



DE LAGE LANDEN

Your Global Leasing Partner

With a growing presence in the region, De Lage Landen brings leasing and vendor finance expertise from the Netherlands. HANS LOTH, Managing Director for De Lage Landen Asia speaks on how the company's asset based financing programs can help to enhance the value proposition for equipment vendors here.

De Lage Landen, a fully owned subsidiary of Rabobank Group, specializes in asset-based financing programs for equipment manufacturers, dealers, distributors and end users all over the world.

A focus on partnership has earned the Dutch financier a strong reputation in vendor finance across Europe and America. In Asia since 2004, business has been developing at a healthy pace in China, Korea and Singapore.

According to Managing Director for Asia, Hans Loth, prospects in the region are promising. "Asia is a strategic market and we see a lot of potential for growth. With more than 40 years of expertise in implementing and successfully managing local and international finance programs, De Lage Landen is uniquely qualified to provide Asian vendors with professional outsourced financial solutions necessary to attain their sales and financial objectives."

Continuous Innovation

"Our emphasis on partnership means we are committed to deliver top quality solutions and services to all our customers we serve. We seek to enrich the value proposition of our partners by providing them with the best finance products and services to offer to their customers. We work closely with our partners to develop finance programs that support their overall business objectives by



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understanding their distribution strategy, enhancing the brand of their finance solutions and providing customized point of sale support. We also aim to deliver continuous innovation in both products and services, helping us and our partners build and maintain competitive advantage."

De Lage Landen has a proven track record providing small to middle ticket leasing in a select number of vertical industries including food and agriculture, healthcare, office technology, construction, industrial and transportation.

"By specializing on selected industries, we have a deep understanding of our customers' businesses, the technologies and equipment involved, and their commercial challenges. While expanding the portfolio in our traditional business segments, we are also exploring opportunities in clean technology."

De Lage Landen is also committed to incorporate corporate social responsibility into its business model. In 2010, it won the first ever Green Lessor of the Year award that was presented at the annual

Asset Finance awards dinner in Milan. ■

For additional information please visit www.delagelanden.com

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partners in finance