



Linedata

Linedata accelerates its transformation and unveils a new brand identity

View the film of the unveiling our new visual identity [HERE](#)

Neuilly-sur-Seine, 5 December 2017 – Linedata (Euronext Paris: LIN), the global solutions and outsourcing services provider to the investment management and credit finance industries, launches an ambitious transformation strategy and a new brand platform.

In response to the many disruptions brought about by new technologies and behaviors, Linedata is accelerating the digital transformation of its product and service offerings as well as its corporate governance and practises.

This builds upon the initiatives the company has conducted over the last two years as part of its “Linedata 2018” enterprise strategy:

- Enhancement and transformation of Linedata’s product offering with the launching of two new, fully modular solutions for its credit finance clients, with truly scalable architectures and state-of-the-art user experiences. For its Asset Management clients an ambitious project is underway to create an end-to-end modular platform, with the adoption of continuous-delivery and new business models, as well as a greatly enhanced user interface.
- Expansion of Linedata’s service offering to include business process and cloud infrastructure outsourcing. This has been achieved through the integration in 2017 of two companies, Gravitas and QRMO. This satisfies strong market demand for combined software and broad service offerings. These acquisitions also strengthen the company’s presence in Asia and the United States.
- Creation of a Board of Directors, composed of members with long-standing knowledge of Linedata and new personalities with a different perspective on the company and its environment. This will help secure Linedata’s sustainability and shape its strategy. This Board of Directors replaces a previous dual governance structure.
- Extension of the executive management team with the appointment of two Deputy Managing Directors the hiring of two new members, a Chief People Officer and a Head of Innovation, Communications and Marketing.

Anvaraly Jiva, founder and CEO of Linedata, stated: “Linedata is turning 20. It is a major milestone in the life of our company. Our new visual identity reflects who we have become and raises our ambition. The financial industry is evolving rapidly and our customers’ expectations have become much higher. It is a constant challenge to meet these expectations, a challenge that inspires us and drives the pulse our progress. We will continue to rely on our values, the backbone of our identity, and the passion of our 1,300 employees, to build Linedata’s future with confidence.”

Linedata is affirming its digital transformation with the unveiling of this new brand platform and visual identity.

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Created in collaboration with the branding agency Carré Noir, Publicis Group, the new logo reflects Linedata's story, emanating from the heart of the symbol and revealing the perfect symbiosis between L, the initial, and D for data, our expertise. And this story is still being written, growing in virtuous circles, getting bigger and stronger. The new visual territory is primarily in red, a strong and dynamic color, standing for the passion of the teams. Trails, direct emanations of the logo, are emblematic of Linedata's ambition of leadership and development by growing to infinity. These codes carry the "living ethics" brand personality guided by four core values: caring, smart, passionate and sustainable.

With its new design, the linedata.com website shows all the ingredients of the graphic territory of the brand: it offers a smooth navigation and easy access to the global offering of Linedata - software, services and outsourcing.

ABOUT LINEDATA

20 years experience, 20 offices, covering 50 countries, more than 700 clients, we are close to 1300 employees providing global humanized technology solutions aimed at the investment management and credit community. Linedata supports companies to grow and strengthens the development of its clients.

Headquartered in France, Linedata achieved revenues of EUR 166.8 million in 2016. We are listed on Euronext Paris compartment B FR0004156297-LIN - Reuters LDSV.PA - Bloomberg LIN:FP.

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Press

Linedata

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