

DYNAMIC NEW MULTI ALLOYS BRAND UPDATE

- We are in an exciting time at Multi Alloys
- For more than two decades our company has grown and expanded its offering
- We have long been a company associated with Energy Engineered Products and since January 2017 they are also a shareholder in our business
- As a Group we are now embarking on the next phase of our growth, by aligning our brands and visual identity

Our alignment with EMVAfrica (formerly Energy Engineered Products)

- At **MULTI ALLOYS** we have always offered a premium experience, sourcing and supplying specialist high performance metal alloys for niche applications
- **ENERGY ENGINEERED PRODUCTS** will be changing its name to **EMVAFRICA** on the 1st November 2018
- **EMVAfrica** will contain two divisions; **Energy Metals** for stainless steel and metals business, and **Energy Valves** for valves business
- As part of the consolidation of our group and our identity, **MULTI ALLOYS** will be adopting a progressive new corporate identity as a **proud member of EMVAfrica**

What does this mean for our suppliers and clients?

- You will notice the change in our logo and brand identity, but in all other aspects our business relationship with you will remain unaffected
- Our company registration number, VAT number, shareholders, and staff will remain unchanged

No need to do anything

- The changes that will be taking place are largely visual and communications based, relating to our branding and logo
- There are no changes to our name, company registration number, VAT number, shareholders, management, way of working or commitment

When will this happen?

- On the 1st of November we will begin to introduce the new brand and visual identity
- We will plan a formal public launch early in 2019 and will keep you updated

Our mission going forward

- Our mission as part of the newly united EMVAfrica group, is to be one of the leading one-stop stainless steel, special alloy and valve distributor in Africa
- As a trusted supplier, you are an incredibly important part of our mission. We value the role you play in our business and we look forward to including you in this next phase of our journey as a company and brand

If you would like to discuss these changes in more detail, please refer your questions to Ken Perel at kenp@multialloys.co.za

Kind Regards,
The Multi Alloys Team