



MEMO

TO: ALL EMPLOYEES OF NWTL

FROM: MANAGING DIRECTOR

SUBJECT: NEW LOGO

DATE: TUESDAY 24TH NOVEMBER 2020

CC: CHAIRMAN'S OFFICE

To All Staff of the NWTL Group of Companies,

On behalf of the Management of NWTL Group, I am pleased to announce the launch of our new logo for the NWTL Group of Companies (refer Appendix A)

Our growth as a group has been tremendous over the years. Since establishment in 1989, our Founder, Frankie Gui OL registered our first company; PNG Namba Wan Trophy Holdings Limited. The business served the sporting market and developed a reputation in the country as the leading provider of trophies and sporting equipment.

Since establishment, our service offering has diversified into more than ten industries (refer Appendix B). Our commitment is to continue to provide trusted, quality and variety to the people of Papua New Guinea. We strive to be a leading product and service company, with professional team members that deliver excellence in innovation, service, quality and customer centric solutions whilst always focused on our community, environment, customers and colleagues.

Our growth as a Group has created employment for over eight hundred Papua New Guineans, a livelihood for more than one thousand family members and enables us to continue to contribute generously and meaningfully to our community.



Our emergence as a Group of Companies prompted us to relook at our visual representation. This meant redesigning our logo which was inspired by our staff and a necessary change to reflect our transformation whilst maintaining relevance in the changing market (refer Appendix C). Our new logo pays homage to where we began, where we are now, where we look to go, our stakeholders, the resilience and warmth of our people and this nation that continue to guide our journey.

Our inclusivity and innovative growth has meant understanding and appreciating that consumer behavior across all our businesses has shifted. A prominent indication of this has been a growing, fashion savvy, social and active demographic in the sporting and apparel market. On this occasion, we are also excited to announce a new logo for our member company; Trophy Haus (refer Appendix D).

Both logos will be rebranded across all documents and signage in the coming weeks. Please contact Ronie Sualog for our new NWTL brand guidelines and stationary to be implemented, effective immediately and Paul Pasive for matters concerning the new Trophy Haus logo. All old stationary for both companies are to be properly disposed before the end of the year.

Thank you for your continued support and commitment and we look forward to working with you into the future.

Sincerely,

Jim K.A GUI
Group Managing Director
NWTL Group

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Appendices
Appendix A
 Our New Logo



A detailed explanation of our logo can be obtained from Ronie Sualog, Policy and Planning Manager, in our new Brand Guidelines.

Appendix B
 Our Journey





Appendix C Our Story



Our Story

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Our Logo

Our logo bears elements we value that tell of our journey of growth as a diversified privately held family business. The circular notations signify our inclusiveness and relevance to everyone within and external to the business. The spirals signify our potential for innovative growth and the hint of a floral resemblance connects us to our appreciation of the natural fauna and flora of Papua New Guinea. The tips of the octagonal centre connect our business to our Founder's culture signifying prosperity and the shape of the logo creates a harmonious feel.

Our Colors

Our logo colors comprise of gradients of blue and hints of teal. The choice in colors were inspired by our initial logo and intertwined to represent our values of trust, quality and stability.

Appendix D The new Trophy Haus Logo



The logo moves away from a lengthy letter mark to a succinct version that connects us to the Gui family heritage and what we value. The new logo hints to a house. The merge of both the 'T' and 'H' in Trophy Haus illustrates a 'haus'(house) that implies inclusivity and family; the family ownership, our customers whose lifestyle choices in sporting and fashion have become sophisticated and trendy; the variety of quality and global brands we provide at Trophy Haus and all staff across the NWTL Group who are family. The logo embodies all our stakeholders, our values and our evolution as a leading sporting and lifestyle brand in PNG.

Detailed information about the Trophy Haus logo and usage can be obtained from Paul Pasive, General Manager Trophy Haus.