



## PRESS RELEASE

### **BNP Paribas Lease Group and ALOKA sign commercial partnership**

**Paris, September 20, 2007** – BNP Paribas Lease Group, the leading French and European financier of professional equipment, and ALOKA, Japanese manufacturer of ultrasound equipment, have signed a commercial partnership to offer ALOKA clients financing facilities for their professional equipment investment projects.

Following the success of their first project in Italy, BNP Paribas Lease Group and ALOKA were keen to build a closer working relationship and pool their respective skills for the benefit of ALOKA clients, to facilitate their acquisition of professional equipment marketed by ALOKA. The partnership agreement includes some innovative leasing solutions, which will allow BNP Paribas Lease Group to adapt its financial offers in line with market developments.

BNP Paribas Lease Group will develop a dedicated version of its Extranet for ALOKA sales teams, giving them direct access to its offers and allowing them to submit their financial applications on line. The Extranet also enables them to keep track of applications and provides detailed reporting to facilitate loyalty-building initiatives with ALOKA clientele. BNP Paribas Lease Group will train ALOKA's sales force in all the financing products to ensure that the new tools are used to their best advantage.

"BNP Paribas Lease Group has enjoyed a close, privileged working relationship with ALOKA for many years now. This recent partnership will enable us to strengthen our cooperation and our offer in the medical sector," explains Christophe Drapeau, who heads the medical market at BNP Paribas Lease Group. "We plan to extend our cooperation to Belgium and discussions are under way regarding Spain."

"BNP Paribas Lease Group impressed us with their professionalism and expertise, in particular their ability to envisage the evolutions in our own business. This partnership gives us the opportunity to develop a comprehensive offer that extends to financing and to offer our clients additional services," says Ludovic Renaud, President of ALOKA France.

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#### **BNP Paribas Lease Group (BPLG) background**

BNP Paribas Lease Group is a 100% BNP Paribas subsidiary specialized in financing investments made by companies and professionals. Its core business is financing professional equipment either acquired through the intermediary of its partner-manufacturers and importers or directly by the client company or professional. BPLG's remit is to offer customized financing solutions in the form of financial and operating leases and credit, as well as related services. BNP Paribas Lease Group has been in the business for over 50 years, and is the European and French market leader. BNP Paribas Lease Group offers manufacturers, importers and equipment vendors a comprehensive service to finance their sales, and with them builds local, national and international partnerships, ranging from simple recommendation agreements to setting up joint financial companies. For the BNP Paribas banking network, BPLG also handles the lease-financing of its customers' investments in capital goods and property. BNP Paribas Lease Group is present in 14 countries: Algeria, Austria, Belgium, France, Germany, Greece, Hungary, Italy, the Netherlands, Poland, Portugal, Spain, the United Kingdom and Ukraine.

For further information: [www.bplg.com](http://www.bplg.com)

#### **Aloka background**

ALOKA has been developing, manufacturing and marketing medical equipment for over 50 years. With its subsidiaries, ALOKA represents a major player on the market, and has a substantial clientele of gynaecologists, cardiologists and radiologists. ALOKA has specialized in ultrasound systems, radiation measurement, nuclear imagery, bone mineral density tests, clinical chemistry, therapy and surgery, to facilitate diagnosis, medical treatment and surgery.

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