

17 June 2015

## Vicinity Centres announced as new name for Federation Centres

Federation Centres (ASX:FDC) today announced that it intends to rebrand as Vicinity Centres following securityholder approval to change the name of Federation Limited to Vicinity Limited. Federation Limited is the listed company within the FDC stapled group.

Federation Centres Chairman, Peter Hay said: "As part of the merger between Federation Centres and Novion Property Group, it was recognised early on that the merged group's name should signify its new identity.

"Following the approval of securityholders at the Annual General Meeting in October, we intend to rename the merged group to Vicinity Centres.

"Vicinity by definition is a 'place' name – the place to shop, meet, socialise and experience a great environment – a key destination to bring people together. Our centres are 'in the Vicinity', close and convenient, and aim to enrich the local communities where Australian families live, work and shop," he said.

Federation Centres Managing Director, Steven Sewell said: "The Ribbon Swirl will be our brand mark. It evokes the act of giving, celebration, recognition and that personal touch. It is a unifying symbol for our portfolio of centres, which will continue to include a strong and diverse mix of local centre names and brands.

"The ribbon crosses cultures, occasions, traditions, celebrations and seasons. It reminds people of the many great reasons to experience a Vicinity centre," he said.

The new brand is shown below.



The Notice of Meeting for the Federation Centres Annual General Meeting to be held on 28 October 2015 will provide further details for securityholders and seek their approval for the change of name.

### Contact:

Media

Brandon Phillips  
+61 3 9236 6321

[brandon.phillips@federationcentres.com.au](mailto:brandon.phillips@federationcentres.com.au)

Investors

Penny Berger  
+61 2 8229 7760

[penny.berger@novion.com.au](mailto:penny.berger@novion.com.au)

## **About Federation Centres (ASX: FDC)**

Federation Centres (ASX:FDC) is one of Australia's leading retail property groups with over \$22 billion in retail assets under management. For more information about Federation Centres, please visit [www.federationcentres.com.au](http://www.federationcentres.com.au). For information about Novion Property Group, please visit [www.novion.com.au](http://www.novion.com.au).