



## **NovaSage Rebrands to Vistra**

*Completing the final step of a single global brand for Vistra*

**22 February 2017** – Vistra, one of the world’s leading service providers in international incorporations, trust, fiduciary, and fund administration services, announced that NovaSage, a leading company incorporations service provider in Asia, rebranded to the Vistra brand on 13 February 2017.

In 2012 Vistra acquired NovaSage. Since then, NovaSage has operated under a separate brand, a testament to the renowned reputation they had built over the previous decade. Moving forward, the NovaSage business will form part of Vistra’s Company Formation division to complement the broader service offerings under the Vistra brand.

Jonathon Clifton, Group Managing Director of Vistra’s Company Formation division commented on the rebrand:

“Taking the final step to rebrand NovaSage as Vistra unifies and strengthens our capabilities as a single global brand. The opportunities available for our clients and our people continue to grow as we create stronger synergies among our operations in Asia, Europe, and the rest of the world. The rebrand heralds a milestone for all of us at Vistra, representing new change and growth.”

Martin Crawford, CEO of Vistra, added:

“There is no question that we are proud of the NovaSage brand and what it has built over the previous 10 years. We have now reached a new chapter where clients of NovaSage are expanding and developing their activities outside of Asian borders and so it makes sense to align under the Vistra brand so we can provide a seamless service. We are extremely excited to be taking this next step as one single brand globally, allowing all parts of the business to provide clients with the same level of service and expertise wherever we serve them.”

### **Editor Notes**

<https://www.vistra.com/about-us>