



21 October 2021

## **IOOF rebrands as part of transformation**

IOOF, one of Australia's leading wealth managers, proposes to rebrand IOOF Holdings to 'Insignia Financial' as part of its transformation.

Renato Mota, IOOF CEO, states that the proposed corporate name change is reflective of the significant change the organisation has undergone over the last two years, culminating in the acquisition of MLC earlier this year.

"We are at an important inflection point in the transformation of IOOF. We are proud of our 175-year heritage as a friendly society and feel it is time to have our corporate brand reflect who we are today and the opportunities ahead. It felt appropriate to contribute to IOOF's enduring legacy under a new brand - one that signifies what we stand for."

### **Strategic brand review**

IOOF has undertaken a strategic review of brand architecture across the portfolio of brands and propositions to consider what role each plays in the newly transformed business.

Several options were considered for the new corporate brand, with the objective being to arrive at a name which draws on the origins of IOOF, the Independent Order of Oddfellows, and that signifies the fusing of organisations, and aligns to future goals. The change to 'Insignia' represents a distinguishing emblem which is associated with membership and belonging.

The Insignia Financial logo will keep IOOF's signature heritage green colour symbolising growth, wellbeing and prosperity, while the new logo also includes a reinterpretation of the distinctive inter-locking rings which have always represented unity and coming together.

While announcing Insignia Financial as the new corporate brand, IOOF remains committed to a multi-brand strategy, and particularly the important role MLC will play in delivering financial wellbeing to all Australians. MLC will be positioned as a key client-facing brand across the group, bringing together and simplifying branding across our products and services.

### **Process and Expected costs**

The change of name is subject to shareholder approval, with the resolution to be decided at IOOF's Annual General Meeting on 25 November. If approved, the change of name is expected to officially come into effect later this year. IOOF's ASX ticker will remain as IFL.ASX (unchanged).

IOOF anticipates the costs of changing to the new corporate brand will be \$2-3m, funded from the existing transformation and integration budget.

-ENDS-

Authorised for release by IOOF Holdings Ltd Board.

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