



**PRIVATE  
SECTOR  
RELIEF**



**DIGIFIV**

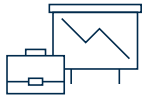
**An Integrated Crisis  
Management Services Platform**

# COVID-19 Impact

## Is your business facing these challenges?



The Malaysian Government's relief package has not addressed many concerns faced by businesses



Debtors are paying late, affecting your ability to recommence production



You are faced with difficult decisions – imposing salary cuts to save the business



If you could defer payment of liabilities, it would be a step in the right direction



A capital injection would help, traditional capital sources have politely refused to provide assistance

From Minime Insights

**26.3%**  
of SMEs only benefited from government assistance with the recent RM100bil added

From The Star

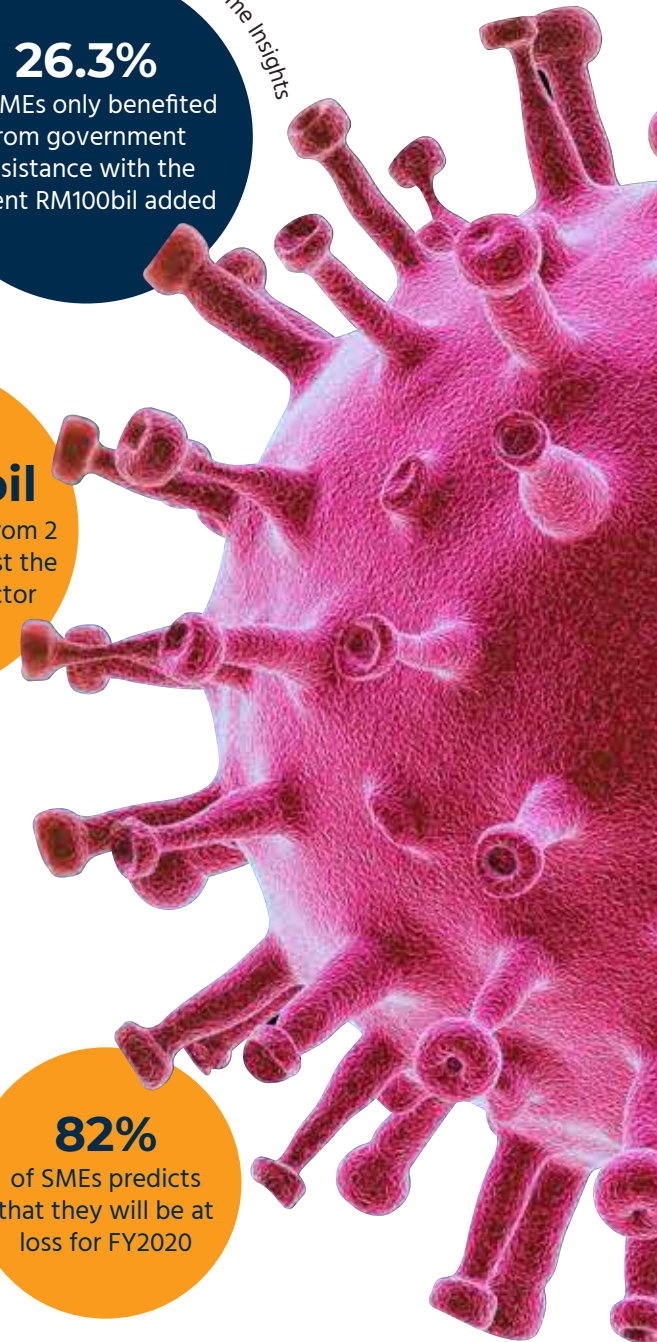
**RM64.6bil**  
loss of production from 2 weeks of MCO in just the manufacturing sector

