

A recent study released by the Equipment Leasing & Finance Foundation has analyzed fraud in the equipment leasing and finance industry, focusing on prevention, detection, and impact. The study found a rise of 10% or more in various fraud types, including identity theft and first- and third-party borrower fraud, among equipment finance companies in the past two years.

The study identified various fraud types prevalent in the industry, including identity theft, use of legitimate credentials by criminal enterprises, first-party fraud by borrowing company owners, impersonation fraud, and fraudulent invoice creation. The financial toll of these frauds varies across small, medium, and large lenders, and a notable percentage of respondents either do not track or are unaware of the specific financial impacts, indicating a gap in fraud management advancements and prevention.

Preventive strategies are vital to every company as they are exponentially more effective than investigative approaches. They include analyzing credit over-extensions, scrutinizing bank statements, verifying state-issued documents, and employing third-party solutions for identity verification. Fraud is a constantly evolving issue in the equipment leasing and finance industry. Lenders must stay ahead of the game by adapting and being vigilant in their fraud management practices to safeguard the industry effectively. This study highlights the need for continuous improvement in fraud management practices.

If your company plans to lease equipment this year, it is essential to ensure that you protect yourself. To do this, you should follow these guidelines: conduct proper background checks, verify physical addresses and listings in trade registers, perform credit checks, obtain bank references, audit accounts analysis, review payment history, and, for some, conduct share-register reviews. It is recommended that you do these checks periodically, even if the client has made legitimate leases in the past.

Before moving forward with equipment purchases, talk to one of our industry experts, and let us help you find the right solution.  
Download the full report at <http://tinyurl.com/yn68hz6v>. Hello, world

## Your Dedicated Partner for Medical Equipment and IT Financing



**Offering Customized Lease Programs that Help Boost Revenue  
and Achieve a Speedy Return on Investment.**

### About First Financial

- We are a privately held lender with a strong specialization in acquiring healthcare, IT solutions, and services. Our adaptive process is designed to effectively meet the demands of the ever-evolving healthcare industry.
- For over 20 years, we have provided financing solutions designed to conserve capital and offer affordable access to often expensive yet increasingly critical, advanced technologies and equipment.
- Part of a global network and the JA Mitsui Leasing family of companies. JA Mitsui is a joint venture of Mitsui & Co. (2022 revenue \$96B) and Norinchukin Bank (2022 assets totaling \$1.05 Trillion).
- Well-equipped to finance projects from \$100K to over \$50MM.

### Benefits of Financing with First Financial

- Leasing conserves capital and provides 100% financing with no down payment required.
- Easy access to cutting-edge medical technology with minimal upfront costs.
- Bundle equipment and services, maintenance, extended warranty, and insurance in one payment.
- Eliminates the expensive inconvenience of managing outdated equipment.

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Hello, world

## Maximize Tax Savings While Buying New or Used Equipment Through Section 179 Tax Incentives

Maximizing your tax savings is always a smart financial decision, and the Section 179 tax incentives for fixed assets make it easier than ever to do so while purchasing new or used capital equipment. By taking advantage of this rule, you can expense 100% of the cost of capital equipment (up to \$1,160,000) in the first year, allowing you to reap the benefits of significant tax deductions.

Unlike traditional depreciation methods, Section 179 lets you take the entire depreciation deduction in a single year, which can help you reduce your tax burden significantly. This means that you can deduct the full cost of your new or used qualifying equipment in the year it is purchased instead of deducting its value over the course of several years. The practice of first-year expensing is a great way to save money and reduce your tax bill.

It's worth noting that Section 179 applies to both new and used qualifying equipment as long as it is new to you. It doesn't matter if you borrow, lease, or pay cash for the equipment as long as it is placed into service before the end of 2023. This rule applies to different types of equipment, including construction and heavy equipment, tractor-trailers, computers, office equipment, and software.

The maximum amount that can be deducted in 2023 is \$1,160,000, which is an increase of \$80,000 from 2022. The maximum amount of equipment purchased (and take the full deduction) is \$2.8 million. With these tax incentives for fixed assets, you can rest assured that you're making a smart financial decision while reducing your tax liability.

