



Brand and Messaging Guidelines

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Brand and messaging

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What we want to achieve

A stronger brand helps all of us to achieve our goals.

To maintain and strengthen the Hg brand we need all employees to represent the firm with consistency.

The following guide has been created for employees on core messaging and visual elements to help promote Hg in a consistent way.



Hg Brand

Messaging

Brand and messaging

- Messaging
- Tone of voice
- Branding
- Social Media
- Powerpoint
- Zoom / Teams
- Event banners
- Email banners

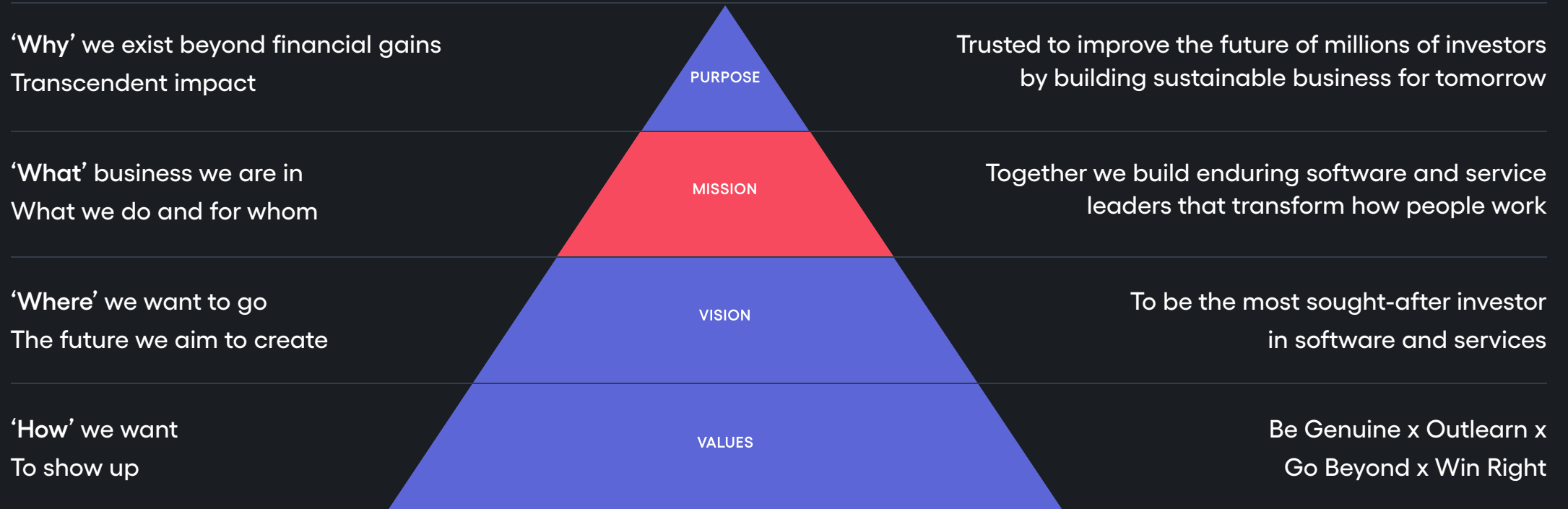
Technical guidelines

- Logo Usage
- Colour Usage
- Infographics
- Imagery
- Brand Elements
- Powerpoint Usage

ESSENCE	Hg. Enduring Enterprise				
VALUE PROPOSITION	Together we build enduring software and service leaders that transform how people work.				
SUPPORTING MESSAGES	Backing the best in software and services With the humility to listen, the commitment for the long run, and the skills and resources to make big things happen.		Connecting the best in software and services A world-class hub of talent and knowledge lies at the heart of our success – and yours.		
	PROOF POINTS <ul style="list-style-type: none">• Hg-backed businesses are redefining how their industries work: pharma (Norstella), law (Litera), tax (SOVOS), ERP/HR/Payroll (Visma and Access).• Hg can drive this change a leading investor in European and Transatlantic software and service businesses, with a 30+ year heritage.• Hg can grow ‘forever’ businesses ,from small and middles sized companies, to billion + platforms (Visma, Access Group, Norstella, Litera).		<ul style="list-style-type: none">• Hg’s portfolio is one of the fastest growing transatlantic software group.• One of the world’s largest teams of software-focused investors and operators.• Our deep networks give portfolio businesses the ability to collaborate with like-minded software and services peers.		
AUDIENCE-FOCUSSED KEY MESSAGES	Software Entrepreneur / Management team Build an enduring legacy. Become a leader, make your mark and leave your legacy. We provide investment, support and connections, enabling you to build an industry defining career and business alongside us.	Clients Build enduring returns. Back the champion in the driving seat of one of tomorrow’s software heroes. Invest in the platforms that are building enduring success and long-term returns. Our success is measured in decades, not years.	Employee Talent (Deal team) Build enduring success as part of the team that’s a leader in a sector that will support a multi-decade career. Be part of investing in and supporting companies that will define their industries in a firm that is set up to partner with companies for the long term.	Employee Talent (Technical) Build enduring career success as part of the team of world-leading tech professionals, working alongside an exciting portfolio of outstanding software businesses to accelerate their progress.	Regulator Build enduring economies. Our companies are supporting the growth of their clients, making them more efficient, compliant and successful alongside growing the digital economy and creating high value jobs. The returns we generate for our investors support millions of individuals across the world in their retirement and meeting their financial goals.

Strategy

We are the largest European-based investor in growing companies that provide critical software and services to business; and by using our scale, expertise and operational capability achieve top-quartile investment returns for our clients over the long term.



How we talk about Hg

We refer to our firm as Hg, please do not use ‘HgCapital’ in comms or marketing materials.

Hg in one sentence

Hg is a leading investor in European and Transatlantic software and service businesses.

Boilerplate info on Hg

We support the building of sector-leading enterprises that supply businesses with critical software applications or workflow services, delivering a more automated workplace for their customers.

This industry is characterised by digitization trends that are in early stages of adoption and are set to transform the workplace for ‘white collar’ professionals over decades to come. Our support combines deep end-market knowledge with world class operational resources, together providing compelling support to entrepreneurial leaders looking to scale their business – businesses that are well invested, enduring and serve their customers well.

With a vast European network and strong presence across North America, our 400 employees and around \$65bn in funds under management support a portfolio of around 50 businesses, worth over \$125 billion aggregate enterprise value, with over 100,000 employees, consistently growing revenues at more than 20% annually. If you’d like to see more, check us out at:

www.hgcapital.com.

Other proof points of performance and scale:

We have an enduring track record, with 30+ years of navigating market cycles to deliver top quartile net returns, returning consistently over 3x real cash returns to our clients.

We have scaled to be Europe’s largest sector-specialist buyout firm, and one of the most active software and technology investors globally. Our portfolio forms the #2 largest and fastest growing software group in Europe.

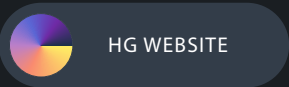
We have \$b5n+ funds under management, comprising \$25 billion of new investible capital, which puts Hg in the top three software-focused buyout firms globally.

We are invested in top three biggest software buyouts in Europe (Access Group, IFS and Visma), all over \$10bn EV.

Hg in Numbers

Here are some facts and figures about Hg.

Note, to check you have the most up-to-date figures, please visit the factsheet / quarterly update page on the Hg website



<div>c.50</div> <div>Portfolio companies</div>	<div>\$125bn+</div> <div>size of portfolio (aggregate Enterprise Value) – representing one of the largest and fastest growing transatlantic software groups</div>	<div>c.\$65bn</div> <div>funds under management, comprising \$25 billion of new investible capital, which puts Hg in the top three software-focused buyout firms globally</div>	<div>100,000+</div> <div>portfolio employees (growing at between 5-10% each year)</div>
<div>20%</div> <div>rate of growth per year of Hg’s portfolio (revenue)</div>	<div>c.400</div> <div>Hg employees across London, Munich, New York, Paris and San Francisco</div>	<div>c.\$17bn</div> <div>returned over last 20 years at 3.3x MOIC / 33% IRR</div>	<div>\$10bn+ EV</div> <div>Hg is invested in the top three biggest software buyouts in Europe (Access Group, IFS and Visma)</div>

Tone of voice

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Proactive

Shows, rather than tells, with plenty of strong examples and confident plans of action. Always moving forward – knowing exactly when to pause to add detail, and when to move at a faster pace.

- Uses minimal, hard-working language
- Lots of verbs
- Light, upbeat and optimistic tone
- Always ends on a positive note with an emphasis on solutions
- Future focus – puts goals up front and centre

MeinAutoGroup is a household name retailer for used cars in Germany. One of many Hg brands shaking up their sector. It's all about your growth.

Clever

Demonstrates ingenuity and creativity with some playful sentence construction. But doesn't veer too far – never writes anything that wouldn't sound natural read out loud.

Might try:

- Varying sentence length
- Missing a preposition or dropping in a one-word sentence
- Building up lists of adjectives
- Making contrasts and comparisons

Always:

- Uses contractions, plain English, no business jargon
- Explains terminology

Change shape to change your industry. Shaping tomorrow's enterprise. Today.

Collaborative

It's all about what we can imagine and do together, so we use a consistent and recognisable style to show warmth and dependability.

- More likely to say 'let's' than you should.
- More like to say 'we think' than 'Hg thinks'
- More likely to say 'businesses we partner with' than 'businesses we work with'

Let's build your legacy.
We say this is just the beginning.
We think you'll go far.
Here are some of the thriving businesses we partner with.

Before:	Hg has nearly 400 employees
After:	We're a team of nearly 400.
Before:	We firmly believe that responsible business practices help generate superior long-term performance.
After:	Responsible business practices help you keep winning, well into the future.
Before:	Hg's vision is to be the most sought after investor within our sector focus, being a partner of choice for management teams and providing a rewarding environment for Hg colleagues.
After:	The most sought-after investor. The most favoured management partner. The most rewarding work environment. Our vision looks like many different things.
Before:	The Hg Data team explore OpenAI's Codex that converts human language into code and assesses its value potential for B2B SaaS companies.
After:	Could AI replace your data team? We're exploring OpenAI's codex to evaluate its potential.
Before:	The businesses we're working with and how we're helping them to grow.
After:	Some of the thriving businesses we partner with.

