

## **Frequently Asked Questions (FAQs) on VT iDirect, Inc. Rebranding to ST Engineering iDirect, Inc.**

### **1. What does the brand harmonization exercise involve?**

We are harmonizing our corporate brand (VT iDirect, Inc.) to leverage the ST Engineering master brand. In today's increasingly competitive and global environment, including the tremendous transformation the satellite industry is undergoing, we are shifting from having a "portfolio of brands" under the ST Engineering umbrella to a unified global brand while continuing to leverage our strong product brand. This will help facilitate a stronger engagement with our partners and enables us to position ourselves as one global Group, offering a portfolio of diverse services and integrated solutions.

### **2. What is happening with the iDirect product brand?**

Nothing. Although our master brand will change, we will continue to promote our product brands under the iDirect name and logo.

### **3. What action is needed from partners?**

The new company legal name and corporate brand will be reflected on our company stationery and collateral from July 1, 2019, and partners should update their organizations' records and banking details with our new legal name and corporate brand. Please look for a follow-up letter that will include additional information for you.

### **4. What is the impact on contracts and agreements?**

The brand and legal name harmonization has no impact on existing contracts we hold with our partners and vendors, nor any rights and obligations of the parties under these contracts.

### **5. What is the impact on business operations?**

Please look for a follow-up letter that will include additional information with the minor changes in our business operations. However, note that this is primarily a branding exercise and it is business as usual.

### **6. How will I as a customer experience the new brand?**

When you visit our offices you will see the ST Engineering and iDirect logo's co-located on our buildings, our business cards and stationery will also have both brands, as when you visit us at a tradeshow or event.

### **7. To whom should I send my enquiries regarding the brand/legal name harmonization?**

Please contact our Corporate Marketing team at [marketing@idirect.net](mailto:marketing@idirect.net) or your Sales Representative if you have further questions or need more information.