



The Alta Group <sup>SM</sup>



Global Experience Provides Direction for Equipment Leasing and Asset Finance

*Through collective knowledge and experience, The Alta Group provides value for its clients in the global equipment leasing and finance industry in outcomes that increase revenue, control expenditures and improve productivity and profitability.*

# New Directions

March 2009

The Alta Group - EMEA Region

[Join Our Mailing List!](#)

A new year, abundant challenges but also opportunities for the adventurous - and a new direction for The Alta Group's EMEA Region. Malcolm Ogle, an Alta Principal and Director since 2001 with more than 30 years' leasing and asset finance experience, has recently taken over as Chairman.

Malcolm relishes the opportunity to head the EMEA team at a time when Alta is identifying many opportunities to add value for our clients.

In our first newsletter of 2009, Malcolm shares his thoughts on the marketplace and outlines Alta's capabilities.

# Alta steers a new course



## No room for shrinking violets

Commenting first of all on market conditions, Malcolm says: "Economic downswings present openings for leasing and asset finance companies that are prepared to think outside the box and, as necessary, adapt their business model. Out of every recession stronger companies emerge and new ventures appear. Recessions are evolutionary and gains made during challenging times tend to endure. It is imperative to identify and seize the opportunities."

In the prevailing climate, Malcolm stresses the importance of remembering that there is still a level playing field. The problems besetting any business are also, to a greater or lesser extent, challenging its competitors. The focus should be on prosperity - ensuring that the business has a strong value proposition, provides a high level of service to attract and retain customers, demonstrates the value add at every opportunity and remains focused on the best sources of revenue and profitability.

"As weak companies fail or scale back on their activities, holes appear that the strong can exploit," Malcolm comments. "Innovation should be high on the industry's agenda as it strives to rise to the challenge of creating and sustaining value."

## Critical Thinking, Creativity and Change

In recognising the challenges facing the industry in an unprecedented and global economic downturn, Alta is also changing. Focusing on how it can bring new value to its client relationships, Alta has recently attracted a number of new high-calibre Principals with additional skills to expand the business geographically and to enhance its expertise.

Individually, team members are concentrating on activities that best suit their own skills, but corporately the group can now bring significant intellectual resources to bear on a much wider range of issues.

Alta's specialist advisory capabilities in the UK, Europe and across the world have never been greater, as changes here in EMEA are reflected in the Alta regions of North America, South America, China and APAC.

## Championing change

Alta has introduced "Champions" for key business sectors:

- **CAPTIVES:** Captive finance and vendor programme development - Sales aid programmes have never been more important.
- **M&A:** Advising on all forms of Mergers & Acquisitions from idea conception to conclusion; including proposal preparation, valuation, market assessment, negotiation, executive support, commercial due diligence and integration.
- **RESTRUCTURING:** Inevitably, there are, and will continue to be, businesses sold and/or portfolios run down. Equity is available, but little debt. Alta can assist, for example, in advising on ways to exit a business or business line, provide senior interim management or in facilitating a sale.
- **STRATEGIC PLANNING:** What makes companies succeed or falter? How to avoid the pitfalls or put the business on a winning course.
- **MARKET INTELLIGENCE:** Competitive benchmarking and how to adjust competitive positions and gain market advantage.
- **GLOBAL REACH:** Leveraging Alta's global capability - Forging stronger links between EMEA and the Alta network spanning North America, South America, China and APAC.
- **PROFESSIONAL ADVISERS:** Developing stronger relationships with advisers who may benefit from access to Alta's unrivalled detailed industry knowledge and expertise.

## Alta can help

Equipment leasing and asset finance executives face a multitude of challenges in today's global pressurised marketplace forcing them to make tough decisions. Alta uses its global experience, critical thinking and creativity to help businesses develop and implement innovative solutions that are tailor-made for each client's unique needs.

If your business is wrestling with any strategic or operational issues; or requires professional training, education and senior executive mentoring; or needs litigation support or mediation and dispute resolution, Alta has the expertise and we are here to help you achieve your goals.

## Global experience and expertise add value

Alta's multi-skilled asset finance professionals have extensive hands-on experience running leasing companies and in all aspects of leasing. They draw on this specialist industry knowledge to help clients bring innovative solutions to market. By providing business intelligence and objectivity, they are able to evaluate and address diverse issues and help to deliver solutions that increase efficiencies and improve the bottom line.

Malcolm says: "[Meet the key members of the team](#) and learn about their individual areas of expertise. Our job is to help businesses create and exploit opportunities, make the right decisions and implement practical solutions to steer a successful course. In addition to our Principals we have Associates and Business Partners with a wide range of complementary niche skills enabling us to provide the industry's leading specialist professional advisory service. Talk to us, let us explain how we can bring you the extra advice and support that will make a difference."