In general

If it bores you or confuses you, don't write it. If it interests you and informs you, you're in the right territory.

Branding

Brand and messaging

Messaging

Tone of voice

Branding

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Our Logo

We are sticking with our current logo as it retains a high level of ownability and brand equity. The colours have been slightly updated in line with our colour palette refresh.



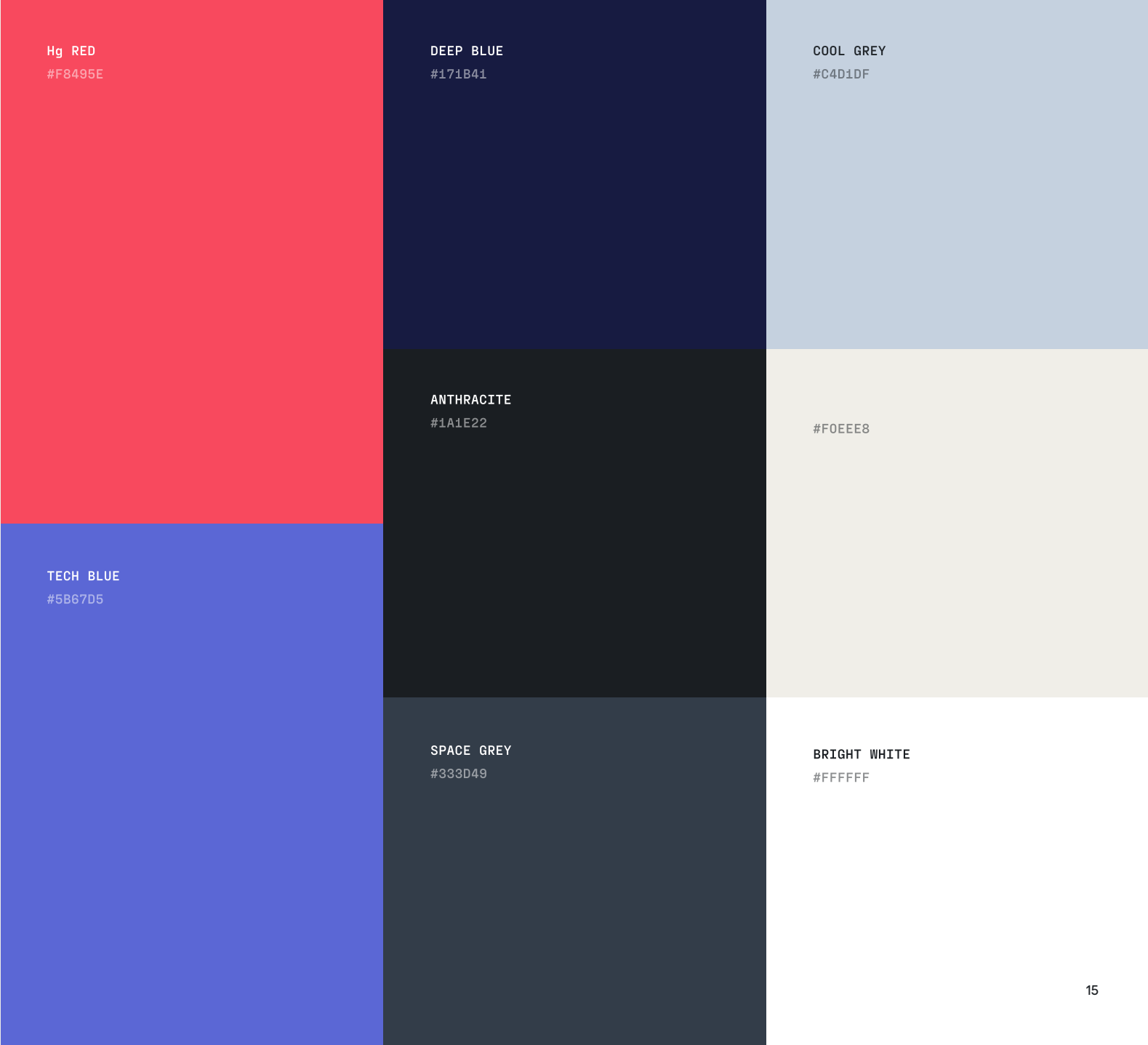
DOWNLOAD LOGO



Hg

Colour Palette

We have freshened up the colour palette to modernise and add vibrancy. The palette uses two bold accent colours, alongside a set of dark and light colours to add depth and variation.



Dispersion Gradient

One of our main visual brand assets is based on the concept of glass. As explained in further pages, an interesting aspect of glass is dispersion/refraction. This is where a single light source enters and is separated into multiple colours as an output.

This is a great metaphor for how Hg can transform the companies it works with. This spectrum of colours are also going to be used as part of our brand colours.



Typography

The marketing team use our brand font Gellix, which is a specially licensed font by Display Type Foundry. It is a clean sans serif typeface which has a tech feel, whilst remaining human.

Hg staff won't have access to this font, so the default for all Hg employees is Avenir Next LT Pro and Avenir Next Medium. Weights used are shown opposite.

Licensed font

used by the Hg Marketing team only

**Gellix
SemiBold**

HEADER

Gellix Medium

Gellix Regular

Gellix Light

BODY

Standard fonts

for use by Hg employees

**Avenir Next
LT Pro Demi**

HEADER

Avenir Next Medium

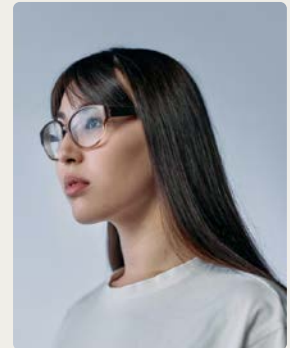
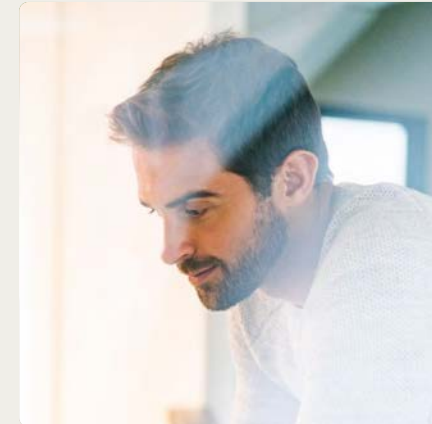
Avenir Next LT Pro Regular

Avenir Next LT Pro Light

BODY

Photography

Photography will be used to show our human side. Images should feel natural and candid. In places we can bring in elements that echo the glass concept, like dispersion effects, glass overlays or simple light reflections.



Social Media

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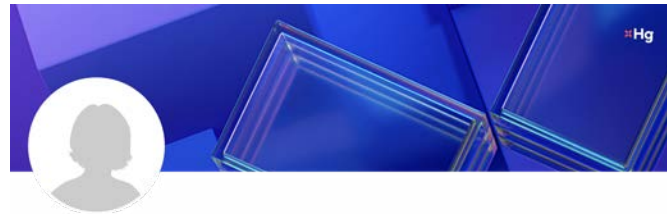
LinkedIn Banners

We have created LinkedIn Banners for you to use on your LinkedIn profiles.

Access banners via the Marketing Shared folder below



To add banners to your profiles simply click onto “view profile” and click onto the pencil icon on your banner.



LinkedIn profile set up

We advise all staff to keep their socials up to date with correct information.

When talking about Hg on your profiles it is important to use the correct descriptions, ways which you can describe Hg on your socials are available below. See standard Hg descriptors on page 8.



SEE PAGE 8

We provide all employees with an opportunity to participate in a professional photoshoot (contact marketing for more information), you can use these photos in your profiles to make them look very professional and credible. Add a face to the name!

Social Media Use

Sharing content / posting on social media is a very important aspect of many professions. Our advice for people who are looking to use their platforms more actively:

- Repost relevant content shared by official Hg accounts, this will showcase company expertise.
- Share valuable content that showcases YOUR expertise
- Like, comment, share anything you find interesting
- Follow targets and relevant people in your target groups
- Follow influencers in the field to keep up to date with the latest
- Use hashtags!

