DECEMBER 2022

THE NEW GTT

DEAR PARTNERS,

Today we've reached another milestone in our transformation of GTT.

The launch of our new brand.

In 2020 we set out a strategy for the transformation of GTT into GTT 2.0. Over the past 3 years we have achieved many significant milestones on this journey. We've refocused our business to put our customers and partner relationships at the heart of everything we do. We're investing in continuous operational improvements that are delivering better customer experience. We've restructured our organization, implementing processes and systems that ensure a global standardized approach, while retaining the local expertise and personal touch that is critical to building strong and lasting business relationships. And we're transforming the value we provide customers through the development of our leading managed network and security services portfolio.

Our new brand promise, "making exceptional possible", focusses us firmly on our customers and speaks to the amazing things they do, that our network, solutions, and people bring to life.

Our new visual identity signals to the world that we are a new GTT. It's designed to stand out in a sector that has never been more competitive. It's an expression of the energy and passion of our people because it's how we work together, how we behave and our attitudes and intentions that shape our customers' experiences of GTT more than anything else.

Great brands are authentic and true to the businesses they represent. Our brand is more than words on a page, it's the way we behave and the commitments we keep. Ultimately our brand reflects our people, and our culture.

We are GTT: Making Exceptional Possible.

Ernest Ortega
Chief Executive Officer

OUR BRAND

MAKING EXCEPTIONAL POSSIBLE

What does it mean to be 'exceptional'?

At GTT, we believe it means 'vision', it means 'ambition'. It means 'taking things further'.

It means overcoming obstacles to deliver every step of the way, from strategy to design to install, from management to support.

We partner with some of the largest and fastest-growing businesses in the world to help them reach their business goals.

We keep their people and processes connected and secure, wherever they are.

In an era of hybrid working, digital-first business, and truly global markets, teams need to work smoother, smarter, and faster.

We make this possible by leveraging our Global Tier 1 IP network. It allows us to offer world class internet connectivity and is the platform we use to deliver one of the most compelling managed services portfolios in the industry, designed to meet the needs of today's enterprises. But it's the way we partner to create and deliver these solutions that is our real difference, in combination with the local expertise and support our customers rely on.

So they can focus their energy into making everything they do...exceptional.

GTT: Making Exceptional Possible.