From Statista

**77%**  
of Malaysians believe COVID-19 will greatly impact the economy

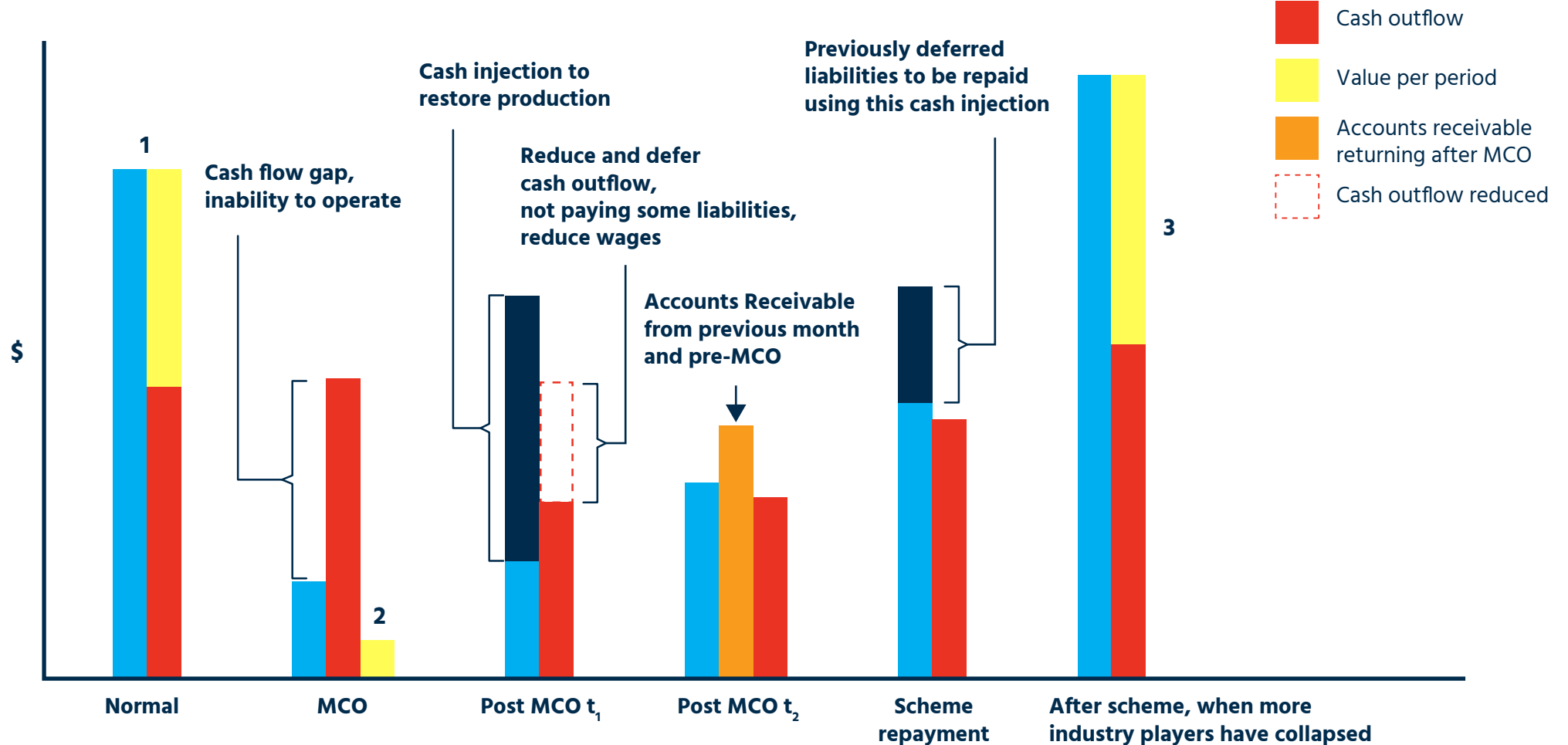
From Minime Insights

**82%**  
of SMEs predicts that they will be at loss for FY2020



# Key Takeaway:

## Restoring Value in a Nutshell



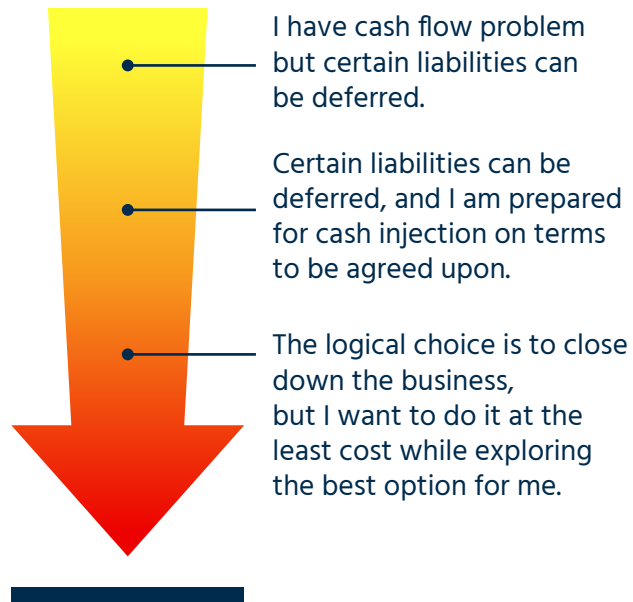
At pre-MCO, i.e. **1**, the yellow area represents net positive cash flow, from which the value of the business is derived.

At **2**, i.e. MCO, the value of the company is negative, where the net cash flow is negative, hence it is not a going concern. You may be able to sell assets but not a business as you cannot offer an income stream proposition to the buyer.

At **3**, the value of the company is positive again, and where earnings potential can be maintained, the company will have restored and maybe improved its value.

# Where does your business stand?

## Business situation



### Going Digital:

If you don't fall into any of the above categories, it is advisable for your business to go digital. If you are within the yellow or orange categories, moving towards digital for your business will be necessary as part of the rehabilitative proposal.

### Lean Management:

Where your business may be having high operational cost due to weak business operation process, we have a full enablement program to identify potential cost reduction opportunities by managing the drivers of operational cost using lean management and creating a positive impact on your profit.

### Deferring Liabilities:

If you fall into the category where deferment of liabilities will be conducive to the survival of your business, you are invited to submit certain basic financial information about your business. You will be matched to a team of financial and legal advisors to propose a plan as to how this process can be done. If you agree to the approach and the preliminary proposal that will be unveiled to you, you will have to agree to a set of engagement terms and you must also be willing and able to provide more information, in order for the financial and legal advisors to assist you further.

