

## RELIABLY SUCCESSFUL

WITH THE RIGHT FINANCING

2017

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WE FINANCE YOUR BUSINESS

#### YOUR ADDED VALUE IS OUR MISSION

A motivated approach makes it easier to achieve your goals. That's why we're so enthusiastic about our most important task of all: boosting your added value. With solutions that create a benefit – by building up capital instead of tying it up – and increase your competitiveness as a result.

As our history goes to show, we're good at what we do: we've been growing steadily ever since our founding in 1978. What started out as a sole proprietorship has become an internationally operating group of companies offering a broad spectrum of services – from leasing and factoring all the way to various banking services.

Despite our international growth, we haven't forgotten where we come from. This down-to-earth approach makes itself felt in the way we conduct our core business as well. Our reliable, personal and on-the-spot services are still primarily geared towards small and medium-sized enterprises.

I take great pride and pleasure in that – which is why we will continue on this path in future, too. I would be delighted if you choose to join us.

Wolfgang Grenke Founder and Chief Executive Officer of GRENKE AG





#### THERE'S MORE TO VISION THAN JUST A GOOD IDEA

Successful enterprises are founded on vision, good ideas, a clear concept and the right instincts. In 1978, Wolfgang Grenke realised that leasing equipment for office communications was still an untapped market and founded the company. That business has grown into a group of companies with a range of services that enjoys global demand.



#### A VISION BECOMES REALITY

- 1978 :: Wolfgang Grenke founded the company in Baden-Baden
- 2000 :: Initial public offering
- 2005  $\it :: \ensuremath{\mathsf{The}}$  factoring division is added to the portfolio
- 2009 :: Acquisition of a private bank
- 2012 :: The first non-European location opens in Brazil
- 2017 :: The first locations in Oceania are opened in Melbourne and Sydney



#### SIMPLY SUCCESSFUL

GRENKE is a one-stop service provider, offering its customers everything from flexible leasing arrangements for their machines and IT systems to needs-based banking products and practical receivables management. Above all, we concentrate on ensuring quick and straightforward processing. That way, companies across all our business divisions benefit from our experience in the efficient handling of a multitude of transactions and the resulting economies of scale. And that adds up to a big difference. At the same time, despite our increased size, we value and cultivate personal contact with our customers and partners. For more than 35 years, your added value has been the focal point of everything we do.

#### PARTNERSHIP ON AN EQUAL FOOTING

Our in-depth knowledge of our customers' needs enables us to provide solutions that are perfectly tailored to their requirements. That's why it's important to be on the spot – whether it's in Baden-Baden, Santiago de Chile or Paris. Today, GRENKE is represented in 31 countries all over the world. Because closeness is the only way to build trust. It is essential for the successful and long-term relationships we cultivate with our customers, specialist resellers and partners – relationships that often last for decades. That is what we strive for day after day – with unwavering commitment and reliability.



## THE GRENKE GROUP REPRESENTED

# IN 31 COUNTRIES

ACROSS THE GLOBE, ON THE SPOT IN PERSON



Going the extra mile to be close to our customers. Trust results from good experiences. From closeness and reliability, transparency and long-standing cooperation. That's why we place so much value on personal contact with our customers and partners. It enables us to stay close, even at a distance. With more than 1,000 employees, we operate in numerous locations throughout the world. Right where we're needed. In Europe and far beyond – from Australia and Singapore all the way to Canada. Wherever our customers happen to be, we speak the same language, we are local, provide bespoke solutions and pride ourselves on fast reaction times.

### HEALTHY, STEP-BY-STEP GROWTH IS OUR GOAL

Even though we're expanding internationally, we never lose sight of our roots. And that down-to-earth outlook is very much appreciated by our customers, partners and shareholders. It guarantees healthy growth. Growth that is the sum total of many decisions, big and small, based not just on information from sound data analysis, but on the many talks we have with our customers and partners and the right market instincts. We have sustained this positive development for more than 35 years. More customers, more new business, more employees – whilst always managing to remain firmly in the black.

As a result, 2016 saw a further 15.8 % increase in new business to EUR 1,974 million.

And we are still growing. Not only in Europe, but all over the world. In total, we are again expanding in excess of our mid-term growth target of at least ten per cent while continuing to remain highly profitable.

Especially in view of world developments in recent years, we are very much aware that stability and risk limitation are crucial. That's why our broad-based global financing is such an important pillar of our strategy. It is based on a multitude of different instruments and refinancing partners. The international rating agency Standard & Poor's has reaffirmed our BBB+ rating and Gesellschaft für Bonitätsbeurteilung (GBB) has awarded us its A rating for "high financial standing".

We want to sustain this performance long-term. By creating added value for our customers on a sound financial basis – and continuing to grow healthily.



### >>> 1,974 MIO. EUR NEW BUSINESS

NEW BUSINESS OF THE GRENKE GROUP INCL. FRANCHISE PARTNERS IN EUR MILLION\*



\* Sum of acquisition costs for newly acquired leased assets, factoring volumes and start-up financing

## WE'RE THERE WHEN YOU NEED US.



WITH LEASING, FACTORING AND OUR OWN BANK. WITH EXPERTISE AND ENTHUSIASM. WITH FINANCING SOLUTIONS AND SERVICE CONCEPTS THAT FIT YOUR NEEDS. BECAUSE THEY DELIVER BENEFITS, GIVE YOU MORE FREEDOM AND STRENGTHEN YOUR COMPETITIVE POSITION.