MAKING EXCEPTIONAL POSSIBLE

260+
On-network cities on six continents

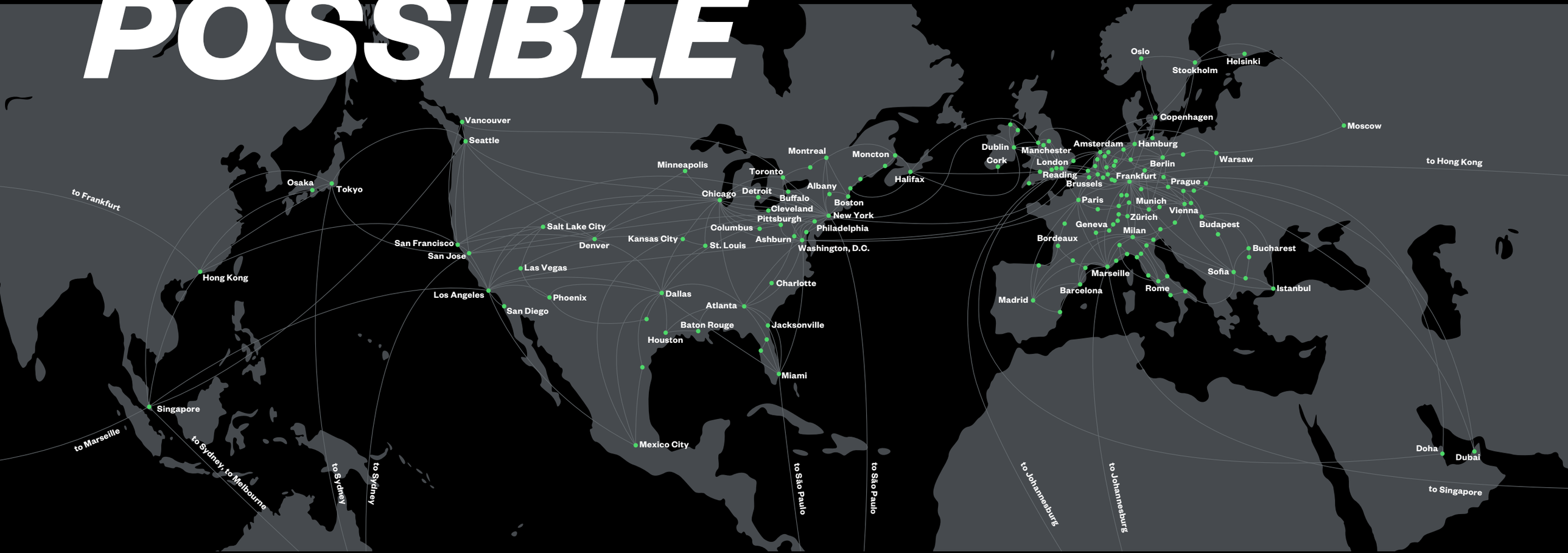
140+
Countries with client services

2000+
Directly connected IP networks and cloud providers

400
Preferred network partners for best-in-class performance

220TBPS
Total IP edge capacity

TIER 1 ISP
Top-ranked internet backbone (Source: CAIDA 2022)



WE FOCUS OUR EXPERTISE ON PROVIDING THE NETWORK AND SECURITY SOLUTIONS, MANAGEMENT AND SUPPORT OUR CUSTOMERS AND PARTNERS NEED TO

ACHIEVE THEIR ‘EXCEPTIONAL’

WE DRAW ON THE CREATIVITY, KNOWLEDGE AND EXPERIENCE OF OUR EXPERT GLOBAL TEAM OF

DYNAMIC PROBLEM SOLVERS

WHO DELIVER FOR OUR CUSTOMERS, SOLVING FOR THEIR BUSINESS NEED.

WE'RE TRULY COMMITTED TO

SERVICE EXCELLENCE

WE'RE ACCESSIBLE, COLLABORATIVE, AND WE'RE WITH OUR CUSTOMERS EVERY STEP OF THE WAY, UNTIL THE JOB IS DONE.

WE MEASURE OUR SUCCESS BY OUR PARTNERS' SUCCESS

OUR JOB IS TO GIVE YOU THE SECURE NETWORK SOLUTIONS AND SUPPORT YOU NEED TO HELP YOU THRIVE.

OUR MISSION

WE EMPOWER BUSINESS WITH THE NETWORKING EXPERTISE, TECHNOLOGY, AND SECURITY TO BUILD A BETTER TOMORROW.

OUR BELIEFS

Our beliefs capture how our mindset and approach sets us apart from our competition.

It takes expertise to unlock the potential of the network.

Our expertise is built on years of experience and the right blend of people, insights, and technology to deliver positive transformation.

Adaptability and scalability are critical to success.

Our best-of-breed technology platform and consultative approach mean we can adapt quickly to market trends, changing customer needs, and new technological breakthroughs.

Great businesses are built on great customer relationships. Great relationships are built on outstanding experiences.

We take pride in delivering an outstanding customer experience. We’re accessible, proactive, and accountable, always.

OUR POINTS OF DIFFERENCE

Our points of difference outline the tangible value we bring to our customers and partners through our people, our expertise and our products.

We deliver a powerful combination of global reach enhanced by our deep local knowledge.

We have local experts around the world with the knowledge and insight to help our customers expand into new markets or technologies.

Our leading Global Tier 1 IP network is the foundation for delivering our suite of services.

Our global reach and enhanced internet services set us apart.

Our focus is solving business networking and security challenges for our customers.

We're laser-focused on removing any roadblocks to their business success. We listen carefully before developing solutions. And we continue to proactively solve over the course of our customer relationships to meet evolving requirements.

THE NEW GTT

Now is the time to bring our vision to life. Together, we embody these values and beliefs and deliver the unique service experience that only we can provide.

We are committed to providing networking expertise, technology and security needed to support your goals. Solving dynamic problems with creativity and expertise. Standing with our partners every step of the way.

We measure our success by the success of our partners. Our job is to provide the security and managed networking solutions and support needed to achieve your 'exceptional'.

We have developed a vibrant new look to help communicate our brand to the world. From the logo to our colors and photography, everything has been chosen to help visualize our energy, action, and difference.

HOW WE LOOK

Our **logo** is simple, strong and unfussy. It hints at the dynamism in our organization with the angled edges and the upward arrow within the letter 'G'.

GTT

We use a very simple **color** in a striking way to make our brand stand out from the pack. When people see the black white and green they will know it's GTT before they even see the logo.

