

Alphabet International press release

Alphabet expands into Russian market

- **Alphabet International and Russian customers now have access to full operational leasing products and services in the developing Russian market**
- **Companies can now benefit from the cooperation between Alphabet and leasing partner Major Profi**
- **The collaboration marks Alphabet's latest move to serve its clients and meet their mobility needs**

MUNICH/28/08/2018 – Alphabet International has officially extended its offering to 23 countries, with the addition of Russia to its markets spanning across Europe, Australia and China. This was made possible thanks to a cooperation with Major Profi – Russia's most experienced Leasing Company. Small and medium-sized businesses operating in Russia as well as international corporations with offices here can now benefit from Alphabet's range of (full) operational leasing and financial leasing products.

Alphabet is a leading provider of Business Mobility solutions in Europe, Australia and China and now offers (full) operational leasing and financial leasing in Russia. Global enterprises that rely on Alphabet's innovative services and mobility solutions in Eurasia and beyond, can now take advantage of these same services and solutions in the Russian market, thanks to the new partnership with leading Russian Leasing Company – Major Profi. Depending on the specific needs of each company, Major Profi can also offer a wide range of high-quality services, such as: service, car delivery from and to service, fuel cards, spare cars, roadside assistance, insurance and personal drivers.

Alphabet entered into a partnership with Major Profi as it is a reliable, well-known and established operating services partner in Russia. "We are happy to partner with Major Profi and strengthen our presence in Russia. Major Profi has a reputation as an excellent service provider for its customers. We look forward to working with our new partners to expand our range of services in a country with a growing economy. Of course, we're excited to see the fruits of our partnership with Major Profi in the near future with satisfied customers in Russia," says Rüdiger Ebel, Head of New Markets at Alphabet International.

Anton Sapozhkov, General Director of Major Profi stated that it was his intention to achieve the best possible results from the partnership with Alphabet: "We're looking forward to working with our new partner Alphabet. This is an excellent opportunity for us to join forces with a very successful partner and expert in mobility and allows us to further develop our products and services for the benefit of all our customers. Through this cooperation, we can provide individual solutions for our customers' business mobility needs and fulfil the requirements of global enterprises in Russia," he said.

By moving into the Russian market, Alphabet has strengthened its reputation as a leading Business Mobility provider for global enterprises. Alphabet prides itself its unique, tailor-made approach to Business Mobility, extensive range of products designed to meet clients' needs, expert consultation and unparalleled insight into fleet management and mobility industries.

About Alphabet

As one of the market leaders in corporate mobility in Europe, Alphabet helps companies manage their fleet in an efficient and sustainable manner. Alphabet was founded in 1997 as a division of BMW Group and has since acquired extensive knowledge in the field of international fleet management and operational leasing. The comprehensive service it offers includes advice as well as financing. Alphabet's corporate mobility solutions are tailor-made to ensure that they satisfy companies' specific requirements.

With a portfolio of over 680,000 vehicles of all makes in 23 countries, it is one of the four major players on the market. In Belgium Alphabet currently manages over 52,000 vehicles, also good for a place in the top three.

Its expertise and technology enable Alphabet to play a leading role in Advanced Mobility Solutions: AlphaElectric offers businesses extensive eMobility solutions, AlphaCity provides a cost-saving Corporate Car Sharing arrangement and AlphaFlex allows companies to integrate a mobility budget. Our convenient AlphaGuide is an ideal app for all of our drivers on the road.

More information is available at: www.alphabet.be.

About Major Profi

Leasing company Major Profi, was established in 2008 in Moscow, Russia, and today employs more than 100 people. At present, the company is one of the top 5 companies on the operational leasing market in Russia.

Major Profi belongs to the large holding Major Auto (the largest car dealer in Russia, the official dealer for 42 brands of cars). Major Profi has reached the level of international leasing companies in Russia in terms of portfolio volume and customer service quality. Unprecedented knowledge in the field of auto business (Major Auto for more than 20 years on the market) allows to find the most profitable and convenient solutions with customers.



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