Powerpoint

Brand and messaging

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Technical guidelines

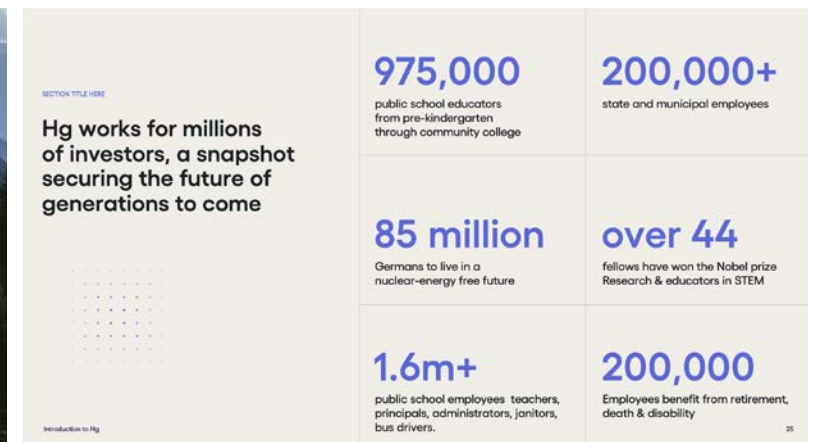
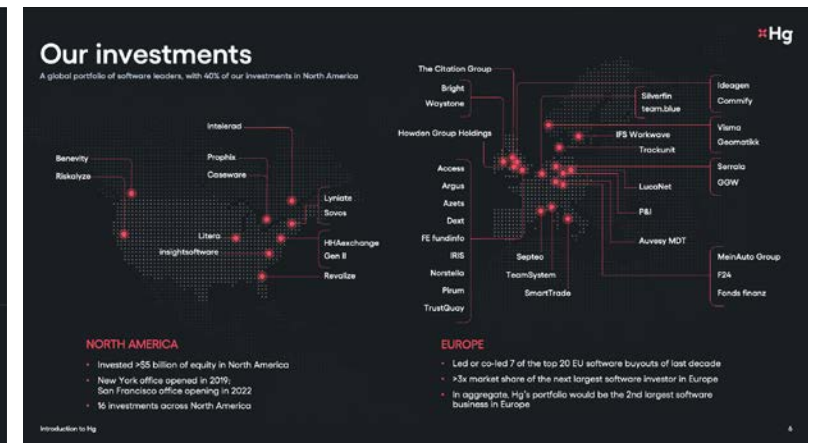
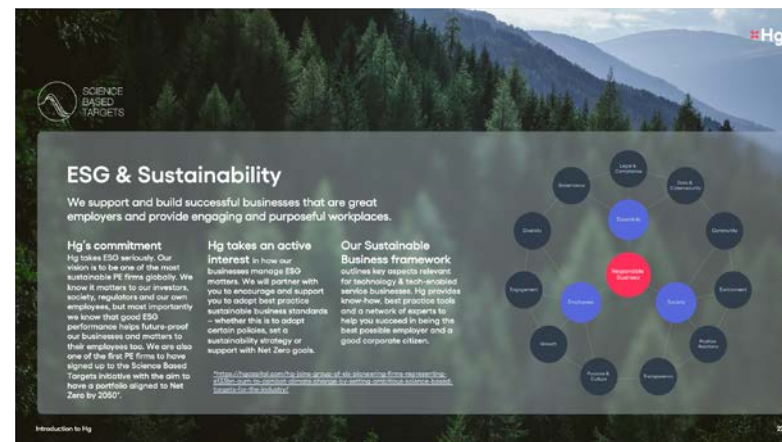
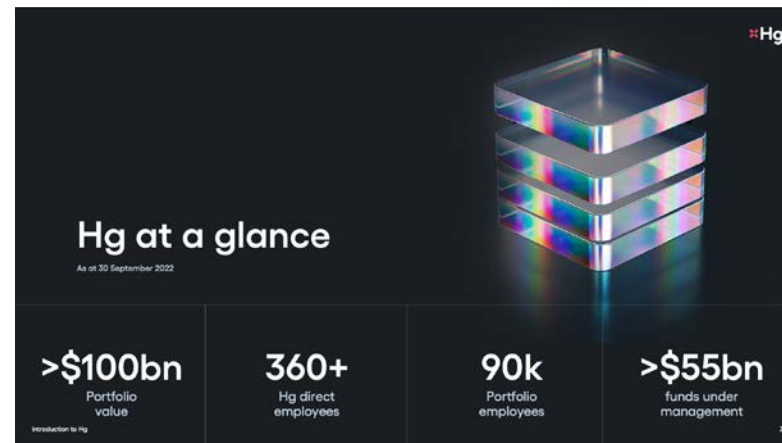
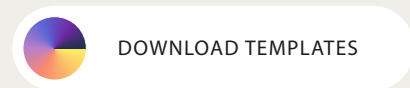
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Powerpoint

Our powerpoint template is now widescreen and will available for you to download via [Templafy](#).

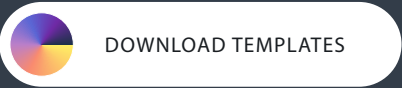
Please see page 56 for technical use.

You can also find 'Intro to Hg' decks and template powerpoint formats in the Marketing Shared folder below.



IC templates

You can find IC template decks in the Marketing Shared folder below.



Project [X]

Executive Summary

Business Overview, Investment Thesis & Risks

Business overview

[brief history of the business - when founded, HQ, major M&A, major capital events, major hires; what the business does, who are major shareholders]

Situation background

[Cluster context, history of our interactions with the company, nature of current deal process]

Investment thesis

[text summary of thesis including assumptions on forward bookings, revenue and EBITDA margin expansion. Returns organically and including M&A at which exit multiple]

Project [X]

Executive Summary

Analysis at various prices & basis of valuation

	Size (\$m)	600	450	700	750	800
Entry valuation and returns						
LTM Dec 22	Revenue	100.0	6.0x	6.5x	7.0x	7.5x
	Valuation EBITDA	30.0	20.0x	21.7x	23.3x	25.0x
	Pre-Tax UICF	33.0	18.2x	19.5x	21.2x	22.7x
NTM Revenue	Revenue	114.0	5.3x	5.7x	6.1x	6.6x
	Valuation EBITDA	38.7	15.5x	16.8x	18.1x	19.4x
	Pre-Tax UICF	37.2	16.1x	17.5x	18.8x	20.1x
Sources & Uses (\$m)						
Total debt		240	240	240	240	240
Hg equity		370	420	470	520	570
Total equity		400	450	500	550	600
Total Sources		660	690	740	790	840
Purchase EV		600	650	700	750	800
Fees & Min-cash		25	25	25	25	25
Total Uses		660	690	740	790	840
Organic Returns - 5 year hold						
Exit Multi. x NTM Val. EBITDA						
Under		19.0x	3.4x / 27%	3.0x / 23%	2.7x/22%	2.5x / 20%
Write		20.0x	3.5x / 29%	3.2x / 25%	2.9x/23%	2.6x / 21%
Case		21.0x	3.7x / 30%	3.3x / 27%	3.0x/25%	2.8x / 22%

Basis of valuation

\$m

LTM

Dec 22

NTM

Dec 23

ARR

Change in Deferred

Recurring revenue

Non recurring revenue

Total reported revenue

TEI/mg

Delta to ARR + Non recurring

GAAP EBITDA (expensed R&D)

Expensing of sales commissions

Valuation EBITDA

Expensing of leases

Charges in working capital

Capex

Pre-tax UICF

Project [X]

Financials & Prelim Returns

Returns Bridge

Commentary

- [Commentary on key contribution to returns]
- [Upsides to this investment case]
- [commentary on key upside]

Project [X]

XX

Management & Board Overview

[Name], CEO

[Career background & when joined]

Characteristics: (if we know them well enough)

Achievements in the company

Nature of Hg relationship

[Name], CFO

[Career background & when joined]

[Name], CRO

[Career background & when joined]

[Name], CTO

[Career background & when joined]

[Name], Board Member

[Career background and when joined]

Nature of Hg relationship

[Glassdoor review]

- Overall rating: 3.9 / 5.0
- 87% CEO approval rating
- Commentary on consistent themes in negative feedback

Board composition - other board members

- List of all other board members, affiliation & nature of Hg relationship

Zoom / Teams

Brand and messaging

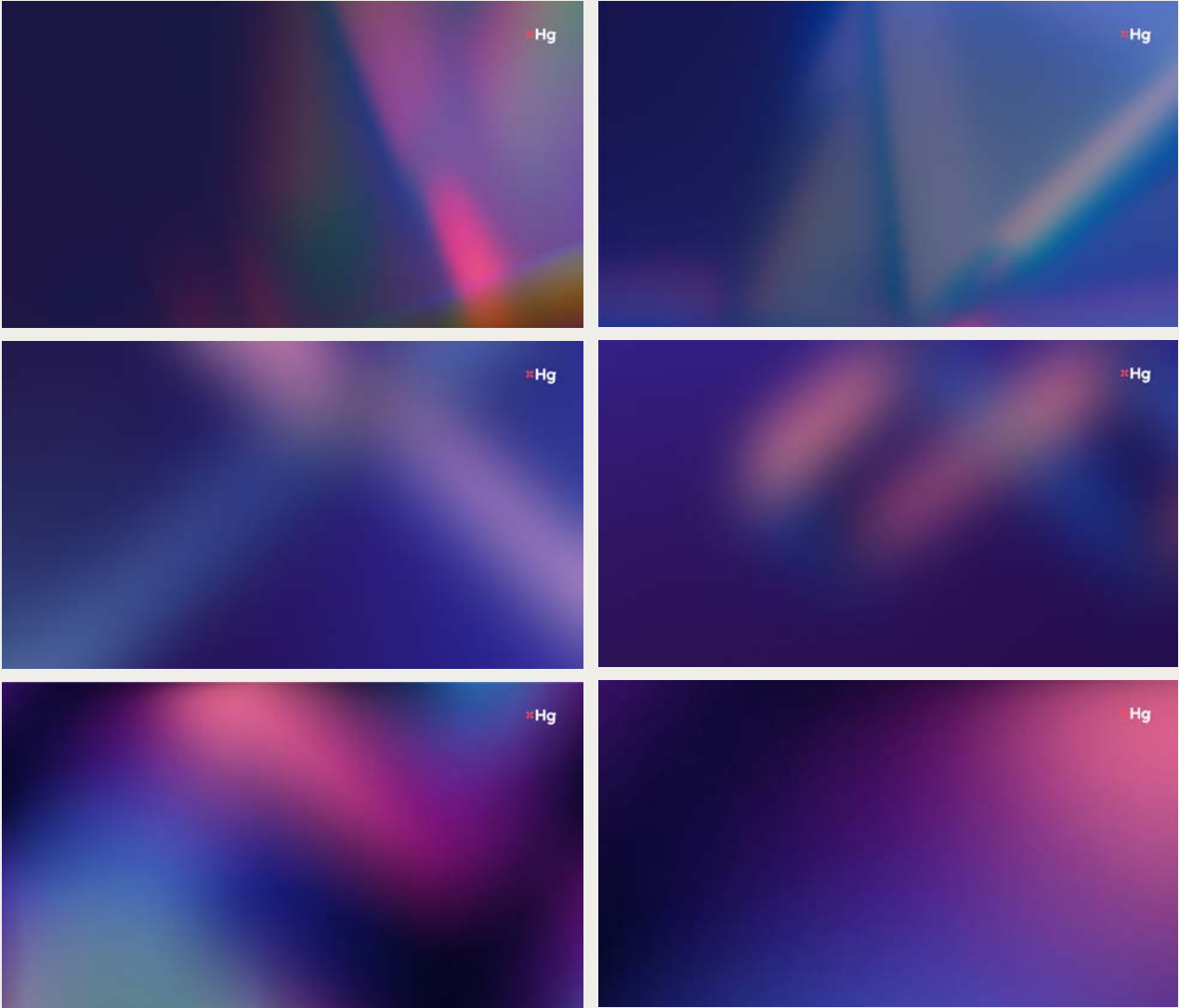
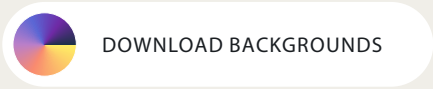
- Messaging
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Technical guidelines

- Logo Usage
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Zoom / Teams Backgrounds

Access banners via the Marketing Shared folder below.



