

## Lend Lease becomes Lendlease, a new brand for a new era

**New York, 2 June 2015:** As announced by Group CEO and Managing Director, Steve McCann, beginning today Lendlease will progressively move from the 20-year old blue canopy emblem into a new era marked by a multicolor logo known as the 'fold'. The insignia represents the ever changing face of the business and true diversity of its global organization. The company name has also been modified to join Lendlease into a single word.

Americas Chief Executive Officer, Denis Hickey said, "As our company evolves, so should our brand. The new look is reflective of our exciting future as a contemporary, diverse and international business."

"Lendlease is increasingly known for creating some of the best places around the world. Our new logo is designed to signify the dynamic and flexible nature of our business," said Mr. Hickey.

In terms of timing, the business will be adopting a 'business as usual' approach to minimize any disruptions. The change will be implemented over the next 24 months as a 'run-down and expire' strategy, where the new brand will be implemented on projects according to their stage of development.

New projects and Lendlease owned assets in the region will adopt new branding after July 1.

"So after 20 years, we bid a fond farewell to the blue canopy and welcome the 'fold'. We are looking forward to a bright future, and now our brand has a modern design that's ready to take us there," Mr. Hickey said.

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## **About Lendlease**

Lendlease is a leading international property and infrastructure group. Listed on the Australian Securities Exchange and with circa 13,700 employees worldwide, Lendlease's capabilities span the property value chain.

The Americas region, headquartered in New York, offers project management & construction, public partnerships, development, asset and property management. Our expertise covers multiple sectors including arts & culture, commercial office, education, government, healthcare, hotels & resorts, industrial, military housing communities, mixed-use, multi-site, pharmaceutical, senior living, solar, transportation and aviation.

We are committed to operating Incident & Injury Free wherever we have a presence, safely creating innovative and sustainable property solutions while forging partnerships and delivering maximum benefits to clients, investors and communities.

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