



## DFIN CASE STUDY

How we helped an online marketplace save 25% in software costs & several hours on SEC filings.

ActiveDisclosure<sup>SM</sup>  
by **DFIN**

**Leafly.**



## CORPORATE SNAPSHOT

**Leafly, a newly public company, is the world's most trusted online destination to discover cannabis products and order them from licensed retailers.**



**100M+**

Shoppers visiting  
the website annually



**7,800+**

Brands showcasing their  
products to consumers



**4,600+**

Retailers leverage Leafly to  
attract and retain customers



## CHALLENGE

# Saving money while maintaining SEC filing accuracy.

Leafly is an emerging growth company in a highly competitive industry. As a newly public company, they have a small team that prepares their SEC filings.

Their former financial reporting software was expensive and inefficient. They were spending money on features they weren't using. It required too many hours to assemble SEC filings, which required the correction of too many errors prior to filing due to tie-out problems and XBRL limitations.





SOLUTION

# ActiveDisclosure is more affordable, efficient & accurate.

By using ActiveDisclosure, Leafly has lowered costs by 25% while saving several hours on SEC filing. They work in Excel and link key data for faster and more accurate document preparation. With efficiencies gained from using the software, Leafly is saving time, increasing accuracy and making it possible for one person to complete their SEC filings.



**OPTIMISES EFFICIENCIES**

Real-time collaboration and intuitive tools speed filing



**SAVES TIME**

Linking via Excel to instantly update data and avoid duplicate efforts



**REDUCES COSTS**

Core tools you need for successful filing, without add-ons

In our opinion, the unaudited interim condensed consolidated financial statements contain all adjustments (consisting of only normal recurring adjustments) necessary to present fairly, <sup>†</sup>

**010-Cover**  
Josh Duncan Today - 11:16 AM

**030-Balance Sheets**  
Stan Smith Today - 9:55 AM

**040-Statements of Operations**  
Amy Flannery Today - 12:29 AM

**Do you want to replace this workbook?**

Original	Updated
<b>11</b> Tables	<b>11</b> Tables
<b>105</b> Items	<b>105</b> Items

**Assets**

Current Assets:

Cash
Accounts receivable
Prepaid expenses
Total current assets
Building and land



“

ActiveDisclosure freed me up to focus on more difficult reporting areas during challenging reporting cycles. We used DFIN's state-of-the-art platform to streamline our filing process. During our migration, DFIN's excellent support team helped us get our 10-K up and running in about a week. We experienced a smoother, faster and more reliable process with AD. We're very happy we made the switch.

”

**SUNNY HOLCOMB**

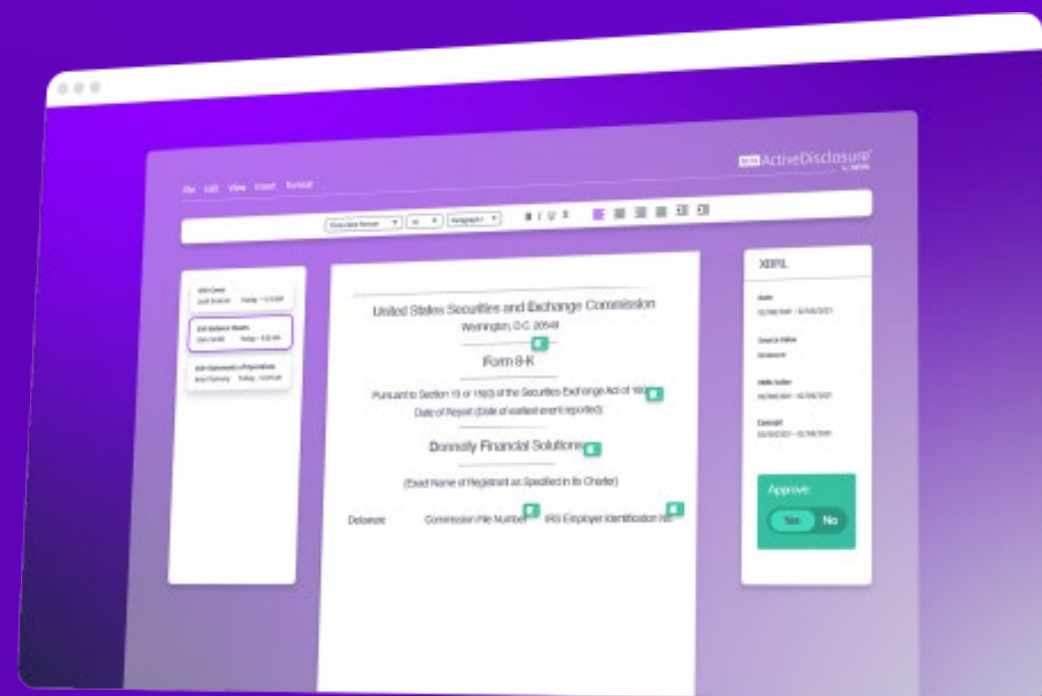
Sr. Director of SEC Reporting  
Leafly.





# Streamline SEC filing & financial reporting

ActiveDisclosure is purpose-built with advanced capabilities for fast, accurate reporting. Highly intuitive collaboration tools help optimise productivity for teams of any size. Seamless integration with Excel and other data sources saves time, reduces errors and lowers costs. Unsurpassed security ensures peace of mind.



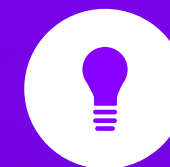
## PURPOSE-BUILT

Core tools you need for successful SEC filing and financial reporting, without extra functionalities you'll never use



## SECURE

Best-in-class, built-in security tools ensure mitigation of data and risk



## COLLABORATIVE

Optimises productivity with powerful collaboration features like sign-off workflows and task assignments



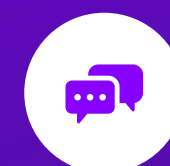
## EFFICIENT

Streamlines reporting with features like data linking, commenting, Intelligent iXBRL tagging and more



## CONNECTED

Simple integration to your current data sources and tech stack (e.g. Excel/MS Office, ERP)



## EXPERT-DRIVEN

24/7/365 support by DFIN financial and SEC reporting experts dedicated to your success





# Get in touch

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