

INVESTOR NEWS

Santa Fe Relocation has launched a refreshed brand identity to more clearly present itself in the digital world

The familiar red horse will be retained as logo, but it has been sharpened and meticulously redrawn to ensure optimal appearance also in digital media. The horse stands for speed, drive, agility and movement, and it is an iconic symbol of how we do business. It is also recognized globally as a sign of strength, integrity and quality. The red colour will also be retained. The colour was originally chosen out of respect to China, where it stands for luck and prosperity. China remains a very important market to Santa Fe Relocation, and Asia in general is part of our heritage.

The brand name will remain 'Santa Fe', recalling the early days of transport in the American West, where goods were moved across hundreds of miles along the 'Santa Fe Trail'. Santa Fe has over the years been used in combination with 'moving services', 'immigration services', 'relocation services', etc. but going forward we will use 'Santa Fe Relocation' as a unifying brand name for all the services we provide to our customers.

Commenting on the refreshed identity, Gregoire Pinton, Chief Commercial Officer at Santa Fe Relocation, said: "Santa Fe Relocation has a very strong, powerful brand, which is recognised for high quality of service in the markets we operate in. In today's digital age, it is however very important to have a logo and a brand image which presents itself with clarity also in the digital world. With the refreshed logo and clarified brand image, we will be easily recognisable to existing customers and at the same time be fully prepared to take maximum advantage of the opportunities provided by digital platforms.'



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About Santa Fe Relocation

Santa Fe Relocation is a global mobility company specialising in managing and delivering high-quality relocation services worldwide. Our core competence is relocation services that support corporations and their employees relocate and settle in a new country, assisting them with visas, immigration, home and school, language and cultural training, managing property rentals, delivering domestic and international moving of household goods. We provide these services to a consistent high standard, locally and globally through our own offices across 47 countries and six continents. Santa Fe Relocation is wholly owned by the Santa Fe Group, which is listed on NASDAQ in Copenhagen, Denmark. For more information, visit us at www.santaferelo.com

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