

**MERITUS ULAGANJA D.D.**  
**ULICA VJEKOSLAVA HEINZELA 62A**  
**10 000 ZAGREB**

**SECURITY: MRUL / ISIN: HRMRULRA0009**  
**3MRU / ISIN: HRMRULO277E9**  
**LEI: 74780080JD6L45P7YG07**  
**REGULATED MARKET SEGMENT: ZAGREB STOCK EXCHANGE, THE OFFICIAL MARKET**  
**HOME MEMBER STATE: CROATIA**

#### **PUBLICATION OF OTHER INFORMATION**

**In ZAGREB, 26.08.2022.**

### **NOTICE OF CHANGE OF BRAND NAME OF M+GROUP**

Meritus ulaganja d.d. (ZSE:MRUL, 3MRU), i.e., M+ Group, presents its new brand name: M Plus. The numerous Group members from the BPTO sector acquired through the Group's proactive M&A strategy will now unite under the M Plus brand to provide all clients, users, and employees with a harmonized and unified experience that comes with a new logo, visual identity, redefined service structure, and a new website which is currently in the final phase of creation. The new website address will be announced when it becomes operational.

#### **Brand architecture - vibrant colors and a new slogan**

The new brand name and visual identity are a response to the significant growth and expansion of the company, whose target markets and services have evolved significantly. They reflect the strong synergy of all its members, the company's vision, and plans. The "M" shape symbolizes growth with a special emphasis on "Mastery," while the Plus (+) represents the added value delivered to the Group's employees and clients. Based on these premises, a unique and holistic mastery approach is put forward, focused on people and supported by the state-of-the-art technology, articulated through the new slogan "*Mastery and Beyond...*".

The new logo uses blue color to support the company's long-term values; self-confidence, success, courage, wisdom, trust, and inspiration, but also adds the newly adopted values that M Plus has acquired as a growing, diverse, multinational, and adaptable Group. The red color expresses energy, excitement, strength, ambition, and enthusiasm, while yellow expresses creativity, joy, and happiness.

M Plus remains focused on building a healthy team environment, providing opportunities for growth and development, encouraging inclusion, respecting different cultures, and using its diversity to provide superior services to its clients and their users. With this rebranding process, M Plus enters a new phase of growth as one of the leading players in the European BPTO market, with the ambition of conquering the global market.



Existing M Plus members from the BPTO sector plan to start the rebranding process by the end of 2022.

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