## SECTION 179 TAX INCENTIVES

### New & Used Equipment

## Deductions up to \$1,160,000 on New & Used Equipment

Equipment Cost	\$750,000
Section 179 Deduction	\$750,000
Bonus Depreciation (80%)	\$0
Normal First Year Depreciation	\$0
First Year Deduction	\$750,000
Tax Savings (24% Tax Bracket)	\$180,000
Equipment Cost After Tax Savings	\$570,000

**\*This example presents a potential tax scenario based on assumptions that may not apply to your business. Please consult your tax advisor to determine the tax ramifications of acquiring equipment or software for your business.**

Hello, world

### Investing in new equipment can be a wise decision for businesses that wish to secure their financial future in the current high-inflation environment.

A new study issued by MHEDA reported that despite warnings of a looming recession, new orders for material handling equipment are predicted to increase until early 2024.

The study highlights the resilience of these orders in the face of economic pressures, including higher interest rates, stricter banking regulations, limitations on access to capital by national and regional banks, and confusion and uncertainty in the financial industry.

Are you considering acquiring new equipment but unsure when to do so? The timing of this decision can significantly impact your business's success. To make an informed decision, there are a few factors to consider. Let's take a closer look at what you need to know.

#### Why Equipment Financing Remains a Viable Option Despite Rising Interest Rates

Investing in new equipment can be a wise decision for businesses that wish to secure their financial future in the current high-inflation environment. Asset finance helps you purchase the required equipment with confidence before prices rise again. This stability ensures that businesses can plan with certainty and allocate resources efficiently without worrying about rising costs.

Equipment financing offers lower upfront costs and improved cash flow, providing flexibility to access equipment with no down payment required. This preserves capital, which can be allocated to other expenses or investments, and creates more cash reserves during economic downturns.

There is the potential to significantly increase a business's purchasing power, offering access to higher-quality equipment that might otherwise have been unaffordable. Additionally, payments are generally lower than traditional debt payments. This allows for customization of the equipment configuration to match the business's unique requirements perfectly.

It also makes it easier and more cost-effective to replace outdated equipment. You can avoid the costly inconvenience of managing outdated equipment that requires constant maintenance and lowers production and efficiency rates.

For over 23 years, First Financial Equipment Leasing has been serving various markets in the US and Canada, building partnerships based on trust and transparency. We are vendor-neutral and negotiate favorable terms with competitive rates, with a deep understanding of the unique challenges and opportunities in the material handling industry. Our financial experts can help assess whether a deal meets your business' working capital or growth potential.

Please reach out today to find out how our financing solutions can empower your business to achieve long-term success.

To access MHEDA's Economic Advisory Report, visit <https://www.mheda.org/industry-resources/economic-insight-and-resources/>

Hello, world

### Technology Leasing Programs for the Classroom. Solutions First.

#### Equip your students and educators for success by leasing new technology equipment and IT solutions.

At First Financial Equipment Leasing, we understand the specific challenges facing K-12 school districts and educational institutions. Our leasing solutions are explicitly designed to assist customers with limited resources and budgets. Our technology financing experts will work closely with you to develop programs that require minimal upfront costs, ensure you have the means for frequent updates, and keep your budget in check.

#### Benefits of Leasing Information Technology:

- Refresh Outdated Equipment with 100% Financing and No Down Payment Required
- Option to Bundle Equipment and Services, Maintenance, Extended Warranty, and Insurance Into One Low Payment
- Eliminate the Expensive Inconvenience of Managing and Repairing Outdated Equipment
- Easy to Budget, Predictable Monthly Payments on Flexible Terms

Contact us today to learn how we can help you acquire new computers, printers, software, security, and connectivity equipment to serve your students better and keep your institution ahead of the curve.

Let the technology consultants at First Financial outfit your classroom for success by implementing new equipment and IT solutions.

## Specialized Industrial Equipment Financing to Meet the Unique Needs of Distributors

Construction equipment can come with a hefty price tag, making it challenging to find the necessary assets without straining finances or disrupting cash flow. First Financial Equipment Leasing offers acquisition plans that allow businesses to preserve cash while obtaining the equipment required to meet evolving business demands.

Over the last two decades, we have developed long-lasting relationships with manufacturers, dealers, and vendors throughout the US, Canada, and Mexico. Our construction industry pros have a detailed knowledge of your industry and the challenges facing your business. Working side by side through the acquisition process, we create solutions that align with current needs and budgets while preparing for future upgrades and seasonal fluctuations.

A well-executed construction equipment acquisition plan from First Financial Equipment Leasing will increase profitability, accommodate growth and reduce the risks associated with maintaining outdated assets. Having the right equipment at the right price allows businesses to push forward onto more significant projects and build a solid foundation for future expansion.

