
NEW CORPORATE LOGO AND SLOGAN

The Board of Directors (“**Board**”) of Addvalue Technologies Ltd (“**Company**” and together with its subsidiaries, the “**Group**” or “**Addvalue**”) is proud to announce the launch of the new corporate logo and slogan of the Group, which shall take effect from 1 April 2020.

Rationale for the new logo and slogan

The Group has been going through a transformation of its business model for the past few years, and the rebranding is to reflect who we are today as well as to symbolise where our future lies. Specifically, the refreshing of our identity is part of the ongoing evolution of our corporate brand to mark the Group’s new landmark corporate milestone as we usher in the anticipated imminent commercialization of our maiden IDRS terminals.

About the new logo and slogan

The new corporate logo reflects a more contemporary look and seeks to capture Addvalue as a reliable, progressive corporation operating in a dynamic and technology-driven connectivity space.



The new dark blue font gives a strong, innovative, cutting edge and dynamic feel on who we are and the two green dots, apart from signifying us as a last-metre solutions provider, symbolise partnership reaching towards the sky and its boundless opportunities.



The new refined light blue slogan, ‘BOUNDLESS CONNECTIVITY’, further defines Addvalue’s business ethos.

BY ORDER OF THE BOARD

Dr Colin Chan Kum Lok

Chairman and CEO

31 March 2020