

# Strategic Vendor Finance Partnership

*UK & Europe equipment  
leasing volume in 2024,  
€123 billion  
( Leaseurope)*



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Equipment Leasing Specialists

# VENDOR FINANCE STRATEGY

## *Vendor Programme Performance Highlights*

*Vendor programmes with defined performance metrics outperformed peers by 26% in volume growth in 2024*

*Programmes with active dealer engagement achieved  
33% higher financing penetration*

*40% faster deal closure compared to cash transactions*

*•15% higher win rates in competitive bids*



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# *Executive Summary*

## **Transformation in Equipment Finance**

The European equipment finance market is evolving with a focus on agile, embedded financing solutions for vendors.

## **Strategic Vendor Finance Model**

Our vendor finance model boosts sales, speeds customer decisions, and builds long-term customer loyalty.

## **Seamless Sales Integration**

Integrating financing into vendor sales processes creates a seamless, buyer-friendly experience.

## **Pan-European Compliance Platform**

Our platform supports localised compliance, enabling easy vendor operations across thirty European countries.



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# Market Opportunity

## **European Market Size**

The European equipment finance market is valued at over €400 billion, highlighting substantial growth potential.

## **Flexible Payment Preferences**

More than 60% of B2B buyers prefer monthly payment options, emphasizing demand for financing flexibility.

## **ESG and Digital Transformation**

ESG initiatives and digital transformation drive demand for sustainable and efficient financing solutions.

## **Embedded Finance Advantage**

Vendors offering embedded finance reduce sales friction and better meet evolving customer needs.



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# Why Partner With Us

## **Speed and Efficiency**

Fast credit decisions and digital onboarding enable faster deal closures and streamlined processes.

## **Broad Market Reach**

Our vendor finance programme operates in over 30 European countries, offering localized support across markets.

## **Flexible Payment Solutions**

Offering leasing, hire purchase, and tailored payment plans to meet diverse customer financial needs.

## **Robust Compliance Framework**

Ensuring IFRS 16 readiness, GDPR adherence, and alignment with local regulations for secure partnerships.



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# Embedded Finance Model

## **Seamless Integration**

Embedded finance integrates financing directly into vendor sales processes for a smooth customer experience.

## **Real-Time Financing Features**

Includes real-time quotes, instant approvals, and co-branded portals to enhance the buying journey.

## **API and Customization**

APIs and customizable interfaces ensure smooth system integration and brand alignment.

## **Strategic Vendor Partnership**

Positions vendors as strategic partners aiding customer growth and investment decisions through finance embedding.



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# Conversion Impact

## **Increased Deal Closure**

Vendor finance strategy boosts deal closures by up to 30% through flexible financing options.

## **Reduced Sales Cycle**

Average sales cycle shortens by about 40%, enabling faster transaction processing for vendors.

## **Improved Customer Retention**

Monthly payment plans increase customer retention by offering convenience and affordability.



# Customisable Programmes

## Programme Customisation

Vendor finance programmes are tailored to meet specific partner needs, ensuring alignment with their brand identity and customer expectations.

