



New Brand, New Identity, New Products, Newer Geographies!

Big news for our firm! We are thrilled and excited to unveil our refreshed brand identity as **WoRisGo** [Worldwide Risk & Governance]. We are releasing an updated brand identity, new logo, new look, new brand, more products, and an expansion to newer geographies.

WHAT

After careful consideration and many hours of brainstorming, we have chosen a simple elegant logo that reflects a neater, modern look and captures the essence of remaining calm under all uncertainties. There is movement, excellence, empowerment, elegance and stability. The color palettes that will be used across our branding reflect these values.

WHY

As our products grew, our clients became more diversified and spread across multiple geographies it became imperative for us to change. The updates show the evolution of our company since its founding in 2016. While this is a significant change, our core beliefs have remained unchanged. In the spirit of rebranding, we reinvest in our commitment to our customers and promise to provide an even better and higher degree of professionalism. The change was needed to update our brand and messaging to better reflect who we are, what we do, what solutions we have built and what all we have to offer.

FORWARD-LOOKING

After some in-depth research, design thinking, market analysis, and most importantly client feedback from across the globe we felt the rebranding will enable us to expand upon our services, enhance our footprint, pursue diverse sectors, accomplish global growth objectives, and above all foster new client relationships. For all existing clients, it's business as usual with more capabilities, more products, and more services offered for you. We will of course continue to execute high performance with even higher brilliance, and professionalism you've come to experience.

SOME THINGS WON'T CHANGE

Behind the fresh new look, we are still the same team (though much larger, more skilled, more qualified and diverse). We remain as dedicated to providing you with the best possible services and solutions. We remain proud of the work we have delivered, the partnerships we have forged, the clients that have vouched for us and the technology that has been developed.

We'd like to take the opportunity to thank our loyal customers and business partners for your trust and belief in our business. You will continue to receive communication, resources and information as we roll out the new WoRisGo branding and messaging. In the meantime, please take a few minutes to explore our new website (www.worisgo.com) and keep an eye out for more.

