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With solutions such as FiREapps, the role of Treasury within the organization can be more advisory and strategic.

Laurie McCulley | Treasury Strategies, Inc.
I'M A BELIEVER!

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The Escalating Global Currency War: Don't Get Caught in the Crossfire

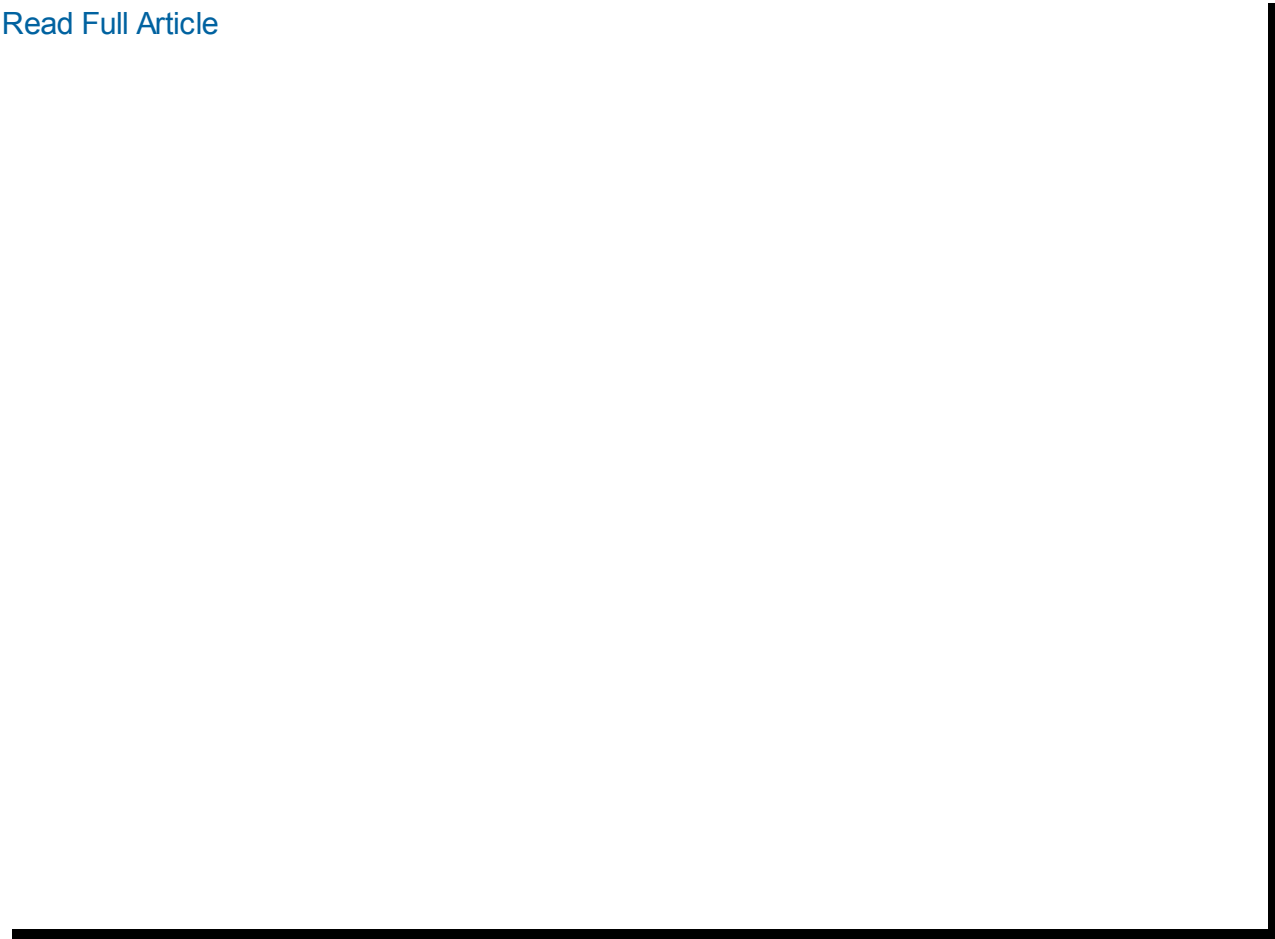
gtnews

Unnoticed by many, a war is raging between the world's most-traded currencies. This article urges companies to take action to protect themselves against fallout from the resulting foreign exchange (FX) volatility.

November 26, 2012

'How can treasurers effectively hedge against currency risk?' The perennial question is particularly pressing at the moment, given the results of FiREapps' latest quarterly research report on the impact of currency fluctuations on corporate earnings. In Q312 corporate leaders, analysts and investors alike were surprised that earnings reports reflected significant currency-related losses. This was because they had been focused on the euro and, seeing the dollar weaken relative to it, they expected currency-related gains (dollar down, revenues up). In fact across a subset of Fortune 2000 companies reporting negative currency impact, the aggregate top-line losses totaled US\$22.7bn.

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