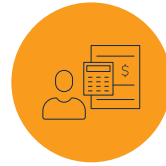
### Additional Capital:

Where your business will need to address liabilities and require additional cash flow, we have capital investors ready to assist you. Of course, there will be negotiations concerning the terms and conditions for which capital may be made available.

### Closure of Business:

Where closure of business is your best option, or that is the reality that you must deal with, suitable financial and legal advisors will be matched to you where they will be able to provide advice on how closure of business can be carried out.

# About Private Sector Relief (PSR)



Financial Analysts



Private Sector  
Capital Investors



Technology Experts



Lean Management  
Experts



Legal Experts

Since COVID-19 was declared a pandemic by the World Health Organization, we are steering in uncharted waters. The disruption to businesses is likely to continue for many months and aftershocks will be felt for years to come. From manufacturing to the service industry, 2020 has seen shifts in the way businesses and organizations operate in the wake of the deadly virus. Today's new normal for businesses includes disrupted supply chains, cash flow challenges, work-from-home difficulties, etc. Existing business continuity plans may no longer be applicable at this point. It is critical that businesses prepare for, respond to and ultimately emerge strongly from this new normal.

DIGIFIV has created a crisis management services platform aptly named Private Sector Relief (PSR) which is able to structure targeted and proactive measures that aim to restore value to your business by drawing on the collective experience of a multi-disciplinary and experienced team of professionals in the fields of Legal, Analytics & Finance, Lean Management and Technology. Most importantly, the assembled team will work with Capital Investors in appropriate cases to structure comprehensive rehabilitative proposals.

