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## Trust is now Ropo Capital

**Trust Kapital makes significant brand updates and changes its name. The Group's umbrella brand will be Ropo Capital. The new name and visual appearance highlight the company's Finnish origin.**

Trust Kapital is now officially Ropo Capital. The company's visual appearance is renewed concurrently with the name change. Changing the name is connected to changes in the company's ownership base and the acquisition of Enfo Zender, but also to the idea of building an international brand.

The new name and visual appearance will be applied gradually during February.

"With the new brand, we want to strengthen our identity as a Finnish service company that is reshaping the entire thinking around invoicing. The Ropo brand binds together the Trust Kapital Group companies as well as Enfo Zender, under one name and identity. Ropo combines Trust's boldness and Zender's long experience.", says Artti Aurasmaa, the CEO of Ropo Capital.

The shared new name came after extensive study, and it is applied in all Group communications from February 16<sup>th</sup> onward. The new name and identity was created in collaboration with the strategic creative agency N2.

"The name is in Finnish but it is also easily adoptable internationally. Also, our visual image has been freshened notably. In addition to white and grey colours, gold, orange and Scandinavian blue are highlighted. The company's Finnish roots and values are visible in the imagery, which also places into spotlight Finland's nature and seasons.", Jenni Jantunen, Ropo Capital's marketing and communications director, describes.

Trust Kapital, from now on known as Ropo Capital, employs approximately 130 finance professionals, and competes in the markets with a unique service offering that digitalizes the entire receivables lifecycle. This year, Ropo Capital's revenue will increase to over 40 million euros, and around one in six invoices in Finland will be delivered by the company.

### **Additional information:**

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### ***Ropo Capital***

*Ropo Capital is a Finnish company specializing in receivable lifecycle management and financing. We compete in the market as the technological leader – our model is based on benefits from digitalization and strong automation. Over 8 000 companies in Finland are active users of our services. In recent years, we have been growing at a rate of 40 percent, and our revenue in 2017 is expected to exceed 40 million euros. By the year 2020, we aim to be our sector's market leader in Finland. [www.ropocapital.fi](http://www.ropocapital.fi)*