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PETERSON GROUP

Press Release

February 24, 2016

## Peterson is pleased to unveil its new brand identity

(February 24, 2016 – Hong Kong News)

Over the past few decades, Peterson has evolved from a small, humble trading company that started out in 1959 by Young Pui Kam, Peter to now an international, diversified company with two main strategies of business: Peterson Property and Peterson Capital.

Peterson Property is the cross border property arm of the group with investments across different countries including Hong Kong, United Kingdom and Canada. Its portfolio consists of different asset classes including residential, office, retail, and hotels.

Peterson Capital is the investment arm of the group which conducts investments globally in liquid and illiquid assets ranging from private equity, structured, finance, public bonds, public equities across all industries.

The company has established a professional young management team, exploring new business opportunities in the rapidly changing world while remaining true to the fundamental values on which the company was founded: integrity, entrepreneurship and partnership.

Peterson is pleased to unveil its new brand identity to more accurately reflect the company today after years of growth and transformation. The new logo was primarily designed based on the letter “P” for Peterson, but it also reflects a deeper meaning representing two hands in a handshake formation to highlight the importance of partnership and trust. Peterson’s growth has been a result of a diverse group of partners ranging from private families, financial institutions and established leaders in their respective fields allowing us to create synergetic values with each other’s expertise.

Furthermore, the color red also portrays Peterson’s adventurous and innovative strategies as well as the traditional character of the company.

We have also taken this opportunity to update our website, please enjoy!

[www.petersonhk.com](http://www.petersonhk.com)

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