

Meridiam

for people and the planet

Press Release – October 11, 2021

Meridiam reveals its new brand identity

As transformational infrastructure specialists, social, economic and environmental sustainability is our DNA and has been our business philosophy since inception. Today, driven by our mission, we go even further. We are going from strength to strength, growing and delivering more and more innovative and complex infrastructure projects. Projects that are making a genuine and positive difference to the communities and environments we work in. We are now dedicated to the UN Sustainable Development Goals, determined to make them a reality, creating tangible and concrete positive impact, addressing what we believe are the world's most pressing challenges: building resilient communities, tackling climate change and protecting the environment.

Our brand needed updating to reflect this evolution – representing who we are now and where we are heading to, how we truly act and why we exist.

We work for people and the planet – designing, financing, developing and operating transformational infrastructure, for the long term. Our people are hands-on problem solvers and specialists, focused on three impact areas – critical public services, sustainable mobility and innovative low carbon solutions.

As Meridiam CEO and Founder Thierry Déau explains: “As a mission driven company, we have already made a legal commitment to social and environmental sustainability, equal to our financial one. I am convinced that investing responsibly has the power to build economic growth and dramatically improve people's lives. It's why we promise long-term commitment to every project and every community we serve. Today we are making a commitment to people and the planet, for today's world, tomorrow's progress and the good of future generations.”

This strong sense of purpose is captured in our new signature 'for people and the planet', in our imagery and in our new identity which launches today, but also in our new corporate film (https://www.youtube.com/watch?v=0_EmOjnRGt8&t=1s), and our new digital ecosystem (website and social networks). Every element has been designed to describe our work and our impact. Our new logo and its fluid M is dynamic and human, our colours are universally positive, our brand identity is the visual manifestation of everything we stand for. We are bold in what we do and in how we describe ourselves – speaking with conviction and demonstrating with action.

About Meridiam

Meridiam was founded in 2005 by Thierry Déau, with the belief that the alignment of interests between the public and private sector can provide critical solutions to the collective needs of communities. Meridiam is an independent investment Benefit Corporation under French law and an asset manager. The firm specializes in the development, financing, and long-term management of sustainable public infrastructure in three core sectors: sustainable mobility, critical public services and innovative low carbon solutions. With offices in, Addis Ababa, Amman, Dakar, Istanbul, New York, Luxembourg, Paris, Toronto and Vienna, Meridiam currently manages US\$18 billion and more than 100 projects to date. Meridiam is certified ISO 9001: 2015, Advanced Sustainability Rating by VigeoEiris (Moody's) and applies a proprietary methodology in relation to ESG and impact based on United Nations' Sustainable Development Goals (SDGs).



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