Event Banners

Brand and messaging

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Tone of voice

Branding

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Event Banners



Email Banners

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Email Banners Usage

When using light images it is important to use dark text and dark dots and when using a dark image use white text and light dots. When using stock images please see the image use section on page.

Use Century Gothic for your headline and Avenir Medium for your secondary info. Hg red and Tech blue can be used to highlight the secondary info.

Image



Image with light effect and text

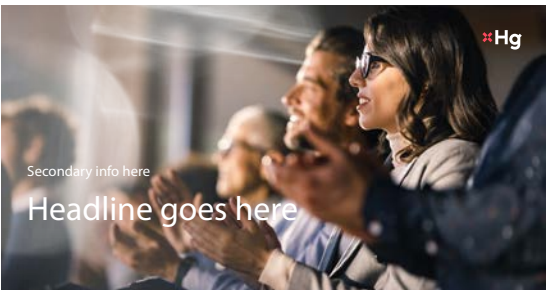
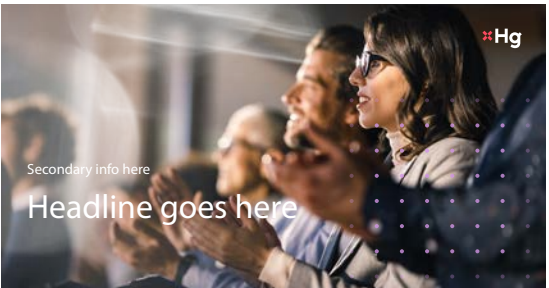


Image with dots, light effect and text



The background features a complex, abstract design with several intersecting, reflective, metallic-looking planes. These planes are oriented at various angles, creating a sense of depth and movement. The surfaces are highly polished, reflecting light in a way that produces a spectrum of colors including deep blues, purples, pinks, and oranges. The overall effect is reminiscent of a futuristic architectural structure or a high-tech interface.

Technical Use

Logo Usage

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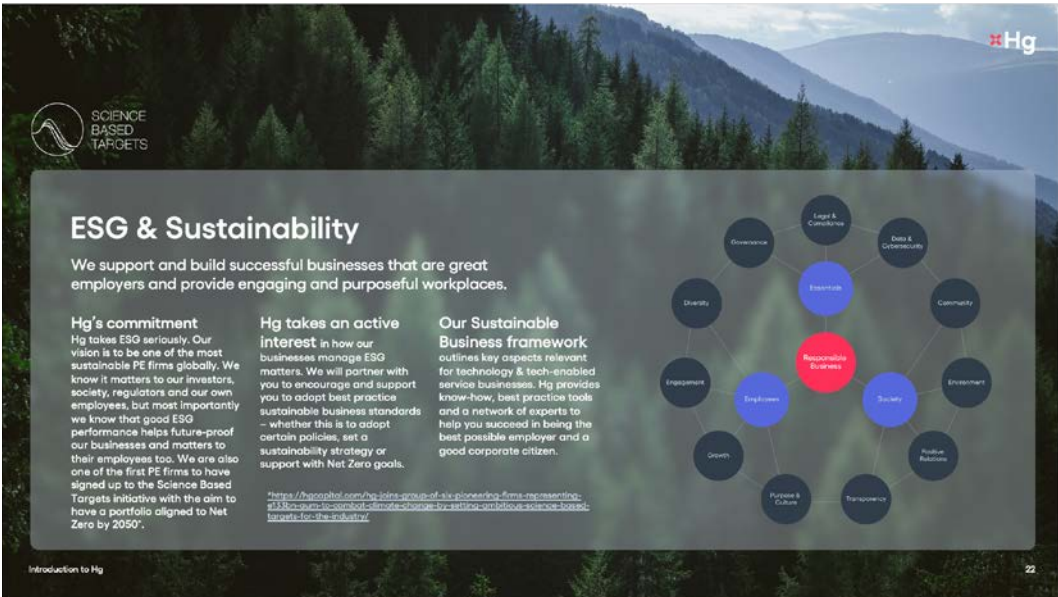
Logo Usage

Our logo should be used white with the red cross when used on darker backgrounds and darker images.



Logo Placement

Our logo must be placed above the text on front covers and top right on all other occasions.



Colour Usage

Brand and messaging

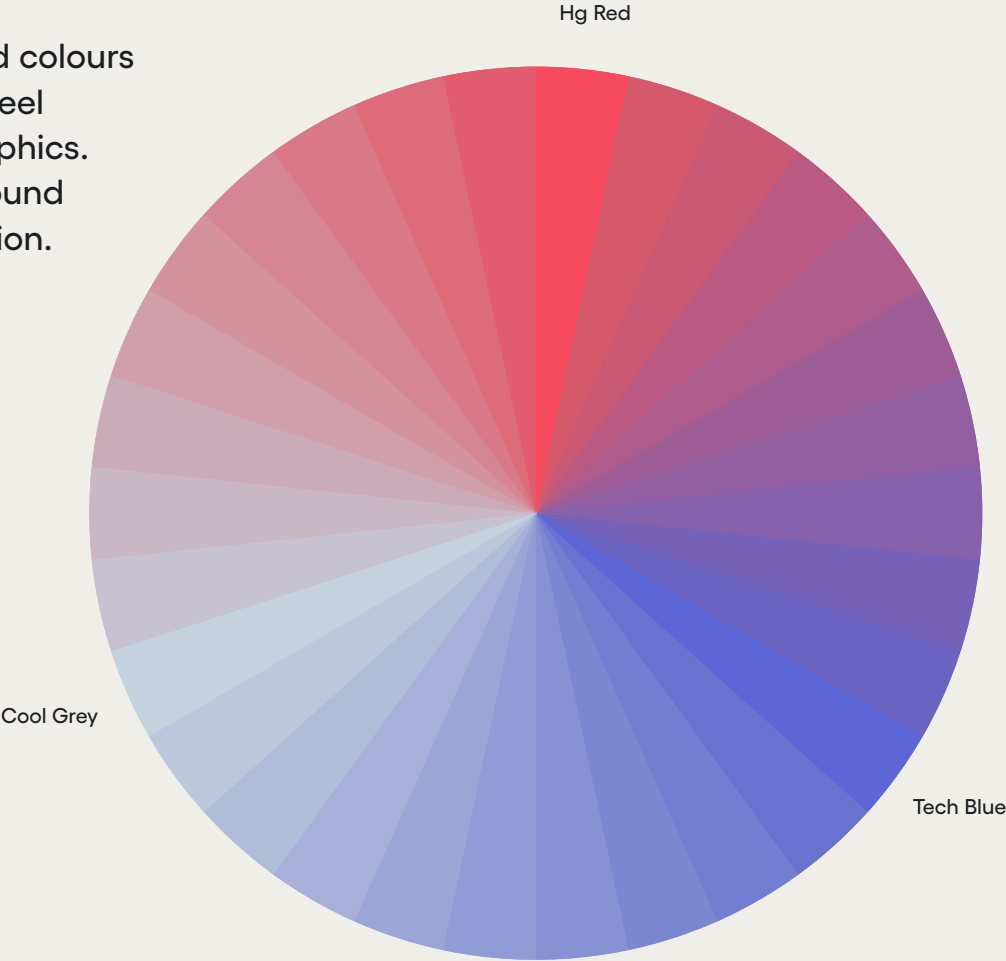
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Infographic Colours

Using three of our brand colours we created a colour wheel gradient for our infographics. Usage for this can be found in the infographics section.



	Hg Red RGB: 248-73-94 f8495e		Cool Grey RGB: 188-198-220 bcc6dc		Tech Blue RGB: 91-103-213 5b67d5
	RGB: 255-98-110 e1626e		RGB: 177-188-218 b1bcda		RGB: 106-100-195 6a64c3
	RGB: 221-108-122 dd6c7a		RGB: 166-177-216 a6b1d8		RGB: 118-98-183 7662b7
	RGB: 217-120-134 d97886		RGB: 156-167-215 9ca7d7		RGB: 132-96-172 8460ac
	RGB: 214-134-147 d68493		RGB: 145-156-213 919cd5		RGB: 145-94-161 915ea1
	RGB: 211-145-159 d3919f		RGB: 135-145-212 8791d4		RGB: 159-92-151 9f5c97
	RGB: 208-158-171 d09eab		RGB: 124-135-210 7c87d2		RGB: 173-91-140 ad5b8c
	RGB: 205-170-183 cdaab7		RGB: 114-124-209 727cd1		RGB: 187-90-129 bb5a81
	RGB: 202-183-196 cab7c4		RGB: 221-108-122 dd6c7a		RGB: 210-88-118 c95876
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Infographics