### About First Financial Equipment Leasing

- Privately held lender specializing in the acquisition of Construction & Heavy Equipment, Healthcare, IT Solutions and Services, Material Handling & Automation, Renewable Energy & Solar, and Robotics.
- For over 20 years, we have provided financing solutions designed to conserve capital and offer affordable access to often expensive yet increasingly critical, advanced technologies and equipment.
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- Well-equipped to finance purchases from \$100K to over \$50MM+.

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Lease financing can equip your business for success by keeping working capital in your hands.

## KEY BENEFITS OF LEASE FINANCING



### ACCELERATE PROJECT ROI

Avoid large upfront costs and pay for equipment as you gain the benefit of its use.



### CONSERVE WORKING CAPITAL

Leasing stabilizes your cash flow and preserves lines of credit for other operational needs, investments, or unforeseen expenditures.



### BUNDLE SOFT COSTS

Wrap all project costs including engineering, software, freight, installation and service into a unitary payment.



### INCREASED PURCHASING POWER

Lease payments can be substantially lower than traditional debt payments or direct cash outlay. This gives you the ability to enhance your equipment configuration based on your optimal needs.



### CREATE FUTURE OPTIONALITY

Leasing can serve as a hedge against technology obsolescence as it includes an embedded evaluation mechanism to determine whether or not your equipment will continue to meet your future needs. Plan for upgrades accordingly.



### 100% FINANCING

By choosing to lease equipment instead of making a cash purchase, 100% of the costs are covered and no down payment is required.

## PROJECT EXAMPLE: LEASE VERSUS PURCHASE COMPARISON

Total Project Cost: **\$2,500,000**

Includes **\$2,000,000** of equipment such as IT (Computers, Software, Networking Solutions, etc.), Material Handling & Automation, Medical, Construction, etc.

Includes **\$500,000** of soft costs Such as Engineering, Software, Services, Freight, and Installation

CAPITAL EXPENDITURE	LEASE OPTION
\$2,500,000	Three-year Lease
MONTHLY PAYMENT	
\$2,500,000 (Upfront)	\$66,635
ANNUAL COST	
\$933,000	\$800,000
ANNUAL PRODUCTIVITY SAVINGS	
\$0	\$100,000

**PRESENT VALUE (PV)**  
LEASE SAVINGS vs. PURCHASE = \$300,000



**80% OF ALL U.S. BUSINESSES**

Lease some or all of their equipment



**8 IN 10 BUSINESSES**

Finance equipment, Instead of paying one lump sum upfront, according to the Equipment Leasing and Finance Association



**\$1 TRILLION**

worth of equipment was financed nationally in 2021

Hello, world

**Equip your business for the future by leasing new technology equipment and IT solutions.**

### Equipment Leasing Solutions Optimized for Small to Medium Businesses Financing \$100,000-\$500,000

First Financial Equipment Leasing understands the challenges of acquiring critical technology and software solutions at a manageable cost while remaining adaptable as your technology needs grow. When budgets are under unprecedented pressure and facing competing demands for capital, leasing equipment is a sound, fiscally responsible alternative to buying.

During the equipment acquisition process, we will work closely with you to develop tailored leasing structures that match your financial needs with your technical requirements. We will consult with you about equipment lifecycles, market pricing evaluations, and industry best practices and share ideas on maximizing your productivity and financial efficiency. Leveraging all the available options, we can tailor a cost-effective solution that works harder and smarter to promote the profitability and competitiveness of your business.

#### About First Financial

- Privately held lender specializing in the acquisition of Construction & Heavy Equipment, Healthcare, IT Solutions and Services, Material Handling & Automation, and Renewable Energy & Solar.
- For over 20 years, we have provided financing solutions designed to conserve capital and offer affordable access to often expensive yet increasingly critical, advanced technologies and equipment.
- Part of a global network and the JA Mitsui Leasing family of companies. JA Mitsui is a joint venture of Mitsui & Co. (2022 revenue \$96B) and Norinchukin Bank (2022 assets totaling \$1.05 Trillion).

#### Benefits of Lease Financing with First Financial

- Companies appreciate that by leasing their project, they gain the benefit of new technology solutions, with minimal upfront costs.
- Leasing can help drive day one savings due to the cost and productivity efficiencies that far exceed the monthly lease cost.
- Leasing conserves capital and provides 100% financing with no down payment required.
- Option to bundle equipment and services, maintenance, extended warranty, and insurance – all in one convenient payment.
- Eliminates the expensive inconvenience of managing outdated equipment.
- Flexibility at end of term allows purchase of the equipment or upgrade to newer equipment to maximize efficiency.

