



RSM Bird Cameron becomes 'RSM' as RSM International network adopts a single global brand name for all member firms

RSM reveals new global logo and brand positioning to be adopted by all member firms

RSM Bird Cameron will be rebranding to 'RSM' following the global announcement by its international network, RSM International that it is adopting a single global brand. RSM International, the world's seventh largest audit, tax and consulting network, is adopting 'RSM' as its global brand name across all of its member firms worldwide.

RSM Bird Cameron is the ninth largest provider with 28 offices and 1,000 staff in Australia and was a founding member of the RSM International network over 50 years ago.

Kim Hutchinson, National Chairman of RSM Bird Cameron, said, "The decision to move to a global unified brand was a natural extension of the firm's increased international operations across the network. While the network has been operating together for more than 50 years, this decision provides clarity to the market and importantly, to our clients, about who they are dealing with in 114 countries around the world".

The adoption of a unified brand reinforces the global network's position as the adviser of choice to entrepreneurial, growth-focused organisations.

Jean Stephens, CEO of RSM International, said: "Our clients are becoming ever more global as they seize new opportunities for growth. Leaders of entrepreneurial, growing organisations want advisers that take the time to really understand and care about their business and its drivers, both locally and globally. They want the highest level of service, a trusted relationship and ideas and insight that will really add value to their business. This is what we have been providing to clients for more than 50 years and we see huge opportunity for the development of our client offering and cross-border growth through moving to RSM as our one global brand."

As a part of RSM's client-focused strategy to be the adviser of choice to entrepreneurial, growth-focused organisations, the network commissioned a leading independent research firm to conduct extensive study of member firms, clients and prospects internationally. Feedback was received from 18 countries and the research confirmed that RSM is a powerful global brand recognised for a passionate focus on collaboration, deep understanding of what matters most to clients, and insight sharing by senior partners. These values are captured in the network's new global positioning: "The power of being understood".

The changes will be effective from 26 October 2015, when all RSM member firms will adopt the unified global name, "The power of being understood" brand positioning, and a new logo, previewed today. The grey of the logo signifies a relationship based on a solid reliable foundation, the green a positive, ideas-driven, responsive approach and the blue symbolises forward movement and the attainment of future goals. The logo reinforces the global network's dedication to helping clients feel understood and empowered to move forward with confidence.

RSM International is the world's sixth largest provider of tax services, has the fifth largest firm in the US and the third largest in China. RSM International was the fastest growing top ten global network in 2014, posting an 18% increase in revenue, year-on-year, to US\$4.4 billion for the year ending 31 December 2014.

RSM International's cross-border referral work is continuing to see double digit growth. By uniting under one brand, the network will be able to better promote resources and expertise globally, and provide an enhanced, seamless service offering to clients all over the world.

All member firms will remain independent legal entities within the RSM international network, but will trade as RSM.

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About RSM Bird Cameron

RSM Bird Cameron is the largest mid-tier accounting firm in Australia with national ownership and profit sharing and offers a full range of specialist advisory services, including business consulting and advisory, assurance and advisory, taxation consulting, corporate consulting and turnaround and

insolvency. RSM Bird Cameron is a core member firm of RSM International, the seventh largest network of independent accounting and consulting firms in the world.

About RSM International

RSM International is the seventh largest network of independent audit, tax and advisory firms, encompassing over 110 countries, 730 offices and more than 37,500 people internationally. The network's total fee income is US\$4.4 billion.

In September 2014, RSM was awarded the prestigious Network of the Year 2014 award at the International Accounting Bulletin annual awards. The award recognises networks that have demonstrated strong growth and operational excellence over the past 12 months.

RSM International actively engages in promoting and celebrating the very best in entrepreneurship and business leadership, championing the role of the entrepreneur in today's world economy. RSM International is the lead sponsor and corporate champion of the European Business Awards promoting commercial excellence and recognition of entrepreneurial brilliance.

RSM International is a member of the Forum of Firms. The objective of the Forum of Firms is to promote consistent and high quality standards of financial and auditing practices worldwide

RSM is the brand used by a network of independent accounting and advisory firms each of which practices in its own right. RSM International Limited does not itself provide any accounting and advisory services. Member firms are driven by a common vision of providing high quality professional services, both in their domestic markets and in serving the international professional service needs of their client base.

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