

2018 AFP LIQUIDITY SURVEY RESULTS: KEY FINDINGS

HOW DO YOUR PRACTICES STACK UP?

The Association for Financial Professionals (AFP) conducts a survey¹ each year on current and emerging trends in organizations' cash and short-term investment holdings, investment policies and strategies. This survey includes responses from more than 600 corporate practitioners in a variety of organizations and industries. Here are some key statistics from this year's study.



65% of organizations consider safety to be the most valuable short-term investment objective

If safety is a top priority for your company, does your investment mix support it?

- PNC offers several liquidity solutions that can help manage your deposits efficiently while safety is the primary concern.



31% of organizations consider liquidity to be the most valuable short-term investment objective

If liquidity is your primary investment objective, are you fully utilizing your short-term cash based on your organization's operational needs?

- PNC's suite of liquidity solutions includes many options to help you fully utilize your short-term cash balances based on operational needs while still earning a market-competitive return.



76% of survey respondents reported having a significant cash impact in their organization within the past year due to a variety of factors

When was the last time your organization reviewed your current deposit strategy and investment objectives?

- With rates continuing to rise, the execution of the Corporate Tax Cuts and Jobs Act of 2017, and an overall business-friendly environment, now is the perfect time to review your current investment goals and strategies. PNC can help guide the short-term investment conversation to determine the best strategies and goals based on your overall long-term objectives.



49% of organizations' short-term investment portfolio is maintained in bank deposits

Does your organization regularly review its cash management strategies to determine the proper mix of investments?

- PNC will work side-by-side with your organization to help provide efficient and effective cash management strategies — helping you manage idle cash balances, plan for future events and ultimately optimize return.



83% of AFP Survey respondents stated that they have an investment policy in place

When was the last time your organization created or updated your investment policy guidelines?

- PNC can help guide the investment policy conversation, whether your organization would like to update your existing policy or create a brand-new one. We have worked with many clients in the past to create a policy that lines up with an organization's investment objectives.



READY TO HELP

PNC's Liquidity Management services can help you optimize liquidity, manage your short-term investment portfolios, gain access and visibility into daily cash balances, and increase returns on idle cash. PNC offers a full spectrum of liquidity solutions to meet your needs for managing operating, reserve and strategic cash. By understanding your cash segmentation strategy, we can work with you to create an appropriate liquidity strategy for your unique needs and objectives. For more information about PNC Bank's Liquidity Management services, please visit us at pnc.com/treasury or contact your Treasury Management Officer or Relationship Manager.

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