

## **VeChain's Global Rebranding Event and Official DNV GL Partnership Announcement**

When we announced the VeChain rebrand with the first Apotheosis release, we knew we had something special in our hands. Through the combination of PwC and DNV GL utilizing VeChain as a core technology, they became a powerhouse of partnerships that will forever establish VeChain as the pinnacle of enterprise blockchain technology. It was with their guidance, support, and commitment to use that we felt confident this rebranding process is an apotheosis.

This apotheosis is not a day, a logo, or an economic model but rather it is a full revamp from a private blockchain to a qualified decentralized application platform servicing public applications, on a decentralized ledger, capable of evolving how the world defines business ecosystems. This process has been incredibly rewarding, alongside our partners, 90+ employees continue to build VeChain's apotheosis.

The Apotheosis will be capstoned by a special rebranding event with DNV GL to celebrate this journey. We initially planned to schedule this event for the middle of January. We are thrilled to announce that we will be scheduling this event to February 26th.

### **Why are we thrilled?**

Our clientele continues to expand through the support of DNV GL and PwC. This influx of customers has required us to extensively work on something far more paramount in the same timeframe. This move establishes additional value to VeChain Thor, and the reallocation of resources and event schedules enables new dynamic strategic capabilities.

This shift in events will not go in vain, this change allows us to showcase just how powerful VeChain Thor's ecosystem is becoming during the rebranding process. This is done through continued conversations with existing customers coming off NDAs for appropriate release and implementation schedules, as well as working with additional government agencies on similar matters.

It's important to note that the development of VeChain Thor as a platform and ecosystem continues, on schedule, and we're excited to bring news to you soon of its progress.

In addition, this move allows more room for you, the community, to participate in something enthralling. In due time we will release to you more information regarding this Apotheosis process and how we plan to make the VeChain community empowered.

This is more than a change in logo or name. What VeChain Thor is becoming is more extensive than what many foresaw when we announced a rebrand. Blockchain X is here, and thanks to PwC and DNV GL, its name is VeChain Thor.

VeChain Foundation

12 Jan, 2018