Brand and messaging

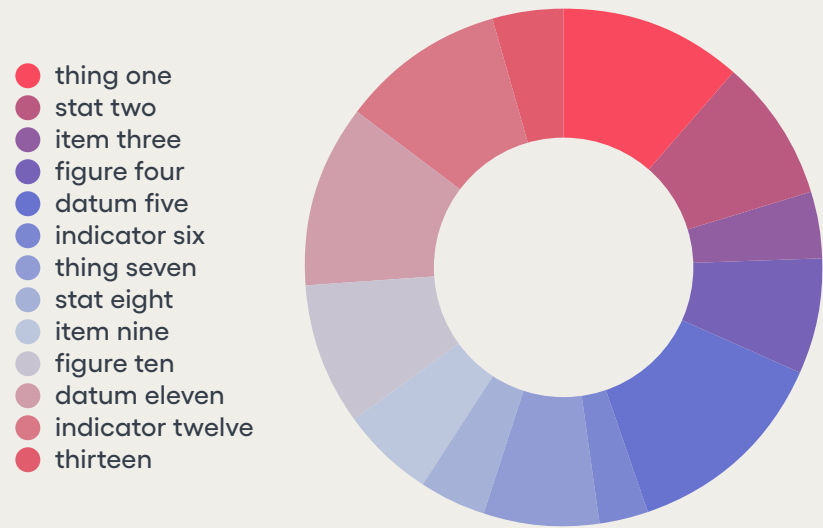
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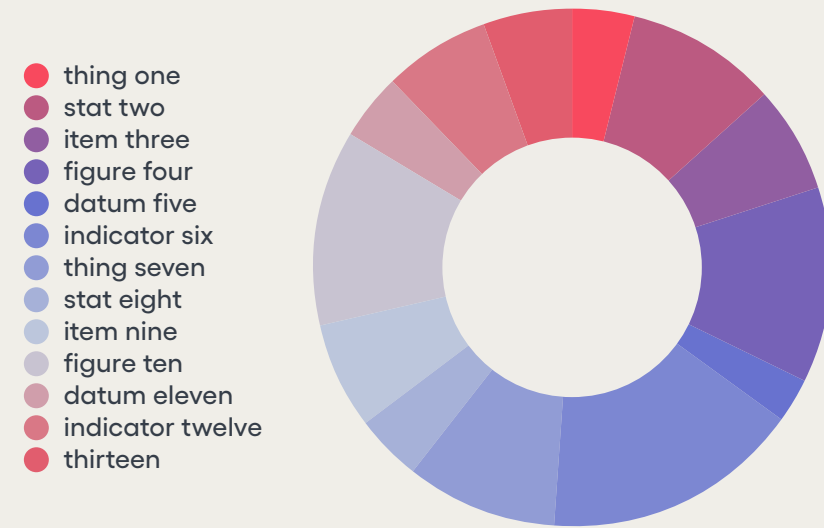
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Pie Chart

