



KORIAN

In caring hands

**Korlan Group transforms,
with a new identity inspired
by its corporate project,
*In caring hands***

February 28, 2020

By 2030, in less than one generation, the ratio of seniors to workers in Europe will decline from 1 senior for 3 workers to 1 senior for 2 workers*. These seniors will need greater care and more attention than the generations that preceded them.

The human, economic and societal challenge is therefore immense, and still requires further mobilisation, reinforced skills, and new facilities and services.

In this context, the Korian brand is reinventing itself.

Korian has become the leading European Care and Support Services Group for elderly and fragile people. The Group now incorporates a diversified offer and solutions appropriate to every need in each of the living areas in which it operates, with new business lines including home support, outpatient services, assisted living facilities and co-living facilities. In order to promote and support its *In caring hands* corporate project, launched in September 2019, **the Korian group is changing its visual identity and putting in place a brand architecture that reflects its European development and diversification strategy.** The design agency Saguez & Partners worked with the Group as it reflected on and developed its brand strategy.

*Source : United Nations

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In caring hands means a spirit of innovation driving well-being and quality of life for all. The decision to link Korian more closely with the emblem of our corporate project seemed an obvious one to me in view of the support and commitment of our staff. The two hearts show the commitment of each of us to serve those we assist and care for. They represent the teamwork and the pact of trust that binds us. Through the colour scheme, the hearts also illustrate the diversity and complementarity of our different professions and everything that we will be able to achieve together.

Sophie Boissard, Chief Executive Officer Korian group

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Life in colour at the heart of the brand through the logo

Korian's new brand is inspired by the Group's profoundly human vision, that goes beyond caring for fragile people to supporting them towards greater **well-being and joie de vivre**. The new design and its new colours symbolise:

Medical expertise and quality care
The blue heart on the left



Life, joy, positive energy, and freedom
the orange heart on the right, in warmer tones

KORIAN

VIEW MORPHING

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Since the enjoyment of life helps to keep people healthy, we have created a visual identity which reflects the positive values that make the Korian group unique. We took our inspiration from the Group's name, which it chose to retain, inspired by the Japanese word for heart, Kokoro. The logotype made up of two hearts in complementary colours. These symbolise the marriage of science with human warmth and evoke the weightlessness of a butterfly and the caring nature of a guardian angel. It's all about 'joie de vivre' and well-being at the very heart of the brand and its facilities!

Olivier Saguez, designer and founder of Saguez & Partners

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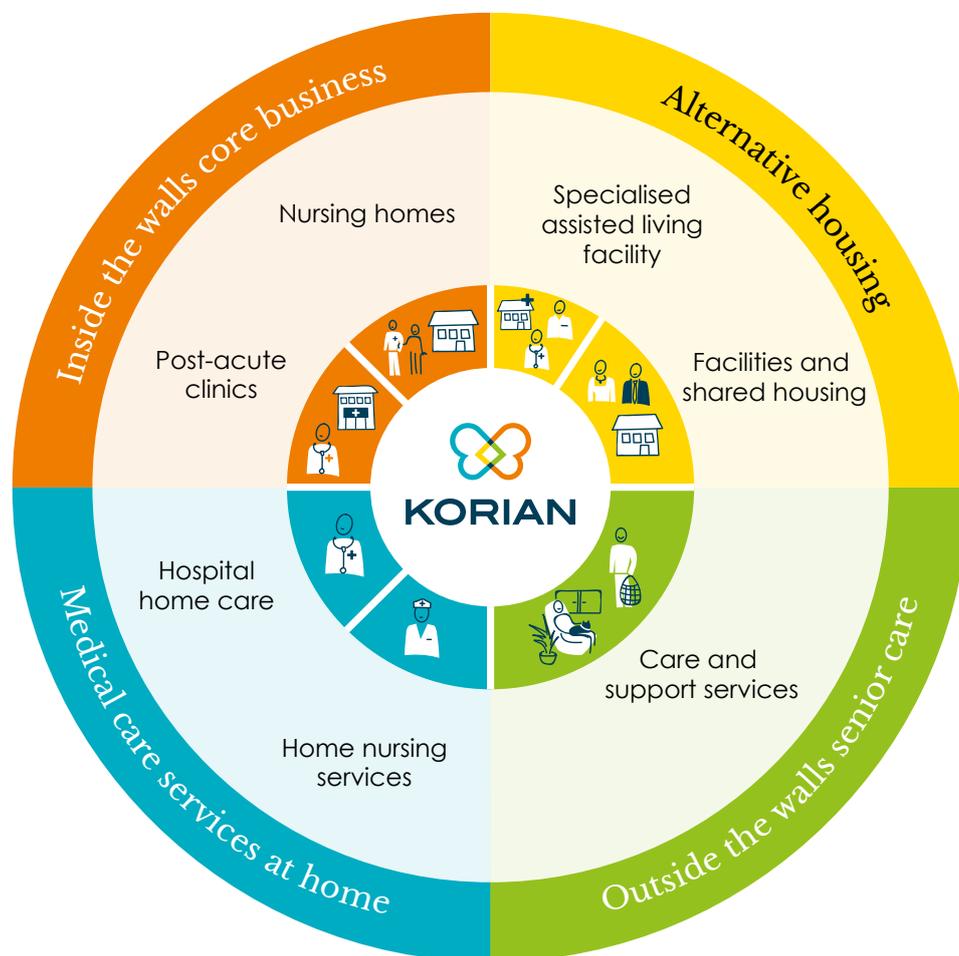


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The brand as a driver for the Group's transformation and diversification

The total redesign of the brand architecture enables the Group's different offers to coexist in harmony. The Korian brand has been established as an umbrella brand, nourishing the whole array of activities of the Group. It reflects Korian's care and service expertise wherever it is deployed, while preserving local integration and the specificities of the different offers. This new endorsement policy allows the new brands that have been acquired or created – Petits-fils, Ages&Vie, Oriane in France, Stepping Stones in the Netherlands, Seniors in Spain, and Over in Italy - to find their place in the Korian family. In this context, **the brand is making the transition from one initially associated with sites, to a care and support services brand** founded on an increasingly diversified offering, providing tangible and value added results.



Korian is the leading European Care and Support Services Group for elderly and fragile people. www.korian.com

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