



Decision Points... *Brief*

JULY 2007

A message from Derek Soper,
Chairman of The Alta Group Ltd -

The second quarter of every year seems to be a time of travel. This is particularly so for the large Alta contingent based in Europe, not only when working on projects for clients, but also for regular meetings with Alta colleagues. This is something we do frequently to remain abreast of worldwide industry developments. In the last few months we have held group meetings in Kiev, Milan and Rio de Janeiro. In this newsletter we provide you with fresh insight gained, which we can use for the benefit of our clients.

BEIJING CONFERENCE HIGHLIGHTS CHINA MARKET'S POTENTIAL AND PITFALLS FOR LEASING INDUSTRY

In April, four Alta members from three different continents spoke at a conference in Beijing. Delegates not only came from across Asia, but also from Australia, Europe and the USA. To learn more about what happened, we provide two reports: [Derek Soper's article](#) in LeasingLife, and [Alan Leesmith's article](#) in LeasingWorld.



Pictured at the Beijing Conference are, from left to right: Jon Fales, North America; Don Chan, China; Derek Soper, Europe; Wayne Yau, China; and Alan Leesmith, Europe.

PROFILE



MALCOLM OGLE
The Alta Group

Malcolm has been a Principal of The Alta Group since its early days, before we had any colleagues in Continental Europe. He has played an active role in Alta's development and growth ever since. Malcolm's decades of experience at the highest levels in the industry, bring with it skills that cross a wide range of leasing sectors, from middle ticket vendor to aircraft. He also has the geographical experience of running businesses across Europe. In the last decade, Malcolm has extended that experience to markets beyond Europe. His sound thinking and rational analysis of each client's commercial situation enable Malcolm to be particularly adept at strategic planning.

[\[Read the full profile\]](#)

We have included another of Derek's articles, [Staying Out of China](#), which provides historic background and current observations.

Alta's imaginative approach to this market enables it to help lessors enter the market without having to subscribe \$10m of capital to obtain a licence before they are satisfied that the right opportunities exist for them. The interest saving on this aspect alone is significant even before considering the mitigation of risks. To learn more about Alta's low-cost option for entering the market contact [Derek](#) or [Alan](#) direct.

ANNUAL CONFERENCE MOVES TO RIO de JANEIRO

The annual gathering of Alta members continues to move around the world to ensure that everyone keeps up to date with international developments. These meetings have become even more important as our clients look to us to support them globally and help them break into new markets. This May, we gathered in Rio de Janeiro. You can read a brief report identifying some of the key issues discussed and see some informal photos. [\[See the article here\]](#) Immediately afterward, Alta held the first Latin American Leasing Leadership Summit, which provided an opportunity for us to meet with Latin American lessors in an inclusive style of debate and discussion. Read a report on the Summit by Rafael Castillo-Triana, who heads Alta's Latin American team. [\[See the report here\]](#) To learn more about Alta's activities in Latin American contact [Javier de León Blanco](#).



Alta's Javier de León Blanco (seated, left) and Rafael Castillo-Triana (seated, right). Luiz Gastão Leães Filho, an attorney for lessors in Brazil, is standing.



NADA BURIC
The Alta Group

Nada joining us gives us three firsts for Alta in Europe: our first Lady, our first Lawyer and, being based in Ljubljana, our first member in Eastern Europe. All three are important, but with the growing level of work we are undertaking for clients in the CEE, Nada's work carries even more importance. Her experience in both cross border and M&A transactions is particularly relevant in a region undergoing significant development and expansion.

[\[Read the full profile\]](#)

WHY ALTA MEMBERS FREQUENTLY VISIT AUSTRALIA



Read why Alan Leesmith and Derek Soper were in Sydney earlier this year and why Alta considers Australia an important market which warrants frequent visits. It is not just the sun, excellent food and highly sought after lifestyle, but economically Australia has in fact been one of the most successful countries of the last decade. [[Read the full article](#)] For more details on Alta's Australian activities, please contact [Alan Leesmith](#).

WHAT SHOULD LEASING SURVEYS REALLY PROVIDE?

All businesses at one time or another make decisions based on surveys or opinion polls, but do they really get the correct information to enable them to make important marketing decisions? Most of the time probably not, since in reality published "Headline" surveys often bear little resemblance to a company's specific needs. Surveys can of course be exceedingly valuable when they are properly conducted and targeted, giving companies extensive insight into customer needs and views regarding both their own businesses and their competitors. This is particularly important in the vendor leasing business. [[Read the full article](#)]

ALTA'S M&A EXPERTISE HELPS BIBBY FINANCIAL

Alta's involvement in mergers and acquisitions can vary from taking a lead role, to advising alongside a leading investment bank to provide specialist leasing advice. Earlier this year, Bibby Financial Services sought Alta's assistance in the acquisition of a Czech factoring company. To learn how Alta Principals Marc Tendler and Marc Baert went about the task [[Read the full article](#)]. To find out more about Alta's M&A activities contact [Charles Taylor](#), the Head of Alta's M&A Group in Europe.

EVENTS

LEASEUROPE
ANNUAL CONVENTION
Edinburgh 30th Sept – 2nd Oct 2007

The Alta Group is pleased to confirm that it will again be an exhibiting sponsor at the Eurofinas and Leaseurope Joint Annual Convention. The theme for this year's convention is "New frontiers for growth in Europe and beyond," reflecting the fact that Europe is now the world's largest leasing market and European lessors are becoming significant players worldwide. As always, a diverse range of business leaders, regulators and industry experts will be looking at the broader issues affecting the growth of leasing industries in Europe and major developing markets. More details can be found on the special conference Web site.

[[Get more information](#)]

PACIFIC CAPITAL SALE CLOSES IN RECORD TIME

Leveraging its contacts throughout the North American equipment leasing and asset finance industry, Alta played a key role in the sale of Pacific Capital Bank's small-ticket leasing division to LEAF Financial Corporation. The transaction took a mere 12 weeks to complete, thanks in large part to Alta's work in preparing a comprehensive summation about the opportunity and the firm's ability to target it toward a select group of potential buyers. For more about the transaction [[Read the full article](#)]

Editor's Note: Decision Points Brief is a free, quarterly newsletter published by The Alta Group. The Alta Group is a consultancy in the global equipment leasing and finance industry.