



# Welcome to the new Altice

Welcome to the new Altice. We are driven by a philosophy to always challenge ourselves. We question everything so that we can find the best way forward for our customers. In a world in which continuous innovation is the only way forward, we have invented our brand identity to redefine the vision we have for our customers—consumers, enterprises, and advertisers—and our people.

We believe Altice is creating the path to the world we all dream of. This path is our reality brought to life through convergence, and together, we are turning the promise of convergence into reality. We deliver the convergence of technology and content to our customers through the extensive deployment of fiber and super-fast mobile broadband. We innovate with technology in our labs. We create compelling, high-quality TV shows and news channels. We deliver live broadcast premium sports events and enable millions of customers to enjoy the most well-known media and entertainment. We connect customers to brands through cutting-edge digital advertising. We nourish a global ambition, enriched with our local strengths and identities. Convergence is our path to give everyone access to their emotions.



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# The path

The path is our vision of the world. We are building a technologically driven world that is seamless, where experience feels as natural and intuitive as thoughts. The world we are creating is fluid and designed to unlock the limitless potential of our customers and our people.

The path is the dream of our customers. We make our customers' dreams reality. We are continuously enhancing the customer experience and delivering the most innovative products and services. We are bringing everything to our customers' fingertips anytime, anywhere. We are a path followed by more than 50 million people around the world.



**Together has no limits**



# Altice vision

## **We are Altice.**

Creators. Builders. Dreamers.

We are creating a path where ideas, emotions, and experience emerge at an unparalleled speed.

We are building a world that is fluid and seamless, where experience feels as natural and intuitive as thoughts.

A world born out of a restless entrepreneurial spirit.

We are fearlessly reinventing the future every day. Building a powerful, expansive network and creating vivid, entertaining content. Turning the promise of convergence into a reality. Redefining what is possible.

Our commitment is to deliver a unique experience to our customers—consumers, enterprises, advertisers—everywhere, anytime.

We are relentless. We are fierce optimists with a boundless spirit fueled by the knowledge that everything is possible.

Driven by a philosophy captured in one simple, provocative thought: we always challenge ourselves.

We move quickly. Act decisively. And question everything.

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# The Altice logo

## The path

Our logo is a path. A path to everything you dream of. It is an open sign, free of any shield, border, and background. It is distinctive and elegant, timeless as well as bold and fearless, because the path we take converts aspirations into reality and reinvents the future.

It has dynamism and momentum because it is an invitation to connect, to join, and to draw our own path.

It is inclusive and seamless; it has iconic potential and global resonance because the Altice path can unlock the limitless potential of our customers, our people and our world.

## What does it say about Altice?

The new Altice logo is clear and confident. It is the visual expression of what we stand for as a company—both stability and fluidity, authority and approachability. It reinforces the strength of the Altice brand and innovation, and the path we take to deliver the future to our customers.



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# The new Altice visual identity

## **The color system**

The brand lives in a black or white color system, with gradient accents, and exclusive of other colors. Color is used in a restrained manner, coming from other creative assets, and not from the “path” logo. Our daring use of black and white strongly differentiates us in a colorful marketplace. Subtle amounts of color, standing out in a black and white palette, are there also to unveil new paths from one place to another. The use of gradients is also a direct way to reinforce the idea of the path.

## **The typography**

Typography is the way we visually represent what we say. It has to be as different and unique as the brand. This is why we have created a custom typeface that echoes the round character of our path symbol. It is inspired by our logotype and shares the smooth, seamless geometry of the path symbol. This unique typeface brings unity and contributes to overall brand recognition for Altice.





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# The Altice signature

## **Together has no limits**

This is our signature and rallying cry for all of our stakeholders. It boldly proclaims our vision for the world: that when we come together, there's nothing we can't achieve.

"Together," of course, because combination is in our DNA; "Together," as a global and multi-local identity; America and Europe; technologies and talent; telecom, content and advertising; services and products. We unite our varied entities under a single name so that we can unite people; ours is a vision of a seamless and inclusive future.

But we're also expressing an ambition. Our potential has "no limits," because we are fearless innovators—bringing together the dreamers with the doers to push the boundaries of human ingenuity. Altice exists to redefine our interpretation of what is possible.



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# AltiCe values

Together

Dedicated

Brave

Disruptive

Quick

To deliver excellence to customers

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# 10 Altice Mindsets

The 10 Altice Mindsets originate from our family anchoring and are the foundation of our success.

Our 10 Altice Mindsets apply throughout our Group regardless of the level of responsibility so that we can maintain the same entrepreneurial spirit and camaraderie that has gotten us to where we are today.

- #1 Everything is possible
- #2 We make our dreams a reality
- #3 Simplicity means success
- #4 People are our best asset
- #5 Customers are our boss
- #6 We lead by example
- #7 Smart investment implies cost control
- #8 Optimism brings solutions
- #9 Informal management favors collaboration
- #10 Innovation is everywhere

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# Brand diamond

Brand Essence

A Path  
to Everything



Brand Vision

To be the company that reinvents the future of customer experience through an enduring commitment to challenge ourselves to deliver innovative, best-in-class products and services that unlock the limitless potential of our customers, our people and our world.

Brand Mission

To deliver the best customer experience with every service/solution, in every location, every time.

Brand Values

Together. Dedicated. Brave  
Disruptive. Quick.  
To deliver excellence to customers

Corporate Platform

A Path to The World  
You Dream  
Of





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# The Altice reveal campaign

We reveal the new Altice through an integrated communication campaign that stages and plays with our logo and new identity. The creative direction is to follow the Altice path as the video opens with macro and surprising shots of the lines of the logo, animated through smooth, liquid movements and morphing effects. We follow them as a path and discover more of the new logo and more of the new Altice until the full logo is revealed. We then understand the full meaning of the new Altice, a joyful and surprising reveal: this path is “undividing” the world. It connects technology with content, fiber with entertainment, speed with talent, news with newsfeeds, America with Europe... This creative principle unifies our video, digital and print execution.



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# About Altice

Founded in 2001 by entrepreneur Patrick Drahi, Altice is a convergent global leader in telecom, content, media, entertainment and advertising.

Altice delivers innovative, customer-centric products and solutions that connect and unlock the limitless potential of its over 50 million customers over fiber networks and mobile broadband. The company enables millions of people to live out their passions by providing original content, high-quality and compelling TV shows, and international, national and local news channels. Altice delivers live broadcast premium sports events and enables millions of customers to enjoy the most well-known media and entertainment. Altice innovates with technology in its Altice labs across the world. Altice links leading brands to audiences through premium advertising solutions. Altice is also a global provider of enterprise digital solutions to millions of business customers.

Altice is present in 10 territories from New York to Paris, from Tel Aviv to Lisbon, from Santo Domingo to Geneva, from Amsterdam to Dallas. Altice (ATC & ATCB) is listed on Euronext Amsterdam.