

TAS transforms its brand to reflect the new vision of the Group

The rebranding unveils a new logo and a completely revised website for a tailored customer experience

Milan, 22 September 2022 - The new governance and the delisting from the stock exchange, completed in the first half of 2022, has opened a new chapter for TAS, a leading Software Provider specialized in financial services and platform solutions, with offices in 9 countries spanning Europe and the Americas.

This new chapter has triggered a corporate rebranding that reflects the company's recent transformation, but above all its ambition to accelerate growth internationally.

Founded in 1982 and then a pioneer in the digitization of payment and finance processes for the Italian banking sector, TAS has over a 40 years period evolved to become a key solution provider, supporting the evolution of financial transactions, while extending its operations and capabilities internationally.

In today's increasingly open and competitive market landscape, TAS stands out as an enabler of new customer journeys for established players as well as new market entrants. As a reliable partner, TAS is able to propose innovative technological solutions that allow clients to increase and strengthen their market positioning.

The new group logo is inspired by TAS' ability to evolve, while ensuring consistency and stability in its services and platform solutions.

"The graphics accompanying our new logo express these concepts through the color gradient that changes within a coherent shape, always maintaining the harmony of the final solution" explains Marina Jacobone, Marketing Director of TAS. "The components of the symbol adapt to be able to live independently but also united, to work together and at the same time to be able to easily integrate the new, represented by the orange shape. For TAS, modularity is key. "

TAS's mission revolves around the keyword "simplify":

- simplify technological complexity so that customers can focus on their business;
- simplify the adoption of new applications thanks to the modularity of the solutions and their cloud capabilities;
- simplify compliance with standards and regulations by providing solutions that can be easily integrated with the client's existing solutions;
- simplify project management by entrusting them to the experience of TAS.

A constant commitment to conceive and provide future-proof solutions that facilitate the evolution of financial services at a domestic and cross-border level, favouring the harmonious development of the entire ecosystem for the benefit of banks, investors, businesses, citizens and the general public.

" 2022 was a significant year for us given the investment by Rivean Capital Fund. Rivean gave us new resources to dedicate to the many projects we are investing in, but also helped accelerate the effective roll -out of our unique Global Payment Platform, which is already seeing significant interest across multiple verticals in non-banking industries, such as Insurance, Retailers, On-line Merchants, Utilities and more. "comments CEO Valentino Bravi -" Via this new brand, we wanted to communicate the step change of pace by TAS, while referring to the spirit of our teams, founded on deep expertise and driven by enthusiasm, curiosity and creativity. "

The new website is now live at www.tasgroup.eu

TAS is a leading technology company, providing advanced solutions for cards, payment systems, capital markets and extended enterprise. Our leading-edge software allows both banks and new players in the payments space to deliver and manage frictionless, real-time B2C, B2B, B2G transactions, integrating with and leveraging the latest technologies. From advanced fraud management solutions that exploit the power of Machine Learning, to scalable, modular payment platforms delivered over the Cloud, we empower our customers to unlock the infinite potential of the open and instant era and play an active role in the new payment ecosystem. Trusted by European Central Banks to manage millions of financial messages each day, our 40-year-old reputation in the market and unrivalled domain expertise has made us an internationally preferred partner for commercial banks and corporations. TAS has a global reach and offices in 9 countries spanning Europe, the USA and Latin America.

For more information about our products and services please visit www.tasgroup.eu

Media:

Marina Jacobone

media@tasgroup.eu

