

## A NEW IDENTITY FOR NEOPOST

- New stage in the Group's transformation
- Roll-out in February 2015

Paris, 30 September 2014

Neopost, a global supplier of Mail Solutions and a major player in the fields of Communication and Shipping Solutions, today announced its new identity. It will be effective as of 1 February 2015 in the Group and its international network.

This rebranding marks a new stage in the transformation of Neopost, ongoing for the past two years. This new identity reflects the Group's expansion and diversification in a changing world. Indeed, Neopost, a specialist in mailing solutions, is broadening its range of products and services to parcels' management and is building a portfolio of products and services adapted to digital communication and customer data management.



Denis Thiery said: *"Partner to companies, we provide them with a coherent set of solutions to facilitate interactions and communication with their customers. We support them through the changes brought by the growing digitalization of their process and activities. Our new identity reflects these commitments. While capitalising on the value of the Neopost brand, the new logo and new slogan embody the Group's transformation and look firmly to the future."*

Neopost's new style is lively, bright, dynamic and optimistic. The new identity is designed for the multichannel world. It is simple and immediately recognisable. The new brand slogan, "Send. Receive. Connect. " confirms Neopost's role as facilitator.

The new logo is based on the letter "N", which has been reinterpreted and reinvigorated. The envelope visually suggests both physical mail and email, while the infinity symbol, reflects the Group's mission to create enduring interactions through pertinent communication. It features a rounded typeface to suggest customer closeness. Lastly, the vivid green colour evokes growth, harmony and safety that we intend to bring to our stakeholders.

WE VALUE YOUR MAIL



## PRESS RELEASE

### ABOUT NEOPOST

NEOPOST is a global supplier of Mail Solutions and a major player in the fields of Communication and Shipping Solutions. As a specialist provider of mailroom equipment, Neopost supplies the most technologically advanced solutions for metering, folding/inserting and addressing, providing a full range of services, including consultancy, maintenance and financing solutions. Neopost is also progressively building a portfolio of new activities to enhance its offering and support its clients' needs in the fields of Customer Communications Management, Data Quality and Logistics Solutions.

With a direct presence in 31 countries and 6,200 employees, Neopost posted annual sales of €1.1 billion in 2013. Its products and services are sold in more than 90 countries.

Neopost is listed in Compartment A of Euronext Paris and belongs notably to the SBF 120 index.

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