Pie chart one title

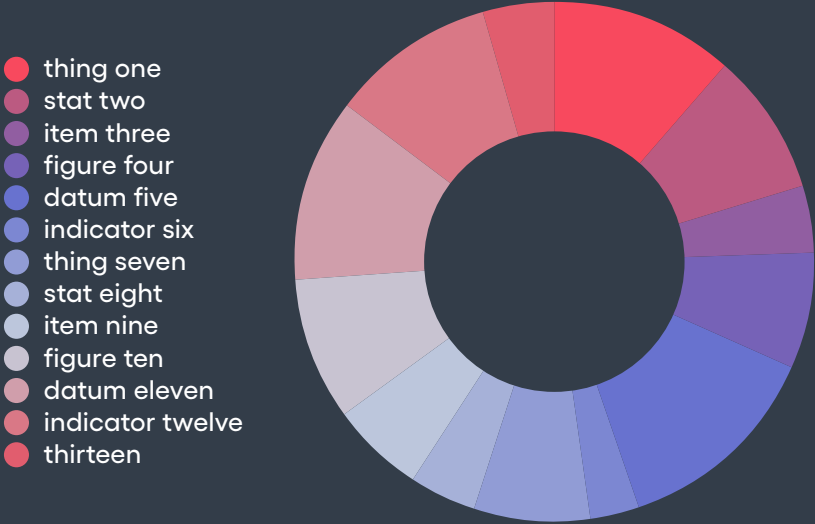


Pie chart two title

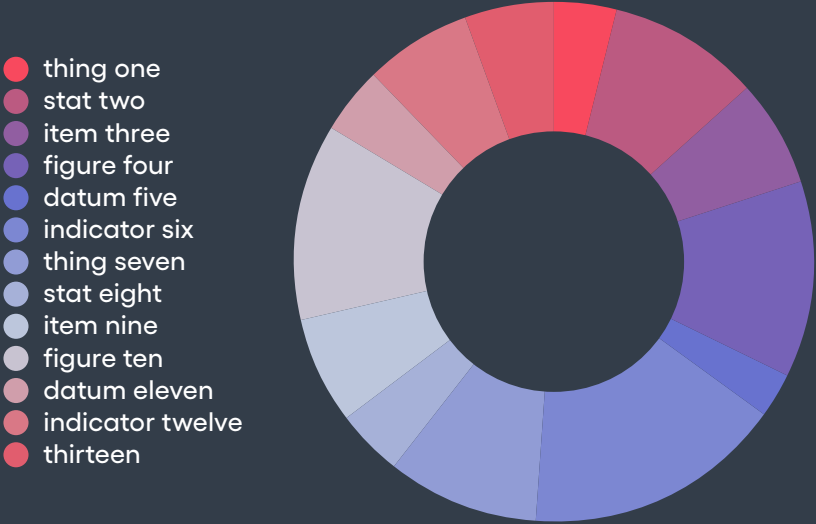


Pie Chart

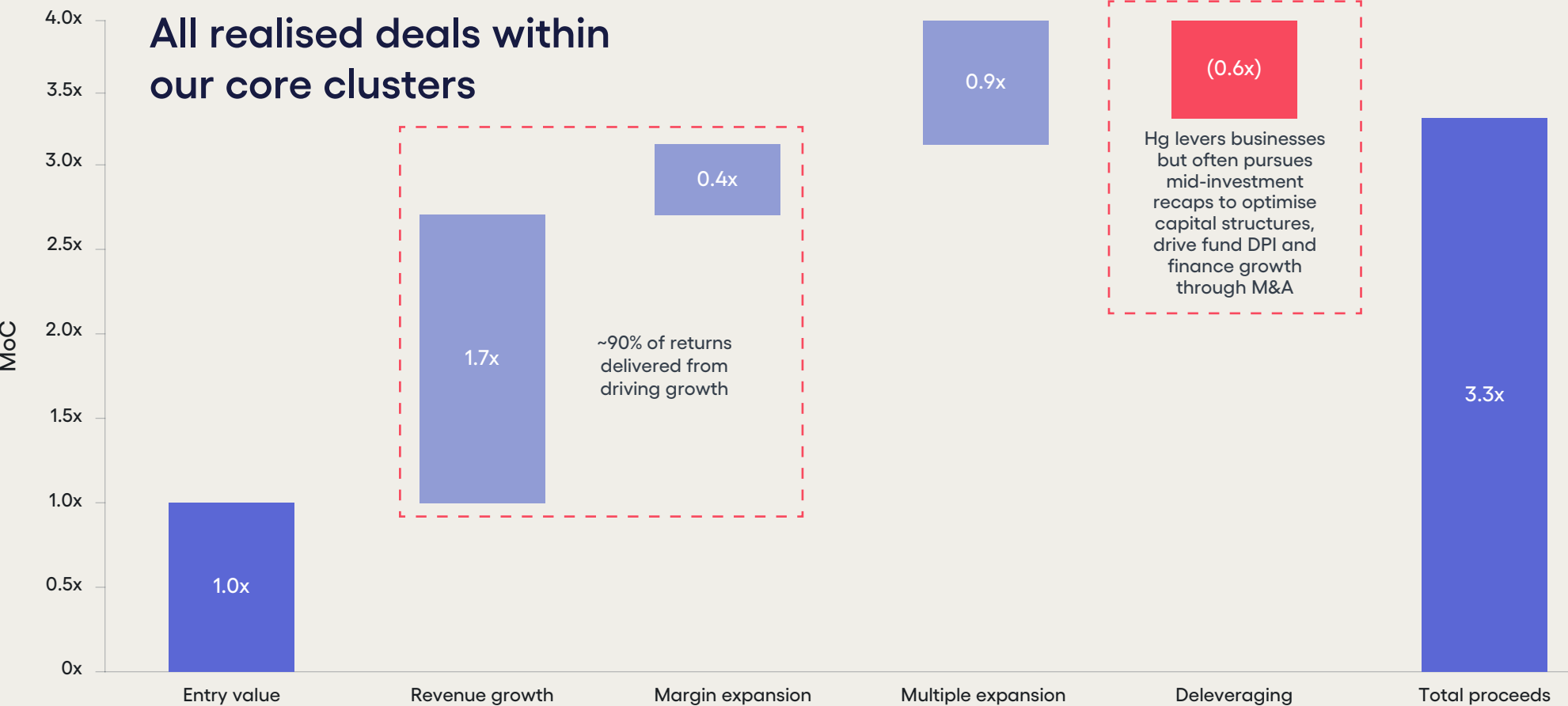
Pie chart one title



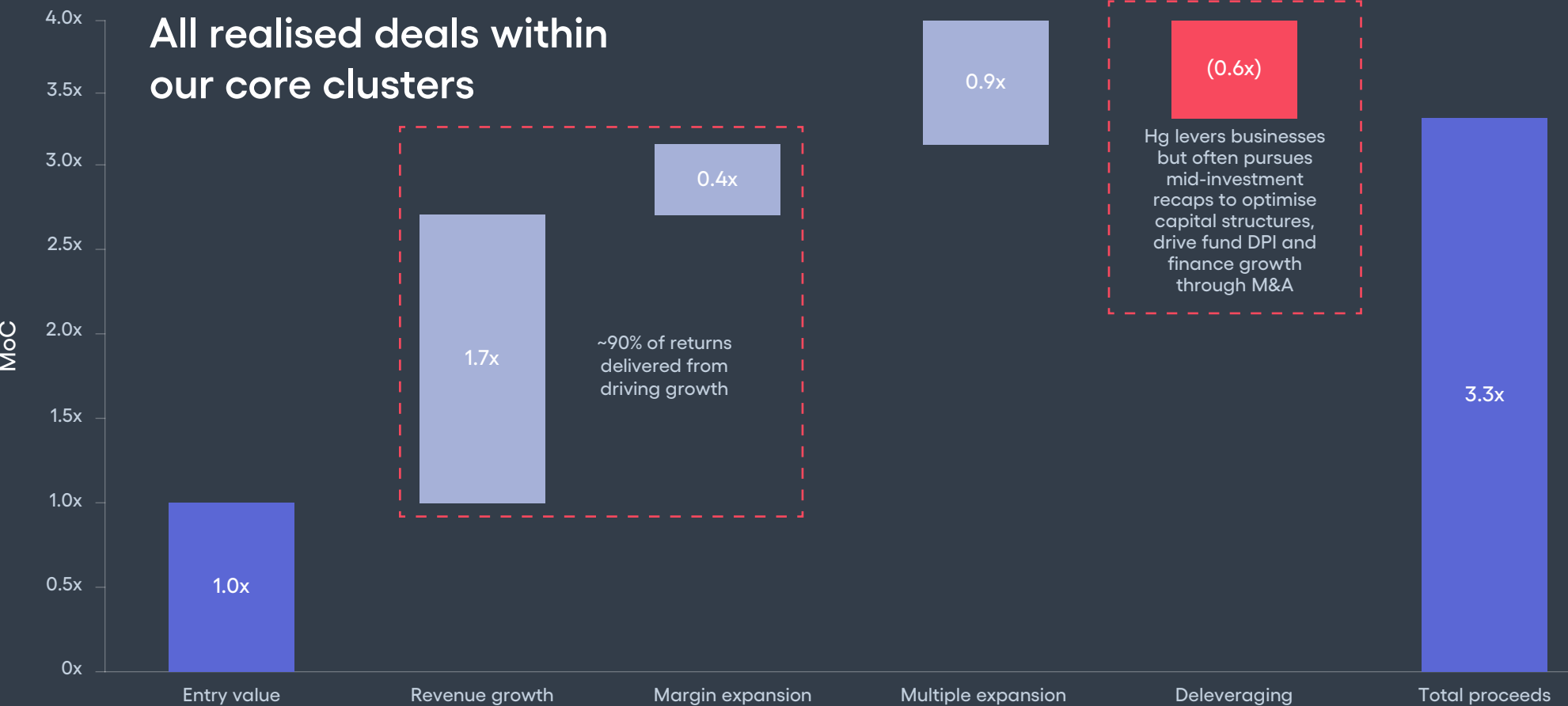
Pie chart two title



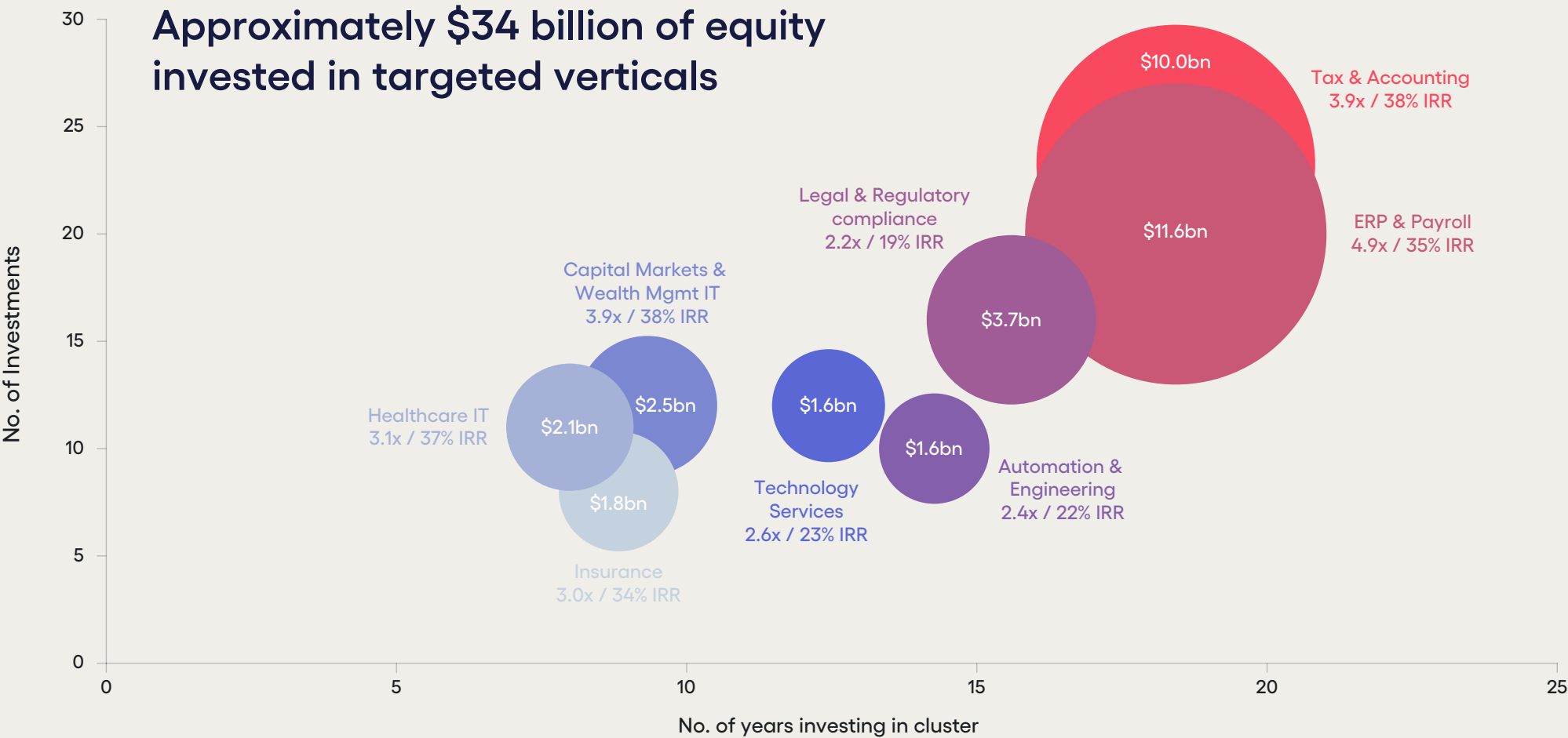
Waterfall Chart



Waterfall Chart

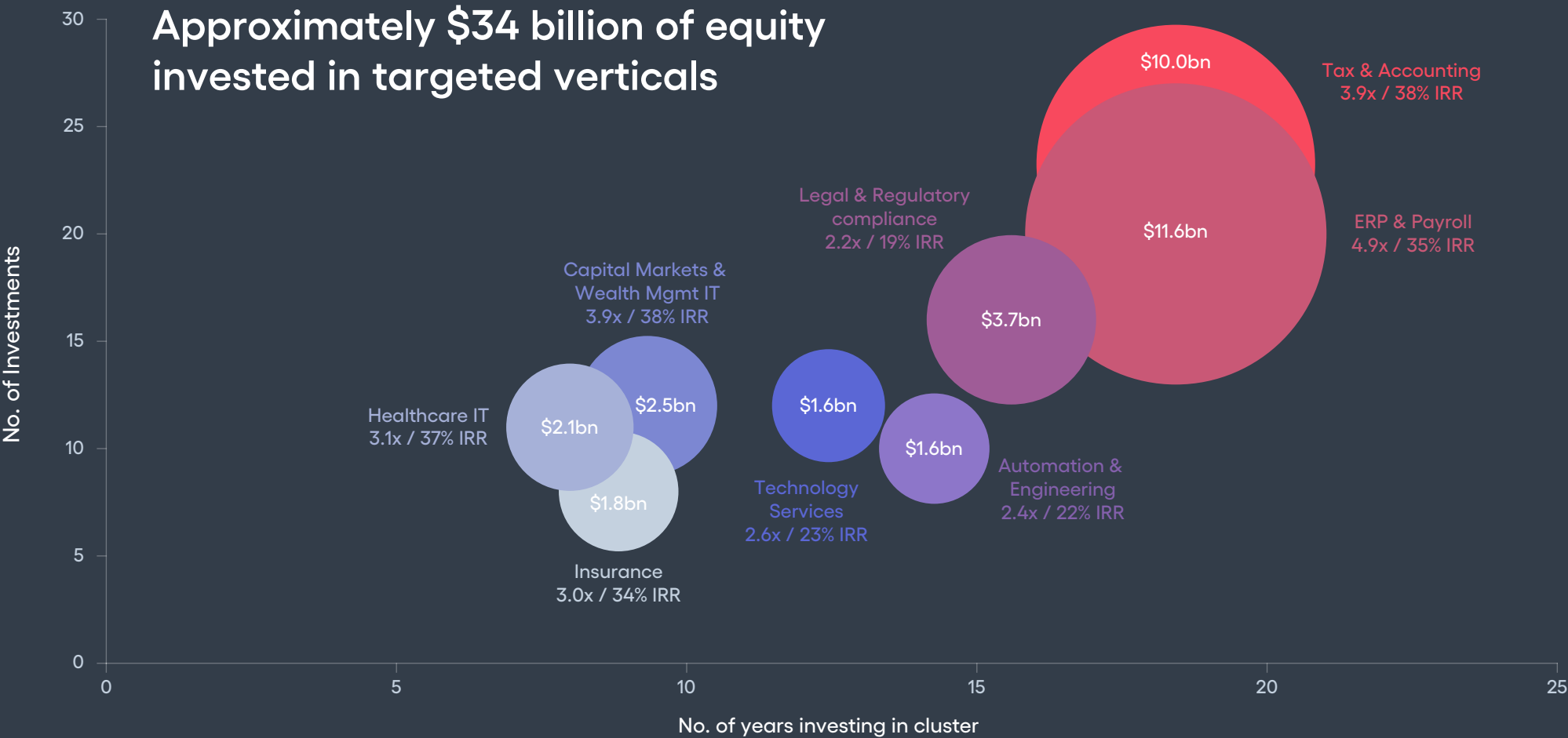


Cluster Chart



Note: Excludes co-investment, as of 30 September 2022 PF for post-period events

Cluster Chart



Note: Excludes co-investment, as of 30 September 2022 PF for post-period events

Imagery

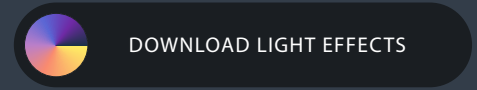
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Light Effects



