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Ausdrill adopts new corporate branding and trading name



Ausdrill Limited (ASX:ASL) (**Ausdrill**) is pleased to announce that the Ausdrill Group is adopting a new brand and identity, **"Perenti"**. "Perenti Global" will be the trading name of the Group company and listed entity and will sit above the Industry Sector Groups (**ISGs**); Surface Mining, Underground Mining and Investments.

The Board considers the new name and brand better reflect the Group's status as a diversified global mining services group and provides a strong platform that will support the Group's strategic direction and future growth ambitions.

The Group's Managing Director Mark Norwell said the change represents a new chapter in the Group's proud history and is a natural step given the evolution of the business.

"Over the past year there has been transformational change within the Group. We have doubled our revenue through the acquisition of Barminco, developed a new strategy and implemented a new operating model to set a platform for future growth.

"We have evolved from an Australian drilling company into a global mining services company that has businesses in surface mining, underground mining and mining support services (our Investment ISG). We have offices and operations in four continents across 13 countries and we employ more than 8,000 people globally."

Mr Norwell said having a strong, identifiable brand is a critical enabler of the Group's growth strategy.

"As a group of businesses we are resilient and agile and have the ability to embrace change, a key aspect that is directly embedded in our company principles. We also pride ourselves on successfully operating in many challenging and remote locations the world over.

"This name change is more than cosmetic, it's an important step in culturally binding our businesses together under a common identity and it supports our new aspiration, purpose and strategy we rolled out earlier in the year," Mr Norwell said.

Existing customer facing brand names will be retained as they are well established in their respective markets.

**BRINGING MORE
TO MINING**


The Ausdrill name has a long and proud history and that name will be retained for the Group's surface drilling operations in Australia. In addition, our other iconic brands such as Barmenco, BTP, AMS and more, will continue to be used in their own right.

To support the new brand and direction the Group has also evolved its tagline from *Bringing More to Mining*, to **Expect More**, underlining a commitment to all its stakeholders.

"For the Group to achieve our aspiration and deliver our purpose we have to constantly raise the bar in everything we do. Our stakeholders, whether they are customers, suppliers, employees or the communities we operate in, should **Expect More** from us," he said.

The new Group branding structure is as follows:



The first step in the rebranding and name change process is for Ausdrill Limited to commence trading under the name “Perenti Global” with the new logo  **Perenti**. Ausdrill has registered a business name for this purpose and will commence trading under this name from today.

The second step will be for Ausdrill to officially change its registered company name from Ausdrill Limited to Perenti Global Limited to align with the new brand and trading name. This proposed change is subject to the approval of shareholders, which will be sought at Ausdrill’s 2019 Annual General Meeting.

If the registered company name change is formally approved, the change will take effect from the time that the Australian Securities and Investments Commission (ASIC) updates the details of the Company’s registration.

From the time of change to the registered company name, Ausdrill also proposes to update its ASX ticker (currently ASX:ASL) to reflect the new name. Ausdrill has reserved the ticker “PRN” for this purpose.

Further details will be set out in Ausdrill’s Notice of 2019 Annual General Meeting. If the required shareholder resolution is passed, a further ASX announcement will be made once the change of name and ASX ticker take effect.

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About Ausdrill

Ausdrill (ASX: ASL) trading as Perenti Global (**Perenti**) is an ASX200 diversified global mining services group with businesses in surface mining, underground mining and mining support services. The Group was founded in Kalgoorlie in 1987 and is today one of the world’s largest companies providing surface and underground mining at scale. Headquartered in Australia, Perenti has operations and offices in 13 countries across four continents, employs more than 8,000 mining professionals and is creating enduring value and certainty for clients on some of the world’s largest mining projects.

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