

## Corporate Treasurers: Time to Fix Your Fix

In an environment where every basis point counts, Corporate Treasurers are tasked with a wide array of responsibilities — from managing liquidity and mitigating financial risks to ensuring cost-effective operations. One crucial area that often carries hidden costs is Foreign Exchange (FX) management. Traditionally, many Corporates rely on the WMR 4pm Fix for benchmarking FX trades — a widely recognised standard, yet one that can create inefficiencies and erode value.

SIREN FX offers a smarter, more aligned alternative: the 20 Minute Benchmark Rate. This innovative approach supports Corporate Treasurers in fulfilling their core duties — from optimising costs to ensuring operational resilience — by providing a more dynamic and cost-effective solution for FX management.

### **Minimising Costs and Maximising Efficiency**

One of a Corporate Treasurer's top priorities is cost management. However, the WMR 4pm Fix, despite its popularity, often leads to unnecessary costs due to market impact. The surge of trades around the fixing window creates a 'rush hour' effect, causing price swings and slippage — especially for larger volumes.

SIREN FX's 20 Minute Benchmark Rate reduces this market distortion by using a longer, more optimised trading window. This smoother approach helps treasurers secure fairer, more stable pricing, cutting down on avoidable costs while ensuring reliable currency conversion for global operations.

### **Risk Mitigation Through Greater Transparency**

Treasurers are also responsible for managing financial risk — and that includes ensuring transparency in FX pricing. SIREN FX offers clear, data-backed insights into execution rates, helping Treasurers benchmark against true market conditions. This enhanced transparency reduces the risk of slippage and price manipulation, both of which have been associated with the traditional benchmark incumbents.

By leveraging a longer, more agile reference rate, Treasurers gain a clearer picture of their FX performance, supporting better decision-making and improved financial oversight.

## Strengthening Compliance and Control

Regulatory compliance and internal control are key pillars of a Treasurer's role. The 20 Minute Benchmark Rate supports these objectives by minimising exposure to potential market manipulation. With a faster, more transparent and representative pricing window, Treasurers benefit from enhanced reliability and integrity in their FX processes — ensuring compliance standards are upheld while safeguarding the company's financial standing.

## Quantifiable Savings and Data-Driven Decisions

For Corporate Treasurers, every decision must contribute to the bottom line. Transitioning to SIREN FX's 20 Minute Benchmark Rate offers tangible financial benefits. Even small improvements in FX pricing can yield significant savings over time, especially for companies with high transaction volumes.

To help Treasurers make informed, data-driven decisions, SIREN FX can undertake a ***free study of anonymised historical trades***. This analysis reveals where cost savings could be realised by switching benchmarks — offering Treasurers an evidence-based pathway to improve performance and reduce costs.

## Future-Proofing Treasury Operations

As FX markets evolve, so too must Corporate Treasury strategies. Relying on outdated benchmarks like WMR may no longer serve the best interests of forward-thinking Treasurers. SIREN FX's 20 Minute Benchmark Rate offers a smarter, more resilient approach — supporting Treasurers in meeting their evolving responsibilities, from cost control and risk management to transparency and operational excellence.

For those seeking a more agile, cost-effective alternative to the status quo, SIREN FX represents a smarter way forward.

Wouldn't you want to ensure your FX strategy supports every aspect of your Treasury's mission — without the hidden costs?