

Trimont Unveils New Branding

New Brand Reflects Company's Evolution over 35 Years

ATLANTA (6 September 2023) Trimont, the leading global commercial real estate loan services provider, today announced new branding and a new corporate website. The refreshed logo and brand positioning reflect the firm's continued evolution. Trimont serves as a specialized loan servicer for lenders seeking the infrastructure and capabilities needed to scale their business and make effective decisions informed by real-time data related to the deployment, management and administration of commercial real estate secured credit.

As part of the rebrand, Trimont also announced an updated name from Trimont Real Estate Advisors to more accurately reflect the firm's integrated service offering.

"As we mark our 35th anniversary this year, and evolve into a new era for Trimont, we are moving our brand forward. This decision reflects our commitment to innovating and advancing our CRE service offerings with a steadfast focus on integrating data and technology with our expertise and growing our global reach to anticipate the needs of a diverse and expanding client base," said Bill Sexton, Trimont's chief executive officer.

Trimont was established in 1988 and has built a significant legacy as a strategic partner for institutional investors and lenders in the commercial real estate industry, offering comprehensive loan lifecycle support. Today Trimont serves clients around the world with more than 3,700 positions and more than USD 235 billion of assets under management.

The decision to rebrand was driven by a resolute commitment to continually evolve, embrace new perspectives and technology, and deliver even greater value to clients. It underscores Trimont's forward-thinking approach as a commercial real estate technology, services and data provider.

Trimont also launched a re-designed global website to better inform, and support client needs as they seek a specialized commercial real estate loan services provider in an increasingly complex global environment.

"While our business has transformed over the past few years, it became clear that our branding had not evolved at the same pace. This new brand identity represents our business today; it captures our progressive energy, our collaborative and inclusive values, our global integration, and our dynamic culture that embraces technology," said Lauren Holmes, Senior Director of Marketing and Public Relations.

"We designed our new branding and our website with a strategy focused on our modern global workforce and client base, and the vision to usher these stakeholders into a rapidly evolving future."

About Trimont LLC

Trimont (www.trimont.com) is a specialized global commercial real estate loan services provider and partner for lenders seeking the infrastructure and capabilities needed to help them scale their business and make informed, effective decisions related to the deployment, management and administration of commercial real estate secured credit.

Data-driven, collaborative, and focused entirely on commercial real estate, Trimont brings a distinctive mix of intelligent loan analysis, responsive communications, and unmatched administrative capabilities to partners seeking cost-effective solutions at scale.

Founded in 1988 and headquartered in Atlanta, Trimont's team of 400+ employees serve a global client base from offices in Atlanta, Dallas, Kansas City, London, New York and Sydney. The firm currently has \$236B in loans under management and serves clients with assets in 72 countries.

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