

Introducing Lendlease: a new brand for a new era

Sydney, 26 May 2015: In a move that heralds an exciting new chapter for the leading Australian company, Lend Lease has unveiled a new look and brand presence described as a design for the future.

From today, it will progressively move from the 20-year old blue canopy logo into a new era with a mark known as the "fold", which features a changed hero colour to green. The company name has also been modified to join Lend Lease into a single word; Lendlease.

Lendlease Group CEO and Managing Director, Steve McCann said the innovative new look was part of an overall brand update to launch its "next chapter of success".

"We have emerged out of our five year strategy to hold a strong market position and believe we have re-established the leadership position of this great organisation. As a result, the time is right to evolve our brand.

"The new look is reflective of our exciting future as a contemporary, diverse and international business," he said.

Mr McCann said a thorough process was undertaken to come up with a design to match the company's iconic status.

"The culmination of this work is a design for our future, providing a unique identity that stretches from consumer to business, enterprise to government partnerships and local to international markets.

"Lendlease is increasingly known for creating some of the best places around the world. Our new fluid and flexible logo puts us in an ideal position to fully maximise the benefits of our remarkable pipeline of projects," he said.

The original blue "canopy" logo was launched by Lendlease in 1995, when it had just won the contract to expand Sydney Airport in time for the 2000 Olympics, it had received approval to begin construction on Bluewater in the UK and it had just purchased the Yarmouth Group in New York.

"Since 1995, our business has changed and our capabilities have grown.

"So after 20 years, we bid a fond farewell to the blue umbrella 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 McCann said.

The brand update will be funded from existing operational budgets, with change implemented methodically over the next 24 months as a "run-down and expire" strategy, where brand assets are changed systematically according to their stage of development.



Key projects in each region have been identified as opportunities to fast track the brand change, including The International Quarter in the UK, and Barangaroo and Darling Square in Australia. New projects including the Tun Razak Exchange in Malaysia will adopt new branding as the project rolls out.

The branding project has been underway since early 2014, with STW's strategic brand and design agency, Houston leading the charge on developing the new company mark.

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