

## New Horizons

Aircraft leasing with CDB Leasing Co.

**CLC** 国银金融租赁有限公司  
CDB Leasing Co., Ltd

**Industry**  
Aircraft Leasing

**Location**  
Shenzhen, China

### COMPANY PROFILE

CDB Financial Leasing Co. (CLC) is currently the largest aircraft lessor in China and aspires to be one of the top players in the aircraft leasing sector in Asia. With a significant change in ownership, a new majority shareholder and additional funds for investment, CLC embarked on developing an ambitious business plan. The plan involved building up a large fleet of aircraft within the next ten years.

### THE SITUATION

In December 2007 CLC and Ascend embarked on a project with the aim of enabling CLC to grow from being a domestic leasing corporation into establishing itself as a successful commercial aircraft operating lessor, operating globally, leasing aircraft to airlines worldwide, and in accordance with international practice.

### THE SOLUTION

Ascend provided consultancy services covering the diverse aspects of running a successful aircraft operating lease business. In addition to making top-level recommendations in terms of fleet development and aircraft selection, Ascend focused on the best practices and options available to CLC in terms of managing and growing its aircraft leasing business.

CLC adopted the fundamental guiding principles of the international aircraft leasing sector provided by Ascend. It was able to apply them independently to the specific circumstances of CLC and in variable market conditions.

With a thorough understanding of the concepts presented by Ascend, CLC were well-positioned to formulate and implement its aircraft purchase programme.

### THE BENEFIT

The project provided CLC with the additional knowledge and confidence to implement a successful business development plan. Ascend were able to support CLC with their main objective of growing their business globally.