

First Financial Names Robert Larscheid VP of Sales, Healthcare Division

Orange County, CA – April 13, 2020 – First Financial Corporate Services, Inc., a major independent provider of equipment leasing and financial solutions in the U.S. and Canada today announced Robert Larscheid has joined the company as Regional Vice President of Sales. In his role, Larscheid will manage customer and vendor relationships, and oversee business development opportunities for the company's healthcare division, First Financial Healthcare Solutions.

"Robert has built an extensive career in the healthcare finance industry making him uniquely qualified to drive success for our healthcare division," said David Sanborne, National Sales Manager and Senior Vice President. "Given the ongoing changes and tremendous challenges the healthcare industry is currently facing, our commitment to customers, vendors and partners is more important than ever. Robert will be instrumental in helping us meet their specialized needs so they can focus on caring for patients and staff."

"I was drawn to the company's reputation within the healthcare industry and their dedication to developing long-standing relationships with their customers," said Robert Larscheid, Vice President of Sales. "I am excited to join First Financial at this crucial time in the company's development and look forward to being an integral part of their continued success."

Robert joins First Financial after spending several years at GE Healthcare Financial Services as a Vice President, where he specialized in managing and growing the company's healthcare finance business throughout the Central Corridor. He earned a Bachelor of Business Administration degree from the University of Wisconsin-Milwaukee and is an active member of both the Healthcare Financial Management Association and Equipment Leasing and Finance Association. Robert will work out of the new Milwaukee office and can be reached directly at 262-794-7415, or by email RLarscheid@ffcsi.com.

About First Financial Corporate Services, Inc.

FFCSI is an independent provider of equipment leasing and financial solutions for businesses and healthcare providers using technology. The company assists in the management of equipment lifecycles and acquisition of new technology in three main markets: healthcare, material handling and automation, and information technology. Headquartered in Southern California, FFCSI has multiple regional office locations across the U.S. and Canada including Baltimore, Charleston, Chicago, Milwaukee, New England, Orange County, Pensacola, Phoenix, San Francisco and Ontario, Canada. The company is a member of JA Mitsui Leasing, Ltd. (JAML). JAML is a Japanese equipment leasing company providing leasing and financial solutions in Japan and Globally (offices in Asia and North America), with total operating assets of over US \$15 billion. For additional information, please visit the company's website at www.ffcsi.com. Hello, world