

## GRUPO CAUTEX LAUNCHES NEW CORPORATE IDENTITY

More than 60 years after the launch of Grupo Cautex onto the market, we have carried out a REVOLUTION both on the company's logo and on the CAUTEX and PLYOM brands' logo under the slogan "NEW IMAGE, NEW CHALLENGES".

The new design presents, regarding the previous image, a more elegant and modern line giving prominence to brands' names and incorporating a Cx (for Cautex) and a P (for Plyom) as elements with their own entity, easily identifiable with its brand.

But it's not just a logo exchange. Grupo Cautex has also developed an appealing design to update its corporate identity.

Cautex continues to maintain the red as main colour, an indicator of activity, power, energy and dynamism, but evolving to a slightly darker garnet, which lends a greater personality. Regarding Plyom, the blue colour used has also been redefined, a symbol of security and confidence. In both cases, similar, but independent presentation formats will be used so that they are easily identifiable as members of the Grupo Cautex.

From March 18 onwards, the new identity will be implemented in all internal and external documentation, presentations, packaging, advertisings, communication channels and, soon, in a renewed website.

This new definition of corporate image is part of the company's ambitious growth and expansion plan for the coming years.

