

New Brand Reaffirms Company's Commitment to Leasing Industry and Solutions First Customer Approach

Orange, CA, September 2, 2020 – First Financial Equipment Leasing, formerly First Financial Corporate Services, Inc., a leading provider of lease financing solutions, today announced a refresh of its core branding and launch of a new website. Reflecting on the growth and evolution of First Financial Equipment Leasing as a leader in the equipment leasing industry, the new identity elevates the focus of the company's strength, dedication, and adaptability, while honoring its long-standing *Solutions First* customer approach.

For over 20 years, First Financial Equipment Leasing has helped businesses discover better financing options and implement the latest capital equipment and technologies with customized leasing solutions. The company's extensive background covers all sectors of equipment leasing including healthcare, material handling and automation, and information technology. First Financial Equipment Leasing collaborates with an array of companies including middle market firms, vendors, dealers, hospitals, and Fortune 500 corporations, with transactions ranging from \$150k to well over \$50 million.

"Since starting this company in 2000, we have grown from humble beginnings into one of the largest independent equipment leasing companies in North America," said Richard Stebbins, co-founder/co-CEO, First Financial Equipment Leasing. "We want our valued customers, vendors and partners to know that we are the same company, with the same remarkable people, and the same commitment to service excellence – with a new, modern look."

"As we move forward into this new chapter, our goal remains the same today as it was twenty years ago – to create trusted partnerships through a collaborative approach and offer the best leasing solutions possible," said Tom Slevin, co-Founder/co-CEO, First Financial Equipment Leasing. "By listening to our customers and understanding the challenges they are facing, we find the right solutions to jointly solve their challenges and ultimately make their lives easier. And this core philosophy will remain a constant at First Financial Equipment Leasing for years to come."

According to First Financial Equipment Leasing's COO, John Sandoval, the company's newly launched website, www.ffequipmentleasing.com, offers an enhanced user experience with a clean, fresh look. "It's exciting to see how our new name, logo and branding elements give the company an energetic new visual identity with elements of our new parent company, while at the same time, honor the legacy that our founders have built. Our new branding and methodology perfectly align with the support we provide customers at every stage of a leasing transaction, and our team's commitment to providing an exceptional customer experience."

About First Financial Equipment Leasing

First Financial Equipment Leasing is an independent provider of equipment leasing solutions for companies acquiring capital equipment and technology. Through its three core divisions – First Financial Healthcare, First Financial Material Handling and Automation, and First Financial Technology – the company assists businesses through every stage of the leasing process to create cost-effective, innovative financial products tailored to their objectives.

Headquartered in Southern California, First Financial Equipment Leasing has multiple regional office locations across the U.S. and 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.ffequipmentleasing.com. Hello, world

Effortless material handling.

(At least the leasing part.)

First Financial is an independent financial services firm that can assist you with the procurement of capital equipment within the four walls of your distribution center or manufacturing plant.

Let us help you by investing in:

- Aerial & Scissor Lifts
- AS/RS Equipment
- Automated Guided Vehicles (AGV)
- Barcode Scanners
- Batteries and Chargers
- Conveyor and Racking Systems
- Forklifts
- Hydrogen Fuel Cells
- Robotics
- Spotters
- Supply Chain Software
- Vertical Lift Modules

Benefits of Lease Financing with First Financial:

- Conserves capital and provides 100% financing with no down payment required
- We make all upfront payments, so you gain the benefit of your solution when the lease commences
- Option to wrap all project costs like engineering, software, services, freight, and installation into one monthly payment
- Flexibility at end of term allows purchase of the equipment or upgrade to newer equipment

CONTACT: David Sanborne, SVP & National Sales Manager
dsanborne@ffequipmentleasing.com / 480-363-7554

Solutions First.

THE PACE OF CHANGE IS ACCELERATING

Don't let the cost of automation prevent you from moving faster. Find out how First Financial Material Handling & Automation can equip your business for the future — **TODAY.**

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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

**FIRST FINANCIAL
HEALTHCARE IS
WELL POSITIONED TO
PROVIDE HEALTHCARE
ORGANIZATIONS OF ALL
SIZES ACCESS TO
LIQUIDITY AND RAPID
FINANCING SOLUTIONS**



We realize as you scramble to do everything possible to prepare and upgrade your facilities for the threat of COVID-19, you are becoming financially squeezed. While revenues are shrinking, expenses are skyrocketing. Considering the tremendous financial pressure you are under, we understand the hard decisions you are facing.

Over the last several weeks, we have answered the call from our customers in the healthcare industry needing immediate access to capital to procure critical care equipment and medical supplies. With many lenders and service providers pulling back, we are stepping forward with 20 years of success and a strong financial backing – all to provide you with access to liquidity and rapid financing solutions.

Whatever your budget or equipment needs, we have programs available for varying levels of credit with approvals being granted on an expedited basis. We are also offering 100% financing with zero down, and a 90-day deferral on payments so you can retain your cash for emergency situations. We anticipate that as vendor lessors and banks continue to shrink away from this market, credit markets could continue to contract and become more challenging. Because we are backed by institutional investors and not a bank, we are well-positioned to finance all your procurement needs.

