Delivering value through, and to, our partners

treasuryXL
Partner Program
DISCOVER YOUR OPPORTUNITIES
THE COMMUNITY
treasuryXL is a place to make connections. Since 2016 we have served the global treasury community as a daily learning hub, a unique source of news from industry insiders, and a space to engage with the top experts in our field. For anyone with a treasury question, we seek to connect you with answers from the best practitioners in the industry.

In close cooperation with our partners and experts, treasuryXL offers knowledge, shares practical news and commentary, publicizes job opportunities, and creates online events. We do this via our website, our popular newsletter, and our large community of treasury professionals on LinkedIn. Our comprehensive coverage of the industry attracts an audience from large corporates as well as medium-sized companies, along with consultancies, universities, and other treasury-related organizations.

treasuryXL's strength is its community. Community members are quick to inform each other of highly relevant industry developments. Via social media and in online events, they also share knowledge and experience that is essential to the everyday work of treasury. For these reasons, treasuryXL has become an indispensable resource for treasury professionals around the world.
FROM STRENGTH TO STRENGTH
Let’s grow together and strengthen your brand

The corporate treasury community is far from concentrated, that’s why we exist.

treasuryXL enables unique access to a global ecosystem of corporate treasurers, CFOs and those new to treasury.

treasuryXL built a strong community that create opportunities for those who provide treasury services and products.

We created a platform to showcase content, exchange knowledge and build new relationships.

PARTNER PROGRAM
The treasuryXL Partner Program is designed for organizations offering products or services within the treasury ecosystem.

This Partner Program offers you all the necessary information and opportunities on how to benefit from treasuryXL.

Let’s engage!
Brings value by opening new doors and by intensifying existing relations

Partners share the conviction that quality corporate treasury is valuable for a variety of organisations

Partners can shape the community and the future of corporate treasury

Always makes sure the partner and the treasury profession are top of mind

Enables you to reach a broader audience through our platform

Helps your business connect with your desired target audience

Distributes a continuous flow of relevant content to various channels

Reaches the treasury market in an easy and effective way
<table>
<thead>
<tr>
<th>Activity</th>
<th>Subscribers/Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly website views:</td>
<td>&gt; over 25k views</td>
</tr>
<tr>
<td>Weekly Newsletter subscribers:</td>
<td>&gt; over 2,1k</td>
</tr>
<tr>
<td>LinkedIn company page:</td>
<td>&gt; over 5,8k</td>
</tr>
<tr>
<td>Monthly LinkedIn views:</td>
<td>&gt; over 33k views</td>
</tr>
<tr>
<td>Monthly LinkedIn Newsletter subscribers:</td>
<td>&gt; over 2k</td>
</tr>
<tr>
<td>Managers of the ‘Corporate Treasurers’ Group on LinkedIn.</td>
<td>&gt; over 5,8k Corporate Treasurers</td>
</tr>
<tr>
<td>‘What is’ articles in our Treasury Topic section:</td>
<td>&gt; over 1,8k unique views monthly</td>
</tr>
<tr>
<td>Monthly item in the Treasurer Search Newsletter (treasuryXL Partner)</td>
<td>&gt; over 7,5k</td>
</tr>
</tbody>
</table>

Unique views are per month directly from Google Search per ‘what is’ article:
- What is Treasury?
- What is Cash Management?
- What is Risk Management?
- What is Corporate Finance?
- What is Working Capital Management?
ENGAGE, HERE IS WHY...

Refinitiv
Matt Watson, Senior Marketing Specialist

“Refinitiv equips corporate treasurers with essential and practical insight to help manage market volatility, risk and regulatory change. Our partnership with treasuryXL provides unique access to a wide network of dedicated and seasoned experts, enabling us to forge new professional relationships and share our data-based insights. The treasuryXL team are proactive and innovative in leveraging our expertise to keep their members well informed, making them a truly indispensable partner.”

Kyriba
Camilla Vann, Marketing Director

“Kyriba allows treasurers to gain visibility, increase security, move and grow cash, all in a single SaaS platform. In this regard, connection to multi sources of data is key to enable treasurers and CFOs to take rapid actions. Partnering with treasuryXL gives Kyriba access to a unique network to showcase content and build new relationships with our clients and prospects. Through these, every corporate should have the ability to make an economy of time and improve their ability to gain real-time visibility and better manage cash flow positioning.”