## Sales Training and Enablement

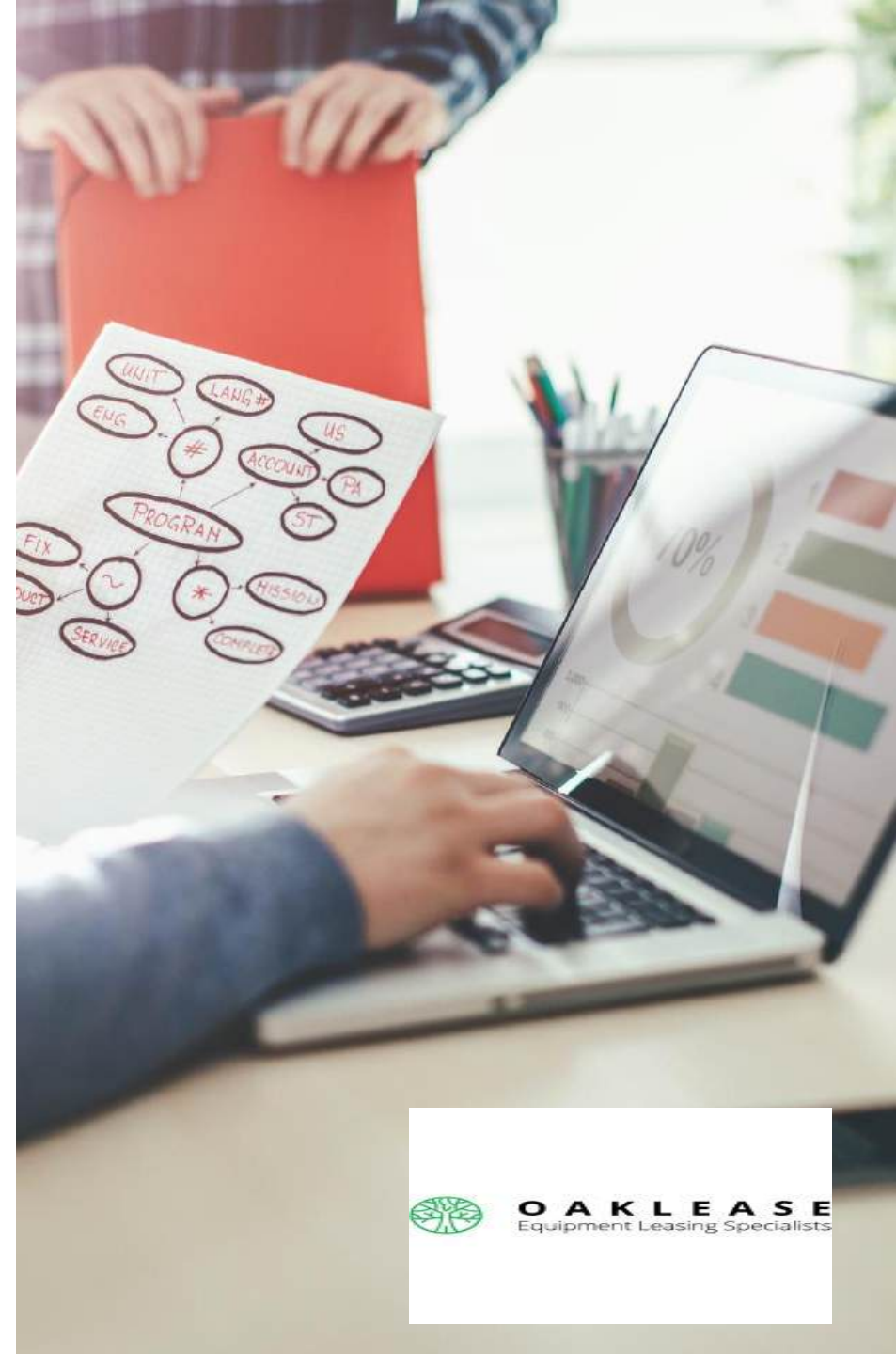
Sales teams receive thorough training and resources to confidently communicate financing options to customers.

## Marketing Support Materials

Marketing support includes brochures, calculators, and landing pages designed to boost customer engagement and conversion rates.

## Enhanced Competitiveness

Tailored financing programmes help vendors strengthen their sales strategies, increasing competitiveness and customer satisfaction.







# Pan-European Coverage

## **Extensive European Presence**

Local teams operate in key European markets including the UK, Germany, France, Italy, Spain, and the Nordics.

## **Multilingual Support**

Multilingual support and documentation ensure smooth communication and compliance across different markets.

## **Tailored Compliance Solutions**

Solutions customized to meet local tax and legal requirements enable confident cross-border operations.

## **Unified Platform Benefits**

A unified platform simplifies expansion, reduces complexity, and ensures consistent service quality across Europe.



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# *ESG & Green Financing*

## **Sustainability in Finance**

ESG-linked financing supports acquiring energy-efficient and low-carbon equipment to meet corporate sustainability goals.

## **Incentive Lease Structures**

Lease options incentivise green investments and facilitate sustainable equipment adoption in the market.

## **ESG Reporting Tools**

Reporting tools help track ESG performance, ensuring compliance and appealing to eco-conscious customers.

## **Vendor Programme Differentiation**

Integrating ESG in vendor finance attracts new customers and supports sustainable future growth.

# Next Steps



## **Discovery Session**

Schedule a discovery session to understand your specific needs and goals for the finance programme.

## **Customised Finance Programme**

Co-design a tailored finance programme that aligns with your sales model and customer profile.

## **Rapid Pilot Launch**

Launch a pilot programme within 30 days through a streamlined onboarding process for quick results.

## **Scalable Growth**

Use a phased approach for iterative improvements, scalability, and long-term success in the market.