**The Private Sector Relief program aims to help companies structure dynamic and composite responses that are sustainable in the challenging months ahead. The composite responses are aimed at simultaneously cost and efficiency optimization, maximizing collection, deferment of payables and accessing new markets. It is our belief that piecemeal and ad-hoc "solutions" may prove less effective.**

# Program Objectives

## Providing Advisory & Assistance

Businesses that are struggling with negative impacts of COVID-19 will benefit tremendously from measures that will steer the path towards increased operational effectiveness & efficiency, reduction in non-value added activity and re-prioritizing cash expenditure towards essential functions.

## Providing Support in Capital Investment

Where additional cash flow is required to address recommencement of production and to mitigate the crippling effects of legal actions associated with insolvency, our ready network of capital investors will be of benefit to suitably qualified businesses upon successful conclusion of funding terms and conditions.

## Identifying New Opportunities

Digital transformation will accelerate your business' ability to create and seize new opportunities by identifying potential new market streams and optimizing your business, and in the longer term, create very much needed cash flow resilience in increasingly difficult operating conditions.

# 4 reasons to choose Private Sector Relief program

1



We provide **Advisory and Assistance services**

2



We help you to identify potential **New Market Streams**

3



Can access **Capital Injection / Investments** with terms and conditions

4



Be supported by a team of **experienced business professionals**



# Crisis Managers

We are a team of experienced professionals with competent knowledge and expertise, and we aim to help you navigate through the crisis together.



## Technology Experts

Specialized in helping your business to go digital & fit into the new normal



## Financial Analysts

Specialized in cash flow management, risk assessment and ways to address these current issues



## Legal Experts

Providing a framework to compromise debts owing and creating the space and environment for new capital injection



## Investors

Provide support in capital – only to approved cases



## Lean Management Experts

Specialized in diagnosing operations, improving productivity and reducing cost





# The PSR Advantage

**While others are still struggling to adapt to the “new normal”, now is the time for you to capitalize on the current situation and stay ahead of the competition.**

## **Benefits include, but not limited to:**

- Having a strong network of experienced professionals from different backgrounds to support you in navigating and charting the way forward
- Restoring and improving value for your business
- Getting the know-how to enable your business towards going digital and adapt to the “new normal”
- Gaining insights and personalized recommendations on key focus areas, i.e. deferment of liabilities, cash injection, closure of business, etc.

## **This is the right platform for business owners to:**

- Be advised on a comprehensive plan;
- Have a clear implementation roadmap;
- Implement value adding strategies;
- Be connected to the pool of investors; and get their business back on its feet eventually



# The Composite Strategies to Restore Value

## **Digital Transformation**

The move towards digital for your business is important to begin with, and it is now even more crucial to ensure business continuity in the long run whilst fitting into the new normal, where technology is the way forward. You may also consider digital marketing as part of the recovery plan, where many potential new areas can be accessible at a lower cost. It is advisable to always be prepared and build resilience against uncertainties by taking proactive steps towards going digital.

## **Capital Injection**

The crisis management platform makes the search and pairing of potential investors a far less costly exercise than going through “agents” who will charge commissions for doing little work and may not ultimately provide you with the value you will need.

## **Deferring Liabilities May Lead to Capture of New Customers and Markets**

Allows your business to maintain and preserve operations. Meanwhile, industry participants that are unable to restructure or have no access to capital will collapse and your business is in a position to “capture” new customers.

## **Potential Non-Viable Businesses**

In the event that we may consider that your business is not a viable business for rehabilitation, you may wish to explore asset sale, or sale of the company together with its assets, on a separate arrangement. Alternatively, you may be able to put up a substantial asset as a security to allow us to explore other possible avenues.

## **Cost and Operational Efficiencies and Effectiveness**

With our lean management expertise, you can achieve operational excellence while making fundamental, sustainable improvements in profitability. The experts will be able to diagnose your current operations, identify potential cost reduction opportunities and improve productivity. This will create a positive impact on your business.

