

Trismart Security Corporate Rebranding Announcement

AMMAN – 2nd of September 2014: It gives us great pleasure to announce the rebranding of Trismart's corporate identity. As we are expanding our business, our new identity has to satisfy all of the existing expectations of what we stand for while simultaneously moving the brand forward. Being one of the market leading and fastest growing security providers in Jordan and the Middle East, we are very excited about our new logo, customer materials and website. The rebranding reflects the many recent changes the company has undergone, its vision for the future as well as its core values.

Trismart - the security experts - has now become Trismart Security. This is a name that clearly embodies our business activities and focus. The new logo incorporates a more contemporary look where the corporate colors are red, brown and beige. At the heart of our new logo is the Red Line, a Red Line which represents an area that no one can cross, where this area is protected by Trismart Security. We want our new brand to reflect our core business, which is to provide complete security solutions. We remain committed to serving our clients and hope that our new corporate identity will communicate a clear message.

At the same time, we are also revealing our core values and the meaning of the name Trismart:

T - Technical Expertise

R - Respect for our Clients and Employees

I - Innovative Solutions

SMART - By combining the three core values (Technical Expertise, Respect and Innovation) in a smart way, TRISMART Security offers our Clients complete security solutions that fulfill their needs and exceeds their expectations.



We look forward to continue to work with our customers and to participate in their future growth and success and will continue to strive to provide the best services and solutions available.