If you would like to discuss, confidentially, any of the issues facing your organisation and learn how Alta can help, call Malcolm on +44 1825 713356 or +44 7740 723466 or email [malcolmogle@thealtagroup.eu.com](mailto:malcolmogle@thealtagroup.eu.com)

[Alternatively contact any of our Principals directly](#)

# Alta's EMEA Team

## UK

Malcolm Ogle - Chairman

- Strategically analyses business operations and processes, supporting short- and long-term planning to meet objectives.
- Identifies M&A targets and purchase and disposal opportunities, negotiates deals and undertakes due diligence.
- Provides market analysis and intelligence for companies interested in expanding their reach in Europe, Middle East and Africa.

Contact details

T: +44 1825 713356

M: +44 7740 723466

[malcolmogle@thealtagroup.eu.com](mailto:malcolmogle@thealtagroup.eu.com)

Jeff Addison - Principal

- Advises on sales aid and vendor finance opportunities drawing on vast industry experience.
- Evaluates UK and international M&A opportunities, including integration, strategy re-alignment and restructuring, and new-starts.
- Develops motivational and mentoring tools and helps drive performance

improvements and industry best practice.

Contact details

T: +44 1296 620430

M: +44 7836 229988

[jeffaddison@thealtagroup.eu.com](mailto:jeffaddison@thealtagroup.eu.com)

### Alan Leesmith - Principal

- Focuses on international M&A opportunities and has strong connections across Europe, Asia and Australia.
- Supports leasing companies, equipment vendors and manufacturers in establishing, expanding and improving their customer financing programmes domestically and internationally.
- Helps businesses with marketing and strategic planning.
- Identifies sales opportunities and helps businesses maximise their potential.

Contact details

T: +44 1444 417688

M: +44 7831 200087

[alanleesmith@thealtagroup.eu.com](mailto:alanleesmith@thealtagroup.eu.com)

### Steve Robinson - Principal

- Uses his global mindset and on the ground experience of living and working internationally to identify business opportunities; his knowledge of Asia greatly enhances Alta's activities in the region.
- Supports businesses with development and sales and relationship/account management; his drive, determination and strong people skills are important strengths.
- Helps implement and manage new-start and growing companies and has in-depth knowledge of multi-country captive finance companies - particularly in technology, office equipment and healthcare - and vendor programmes - notably in healthcare, software and technology.

Contact details

M: +44 7515 639777

[steverobinson@thealtagroup.eu.com](mailto:steverobinson@thealtagroup.eu.com)

### Marc Tendler - Principal

- Works closely with clients, often on long-term projects, on important strategic issues and actively participates in implementing solutions. Has in-depth experience of diverse financial service operations including the manufacturing sector and car full-service leasing.
- Undertakes commercial and budget/financial reviews for country and business operations.
- Assists businesses with geographic and sector market entry/exit strategies; M&A; vendor and captive programme management; and outsourcing.
- Conducts lessor and captive competitor analysis and benchmarking.

Contact details

T: +44 1923 833503

M: +44 7971 787543

[mtendler@thealtagroup.com](mailto:mtendler@thealtagroup.com)

## Spain

### Javier de León Blanco - Principal

- Uses his extensive knowledge and experience of the Spanish market to support domestic leasing companies and companies looking at Spain.
- Identifies leasing and vendor finance opportunities.
- Advises on all aspects of launching, developing and managing a business.

#### Contact details

T: +34 913952828

[javierdeleon@thealtagroup.eu.com](mailto:javierdeleon@thealtagroup.eu.com)

### Miguel Vara Luna - Principal

- Uses his knowledge and relationships in the Spanish corporate and banking market to provide complementary expertise covering a wide range of products and customers.
- Provides strategic advice and M&A services.
- Draws on his extensive knowledge of the Spanish leasing market and experience of driving change to support companies.

#### Contact details

T: +34 913952828

[miguelvara@thealtagroup.eu.com](mailto:miguelvara@thealtagroup.eu.com)

## Italy

### Fabio Cosimetti - Principal

- Specialises in small ticket vendor leasing.
- Uses in-depth knowledge of regulatory developments in the Italian leasing industry to identify and evaluate opportunities for qualified investors to develop their business and seize commercial benefits.
- Assists businesses with acquisition, expansion, restructuring and disposal strategies.

#### Contact details

T: +39 0185 456050

M: +39 335 5293501

[fcosimetti@thealtagroup.com](mailto:fcosimetti@thealtagroup.com)

## Belgium

### Marc Baert - Principal

- Focuses on Central, Eastern and South-Eastern European emerging markets to support their continuing expansion and route to maturity.
- Provides practical advice, training and guidance to the CESEE region.
- Shares his vast experience of negotiating at the European institutional level.

#### Contact details

T: +32 2 662 14 01

M: +32 475 48 91 51

[marcbaert@thealtagroup.eu.com](mailto:marcbaert@thealtagroup.eu.com)

New Directions is a free newsletter published regularly by The Alta Group. The Alta Group is a consultancy in the global leasing and finance industry.

Sincerely,

Alan Leesmith  
The Alta Group Ltd

The Alta Group Ltd | Alan Leesmith | Tel +44 1444 417688 | Cuckfield | West Sussex | RH17 5EB | United Kingdom

---