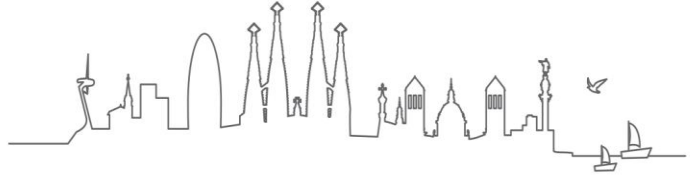


EUROPEAN LEASING
Annual Convention



9 & 10 October 2014 • Grand Marina Hotel • Barcelona, Spain • www.annual-convention.eu

Barcelona 2014

Convention Programme

As Europe is gradually emerging from the crisis, players in the leasing and automotive rental industry are adapting to the shifting landscape with cutting-edge approaches and new business strategies.

The 2014 programme will look into very timely questions such as:

- What are the views from across the European leasing and automotive rental industry on future trends?
- Is there a need for a fundamental business transformation and does the future of the industry lie in the provision of services?
- Big data: what are the opportunities, risks and challenges?
- Cloud computing and digitalisation: will complex solutions continue to develop as well as requests for financing?
- What are the integrated mobility solutions which are likely to be tied with fleets in the coming years?
- How can we optimise our business under Basel 3?
- Will innovation in the business lead to a possible polarisation of the industry?

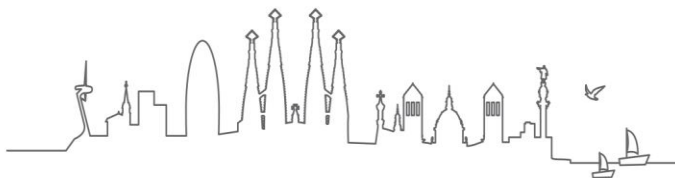
The 2014 Convention will seek to address these practical day-to-day and strategic issues in a series of unique sessions spanning 1.5 days via presentations and panel discussions involving business leaders and industry experts.

Delegates will come away with an in-depth insight into the new environment, latest trends and on how they will impact the business.

In addition to the Convention's regular programme, a **special session** is organised on Friday morning by Linedata, Leaseurope's Basel 3 research sponsor. This session will offer an opportunity for delegates to find out more about the impact of regulation on IT process developments and the role of sound research to better understand the impact of proposed regulations on the business.

**More details on the programme,
its sessions and confirmed speakers
overleaf >**

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Thursday

9 October

13.00 > 14.00 // Convention Registration & Welcome Refreshments

14.00 > 15.30 // Opening Plenary

- > Keynote Speech - Big Data: Inspiration for Financial Services
- > Keynote Speech - Sharing the Passion for Innovation

15.30 > 16.00 // Refreshments in Exhibitors Area

16.00 > 17.30 // Leasing in Europe and beyond - State of Play and Outlook

- > Insight into European leasing markets
- > Industry leaders share their views on the state of the leasing & automotive rental markets in an interactive panel

19.30 > 23.00 // Welcome Cocktail Reception & Walking Dinner
At the Eurostars Grand Marina in a stunning environment right by the sea

Friday

10 October

09.00 > 10.30 // **Concurrent Sessions**

Financing the Third Platform // Mobility Financing // Special Session: Impact of Regulation on IT Process Developments

Financing the Third Platform

Examining the challenges behind complex IT solutions financing

- > Presentations and debate will address the following:
 - The concept of "IT as a Service" (ITaaS)
 - A vendor's cloud offer
 - Structuring service contracts
 - Contractual issues to be aware of
 - Dealing with operational risks
 - How are financiers doing in the USA?

