



## LOOKING FORWARD

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Dear Alexander Forbes Client

Change is in the air at Alexander Forbes and I am honoured to share the news with you. Allow me to introduce our new Alexander Forbes brand, our new logo and new look which underpins a renewed commitment to making a difference in the lives of you, our clients.

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### A DISTINCTIVE BRAND TO HELP US ON OUR WAY

A brand is a company's calling card – its first impression. And at Alexander Forbes we want to leave a lasting one – because our higher purpose is to enhance your quality of life, now and into the future.

The investment in a new brand is not, then, a short-term commitment, nor does it have a short-term effect. It is a carefully considered decision to create the right impression for an Alexander Forbes whose reputation must continue to be founded on realising our clients' dreams, and, through that, our own. Indeed, the brand – and the advertising that you will see on television and in the print media – is founded on the premise that we should all be able to have our dreams come true and live without regret.

### LEAVING A POWERFUL AND LASTING IMPRESSION

Our brand is who we are, what we aspire to, how we act and how we make our clients feel. So our brand is far more than

a logo. Our new brand is an evolution of the existing Alexander Forbes brand, but it is also a distinct break from the past and a fresh interpretation of the Alexander Forbes promise.

### OUR NEW LOGO

Our logo represents a new strategic direction for Alexander Forbes. It signals a clear shift forward, a determined, modern and meaningful expression of what we stand for and aspire to – for ourselves and for you, our clients. We've refreshed the old sun shape, deconstructed and simplified it, and the logo now depicts a rising sun – the Alexander Forbes arc. The whole look and feel of the new logo is designed to be simple and elegant, reflecting the honest, straightforward attitude of Alexander Forbes towards you, our clients – and our rigorous new service orientation.

I have no doubt that our new corporate identity – our logo and official colours – and our new advertising campaigns will make a big impression. But it is far more important to me that they leave a positive and lasting impression with you. Because

we are not in this for the short term. We are in this for the long term. Please view this as an open invitation to engage with me.

I look forward to us making you, the clients we serve, unapologetically proud to be associated with the Alexander Forbes brand and all it stands for.

Sincerely,

Edward Chr Kieswetter  
GROUP CHIEF EXECUTIVE OFFICER