

Press release

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HLB International launches new brand

LONDON – On Monday 1 October 2018, HLB International launched its' new corporate brand, including a new logo, tagline, website and overall look and feel, to support the network's transformation to a modern, full service advisory and accounting mid-tier network.

The new brand reflects HLB's commitment to its member firms and the international clients the network serves. The new tagline 'Together we make it happen' illustrates HLB's philosophy that collaboration between member firms and a close relationship with the client leads to the best results and added value for all parties involved. It also hints at HLB's corporate culture of creating a diverse and inclusive workforce with talent from a broad range of backgrounds and skill sets. HLB recognises its people are its strongest asset. *"This new brand underlines the global growth the network is undergoing."* Corney Verstedden, Global Chairman of HLB International explains: *"In the past 5 years, our network revenue has grown by 40%. I believe we have accomplished this through the power of working together. The technical knowledge and expertise we share among our members, combined with our relationship and leadership skills empowers us to raise our professional standards and provide the true HLB client experience. It doesn't matter if you're working with us in for example The Netherlands, the USA, India or anywhere else."*

HLB's new website www.hlb.global which also launched today, aims to increase HLB's online presence with the purpose of communicating more distinctively with clients, members and other HLB stakeholder groups. For HLB's CEO, Marco Donzelli, having a 'digital proof' brand was a key element of the rebranding strategy. Donzelli explains: *"We live in a time where everyone - our clients, our people and our members - are always online. This new brand represents our identity, our values and our aims, and allows us to communicate more naturally in the digital space. It is also very important to build relationships with younger generations of professionals, as they will be our future employees and future clients, and the best way of reaching them is online."*

HLB will officially celebrate the new brand launch later this month in Singapore during its annual International Conference together with its' member firms. Many of the HLB member firms operate under the HLB flag in their local markets and will adopt the new brand in the upcoming months. Next year, HLB also celebrates its 50th anniversary. *"When developing the new brand, it was important to us that HLB retains its established values which we've built up over the past 5 decades, but at the same time evolve and develop a new modern identity."* says Donzelli. *"This rebranding exercise ensures we get the right*



messages out there and better equip our member firms. The professional services landscape is shifting and we recognise the need to change with our times.”

About HLB

HLB International is a global network of independent professional accounting firms and business advisers. Formed in 1969, we service clients through our member firms in 150 countries, with 25,000 partners and staff in 700 offices worldwide. We are ranked 12th globally with many of our member firms ranked among the top 10 nationally.

Learn more about us and tell us what matters to you by visiting www.hlb.global

HLB refers to the HLB International network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.hlb.global/legal for further details.

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