Mobility Financing

Industry professionals share their experience on:

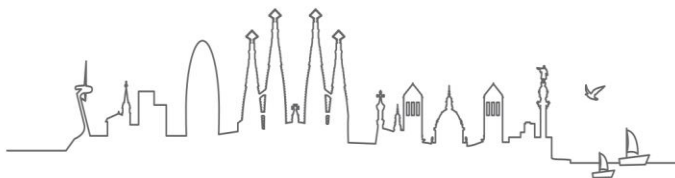
- > Telematics and connected highways
- > How to make integrated mobility solutions work
- > Financing the car of tomorrow

Impact of Regulation on IT Process Developments

Looking at the need to quantify the real impact of regulation, including on IT systems

- > Brief overview of Leaseurope's Research programme
- > Main Findings of Leaseurope's Basel 3 Research
- > How to deal with increasing IT changes prompted by regulation?
- > Case study on the impact of new regulation on IT systems and lessons learned

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10.30 > 11.00 // Refreshments in Exhibitors Area

11.00 > 12.30 // **Concurrent Sessions**

Developing Service Solutions // Business Optimisation under Basel 3

Developing Service Solutions

This session will delve on different innovation paths the industry could take to deliver service solutions.

Case studies from practitioners in 4 different areas:

- > Healthcare
- > Construction
- > Logistics
- > Mobility

Business Optimisation under Basel 3

Industry professionals from different backgrounds provide their view of the strategic impacts of Basel 3.

- > Perspective 1 – the view of a bank owned asset finance company
- > Perspective 2 – the view of a hedge fund
- > Perspective 3 – the view of a global car leasing firm
- > Perspective 4 – the view of a pan-European consumer credit player

12.30 > 14.00 // **Networking Lunch in Exhibitors Area**

14.00 > 15.30 // **Concurrent Sessions**

The Leaseurope's Future Group // Lease Accounting

The Leaseurope's Future Group

Young talents of Leaseurope's 2014 Future Group will present ideas on how to harness or integrate the potential of a disruptive innovation like new manufacturing technologies or digitalisation.

Lease Accounting

The IASB's Lease Accounting Project: Tacking stock and projecting forward

15.30 > 17.30 // **Farewell Drink**

Confirmed Speakers and Moderators include:

Tim Albertsen, Deputy Group CEO, ALD International

George Ashworth - Managing Director, ABN AMRO Lease UK Branch

Jean-Philippe Assous – Head of Legal, Societe Generale Equipment Finance

Martyn Briggs - Programme Manager, Mobility, Automotive & Transportation, Frost & Sullivan

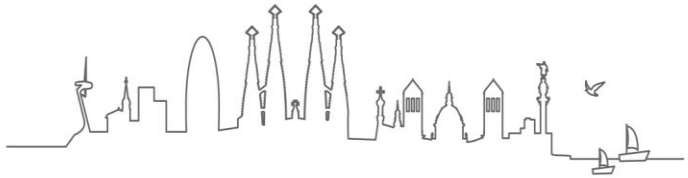
Laurent Briziou - CEO, Exaegis

Benoît Chenu - Head of Sales & Marketing, Societe Generale Equipment Finance

Enrico Duranti - CEO, Iccrea BancaImpresa

Christophe Duprat - Director of Strategy, ALD International

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Philip Evans – Senior Partner & Managing Director, Boston Office, the Boston Consulting Group

Claude Grandfils – Chief Financial Officer, Credit Agricole Consumer Finance

Eric-Mark Huitema - Global Smarter Transportation Leader, IBM Corporation

Vesa Koivula, CEO, Cramo

Theo Kuipers - Senior Corporate Vice President, Control, Reporting & Tax, LeasePlan Corporation

Frederic Le Verdier - Senior Director, Financial Solutions, Toyota Industries

Jean-Marc Mignerey - Independent Board Director & Consultant

Kai Ostermann - Chairman of the Board, Deutsche Leasing

Jukka Salonen - CEO, Nordea Finance & Chair, Leaseurope

Justin Staadecker - Principal Highbridge Securities

Michael Stilp - CEO, Equigroup

Nico Uijterwaal - CRO ABN AMRO Lease

Stephan van Beek - Senior Director, Sales & Marketing Development EMEA, Oracle

Norbert van den Eijnden, CEO, Alphabet International

Mark Venus – Head of Recovery & Resolution Planning, BNP Paribas

Adam D. Warner - President, Key Equipment Finance