

PADTEC HOLDING S.A. NOTICE TO THE MARKET

Padtec presents its new logo

Campinas, March 27, 2023 – PADTEC HOLDING S.A. (B3: PDTC3) (“Company” or “Padtec”) informs that launched its new logo yesterday. More than just updating its visual identity, the Company sought a new way of presenting its operations to the market. With an eye toward the future, it carried out a in-depth study into the significance of the brand, the needs of its audiences and the trends in the areas in which it operates.

Carlos Raimar, Padtec’s CEO and Investor Relations Officer, explains that the new logo follows the evolution of the Company which has expanded its presence in the international market. “Our goal was to evolve Padtec’s positioning into that of an increasingly global brand. A brand that has been expanding its operations to other territories and conquering new markets and is also ready to connect with new audiences”, he emphasizes.

With the change, Padtec undertakes the objective of “leveraging connections to create new realities”. Its logo now has a new typography, with all lowercase letters in addition to a symbol version with just the letter P. The logo’s palette also gains new colors: in addition to the traditional orange (which uses a new shade), gradients of gray and shades blue, purple and yellow make up the new set of colors. Another innovation is the use of graphics on photographs and images which were constructed from overlapping parts of geometric shapes.

The project was developed by Padtec’s Marketing team in partnership with consultants from FutureBrand. “The new logo explores all the possibilities that the Company’s activities are capable of supplying. We want people to notice our presence, even where they can’t imagine it”, points out Argemiro Sousa, Business Director at Padtec.

About Padtec (padtec.com)

Padtec is a Brazilian multinational company that strives to bring high-capacity connections to life throughout Brazil, the Americas and around the world. From the small town to the bustling metropolis. For every person, for every type of business. With over 20 years of history, we are honored to work together with our customers to offer services capable of bringing people together. By this collaboration and living and breathing technology, we go where no one else goes. We venture to use our knowledge to design new futures and keep up with a world in constant evolution. This is our way of leveraging connections to create new realities.

Campinas

Rua Doutor Ricardo Benetton Martins, 1.000
Parque II do Polo de Alta Tecnologia
Campinas • SP • CEP 13.086-510

+55 19 2104-9700
+55 19 2104-9703
padtec@padtec.com.br