At First Financial Healthcare, we stand ready to take care of you so that you can focus on the care of your patients.

Contact me today for additional information: Dave Sanborne, 480-363-7554 or dsanborne@ffequipmentleasing.com.Hello, world

Worried About Staying Ahead of Your Competition?

Offer Your Customers Solutions That Others Don't

In today's competitive business climate, it takes more than just a great reputation and excellent service to win projects and grow your business. By offering financing options to your customers, you provide solutions your competitors may not.

The material handling and warehouse automation industry is achieving robust growth, but many companies lack the capital to proceed with a project...even though the ROI is obvious. This is where we come in. First Financial Material Handling & Automation is an independent leasing company that helps many manufacturers, dealers and suppliers win business. A 3-7 year lease for new equipment may be far easier to justify as your customer pays for your solution while they gain the productivity benefit. We can even wrap "soft costs" such as delivery, installation, software, and engineering into your lease.

From forklifts to fully automated distribution centers, we help our customers utilize world class technology to stay ahead of what's next. We serve a wide range of industries including manufacturing, retail, consumer products, and logistics and can write business in the U.S., Canada, and Mexico. I can assure you that the right financial package wrapped around your solution will help your sales team win more business.

Get in touch with me to learn how our Vendor Finance Programs can boost your sales and increase conversions – 480.363.7554, dsanborne@ffequipmentleasing.com.Hello, world

First Financial Hires Steve Dodge as Regional Vice President to Support Accelerated Growth in Material Handling and Automation Market

Orange County, CA – December 12, 2019 – First Financial Corporate Services, Inc., a major independent provider of equipment leasing and financial solutions in the U.S. and Canada is pleased to announce Steve Dodge has joined the company as Regional Vice President. Working out of the Chicago office, Steve will help lead the company toward expansive and diverse growth with a focus on guiding the company's business strategy and driving the success of the vendor partner programs.

"Steve is a driven, customer-centric executive with a proven track record of delivering results," said David Sanborne, National Sales Manager and Senior Vice President. "I'm thrilled to welcome someone with his leadership and experience in the material handling and automation industry to our team. We've made tremendous strides this year innovating and expanding our vendor partner programs, and Steve will play a vital role as we plan for a year of record growth."

Prior to joining First Financial, Steve was Vice President at Insight Financial Services where he managed equipment leasing for commercial clients. He also served in senior roles and account positions with financial and leasing firms, including CHG-MERIDIAN USA, LLC, and The Northridge Group. Steve holds a Bachelor of Science Degree from the University of Michigan and is an active member of the Equipment Leasing and Finance Association. He will work out of the Chicago office and can be reached directly at 847-340-6140, or by email sdodge@ffcsi.com.

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<https://www.equipmentfa.com/news/19994/first-financial-acquired-by-ja-mitsui-leasing> Hello, world

First Financial Corporate Services, Inc. Acquired by JA Mitsui Leasing USA Holdings, Inc.

Placentia, CA – October 28, 2019 – First Financial Corporate Services, Inc. (FFCSI) a major independent provider of equipment leasing and financial solutions in the U.S. and Canada today announced it has been acquired by JA Mitsui Leasing, Ltd. (JAML) through its subsidiary, JA Mitsui Leasing USA Holdings, Inc.

"Having served their core markets remarkably well for over 20 years, FFCSI has established themselves as a recognized brand in the leasing industry. We are excited to have them join our family of companies and know that our investment in them offers compelling opportunities for our clients and key stakeholders," said Kiyoshi Doi, CEO, JA Mitsui Leasing USA Holdings, Inc. "They also share our client-focused approach and we look forward to working together to expand our presence throughout the leasing industry and continue to provide an exceptional customer experience."

"We are extremely proud of what we have built over the last two decades and honored to join the JA Mitsui family of companies, said Tom Slevin, FFCSI Co-Founder & Co-President. "This new venture represents significant opportunities for both of our companies to better serve our customers, vendors and employees."

Richard Stebbins, FFCSI Co-Founder & Co-President added, "with growth in our key markets accelerating like never before, the timing couldn't be more perfect for both companies to explore emerging opportunities together. By combining our strengths and resources, we can elevate our vendor and customer offerings, setting new standards within the leasing industry."

Established in 2000, FFCSI has contributed significantly to the booming growth and adoption of equipment leasing in the warehouse automation, healthcare and information technology industries. FFCSI will continue to operate out of its headquarters in Orange County, CA, as well as maintain eight regional offices throughout the U.S. and Canada. The company will continue to use the First Financial Corporate Services, Inc. brand and there will be no changes to the current management and team.

CrestMount Advisors served as financial advisor to FFCSI.

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About JA Mitsui Leasing, Ltd.

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. Its primary shareholders are: The Norinchukin Bank and Mitsui & Co., Ltd., both A rated. JAML also carries its own A-rating, which facilitates JAML to provide efficient asset acquisition solutions to its client network through multiple origination channels. Hello, world