Layer images using one of the supplied PNG light effects



Photo



PNG



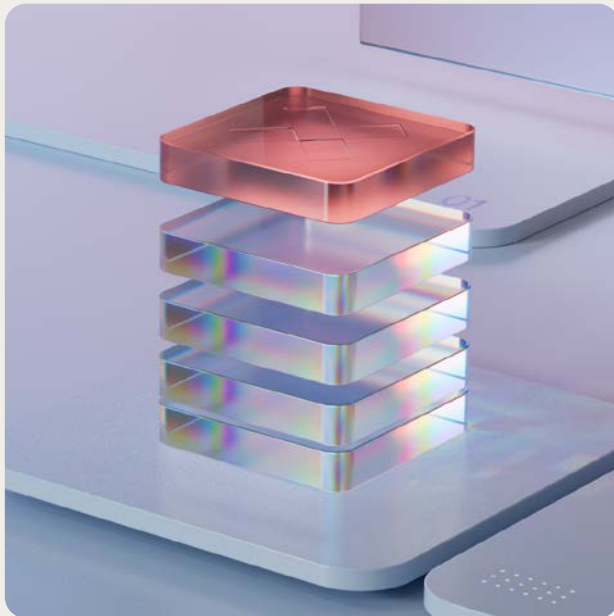
PNG on top

Textbox Overlay – Light Image

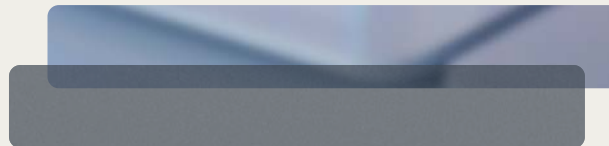
Layer a blur and noise effect over a light image



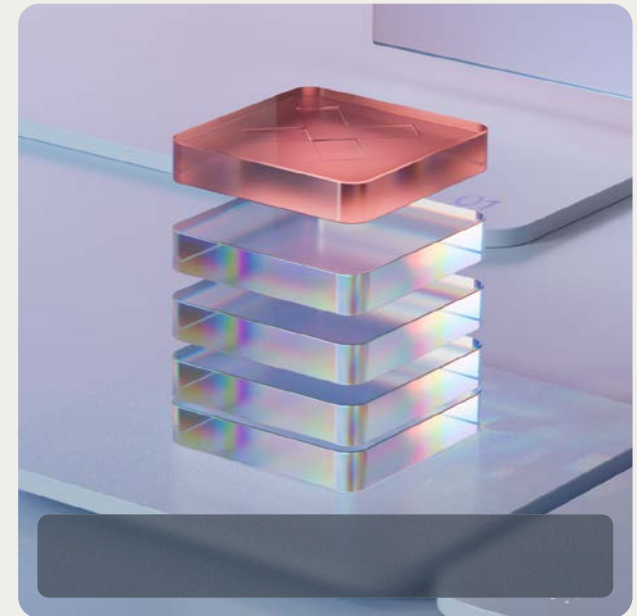
[DOWNLOAD TEXTBOX OVERLAY](#)



Image



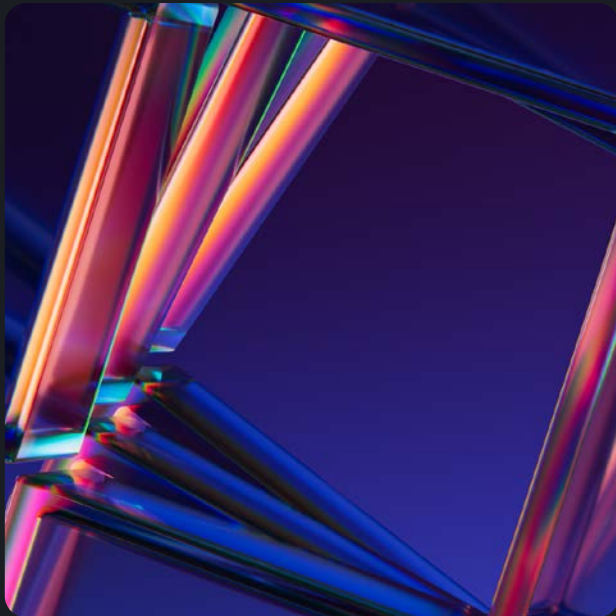
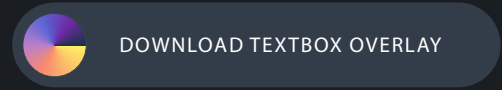
Blur & Noise effect



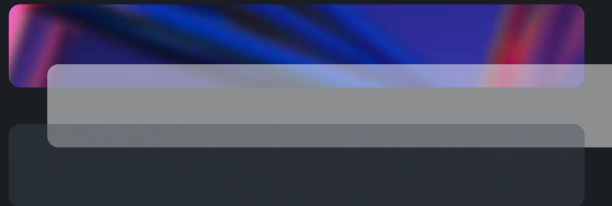
Final effect

Textbox Overlay – Dark Image

Layer a blur and noise effect over a dark image



Image



Blur, White & Noise



Final effect

Dots Overlay – Light Image

For a light Image, layer the dark dots over your photograph



Image



Dark dots overlay



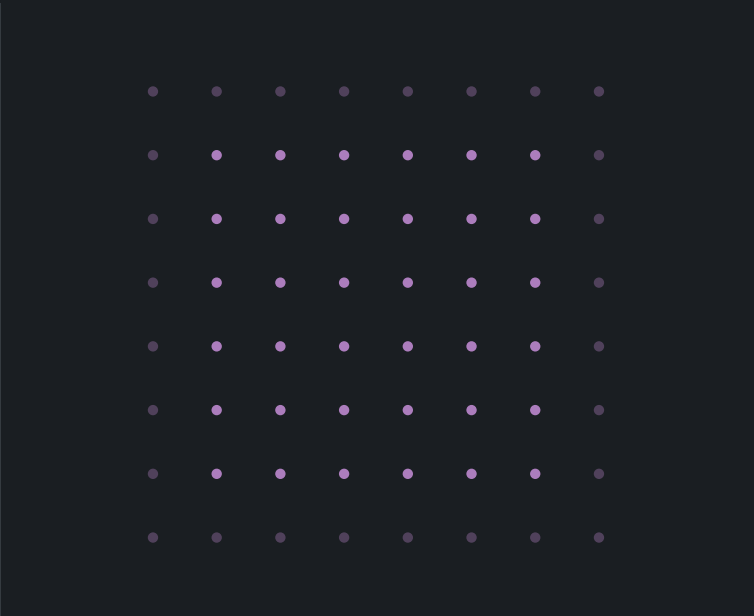
Final effect

Dots Overlay – Dark Image

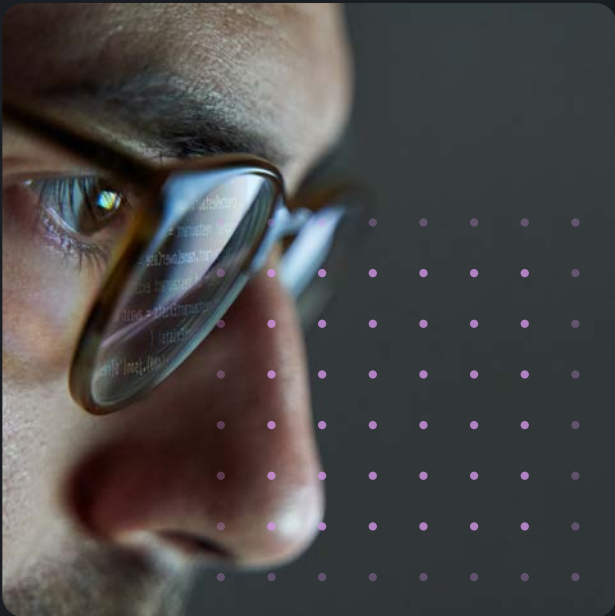
For a dark image, layer the light dots over your photograph



Image



Light dots overlay



Final effect

Brand Elements

Brand and messaging

Messaging

Tone of voice

Branding

Social Media

Powerpoint

Zoom / Teams

Event banners

Email banners

Technical guidelines

Logo Usage

Colour Usage

Infographics

Imagery

Brand Elements

Powerpoint Usage

Glass

By introducing 3D glass assets to our brand language we can encapsulate our brand essence in a visual way.

Glass is a modern building material that speaks to our enduring message.

It also a common material through which software is used, which refers to our focus on enterprise.

Glass has several other representations and properties which are visually impressive and speaks to differences and strengths.

Properties

Modern
Timeless and Enduring
Transparent
Transformative
Enabling
Enlightening



Building (enduring)

Stacking glass blocks to represent building / platforms. Enduring properties of glass.



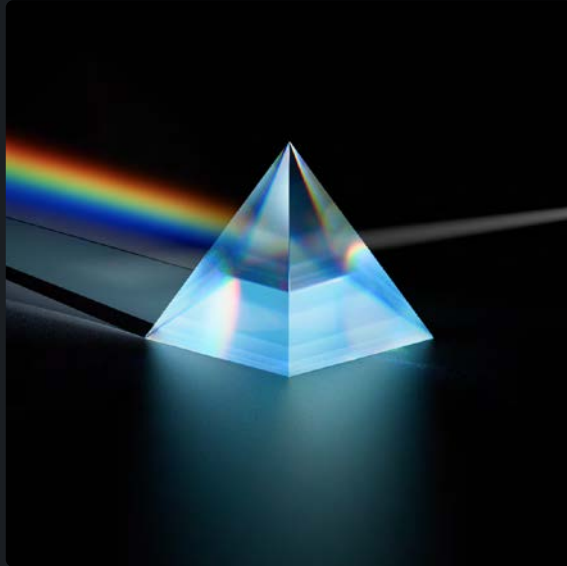
Human

By using frosted glass in certain places we can alter the feeling to be more human.



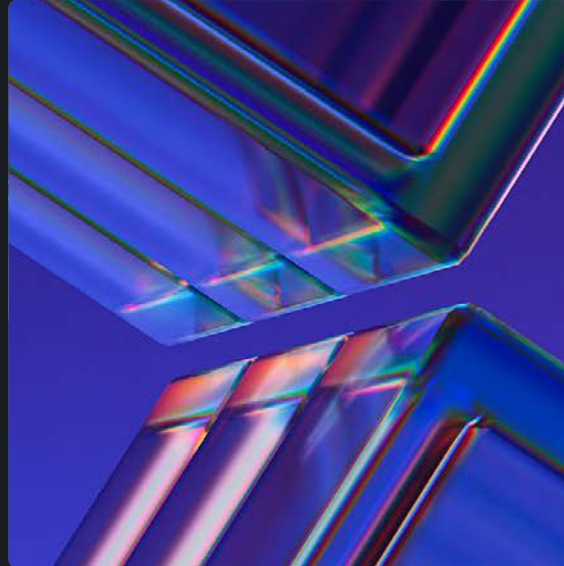
Transformative (enterprise)

We can use coloured glass to show transformational / enterprising change.

