



# ACUMEN

## Complete Lease Management Solutions

Industry leaders providing a tailored approach



# Who we are

Founded in 2009, Acumen is a leading asset manager with a global reach and the ability to offer complete lease management solutions tailored to your specific needs. Whether you are a private equity, start-up lessor, airline or from a related sector, we have the necessary in-house service capability to support you. This ranges from corporate management; deal sourcing / remarketing, to technical and commercial asset management.

## Acumen, figuratively speaking

**5+**

structures / SPV's  
comprising circa 30 aircraft

**1400+**

assets appraised

**2000+**

aircraft supported

**90+**

permanent staff

**60+**

countries operated in

**4**

global offices in  
key jurisdictions

## Key services



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### Advisory

Our unique knowledge and understanding resulting from being part of, and immersed in, the aviation sector for over a decade, together with our enviable level of experience enables us to share key insights and advice that help clients clearly map industry trends, identify risks and opportunity and positively act based on sound intelligence. Acumen is an advisor to banks, private equity, Government agencies and interested parties.

We will help you with:

- Investment opportunities
- Asset / credit evaluation
- Workout scenarios
- Technical evaluation



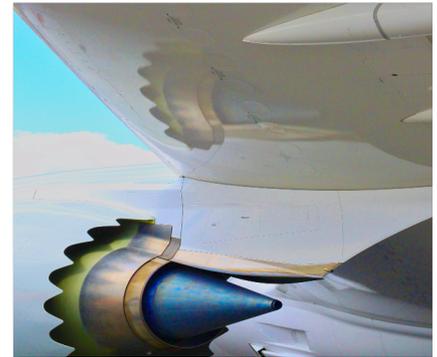
## Initiation

### Establishment & Infrastructure (SPV's)

We understand the tasks and plans required to enable clients to establish their business which accurately matches their needs and requirements.

Acumen offers:

- Company formation
- Directors and registered offices
- Company secretarial services
- Secondments
- Bank account opening and maintenance



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## Accounting & Taxation

We are well versed in the day to day requirements of successfully running business on behalf of clients.

This includes:

- Management accounts
- Statutory financial statements
- Budgeting, forecasting and cash flows
- Group reporting
- Tax efficiencies / compliance
- Statutory compliance

## Transaction Related



## Sourcing

- Transactional evaluation provided by ISTAT / ASA certified appraisers
- New / used worldwide market equipment sourcing
- Negotiation and preparation of all contractual documentation and contract follow up, with Manufacturers, Lessors, Financiers, and Operators
- Aircraft specification & reconfiguration, inspections, acceptance and Entry into Service Process
- Technical and commercial follow up (cabin reconfiguration, maintenance, warranties & training)
- Bank debt sourcing, negotiation and management





## Asset Management

- Asset / fleet operations management through Acumen's proprietary management software, SPARTA
- Lease documentation
- Side letter management
- Day to day activities
- Technical requirements (including powerplant, CAMO and maintenance reviews)



## Re-marketing

- Strategy on Pricing policies, Target customer base, Marketing
- Deal Structuring
- Risk Assessment, Analysis & Reporting on potential lessees
- Technical Project Management (maintenance, cabin reconfiguration...)
- Lease structuring for sale with lease attached



## Transition / Disposal

- Value optimisation
- Documentation support
- Negotiations



# Our team



## Alok Anand

Chief Executive Officer

Alok founded Acumen Aviation in 2009. Under Alok's leadership, Acumen grew its footprint to be a global group of four companies, providing state of the art consultancy solutions in Aviation Asset Management. Formerly, he was Head of Maintenance Control Centre for India's first low cost carrier Air Deccan.

During his aviation career of over 20 years, he held various management positions including Line Maintenance Manager, MCC Manager and worked in various airlines like Jet Airways and Air India. He was part of the team which set-up the initial Air Deccan operations, and raised through the ranks to head its International Maintenance Control Operations. This experience allowed him to develop excellent operational and organizational skills.

He is a licensed Aircraft Engineer on various aircraft types, like Airbus and ATR.



## Eamonn Cronin

Executive Director & Chief Commercial Officer

Eamonn joined Acumen in 2016. Apart from his activities as Chief Commercial Officer, he also heads the Acumen Dublin office and Commercial Lease business development, which includes sourcing, trading and re-marketing aircraft. He has established and is currently on the board of a number of investor entities in Ireland.

Eamonn has over 25 years' aviation experience. Prior to joining Acumen, Eamonn was on the Board of Octagon Aviation Capital a start-up leasing operation based in Ireland which sought a listing on the Nasdaq & Hong Kong stock exchange markets. He was also one of the founders of Eirtrade Aviation, Ireland. He also held executive commercial positions with AWAS, ORIX Aviation and SR Technics. Throughout his aviation career to date Eamonn was responsible for raising over US\$2b in funds and has sourced and traded over US\$3b of aircraft & engines.

Eamonn is a Fellow of the Chartered Accountant and holds a Bachelor of Commerce from University College Dublin.



## Seán O Connor

Managing Director & VP Commercial



Seán joined Acumen in 2021 and brings with him over 48 years of airline, MRO and Asset Trading experience to the team.

Seán joined Aer Lingus in 1973 as an aircraft engineer and held management positions in Industrial Engineering and Sales and Marketing over a 25 year period with Aer Lingus and TEAM Aer Lingus.

Seán moved to other leading MRO's in 1998 and held leadership positions in FLS Aerospace and SR Technics, setting up and running local operations in Dallas, Texas and Sunrise, Florida.

Through his MRO career Seán has concluded multiple Aircraft, Engine and Component maintenance and support contracts with leading Airlines, OEM's, Leasing Companies and Trading Companies around the world.

In 2019 Seán joined Universal Asset Management, part of the CALC Group as VP Aircraft Trading, successfully leading the Trading team in the acquisition and consignment of Assets to support the business.

Seán has held Boeing and Airbus, Aircraft and Engine licenses as an engineer and has multiple London City of Guilds and Sales and Marketing qualifications from Bolton Street College, Dublin and the Irish Management Institute, Dublin.

## Donal Lowry

Head of Asset Management



Donal joined Acumen in 2018 and brings with him more than 40 years' experience in the aviation sector; the majority of which has been invested in the leasing space.

Prior to joining Acumen, Donal held Chief Technical Officer (CTO) / Senior Advisor roles with blue chip leasing companies, including Orix Aviation Systems, DAE Capital and Elix Aviation Capital, where he was instrumental in shaping optimized asset management procedures. He has been the lead, negotiating technical aspects of sale lease back agreements, aircraft purchase agreements, power by the hour with OEMs and lease return conditions.

Donal trained as an aircraft engineer and has held licences and approvals on both Boeing and Airbus aircraft as well as holding the position of Chairman of the Dublin Branch of the Royal Aeronautical Society

For more information please contact us

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