



PRESS RELEASE

In September 2017 the board of directors of Holmex Trading International proposed to change the name of the company to HLG Holding (Australia) Limited. The name change supports the company's strategy and development as a broad investment holding and business services company.

HLG Holding Australia Limited. A new name for the next chapter of our story.

Change has been a constant for us from the very beginning. Mastering feats of investing and partnering overcoming harsh market environments and global economic challenges and learning by doing, sharing and partnering with others and the aim of becoming one of Australia's leading investment holding and business service providers. We aim to support "best of the best" enterprises and investment ventures in Australia.

We've evolved from an international trading company into a broad investing holding and business service company. We are meeting the future with optimism and a new name.

The name HLG was formed by combining "HL", the starting point for an uplifting German word "Holm" (Proto-Germanic *hul-maz, from PIE root *kel) which means **to rise, be elevated, be prominent**, and "G Australia" signalling a company proud of its Australian origin, and who wants to use this actively in its global investment positioning.

Rising higher, be elevated and **elevate others, be prominent** and **create shared value** are the guiding light that inspires our people and our global partners to work towards our vision.

"We aim to be one of the world's leading and most successful diversified investment holding companies delivering continuous and sustainable growth that increase long-term shareholder value"



Our new name reflects who we are today, and our ambitions for the future.

The world is changing, and so is HLG Australia. The most significant transition our modern-day investing and entrepreneurship have ever seen is underway, and we aim to be at the forefront of this development in Australia and across the globe. Our strategic priorities remain firm.

HLG Holding Australia is a powerful expression of who we are, where we come from, and what we aspire to be. We are a value-based company, and "**Rise and Be Elevated, Be Prominent**" describes how we want to approach people, our businesses and the communities where we operate. HLG Australia tells the story of a company that thrives on change, cheering for diversity, attracting the best talents and committed global partners, with clear vision and integrity, innovation and value creation at its heart. The Australian and emerging markets will remain the backbone of our company, and we will use our Australian spirit in our positioning as we continue growing locally and regionally within both investing and business service," says Luis.

Our logo —reminds us that we're on a journey, guided by the clear vision and uncompromising values. Never settle for 'good enough.' Always searching for better.

“Once formally approved 15 September , we will start the roll out of the new name and brand. HLG Holding Australia is a name that is forward-looking, and creates a strong platform for engagement and dialogue with a broad set of stakeholders. We believe it will create internal alignment and pride, and help attract capital, partners and talents,” says Luis De Sousa, Founder and Managing Director.

We are HLG Holding Australia - Your strategic investment and service partner in Australia.