



Location: London
Sector: Software Services
Value: £300k
Type: Furniture, Fitout, IT

Adstream is a world leader in digital advertising workflows, managing over 4 million advertising assets to more than 93 countries globally. Founded by Australian entrepreneurs in 2001 to digitally deliver TV advertising to broadcasters without the need for tapes, this dynamic company now has over 500 employees and offices in 30 countries worldwide.

The company was relocating its office and key staff from the Ukraine to Bishopsgate in the heart of London. The 5,400 sq ft building required a total refit in order to make it a creative space that complemented Adstream’s status as a progressive digital

company, and provide their highly skilled staff with an inspiring and functional workplace.

Like many of our clients, Adstream were considering funding the relocation using their cash reserves. Plus Finance was introduced to this client via the fitout contractor, and once we understood their specific requirements we were able to advise them on the best way to structure the finance.

The tax benefits were a primary reason for using lease finance to fund this fitout. The total amount that will be paid in monthly rentals over the five years will actually work out less than the original upfront cost, because the payments can be 100% offset against tax liability. Plus Finance

was able to offer a tailored lease finance package for the total fitout and furniture cost.

We were also able to advise the client on maximising their annual investment allowance (AIA). Using this allowance, broadly defined as the amount of tax a business can claim back on investment in qualifying capital expenditure, to fund much of their IT costs meant that the entire project was financed in a highly tax efficient way.

Leasing helped our client to

- » Acquire their fitout in the most tax efficient way
- » Use the AIA to receive maximum tax relief on qualifying CAPEX

“ Using lease finance to fund our office refurbishment has been very beneficial to our business. The net cash gain allows us to invest in strategic focus areas, and we have financed the entire project in the most tax efficient way possible ”

Daniel Mark, Chief Financial Officer, Adstream