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EQUITY TRUSTEES: 130 YEARS YOUNG

Australia's leading specialist trustee company, Equity Trustees today unveiled its new brand identity and logo. Built on a rich 130-year history, the new design retains key aspects of the brand's heritage but brings in vibrant new elements that reflect an optimism for the future.

"The past two years have seen Equity Trustees strengthen in our traditional markets, develop into new ones and take our first steps offshore," said Mick O'Brien, managing director, Equity Trustees.

Equity Trustees Chairman, the Hon. Jeff Kennett AC holds a direct connection to the foundation of Equity Trustees in 1888 – and its original 'brand'. His great grandfather Edward Fanning was the Company's longest serving director serving for a total of 30 years - 22 as Chairman.

But Mr Kennett said the time was right for change: "Our new brand puts Equity Trustees firmly in today's landscape; It is a relevant, modern development of our trusted brand. Equity Trustees is starting the next lap of its long life and the time is right to make a change as we begin our next 130 years.

"I am confident he would be proud to know that the Company he was a director of when it was established has thrived while being true to its core brand values of trust, empathy and professionalism – just as we always have."

"We are changing and adapting to meet changing market demands and client expectations. The brand needed to transform too – to present ourselves as a contemporary, leading trustee company with a brand that remains synonymous with trust, empathy and professionalism."

Mr O'Brien said that trust was an increasingly valuable asset in the current heightened risk environment in financial services.

"We have, and always will appreciate that it is on trust that we build our business and serve generations of clients. Retaining the scales in our refreshed brandmark is symbolic of our continuing commitment to balancing our fiduciary responsibilities and obligations with care and concern for our clients.

"I am pleased to see our brand come to life with a rejuvenated look and feel, and a new energy that better reflects and represents our Company character, our ambition, our heritage and our strengths," he said.

The Equity Trustees scales and well-recognised name have been retained but a strong new design element of curved brackets has been added to represent the care and trust clients place in Equity Trustees giving the traditional brand a modern look.

With a primary colour palette of blue and yellow, the blue links to the Company's heritage, while the yellow adds a burst of energy with a modern twist.

To see the new brand in action, visit the [Equity Trustees website](#).



MEDIA INQUIRIES

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Equity Trustees was established in 1888 for the purpose of providing independent and impartial Trustee and Executor services to help families throughout Australia protect their wealth. As Australia's leading specialist trustee company, we offer a diverse range of services to individuals, families and corporate clients including asset management, estate planning, philanthropic services and Responsible Entity (RE) services for external Fund Managers. Equity Trustees is the brand name of EQT Holdings Limited (ABN 22 607 797 615) and its subsidiary companies, publicly listed company on the Australian Securities Exchange (ASX: EQT) with offices in Melbourne, Bendigo, Sydney, Brisbane, Perth and London.