## **Crisis Management Platform**

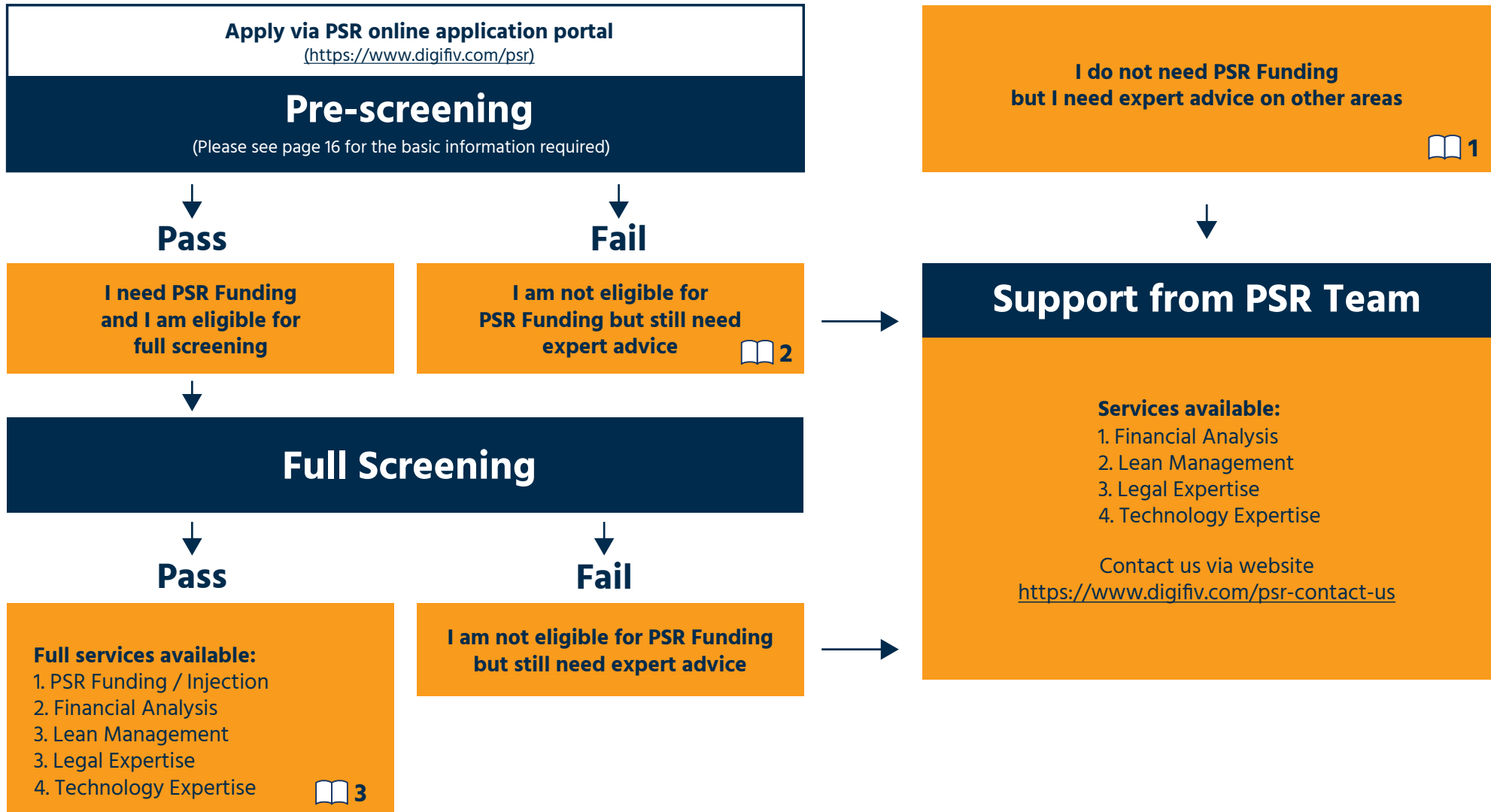
The crisis management platform provides an efficient and affordable way to get a range of advisors and be connected to capital providers, as opposed to “independent agents” which may only be able to provide limited services without the benefit of collective skills and experience of our team.

