

ASX Announcement

27 October 2020

Intention to rebrand corporate entity to Verbrec

- Intention to rebrand corporate entity to Verbrec at the AGM on the 27th November 2020
- The LogiCamms, OSD and Competency Training brands will remain intact as subsidiaries of the corporate group to capitalise on strong reputations, brand equities and clearly define the Company's expanded service offering
- A defined group structure also allows the Company to grow and fully capitalise on the brand equity on any potential future acquisitions
- A new website and widespread customer engagement strategy will take place following Shareholder approval at the AGM

LogiCamms Limited (ASX:LCM) is pleased to announce its intention to rebrand to **Verbrec** to strongly position its skills and capabilities in the market as it executes its refocused long-term growth strategy following a comprehensive strategic review.

Market soundings have validated that the *LogiCamms* brand name is synonymous with Electrical and Control Systems and Asset Management, *OSD* is synonymous with Pipelines and *Competency Training* is synonymous with Training. As such these brands will be retained and attributed to their respective operational offering, bolstered by their strong reputations and legacies.

Additionally, the Company has strengthened its capabilities by expanding its offering to include services that are not reflected under the LogiCamms brand vertical. As such rebranding to Verbrec allows the Company to ramp up the marketing strategy for its entire service and refresh the Company's positioning to accurately represent all capabilities in the market, whilst still leveraging off the brand equity of LogiCamms, OSD and Competency Training.

A defined group structure with strong subsidiary brands will also allow the Company to grow and fully capitalise on the brand equity of any potential future acquisitions over the next decade and beyond.

Any potential future acquisitions will be presented as subsidiaries and referenced on the website and literature to maintain brand equity.

This change of name is subject to shareholder approval at the AGM which is scheduled for Friday 27th November at 3:00pm AEST (Brisbane) / 4:00pm AEDT (Sydney/Melbourne).

On ratification of the name change, a fully prepared website will go live. This will be followed by widespread notification and engagement campaign with the Company's clients. The transition will be undertaken in a capital disciplined way.

The change of name will take effect from when ASIC alters the details of the Company's registration. Upon approval by Shareholders the Company's ASX listing code will be changed from "LCM" to "VBR".

Linton Burns, Managing Director commented: "The move to a corporate group structure with defined branded subsidiaries is an important step in ensuring our long-term growth strategy. Both LogiCamms and OSD are strong and iconic brands that are synonymous with high-quality and trusted Australian engineering, and it is important this legacy is protected and leveraged for the Company's future growth."

"Transitioning to Verbrec aligns with our well-defined growth strategy to pursue high growth projects and development opportunities and deliver the next phase of commercial and operation success."

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Authorised for release by the Board of Directors of LogiCamms Limited.

Further Information

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About LogiCamms Limited

LogiCamms is an engineering and operations services company with the experience to deliver Outstanding Service Delivery through innovative engineering, project delivery and operations solutions to our clients, including leading owners and operators of minerals and metals, hydrocarbons, water and infrastructure assets. LogiCamms provides fit for purpose solutions throughout Australia, New Zealand and the Pacific. LogiCamms is an Australian Securities Exchange listed Company (ASX: **LCM**) with a Vision is to be the mid-tier engineering and operations partner of choice.