

## PRESS RELEASE

# InoVest Reveals Strategic Brand Refresh

**Manama, Bahrain; May 22<sup>nd</sup> 2017:** The InoVest Group yesterday announced a refreshed and modernized corporate identity designed to better reflect the Group's strategic direction and positioning as a sharia compliant investment firm regulated by the Central Bank of Bahrain (CBB).

In a press conference held at the Capital Club-Bahrain Financial Harbor, the firm explained that the refreshed identity supports its strategic drive towards consistent development over the years to come, as well as reflecting the evolution of its business over the past years. To that end, the refresh grounds the corporate identity with its uppercase affirmation of solidity and strength, whilst maintaining its brand color based through the use of a vitalized orange in its new scheme. The brand refresh further allows the firm to visually allude to the Group's new approach to investments, and to the discovery and the enablement of sustainable value creation through the investments it leads.

In revealing the refreshed corporate identity, Murad Al Ramadan, InoVest Group CEO, stated, "We embarked on our 3-years strategy at the start of 2016 with the objective of generating a turnaround in our performance, strengthening our financial position, diversifying our investment portfolio, and thereon maintaining sustainable growth. With this determination to improve and enhance the firm, we took the challenging task of assessing InoVest to its core; from there we capitalized on our track record and history and institutionalized the lessons we learned from the challenges we faced. We changed our philosophy and business approach to reposition ourselves as an Investment firm that discovers potential and delivers value to its stakeholders. This motto has been at the heart of our business since inception, and today we strive to do this with greater diversity and sustainability."

Mr. Al Ramadan further noted, "Our brand refresh comes as a key deliverable within our ongoing strategy; it allows us to better align our corporate identity with our strategic direction and organization culture in a manner that will serve us in years to come. On the investment front, our brand and business strategy are now better tallied. We firmly believe in generating investment opportunities and value adding ventures that deliver sustainable returns and contribute tangibly to the communities in which we are present. We believe that this commitment should be apparent in every expression of our company, including but not limited to our visual identity".

Having come back from several difficult years, InoVest stakes claim to a rapidly rising position after successfully returning back to profitability in 2016, the firm continues to highlight its aim of sustaining profitability, creating leeway towards exploring new investment opportunities and diversification of their portfolio. It is apparent that the firm's new investment approach capitalizes on building strategic partnerships, and on re-earning investor enthusiasm and trust. The announcement of the InoVest brand refresh comes as a further delivery of the company's corporate strategy, and is a reflection of a more vibrant and successful time to come for the group.

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### **About InoVest**

Established in 2002 in the Kingdom of Bahrain, InoVest is a Sharia'a compliant Category 1 investment firm regulated by the Central Bank of Bahrain and publicly listed on both the Bahrain Bourse and Boursa Kuwait. InoVest's business spans three principle areas: direct investment, asset management, and real estate investment. Based in the Kingdom of Bahrain, InoVest is the parent company for Al Khaleej Development Company "Tameer" and Tamcon Contracting Co. For more information, please visit [www.inoVest.bh](http://www.inoVest.bh)