#### LEASING

## INVEST IN GOOD IDEAS AND LEASE YOUR HARDWARE

Technology should adapt to humans, not the other way round. And with our financing solutions, we make sure it stays that way. That means companies can always count on having state-of-the-art hardware, leaving them free to concentrate on more important things. Because IT equipment, telecommunications solutions, copiers and many other things can all be leased, simply and fast. And that pays off, even when the amounts involved are small.

Unlike expensive investments that tie up liquidity, leasing conserves equity. It strengthens a company's financial standing, partly also because it improves planning reliability: fixed rates are a predictable quantity.

Flexibility is particularly important for small and medium-sized enterprises. We know that from our own experience. That's why we've developed a wide range of innovative financing concepts that go far beyond the scope of a classic leasing contract. Together, we work out the right solutions. We provide advice independently of manufacturers and banks. That's what makes GRENKE such an interesting partner – especially for specialist resellers. We provide support not just for standard needs but for individual customer requirements as well. And thanks to online processing, that support is fast and straightforward.

With the eSignature, resellers and customers in 14 countries can now sign their contracts digitally – just one of the ways GRENKE is making leasing easier than ever before.

### INDIVIDUAL SOLUTIONS



#### DIVERSITY THAT PAYS – GIVING YOU MORE LEEWAY FOR YOUR DECISIONS

STRUCTURE OF LEASING PORTFOLIO IN 2016 GENERAL OFFICE TECHNOLOGY 3.6 %

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SECURITY EQUIPMENT 5.0 %

MEDICAL EQUIPMENT 3.8 %

MACHINERY AND GENERAL EQUIPMENT 9.4 %

TELECOMMUNICATIONS EQUIPMENT 12.2 %

As a medium-sized enterprise ourselves, we know all about our customers' special requirements. That's why we provide leasing arrangements and rental models that grow with their needs. That gives companies the freedom to accomplish their best. This is reflected in the broad scope of our leasing portfolio: from classic photocopiers, information technology and telecommunications equipment all the way to furnishings for doctor's offices, medical equipment and machinery. In fact, there's hardly anything we don't finance. And that gives our customers the leeway they need to develop freely.

NOTEBOOKS 3.3 %

IT EQUIPMENT (WITHOUT NOTEBOOKS) 29.9 %

LEASE FINANCING START-UP LOANS FIXED-TERM DEPOSITS

#### BANK

### WHATEVER YOUR PLANS, YOU CAN RELY ON US

Banking between equal partners. Reliable, competent and trusting. With GRENKE BANK AG, we have expanded our range of services and are now better equipped to meet our customers' requirements than ever before.

The first step is always the hardest. That's why we provide special support to help start-ups and young entrepreneurs grow their business. They can, for instance, benefit from GRENKE Bank's quick and straight-forward assistance when applying for reduced-interest business development loans from KfW-Mittel-standsbank and L-Bank Baden-Württemberg. In addition, GRENKE Bank provides strong backing for the allocation of microloans from Germany's Federal Ministry of Labour and Social Affairs (BMAS).

But our services are interesting for established medium-sized enterprises and freelancers as well – together with GRENKE AG, for instance, we have convinced the relevant business development banks to include leasing in their programmes.

The attractive interest rates of our fixed-term deposits have been convincing private and institutional investors for years. We also use our banking clients' deposits to refinance leasing contracts. All fixed-term deposits are additionally protected by the Deposit Protection Fund of the Association of German Banks.



#### FACTORING

#### CASH FLOW BEFORE YOUR CUSTOMER PAYS

Money isn't everything. But without liquid funds, even the best company will eventually run out of steam. Thanks to factoring, our customers stay solvent. We manage their receivables with all the risks that entails – and our customers benefit from sound cash flow, an improved equity ratio and greater flexibility.

The work is done, the product delivered and the invoice sent. But there's no sign of payment. A situation that many small and mediumsized enterprises are all too familiar with: accounts receivable cost time, money and peace of mind.

Our solution: factoring with GRENKE. We pay receivables within 24 hours – therefore effectively easing the pressure on our customers' bookkeeping. Because we take care of the jobs that are particularly time-consuming and nerve-racking, such as the collections process. We check incorrect transfers, non-assignable incoming payments, incorrect discounts, wrong account numbers and much more.

We follow up on receivables decently, professionally and reliably, so that all those concerned can continue to benefit from a good and trusting relationship with their customers.

Especially during growth phases, when funds are urgently needed for new projects and investments, there are many good reasons to opt for factoring. Because it provides leeway for investments – giving our customers the peace of mind they need to make important business decisions.



**GIVE YOURSELF** NEW FREEDOM FOR INVESTMENTS AND GROWTH. OUR GOAL IS TO CREATE ADDED VALUE FOR YOU. WITH MORE THAN 1,000 EMPLOYEES WORLDWIDE.

## SIMPLE

## FAST

## PERSONAL





#### STRATEGIC MOVES FOR SUCCESS

A chess move is the result of a decision based on analysis, instinct and logic. But at the same time, a chess set consists of a board with 64 squares and 32 pieces that can be used to make millions of different moves. Success hinges on making the right decisions time after time. Move by move, those decisions ultimately lead to the goal. In business, that goal is often measured in numbers, while its achievement depends on trusting relationships between people. That's why personal contact is so important to us. Because success is rooted in complex networks and in trust-based cooperation. The expertise and commitment of our staff provide the ideal basis for that – and are the result of a long history of making the right decisions.





www.grenke-group.com