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### MEDICAL EQUIPMENT LEASING & FINANCING

Leasing new equipment can boost revenue and achieves a speedy return on investment

- Leasing medical equipment can offer you more financial flexibility, save money, and provide significant cost savings.
- Upgrading your outdated assets can boost your profits, manage your growth, and reduce risks.
- Maintain a competitive edge in attracting and serving patients by investing in the newest technology.
- Leasing medical equipment is an effective way to easily adapt to changes in the healthcare industry.

#### BENEFITS OF LEASING MEDICAL EQUIPMENT

##### 100% Financing

Acquire the equipment you need without a major initial cash outlay.

##### Conserve Working Capital

Stabilizes cash flow and preserves lines of credit for other operational needs, investments, or unforeseen expenditures.

### Accelerate ROI

Rather than paying one lump sum for your equipment, you make smaller payments while the equipment is working for you.

### Avoid Obsolescence

Upgrade outdated equipment and stay on top of the latest advances in equipment and technology.

### Bundle Soft Costs

Ability to bundle all project costs like engineering, software, services, freight, and installation into one monthly payment.

### Flexibility

Options at the end of term to easily purchase, replace, upgrade or add additional equipment.

### First Financial Equipment Leasing equips an array of medical facilities including:

- Ambulatory Surgical Centers
- Critical Access Hospitals
- Outpatient Diagnostic Centers
- Skilled Nursing Facilities

### IMAGING:

MRI Machines, CT Scanners, X-Ray Machines, Nuclear Imaging, Ultrasound, Mammography  
Pharmacy Automation & Inventory Management

### LABORATORY EQUIPMENT:

Microscopes, Chemistry Analyzers, Mass Spectrometers, Sterile Processing

### PATIENT ROOM & LIFE CARE SOLUTIONS:

- Anesthesia Delivery, Infusion Pumps, Patient Monitoring and Ventilators
- Patient Comfort: Hospital Beds, Stretchers and Surgical Tables
- Telehealth & Patient Record Management Technology

### RADIO SURGERY/CANCER CARE:

- Gamma Knife, Linear Accelerator and Proton Beam Therapy
- Operating Room: Surgical Robots and Operating Room Technology
- Endoscopy and Surgical Tools

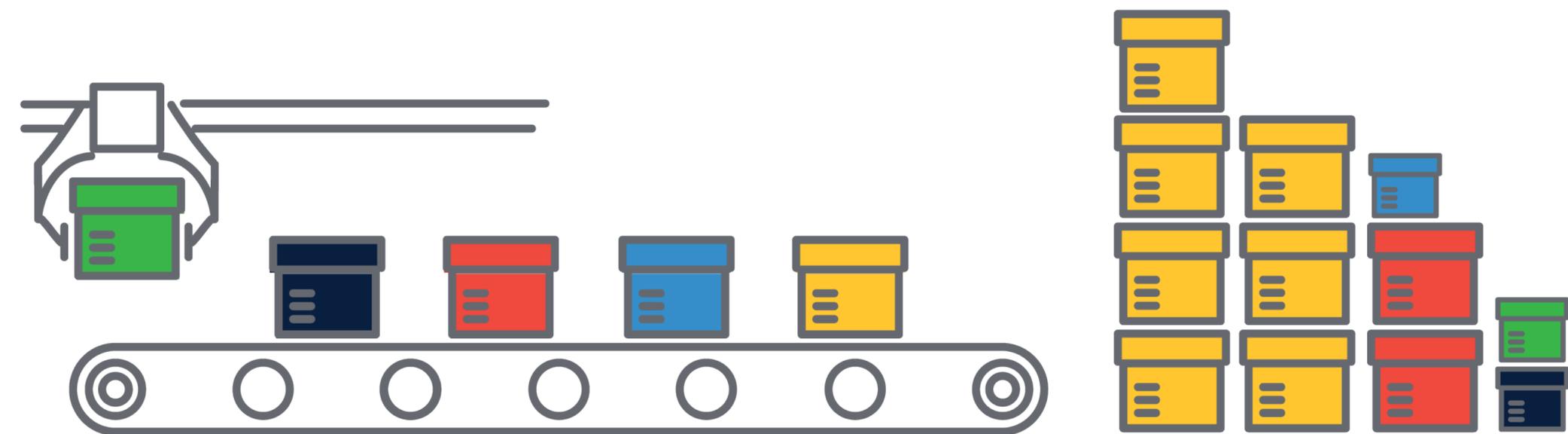
### HEALTHCARE IT EQUIPMENT:

