



WillU Financial Group grow with WOW Hydrate as both companies strive to be the most innovative and fresh brand in their industry

WOW HYDRATE was created because they were aware of so many drinks in the market that were full of sugar and not as healthy as consumers thought. They wanted to provide people with drinks that aimed to help them be healthy that also tasted good! Their sugar free drinks allow you to get hydrated and energised along with other health benefits from their ingredients without having to consume anything bad for you; that also has a lot more flavour than just plain water.

WOW Hydrate have designed a new and unique way to ensure your body can perform at the highest level. Their Push Cap Technology ensures you get 100% of the ingredient benefits once activated, with no goodness lost through degradation. Their innovative Push Cap is

simple to activate and releases the goodness and flavour into the water at a press of the button.

Vitamins stored in the cap exposed to moisture increases the rate they are degraded by chemical reactions, along with exposure to temperature and light, being stored in the cap means the vitamins strength is contained and only then the process begins once the cap is pressed giving a 24 hour time frame to consume the drink and benefit fully from ingredients.

WOW Hydrate are fast becoming a household name with interest from across the globe. They are associated with multiple athletes and professional sports clubs, Tyson Fury, Ant Middleton, Jamie Redknapp and Matchroom Boxing just to name a few.



Initially, WillU FX had to analyse the current strategy WOW Hydrate had in place. WillU FX had to identify the issues and ways they could rectify these to ensure they were avoided in the future. As an incredibly fast-growing business, WOW Hydrate depend on WillU FX to ensure payments arrive quickly and safely, ensuring tight deadlines can be met.



WOW Hydrates previous provider typically took 2-3 days for funds to arrive with the end beneficiary. With their new platform-based solution, funds can now arrive within 24 hours with their supplier. This was extremely important to the WOW Hydrate to enable them to meet tight deadlines set by retailers to receive their stock level demands.



WillU FX promptly made a few changes to reduce the cost for WOW Hydrate. WOW Hydrate had been using their bank to convert currencies in the past and following a review internally with the help of WillU FX they were able to establish that the rates being provided by their bank were far from competitive. WillU FX save WOW Hydrate an average of 2% on each and every transaction, plus charge no payment fees.



WOW Hydrate wanted to eliminate any market risk and lock in their profit margins.

WillU FX have enabled WOW Hydrate to fix their pricing and lock in profit margins. Trading internationally can, if not managed correctly, leave any business at mercy to the currency market. WillU FX eliminate this risk for WOW Hydrate through several channels, one being allowing them to lock in exchange rates for use throughout the coming months/year so that their bottom line remains protected.



WOW Hydrate wanted a relationship manager they could discuss market movements with.

Having a personal relationship manager monitor the rates, provide vital market moving information and assistance in booking transactions at the best possible time, means the WOW Hydrate team can focus on their business in the knowledge their currency exposure is in safe hands.

Our clients say

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Since working with WillU FX we have been shocked at how quickly the payments are sent compared to our old process with the bank, it's minutes rather than days!

We receive timely currency market updates when appropriate and love having somebody at the end of the phone to handle any questions we have.

Swift, friendly and excellent service.

MIKE STOCKER-HARRIS
FINANCE DIRECTOR, WOW HYDRATE

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Working with Mike and the WOW Hydrate team is a pleasure. To be integrated into a business which is growing at the rate WOW are is exciting and being part of the journey is a privilege we do not take lightly!

We quickly identified a few key areas within their FX payment process which we could improve immediately. This included cost, time consumption and risk management, all of which are of the highest importance for any business.

JACK LANE-MATTHEWS
ASSOCIATE DIRECTOR OF FX

