

## A NEW VISUAL IDENTITY MARKS NEOPOST'S AMBITIONS

Paris, 13 February 2006 - Neopost, the global mailing solutions specialist, today unveiled its new visual identity and associated tagline "We value your mail", an affirmation of the Group's positioning and an expression of its plans for the future.



### A visual identity that reflects the reality of the group

Neopost's logo had been unchanged since 1992, a time when the group was active in just four countries, was only one-third of its current size and was far from being a globally recognised company.

Today, with a presence in 14 countries, more than 4,700 staff and sales of over €800m, Neopost has become a major player in its market and is the European largest and the number two worldwide supplier of mailing solutions (franking systems and document systems).

By introducing a new visual identity, Neopost has sought to reflect these changing realities, and more importantly its future aspirations. Specialising in mail processing solutions, the Group is committed to providing exemplary service to clients throughout the world, anticipating their needs and offering technologically advanced solutions. Neopost is also committed to continuing to anticipate developments in the postal industry, establishing itself as the key partner for postal authorities and carriers by constantly offering targeted innovations and appropriate technology.

### A tagline that puts the focus on the client

The "We value your mail" tagline gives expression to these ambitions. It represents a threefold undertaking: a promise to clients, a challenge for all the Group's employees and an assertion of Neopost's personality. Neopost's business consists of adding value to mail and optimising its management. The Group's mission is to provide positive contribution to its clients and to do so with passion, creativeness and professionalism.

Jean-Paul Villot, Chairman and Chief Executive Officer of Neopost, added: "By expressing modernity, dynamism, proximity and technology, our new visual identity reflects our mission to add more value for our clients than anyone else. This is our undertaking to clients all around the world, and it is the promise embodied in our new identity."

From today, the Group's subsidiaries worldwide will adopt Neopost's new logo, tagline and graphical style to increase the global visibility and consistency of the Neopost brand.



## **About Neopost**

NEOPOST IS THE EUROPEAN LEADER and number two world-wide supplier of mailroom equipment and logistics solutions. Neopost offers the most advanced solutions for online or off-line postage, large volume mail insertions, occasional parcel delivery and logistics management and traceability.

Headquartered near Paris, France, Neopost has a direct presence in the world's top mailing and logistics markets, i.e. the US, France, the UK, Germany, Canada, the Netherlands, Italy, Belgium, Ireland, Japan, Norway and Spain. Neopost products are sold in 90 countries.

In 2004, Neopost posted sales of €756m and a net income of €109m. In 2002, Neopost acquired Ascom Hasler, the world number three supplier of mailing solutions, and Stielow, Germany's leading supplier of folder/inserters.

Neopost is listed on the Eurolist by Euronext Paris. Its market capitalisation is around € 2.6 billion.

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*Attachment :*

**ADDITIONAL INFORMATION ON THE NEW VISUAL IDENTITY**

WE VALUE YOUR MAIL

## ADDITIONAL INFORMATION ON THE NEW VISUAL IDENTITY

### The fruit of more than a year's work with Interbrand

In early 2005, Neopost appointed Interbrand, one of the world's leading branding consultancies, to assist it in a review of its positioning and identity.

Managed by Neopost's Marketing Division and co-ordinated by Interbrand in Europe and the USA, the process involved Neopost subsidiaries from around the world. The team ran a series of workshops and focus groups that brought together staff from throughout the Group and around 50 corporate customer organisations in many different countries, to define the main orientations of Neopost's positioning.

### A new visual identity

The new logo combines:

- A modern, dynamic typeface, which is highly legible and gives a sense of flexibility and adaptability; the Neopost name precedes the stylised "N" to give the brand even greater strength and impact.
- A butterfly-shaped stylised "N", symbolising movement, responsiveness, friendliness and lightness.

The logo is not contained within a frame, thus highlighting the company's openness. It can be produced in a number of colours.

The new tagline – We value your mail – clearly identifies Neopost's business field. It is a simple promise and a straightforward commitment of adding value for its clients.

The ribbon that runs below the signature represents both the fluid nature of mail processing and the continuity of service provided by Neopost to its clients.

### A clear mission statement

The review carried out by Neopost resulted in a clear and concise statement of the Group's mission:

- "Neopost is an innovative and engaging partner."
- "We are in business because mail matters."
- "Our clients are essential doers in organisations, aware of the critical nature of mail and the challenges involved in mail processing."
- "We deliver an unrivalled positive contribution to our clients."

All the group's staff are committed to these fundamental principles, turning Neopost's people into real "brand ambassadors".

### Global reach

The new visual identity will be used by Neopost's subsidiaries around the world. From today, all Neopost websites sport the new colours and graphical style. The new identity will also be seen in the badging of the tens of thousands of machines sold by the group each year in over 90 countries. All Group communications will now carry the new identity.

### Practical information

Agency: Interbrand

Agency project leader: David Jobin

Budget: not disclosed