Nomentia
Barbara Babati, Marketing Lead

“Working with treasuryXL is strongly aligned with Nomentia’s purpose: being an active member of the treasury community while providing them with unparalleled treasury and cash management solutions. Together with treasuryXL, we can engage with treasury professionals and provide value for them in terms of insights into the latest treasury and cash management trends and technology. Working with the treasuryXL team has been a delight as they want us and the community to succeed together.”
The text content provided is not clearly visible due to the image quality. However, it appears to contain testimonials from different companies and individuals about their experiences with Treasury Delta. The logos and names of the companies are visible, but the specific details of the testimonials are not legible from the image provided.
TOGETHER IS FUN

Cobase
Matthias Varenkamp, Marketing Manager

“At Cobase we believe that corporate banking can be made much simpler and more efficient than it is today, especially in the area of multi-bank payments and cash management. Our platform is unique because it combines the services of a Payment Hub, Service Bureau and Treasury Management System: a true all-in-one bank-agnostic solution. Sharing our insights, and learning from market practitioners like corporate treasurers, cash managers and consultants is important to us. The treasuryXL platform, and the team specifically, provide an excellent opportunity for this. It is the place where we exchange knowledge, truly at the heart of the treasury community.”

GTreasury
Kyle Peterson, PR Manager

“As GTreasury continues to accelerate technological innovation, customer growth, and key strategic initiatives such as recent acquisitions, treasuryXL has been a valuable resource enabling us to reach the global ecosystem of corporate treasurers and the office of the CFO. The treasuryXL team understands the requirements that modern treasurers need to excel at their jobs, and the platform brings timely news and best practices directly to that audience every day.”

Kantox
Lorraine Finn, PR & Communications Manager

“Kantox’s goal is to make the lives of treasurers and CFOs easier with software that automates the complex and time-consuming currency management process. Through our partnership with treasuryXL, we could access an even further network of seasoned treasury professionals and experts to showcase our solutions and provide data-based insights on FX risk management trends and technology. The treasuryXL team has been an absolute pleasure to work with and vital in leveraging our expertise and providing valuable resources to their community.”
YOUR OPPORTUNITIES, YOUR BENEFITS

treasuryXL Partner Packages
Dedicated partner page ++
4 team member pages
Content + Event publication
LinkedIn distribution ++
4 dedicated newsletters
Access to Treasurer Resources
Quarterly marketing Analyze + End of year Presentation
Partner Interview
Webinar including Moderator + max. 2 treasurers (Moderator Package)
Content schedule
eBook What is Treasury? listing
One SEO optimized article

Dedicated partner page
2 team member pages
Content + Event publication
LinkedIn distribution
2 dedicated newsletters
Access to Treasurer Resources
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One SEO optimized article

€ 5950,- per year
€ 5500,- per year
€ 4200,- per year

Dedicated partner page ++
+ Homepage listing
+ Selected Treasury Topics (1,800 views p/m)
LinkedIn distribution ++
+ Relevant groups
+ Recommendation in Corporate Treasurer group
Content Schedule
The partner is able to better fulfill the needs of the audience by publishing matching content based on the questions that treasuryXL receives from the audience combined with the latest treasury trends.
eBook What is Treasury?
The eBook is the perfect tool to receive more exposure. With multiple downloads each week from our website by treasurers and finance addicts around the world. Your company logo and direct website link will be highlighted.
With his passion for treasury and recruitment Pieter started his succesfull treasury recruitment company in 2009. His down to earth mentality combined with Pieter’s open, honest and authentic communication has brought him a warm and valuable network within the treasury world.

As a speaker and moderator for a variety of events and his well known presence in the treasury world, Pieter is the go to person to moderate your online event.

What’s included?

- Moderator and up to 2 treasury experts as panelist member
- Technical settings
- Session: Introduction panelist members
- Session: Dry run
- Managing speaker and audience interaction
- Troubleshoot issues during the webinar
- Edit and publication of the recording
- Full registration list Name + Email

€ 2500,-
session, max 60 minutes

*) Extra session for Premium & Plus Partners € 1500,-
(one session is included in the Premium Partner Package)
IT’S A WRAP!
Some examples of our previous live sessions

- **Treasury trends for 2024**
  - 390+ registrations

- **TREASURERS’ SURVIVAL GUIDE: THE DO’S AND DON’TS OF A TMS IMPLEMENTATION**
  - 400+ registrations

- **YOUR CURRENCY MANAGEMENT TOOLKIT FOR 2024**
  - 120+ registrations

- **THE 2024 TREASURY RESEARCH**
  - 170+ registrations

- **EMPOWERING TREASURERS TRADE FINANCE MANAGEMENT STRATEGIES**
  - 100+ registrations

- **TREASURY REVOLUTION WITH OPENAI**
  - 270+ registrations

- **INNOVATING FOR SUCCESS: HOW FINTECH IS REVOLUTIONIZING CORPORATE TREASURY**
  - 250+ registrations

- **CORPORATE PAYMENT PROCESSES THE PRESENT AND THE FUTURE**
  - 130+ registrations
PROUD MEDIA PARTNER OF

treasuryXL partners who sponsor or attend any of the below events benefit from extra exposure before and during the event, and sponsor discount if applicable.
JOIN US TODAY

GO TO PARTNER OVERVIEW

GO TO EXPERT OVERVIEW
CONTACT US

For direct partner applications you can contact:

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Marketing Manager
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Our team of ambassadors help us improving the community continuously.

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Let’s Connect...