



Unleash the **power of leasing** and build  
organisational **revenue resilience**... *(We'll show you how)*



**OAK LEASE**  
Equipment Leasing Specialists

# Leasing is helping organisations like yours beat the economic headwinds in Europe.

- ✘ Traditional revenue models are under enormous pressure
- ✘ Customers cashflow capabilities continue to dwindle
- ✘ CAPEX/OPEX deals are under stress thanks to one CFO Question: **Why Now?**
- ✘ The demand for middle ticket leasing in the values of €250k to €15m is growing as banks and traditional funding sources retrench.



# It's tough out there for your salesforce.



Now more than ever, they're not just up against your direct competitors but in fact, any vendor selling into your prospect.

Remember, your equipment will not be the only equipment that your customer will be considering.

Demands from other sectors in their business will also require Capex.

That's why we're helping  
**suppliers all over Europe**  
with their **Revenue Resilience**  
through enabling their salesforce to  
**close more without discounting.**

# Revenue Resilience is built on 4 pillars of leasing

It starts with offering your customers finance options designed to negate the worst of economic headwinds and a general slowdown of European economies

## Deal Positioning

Re-invigorate your closed lost opportunities for being too expensive or wrong time.

Handle pricing objections without giving discounts

## Pricing & Financing

Close more through offering finance options your customer CFOs love

Offer your customers inflation busting options through fixed priced rentals across the term

## Overcoming Objections

Give your salesforce robust financing strategies to help your customers reduce the impact of global Inflation

Beat the CFOs favourite question: **Why Now?**

## Reducing Complexities

Consolidating resources through a single source across time zones, languages and multiple funders

Digital documentation including e-signatures for easier and faster payouts



“This is yet **another way** we extend the reach of our customers, with **innovative products and great support** from Oak Leasing”

Irena Goloschokin | CEO  
Copper Mountain Technologies



# Complex and challenging? Oak can help you.



**Industry:** Catering

**Region:** Europe 30 Countries

“One of the worlds largest fast food organisations needed a single leasing solution to support all of their outlets in Europe covering over 30 countries.

Equipment varied from Menu Boards, IT, Epos, Ovens, and a multitude of other equipment from suppliers around the world including USA, UK and Europe.

Through consolidating and structuring finance through Oak, we helped them overcome the challenges of multiple suppliers, cross-border funding, language & locality, and lease agreements in their respective local language.

Furthermore, Local sales training for the suppliers was provided throughout.”

# Wherever in Europe, Oak can help you.



**Industry:** Electronic Manufacturing  
**Region:** Multiple European Countries

"A leading electronic specialist manufacturer in Denmark were unable to move forward with their existing funder with a potential customer.

Oak succeed in arranging finance with their customer in a very short timescale.

Our Partnership together has ensured Oak arranging funding for two further customers, both in different European countries."



# No matter the scenario, Oak can help you.



**Industry:** FMCG  
**Region:** Portugal

“To ensure business continuity while fulfilling an ever growing order list, an organisation reached out directly to Oak to support the financing of a new food processing line.

Further complexities around Covid-19 and continued market uncertainty were challenges only Oak could overcome.”

# Whatever the equipment, Oak can help you.



**Industry:** Space & Aero

**Region:** Multiple European Countries

“Copper Mountain Technologies, a North American supplier of specialist scientific electronic equipment for the space shuttle chose Oak Leasing to be its UK and European leasing partner thanks to our ability to support their sales efforts in over 30 countries in Europe”

# Get access to **Forty** European funding sources across **Thirty** countries through a **Single** point of contact

- ✓ Specialist funders for specialised markets
- ✓ Totally transparent rates and fees
- ✓ Over 30 years expertise of European funding
- ✓ Local support and documentation in 30 local languages
- ✓ Over forty supporting banks and financial institutions.