## Examples of Possible Scenarios

# Are you facing major cash flow issue?

Yes

No



# Examples of support from the PSR team:

## 1

- Identification of potential new market streams through digital solutions
- Provision of advice on business legal matters
- Provision of financial advice such as liquidity financial analysis
- Recommendations to achieve business operational excellence and improved profitability via lean management
- Recommendations to implement tactical steps to preserve or enhance overall business value

## 2

- If you have an asset to sell / pledge, you may still be considered for funding
- Should the logical option be to close down the business, the legal and financial advisors will advise on how it can be carried out to maximize recovery of value
- Identification of potential new market streams for re-deployment of assets through digital solutions

## 3

- Provision of advice in terms of segregating cash flow priority, i.e. deferment of liabilities
- Recommendations to mitigate or to resolve cash flow shortfalls
- Cash injection, subject to conditions and approval

# Eligibility for the PSR Funding

## Pre-screening



### Key considerations that will affect eligibility for PSR funding:

- Positive shareholders' funds
- Healthy debtors and creditors ageing, pre-MCO
- Ability to provide security
- Quick demand recovery can be demonstrated
- Willing to be subjected to cash flow monitoring and controls
- Willing to adopt measures recommended by our professional team



### If you fall within the following categories, you are unlikely to be considered:

- Property development
- Cash based retail and businesses relying very substantially on walk-in customers

**Don't worry, however, you can consider to move your business to go digital.  
Contact us to find out more about our New Retail solution.**

Note: Pre-screening is free of charge.

