risk management and regulations
- The Commercial sector (\$200MM - \$1B in revenue) is poised for the strongest growth in cash management usage

“TMAC is very pleased our members were so responsive in sharing information for the survey. It’s generating a lot of interesting discussions within the industry,” said Mike Whiston, CEO of TMAC.

This research program is designed to:

- Assist banks and other providers to better understand the size of the Canadian treasury market, as well as corporate clients’ needs, behaviors, and concerns.
- Provide corporate Treasurers a means to benchmark their organization’s treasury department against peers and industry best practices.

Further information will be available in an upcoming feature article in *Canadian Treasurer* magazine.

TMAC was founded in 1982 and is a federation of 14 chapters from across Canada, whose mission is to be the premier resource for the advancement of

---

#### Treasury Strategies, Inc.

309 W. Washington Street  
13th Floor  
Chicago, Illinois 60606

T 312.443.0840  
F 312.443.0847

---

61 Broadway  
Suite 905  
New York, New York 10006

T 212.292.0856  
F 212.292.0863

---

[www.TreasuryStrategies.com](http://www.TreasuryStrategies.com)

the treasury and finance profession. TMAC holds the largest conference in the treasury and finance market in Canada, holds educational seminars, and publishes Canadian Treasurer. [www.tmac.ca](http://www.tmac.ca)

Founded in 1982, Treasury Strategies, Inc. is a client-focused management consulting firm serving corporations and financial institutions. As a thought leader in treasury, liquidity, payments and working capital management, we develop customized and actionable solutions unparalleled in the marketplace.

###