

# Dexus

## Media Release



27 March 2017

### Dexus launches its new brand

Dexus has launched its new brand today.

Our new brand has been created to represent who we are today and our future aspirations. Our new brand provides an opportunity to lift awareness, shift conversations and enhance value by demonstrating Dexus's point of difference in an undifferentiated market.

The brand reinforces Dexus as a property group that is innovative and customer focused. We are redefining the work place through progressive thinking and the courage to innovate; listening, learning, understanding and responding; being active now and in the future; and making the complex simple.

The core concept behind our new brand is that we bring multiple perspectives together and embrace life in full colour. We don't see things in just one colour or in one dimension; we find better ways to shape workspaces, now and in the future.

Dexus CEO, Darren Steinberg said: "We're in exciting times right now because we're working with our customers to refine what is important to them in a work place and reimagining the concept of a workspace community.

"We're providing value-add services for our customers like car sharing and parking solutions, childcare, and flexible meeting and training facilities."

We will take a phased approach to rebrand our buildings over the coming months. Please view our [brand video](#) to see how our new brand will come to life.

### For further information please contact:

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### About Dexus

Dexus is one of Australia's leading real estate groups, proudly managing a high quality Australian property portfolio valued at more than \$22 billion. As property innovators, we are deeply committed to working with our customers to provide spaces that engage and inspire, as well as delivering quality, sustainable returns for our investors. We invest only in Australia, and directly own \$11 billion of office and industrial properties. We manage a further \$11.7 billion of office, retail and industrial properties for third party clients. The group's \$4.5 billion development pipeline provides the opportunity to grow both portfolios and enhance future returns. With more than 1.7 million square metres of office workspace across 55 properties, we are Australia's preferred office partner. Dexus is a Top 50 entity by market capitalisation listed on the Australian Securities Exchange (trading code: DXS) and is supported by 30,000 investors from 20 countries. With more than 30 years of expertise in property investment, development and asset management, we have a proven track record in capital and risk management, providing service excellence to tenants and delivering superior risk-adjusted returns for investors. [www.dexus.com](http://www.dexus.com)