# Application Process

## Pre-screening (Complimentary)

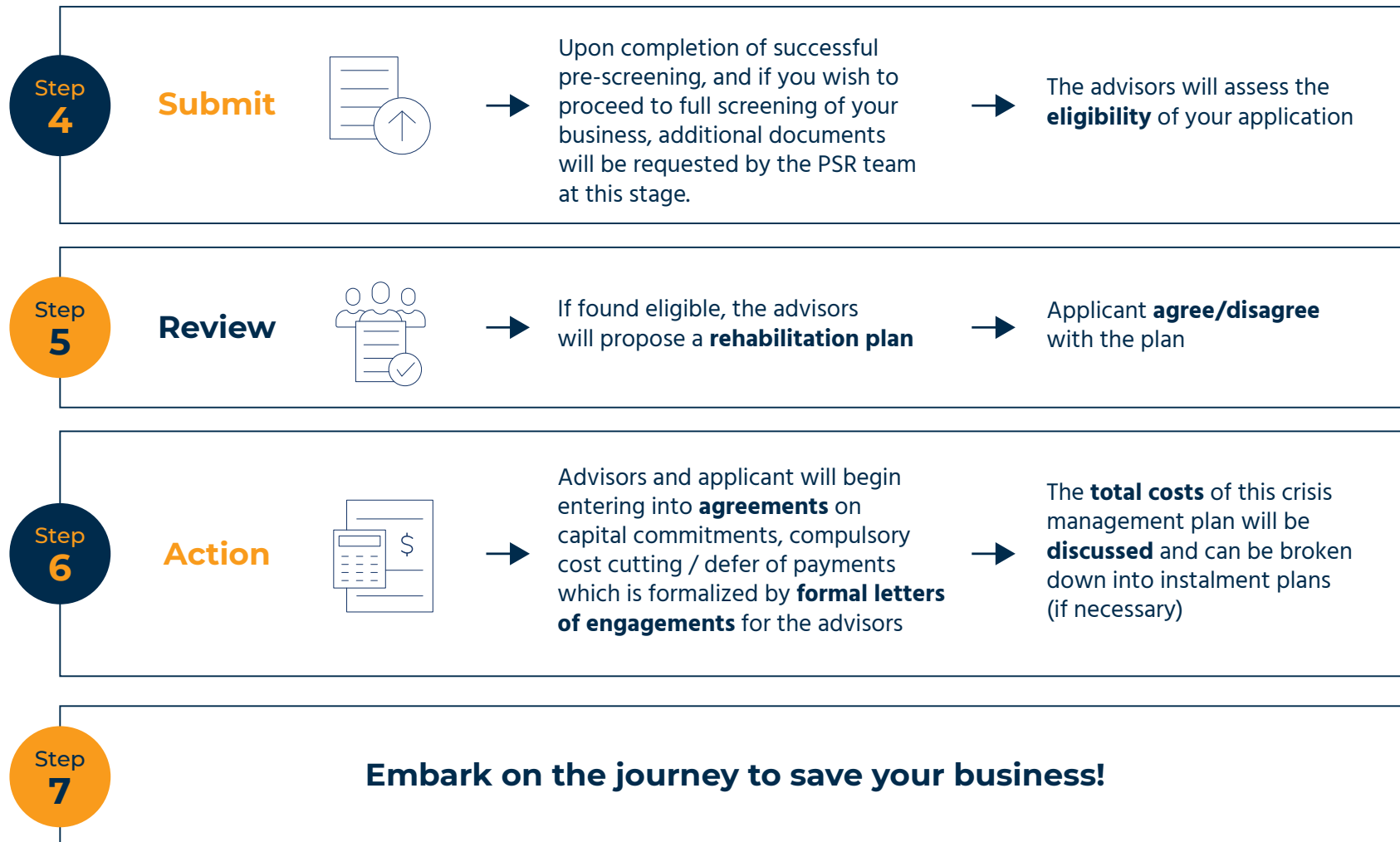


Note: If your business falls under other categories such as Retail or Trading, or you do not require Capital Investment but still need help from our experts, please reach out and our team will gladly assist you.

# Application Process

## Full screening (Fees are applicable)

After pre-screening is completed successfully, additional documents are required to complete due diligence, reality risk assessment (investment) and to weigh the best options for you.



# Information Required for pre-screening

1. Business Owners / Decision-Makers' (i.e. CEO and CFO) Contact Details
  - Name
  - Email Address
  - Contact No.
2. Name of Business
3. Description of Business (i.e. the industry, product or service offerings, main customers, etc.)
4. No. of Shareholders and total shares held by each shareholders
5. Paid Up Capital
6. Loans / Borrowings (if any)
7. Monthly Management Financial Statements
  - P&L Statement, Balance Sheet and Cash Flow Statement
  - Must (for months ended October to December 2019)
  - If available (for months ended January to March 2020)
8. Areas of Interest:
  - Addressing business legal matters (Legal Expertise)
  - Cash injection (Capital Investment)
  - Going digital (Technology)
  - Deferment of liabilities (Financial Analysis)
  - Improving operational efficiency (Lean Management),
  - Closure of Business, etc.



# Strategic Partners



**Technology  
Experts**  
Volservers



**Technology  
Experts**  
Digifiv



**Technology  
Experts**  
Axle Cloud



**Lean Management  
Experts**  
Elev8



**Financial  
Analysts\***



**Legal  
Experts\***

\* Rules concerning the profession restrict publishing of names of audit firms & legal firms.  
Shortlisted candidates will be separately notified.



## **DIGIFIV**

E-06-01, Menara Suezcap II, KL Gateway,  
No. 2, Jalan Kerinchi, Gerbang Kerinchi Lestari,  
59200 Kuala Lumpur, Malaysia.

**W** : [www.digifiv.com/psr](http://www.digifiv.com/psr)

**E** : [hello@digifiv.com](mailto:hello@digifiv.com)

**T** : (+603) 7931 8883