



Key Equipment Finance
Opening doors for success.



Customer Success Story

Key Equipment Finance UK Limited structured a straightforward transaction that matched the useful life of the assets, offered flexible terms and financed fit-out costs as part of the package.

Sale and Leaseback by Key Equipment Finance

When this client decided to move its offices to another location, management took advantage of the opportunity to update office furnishings, partitioning, audio-visual equipment and telephone systems. Key Equipment Finance UK Limited structured a straightforward transaction that matched the useful life of the assets, offered flexible terms and financed fit-out costs as part of the package. In addition, Key followed through on its promises and closed the nearly \$7 million transaction within the required timeframe.

Business Benefits

- Staff were able to move into a state-of-the-art building with up-to-date furnishings and systems
- Additional soft costs were rolled into the financing package
- Financing was completed on a tight deadline

Financial Benefits

- Entire facility was financed by a single source
- Client was able to release non-core assets in line with its broader treasury management activities
- Market competitive financial structure

The Challenge and Key's Solution

When an internationally successful, independent research company, located just outside London, moved into new offices, management wanted to upgrade much of the new surroundings for its 500 employees. In order to take advantage of best-value pricing, the company used cash to purchase office furnishings, partitioning, audio-visual equipment and telephone systems. Their sub-subsequent plan was to employ a sale-leaseback strategy to recoup the multi-million dollar cash outlay at a later date. They wanted to make sure their money was no longer tied up in non-productive assets.



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The Challenge and Key's Solution

The company contacted various equipment lessors to compare offerings, and Key Equipment Finance UK Limited faced stiff competition. At first, the company believed that the other lessors were offering better value and were close to awarding the contract to one of them. But after seeing the competitor's complex pricing structure, they decided to take a closer look at the transaction.

They discovered that, perhaps, they were not getting the best value after all. They invited Gary Dougan from Key Equipment Finance UK Limited, to return to explain Key's proposal. When Gary described the simplicity of Key's offering, the company realised that Key had a more compelling transaction. The competitor was not able to offer the 7-year terms that the company wanted, and some of the costs had been hidden in the pricing. In addition, the financing was to be shared by two lessors, which would have doubled the necessary paperwork and added another party to the arrangement.

Key not only offered a single source of financing but also offered a better price along with longer terms that better matched the company's write-off period for the furniture. Rather than forcing the client to fit into the lessor's needs, Key Equipment Finance UK Ltd. was able to think outside the box and develop a financial proposal that met the client's specific requirements.

About Key Equipment Finance

Key Equipment Finance is a leading provider of technology equipment & solutions financing. We customise financing products to meet your specific business objectives. Key Equipment Finance offers an extensive range of capabilities, tailoring services to meet

the needs of a broad spectrum of clients. All our products and solutions are the combination of years of experience and knowledge of our customers and market requirements.

As an affiliate of KeyCorp (NYSE: KEY), one of the largest financial services company in the US, Key Equipment Finance has a strong financial background. We have a proven history and have conducted business for more than 38 years. Our employees provide clients with best-in-class financial solutions in more than 30 countries worldwide.

In Western Europe, we conduct business in 15 countries. KeyCorp provides us with a strong source of funding, as well as direct

access to some of the most knowledgeable experts and most extensive resources in the industry.

“I appreciate the way Key handled the transaction in terms of rate, flexibility and deadlines. They took the time to really listen to our financial objectives, and then they went out of their way to meet our needs. In the end, they were the right choice for us.”

Financial Director of Client

For more information visit www.KEFonline.eu