WHITE

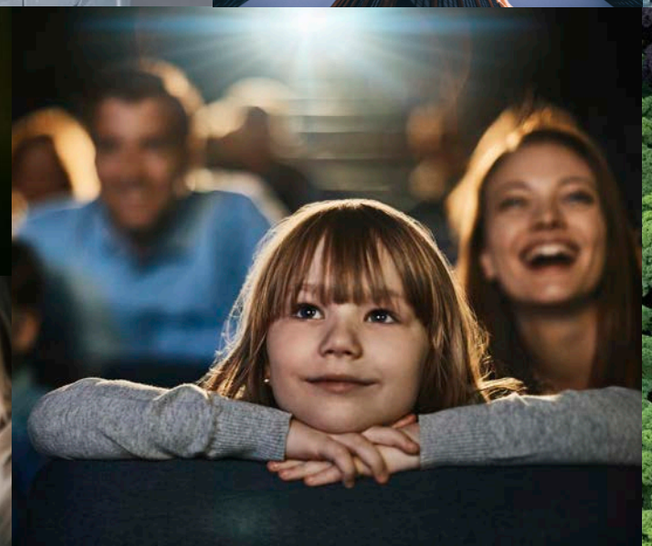
BLACK

GREEN

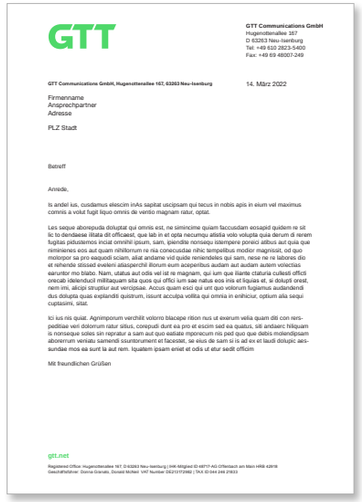
Every part of our identity has to work hard to differentiate us. Our **typefaces** and the way we use them gives us another recognizable design feature. Bold italic headlines capture the dynamism within our organization and our promise.

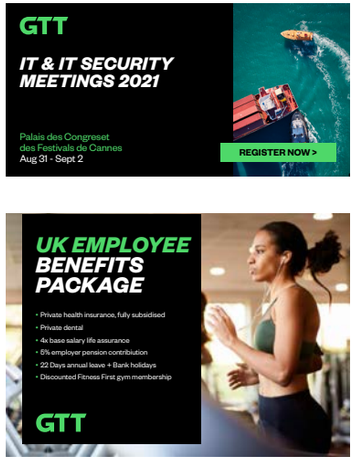
OUR TYPOGRAPHY HAS SO MUCH ENERGY IT CAN BARELY STAY ON THE PAGE

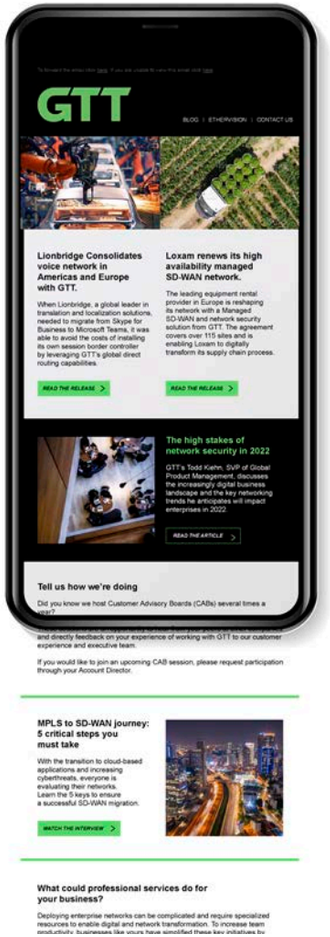
Our **imagery** is rooted in the real world. It is honest and authentic. It shows what we do (creating a springboard for our customers' aspirations and potential) and how we do it (through meaningful partnerships).

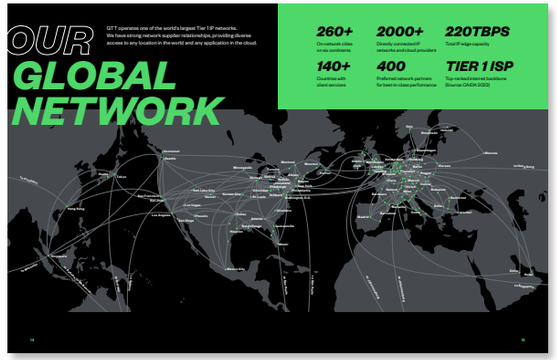


Putting these elements together creates a very striking and recognizable identity.









GTT MAKING EXCEPTIONAL POSSIBLE