



ALTUM

Welcome to Altum Group.

5 July 2022

altumgroup.com

Excellence. Always with you.

Why did we decide to rebrand?

Our group's heritage stretches back twenty years, during which time we have grown to over **120 people** across **three jurisdictions**.

The announcement of the new Executive **team** in February came as the company reached a pivotal stage in its evolution and **growth**.

We felt it was the right time and appropriate to recognise the **revitalised** nature of the **group** with a **modern** brand that better reflects the dynamic business we are **today**.

We wanted to craft a new and stand-out brand for the Group to support the next **phase** of our **evolution** and reflect our unique, independent and industry leading proposition. At the core of the new brand, is our **distinctive** and compelling new **name** and **identity**.



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Mission

Invest in the right **people**, build better **relationships**,
strive to deliver exceptional **results**.

Vision

Turn ambition into **results**, sustainability into **value**
and innovation into **advantage**.

Our brand values.

Respect

We take pride in our **people**. By **respecting** and supporting our teams, we help them provide **industry-leading** standards of client **care**.

Teamwork

We work as a team to bring **enthusiasm** and **commitment** to every new challenge, making us a valued and adaptable **partner** as our clients requirements **evolve**.

Integrity

We operate with integrity, reinforcing **relationships** with stakeholders, and allowing us to deliver a more **efficient** client service.

Ambition

We **challenge** ourselves to think beyond the status quo and strive to achieve **excellence** in everything we do.

Transparency

We value **openness** and **honesty** when communicating with each other and our clients.

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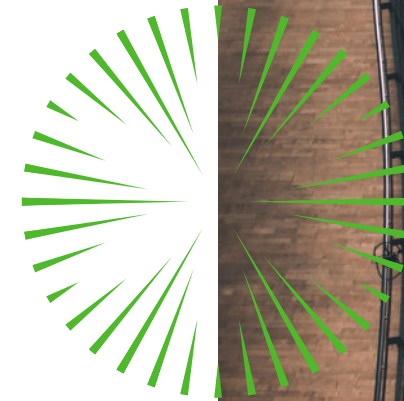
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Our new name & identity.

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A **simple** and **clear**, text only, wordmark. The dot that replaces the crossbar of the initial letter 'A' represents our clients, the arrow protects the dot (**client**) and **reinforces** our 'long-term partner' positioning.

The upward pointing arrow shape of the letter 'A' **symbolises** the meaning of the latin word **Altum (high, soaring, pinnacle)** reflecting our continued focus on providing our clients with the highest levels of service, and our ambitious people, and their collective **desire** to **succeed**.



Our tone of voice.

Human

We are **real** and **authentic**. We know who we are and what we need to do for our clients. We **listen, engage** and have great conversations. We are constantly learning and **evolving**. We aim to deliver the **best** for our clients and partners.

Professional

We are **focused** and we have high **expectations**. Our language is **succinct**. We are the experts in our chosen asset classes and the way we **communicate** with our **clients** reflects this.

Progressive

We are real **people**, but we **think** differently. We challenge traditional ways of thinking. Our tone is **bold** and **aspirational**.

“We want to be the kind of brand that when we say things, people listen.”

Zena Couppey | CEO Altum Group

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Our client FAQs.

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What does Altum mean?

Our new name meaning "High" reflects our continued focus on providing our clients with the highest levels of service, our ambitious people, and the collective desire to succeed.

Will this impact our ability to service our clients?

We pride ourselves on the quality of our people and the unparalleled, specialist experience we provide to our clients.

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What does this mean for you?

What has changed?

Emails from us have changed to our new domain name @altumgroup. However, emails sent to our old addresses will continue to be delivered, so nothing will be missed.

We have a new website address www.altumgroup.com but all old website pages are being redirected our new website address.

The entity names on formal correspondence with you, such as invoices, will change to reflect our new name and brand.

What will not change:

The Altum team will continue to deliver outstanding value and provide the personal touch to every aspect of client service.

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“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

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