



30 April 2019

## **TeamTalk and CityLink moving to a single brand:**



[TeamTalk](#) Limited (NZX: TTK), the publicly listed telecommunications services provider today announced it is moving to a new brand.

The new Vital brand will apply to TeamTalk's existing radio business and CityLink's existing fibre business from today and you can expect to hear from us in the future under the **Vital** brand.

Later this year, we will be aligning our NZX ticker and legal company names with the new **Vital** brand. We will be announcing what these are and timeframes for the switch in the near future. Until we do, we will remain TeamTalk Limited, trading as Vital and CityLink Limited, trading as Vital.

TeamTalk's Chief Executive Andrew Miller said: "Following a period of significant transformation and reinvestment into our infrastructure, including developing new services to bring to the market, we felt it was time to reflect on who we are and whether our brand was consistent with our vision.

We wanted a name and brand that reflects our purpose. We wanted a name that was: Simple, Strong & Heroic".

"By choosing **Vital** we believe this represents our vision of wanting to keep New Zealand in touch when it matters most. Our desire is to deliver New Zealand's critical communications backbone with Vitality. Critical communications aren't just about emergencies, they are

about the moments when a message is vital to a business, an event, or the smooth running of a city”.

TeamTalk’s Chairman Roger Sowry said: “The Board is excited by our new company name which comes at the same time as we rollout new services which will enable **Vital** to grow”.

The rollout of a fresh and consistent visual brand across all of our communications will take place over the next few months. During this time, it will remain business as usual.

## **Ends**

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