

## Statement re New Customer Win

Released : 15/06/2017

RNS Number : 2119I  
Alfa Financial Software Holdings PLC  
15 June 2017

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#### New implementation contract signed

Alfa Financial Software Holdings PLC ("Alfa" or the "Company"), a leading developer of mission critical software for the asset finance industry, is pleased to announce a new contract win with a global equipment manufacturer and finance group.

This exciting contract win, which ranks in the middle tier by contract value relative to other major Alfa implementations, is for the Europe-wide implementation of Alfa Systems. It will both strengthen Alfa's market presence within the equipment finance vertical in Europe and complement its strong market presence across the equipment and automotive verticals.

Andrew Denton, Chief Executive of Alfa said:

*"We are delighted to win this strategically important contract, and believe it will be the start of a long-term and mutually beneficial working relationship. This win is a reflection of the strength of our product and our excellent track record in successfully delivering multi-country implementations."*

#### Enquiries

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#### Notes to Editors

Alfa has been delivering systems and consultancy services to the global asset and automotive finance industry since 1990.

Our best practice methodologies and specialised knowledge of asset finance mean that we deliver the largest software implementations and most complex business change projects. With an excellent delivery history over nearly three decades in the industry, Alfa's track record is unrivalled.

Alfa Systems, our class-leading technology platform, is at the heart of some of the world's largest asset finance companies. Key to the business case for each implementation is Alfa Systems' ability to replace multiple client systems on a single platform. Alfa Systems supports both retail and corporate business for auto, equipment, wholesale and dealer finance on a multijurisdictional basis, including leases/loans, originations and servicing. An end-to-end solution with integrated workflow and automated processing using business rules, the opportunities that Alfa Systems presents to asset finance companies are clear and compelling.

With over 40 clients in 18 countries, Alfa has offices in Europe, Asia-Pacific and the United States. For more information, visit [alfasystems.com](http://alfasystems.com).

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