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Bis launches refreshed brand

Resource logistics provider Bis has launched a refreshed brand to better reflect the business and convey its strong focus on customers. Key elements of the refresh include an updated logo, new website and streamlined business descriptors.

The brand refresh follows Bis' recent announcement that an agreement has been reached to recapitalise and significantly deleverage its balance sheet, positioning the company for future success.

Bis CEO Brad Rogers said the company's brand refresh reflected a revitalised and rejuvenated business. "We've greatly appreciated the strong support we've received since the recapitalisation announcement and we want to build on this positive momentum with updated branding that better represents the new Bis," said Mr Rogers.

"The brand refresh is not a dramatic overhaul, but there are some important enhancements. For instance, most people refer to us as 'Bis' and from now on we will too. Bis Industries Limited remains our legal entity but Bis is more direct and familiar."

"We've also streamlined the way we describe our service offering, focusing on four core business groups – logistics, materials handling, underground services and our new offering, consulting."

"We've updated the Bis logo, supported by a new tagline - Deliver Every Day – which embodies our strong culture of reliable delivery of safe, innovative and consistent production outcomes for our customers. We've been delivering for our customers in this way since 1915 and we want to ensure that our employees continue this focus."

"Industry conditions remain challenging but our proposed new balance sheet represents a generational re-set of the business. Our updated brand aligns to this opportunity."

The new branding and narrative is highlighted in Bis' new website, which was launched today. Bis will progressively update its material and assets with the new branding during the coming months.

Bis' proposed new capital structure involves a debt for equity swap that will reduce total debt by around 80%, or \$1 billion. The restructure is expected to be completed in the 4th quarter of 2017.

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About Bis**We are your resources logistics company.**

We have been delivering every day for our resources customers since 1915.

Bis provides the logistics, materials handling and specialised equipment you need to efficiently haul, transport, handle, process and deliver all your commodities.

Our people find the best solutions and inventive ways to drive productivity improvements in your supply chain. You can count on our staying power and industry leading safety record.

With Bis, you can Deliver Every Day.

bisindustries.com