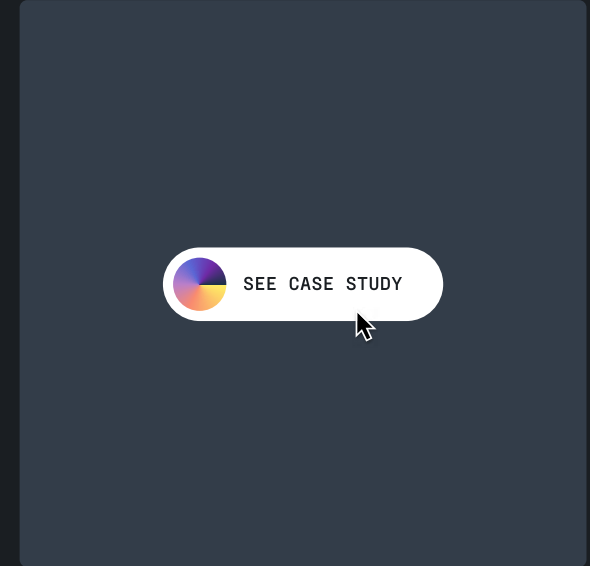


Dispersion / Refraction

When light travels through glass by refraction it separates into a spectrum of colour.



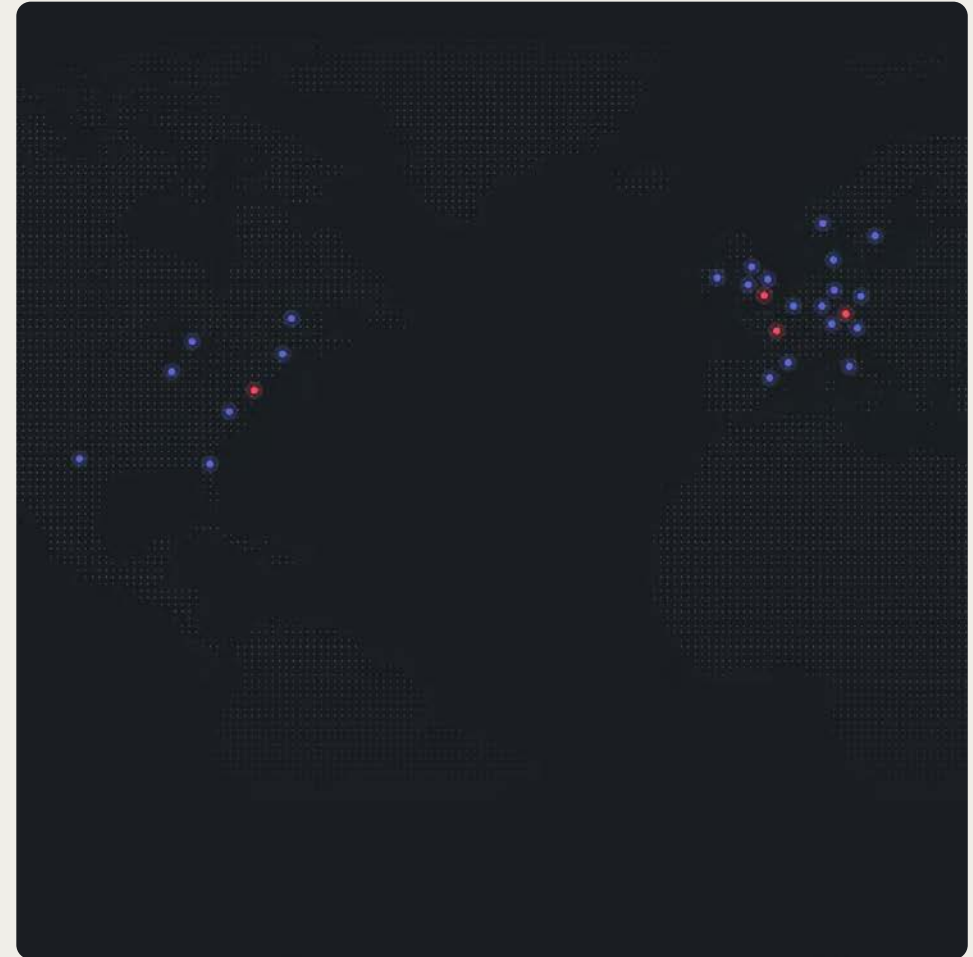
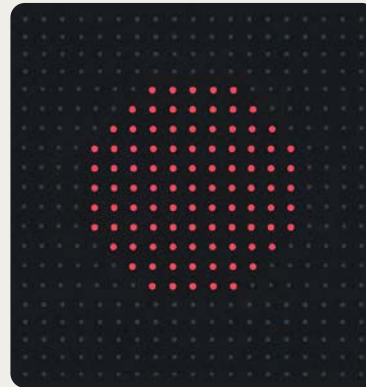
This effect can add colour and visual interest to our brand.



It can also be used in a more graphical sense to signal a call to action for our audience.

Dot Patterns

For graphical elements we use dot patterns which are a subtle nod towards software and data. They can be used as textural pieces, for maps or graphical components to illustrate statistics.



Powerpoint Usage

Brand and messaging

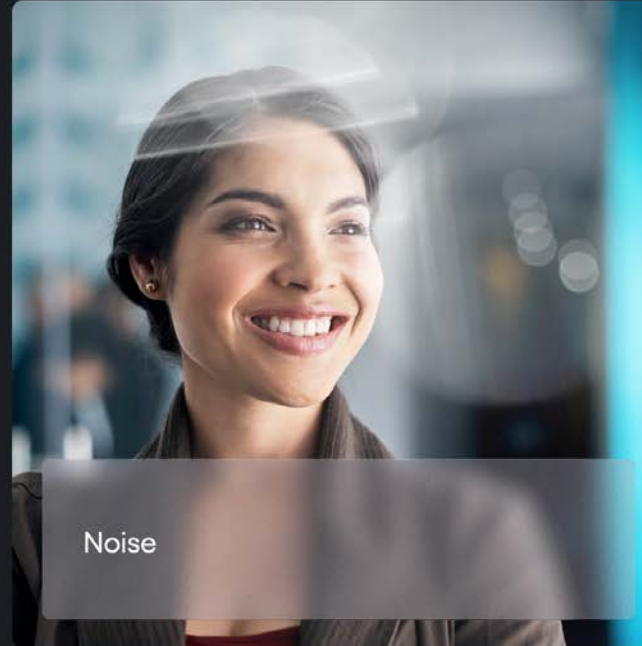
- Messaging
- Tone of voice
- Branding
- Social Media
- Powerpoint
- Zoom / Teams
- Event banners
- Email banners

Technical guidelines

- Logo Usage
- Colour Usage
- Infographics
- Imagery
- Brand Elements
- Powerpoint Usage

Textbox Overlay in Powerpoint

Follow these steps to create a textbox overlay within powerpoint. These can be used over full page images or cut out images as shown.



Noise Fill

- > Fill – 'Picture or texture fill'
- > Choose 'Newspaper' Texture
- > 75% Transparency



To blur


- > Picture Format
- > Artistic Effects at top – (Choose Blurred image)

Alter blur using Format side panel
'Artistic Effects' (alter radius)

Powerpoint explanation

Textbox overlay can be used over images

Logo must be placed top right in white or black or, where necessary, removed entirely



SCIENCE
BASED
TARGETS

ESG & Sustainability

We support and build successful businesses that are great employers and provide engaging and purposeful workplaces.

Hg's commitment


Hg takes ESG seriously. Our vision is to be one of the most sustainable PE firms globally. We know it matters to our investors, society, regulators and our own employees, but most importantly we know that good ESG performance helps future-proof our businesses and matters to their employees too. We are also one of the first PE firms to have signed up to the Science Based Targets initiative with the aim to have a portfolio aligned to Net Zero by 2050*.

Hg takes an active interest

in how our businesses manage ESG matters. We will partner with you to encourage and support you to adopt best practice sustainable business standards – whether this is to adopt certain policies, set a sustainability strategy or support with Net Zero goals.

Our Sustainable Business framework

outlines key aspects relevant for technology & tech-enabled service businesses. Hg provides know-how, best practice tools and a network of experts to help you succeed in being the best possible employer and a good corporate citizen.



<https://hugobond.com/hg-joint-statement-of-all-sponsoring-firms-representing-1335-investors-to-combat-climate-change-by-setting-ambitious-science-based-targets-for-the-industry/>

Introduction to Hg

22

Text boxes and photographs should have a very small round corner

Section title above text:
8 pt
RGB: 91-103-213

Divider lines:
0.5 pt
RGB: 97-104-113

SECTION TITLE HERE

Hg works for millions of investors, a snapshot securing the future of generations to come

Introduction to Hg

25


<p>975,000</p> <p>public school educators from pre-kindergarten through community college</p>	<p>200,000+</p> <p>state and municipal employees</p>
<p>85 million</p> <p>Germans to live in a nuclear-energy free future</p>	<p>over 44</p> <p>fellows have won the Nobel prize Research & educators in STEM</p>
<p>1.6m+</p> <p>public school employees teachers, principals, administrators, janitors, bus drivers.</p>	<p>200,000</p> <p>Employees benefit from retirement, death & disability</p>

Dots can be used in blank space

Powerpoint Margins

Our document margin is set at 0.8cm. You may place text left or right aligned to this line.

A secondary margin is set to 2.8cm. This is for covers, divider pages and pages with less text.



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*<https://www.sbt.com/hg-joins-group-of-46-leading-firms-representing-133bn-in-assets-to-combat-climate-change-by-setting-ambitious-science-based-targets-for-the-industry/>

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Introduction to Hg



Hg at a glance

As at 30 September 2022

>\$100bn Portfolio value	360+ Hg direct employees	90k Portfolio employees	>\$55bn funds under management
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Introduction to Hg

Powerpoint name can be placed bottom left or top left on the margin

✕Hg

