

MANAGING YOUR CURRENCY RISK

Step 1. Analyze your currency risk
Figure out your Exposure
Determine if this exposure is significant to your business.

Step 2. Determine how to Manage your risk
What to do about your risk

1. Do nothing which is basically like keeping your head in the sand
2. Decide to be passive and just watch what the currency does over time.
3. Decide to be proactive and look at ways to reduce your risk and protect your margins



Step 3. Develop and Implement Your Strategies
Step 4. Measure Results