

## CLIFFE DEKKER HOFMEYR

### LAUNCHES NEW BRANDING TO REFLECT ITS UNIQUE IDENTITY

Our firm's new brand will focus on its position as a known and trusted top tier South African legal advisor with strong networks across Africa, offering services to our clients that reduces their exposure when entering jurisdictions with which they are unfamiliar on the continent.

Our CEO Brent Williams explains, "The firm's new branding reflects the firm's focused strategic approach, most notably the integration of CDH's services and sectoral offerings, the addition of value-added services and, a focus on innovation, partner collaboration and client-tailored solutions. We are leveraging our new branding as a timely opportunity to drive and improve our services and the way in which they are delivered to clients. We want to entrench a collaborative way of doing business amongst our lawyers, through our strong network of partner firms and with our clients' businesses, domestically and on the rest of the continent."

Our firm's new logo will contain the firm's acronym "CDH" which is the acronym by which the firm is known in the market and by our clients. Reflected within the letters is a design that symbolises a network of collaboration between the firm our clients and our partner firms across Africa, with a faceted matrix signifying resilience and a future-focused outlook.

Explaining the rationale behind the corporate branding update, Brent notes, "Like our clients, we have had to consider various aspects of our firm's business in order to ensure robust and sustainable performance, without sacrificing excellent quality of service and client care, in a tough South African economic environment. Our new corporate branding is designed to reflect the firm's future-focussed outlook and the firm's commitment to partnering with our clients to find the best ways to service their needs and thereby form enduring relationships with our clients", he adds.

Kind regards,

Brent Williams  
Chief Executive Officer  
Cliffe Dekker Hofmeyr

Gasant Orrie  
CT Managing Partner  
Cliffe Dekker Hofmeyr

Attie Pretorius  
Chairman  
Cliffe Dekker Hofmeyr

*Cliffe Dekker Hofmeyr (CDH) has announced that it has updated its corporate branding to reflect CDH's innovative and integrated service offering.*



## OUR TEAM

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