

Forterro Brand Update

We would like to share some news about changes we are making to the Forterro brand.

In the last eleven years, Forterro has grown organically, and through acquisition, from an on-premise ERP software provider, with a portfolio of individual products, to a pan European cloud based platform focused on the industrial market. Our commitment to this market is unwavering which is why we have updated our brand to better represent how we strengthen and accelerate our customers' ability to operate efficiently and compete effectively.

What is changing?

We are evolving, over time, from a collection of companies with product brands to a unified company with many products. This provides combined strength, security and scale to keep pace with market and customer growth. As a unified organisation we can optimise investments in accelerating to the cloud, more quickly develop our support infrastructure and improve the way we deliver to you, our customers.

A key unification initiative is unifying our people and products under a single brand. This is to bring our people together, increasing their strength, resilience and resources by being part of a larger company, a company which is better represented by a single brand, "Forterro".

You will see that our existing logos, design, and communications – like this one - include the new brand identity which has been created to reflect our proposition more accurately in the market and to our customers, employees and partners alike. You will notice changes in our websites, on social media platforms and advertising. Over time, we will embed the new brand into all areas of the company.

What is not changing?

We recognise the strong connections that our customers have with our products and consequently we chose to not change our product names. You will continue to see the products you recognise and use in the market, in our marketing and be able to talk to our teams about them.

Our company contact information, including team phone numbers, will remain the same, so you can continue to contact us using the existing details you have.

The changes to our brand are a step in Forterro's development and growth towards being a stronger partner to the industrial market. Our commitment to providing you with the specialised software to accelerate your business remains our priority.

We want to take this opportunity to thank you for your continued support and trust in us as we build the company and our products to serve you better.

We value your feedback. If you have any questions, please feel free to contact your usual Account Manager or email us at info@jeeves.se.

Sincerely,

Dean Forbes, CEO

Forterro