- Laptops, Servers, Networking, Storage, Printers, EHR System, Mobile Computer Carts, Nurse Calling, Telephony
- Sterilization Equipment
- Energy Management and
- Recapture: Solar, Regeneration

Hello, world

# Complete Project Financing for Warehouse Automation Projects from \$1MM to \$50MM+

Custom project financing includes capital equipment, software, installation, engineering, and shipping – all wrapped up in one simple payment structure.



**70% equipment · 19% installation · 4% software · 4% engineering · 3% shipping**



### First Financial Provides Record Levels of New Automation Technology Financing

Today's e-commerce driven economy is placing a massive burden on distribution centers and warehousing systems, which is being further strained by labor limitations. As online shopping continues to skyrocket, supply chains are suffering severe disruptions. Businesses are working desperately to keep pace with increasing customer demand, while maintaining a safe work environment for their employees.

By leveraging automation solutions, managers at distribution centers and warehouses can increase accuracy and productivity, operate more efficiently, expand faster and ultimately better serve their customers. Although these operational benefits and financial justifications are obvious, many businesses continue to delay essential projects and capital equipment expenditures.

Cost is most often the biggest barrier keeping companies from modernizing warehouses with automation solutions and robotics. Automation integrations can require large upfront payments resulting in many years until positive ROI is achieved due to the hefty price tag – particularly when considering significant costs for installation, engineering, and software. Given today's economic challenges, traditional lenders and banks have severely tightened their lending parameters, making it tricky to secure funding for extensive projects.

#### **Maintaining Liquidity Through Leasing**

Despite the challenges presented by the pandemic, we are seeing companies utilize lease financing to forge ahead with procurement of capital equipment and automation projects – just about everything inside the four walls of their distribution centers and warehouses.

Over the last year alone, First Financial's investments in automation and material handling equipment have jumped over 30% from the prior year. By working with First Financial to lease their automation projects, many businesses often realize a "day one" savings as the operational benefits exceed the monthly cost of a lease. For unlike a cash purchase or bank loan, First Financial's leasing solutions provide 100% financing – covering all project costs and eliminating the need for large upfront payments. First Financial makes all initial upfront progress payments, so the customer does not start paying for new automation and material handling solutions until after the project has been implemented and is fully operational.

#### **Capitalizing on the Benefits of Automation Through Leasing**

Most recently, First Financial assisted a leading consumer goods company with over \$11B in sales avoid an outlay of \$27MM for new AGVs and robotics. To keep up with growing consumer demand for their products, the company needed to modernize two distributions centers. Their current facilities operated manually and were highly labor intensive.

The objectives were to implement new equipment and technology tools that would improve operational efficiency, and significantly reduce labor costs. It also required a substantial financial investment, and leasing was a better source of capital than using internal funds.

First Financial stepped in and developed a financing solution that provided 100% financing. This helped the business avoid \$27MM in upfront costs for the equipment, and save their working capital for more immediate, short-term needs. First Financial also coordinated with all vendors, manufacturers, and integrators involved in the massive project to make sure all were paid on time.

During the course of the integration – from conception, processing, delivery, to installation – First Financial made all upfront deposits, and covered all costs. This created an enormous day one savings for our customer and offered an immediate return on investment. If the customer had been required to make an up-front capital outlay, it could have taken them several years to realize any ROI.

By moving from labor intensive manual processes to fully automated facilities, the company increased the efficiency of their operations while simultaneously reducing costs.

Through the use of AGVs and robotics, the company is expecting to decrease the cost of distribution by as much as 60%. Even more noteworthy, is the anticipated 90% reduction in their workforce the customer hopes to achieve by embracing the right technology solutions to automate their distribution centers.

Automating warehouse and distribution center processes can be transformative for any business, and First Financial's project financing expertise can make automating attainable and affordable. While there are many factors to consider when making the move to automation, figuring out how to afford the project should not be one of them. Through our lease financing programs, we can equip any business for success by keeping working capital where it is needed most. If you are looking to conserve cash and bring predictability to expenses while moving forward with your automation projects, First Financial is here to help. Hello, world