



APRIL 10, 2018

NOTES FROM THE PLAYBOOK: BRAND REFRESH

2017 was an exciting year for Graham Company. We became 100 percent employee-owned in order to create a structure that will allow us to remain private for another generation and therefore help us retain and attract top talent. In July, we announced a series of promotions that further strengthen our leadership ranks and sets a path to sustained excellence.

We also refreshed our brand in order to continue to grow and keep pace with the ever-evolving business world around us. While many familiar elements remain untouched, we're excited about the new energy that has been infused into our brand. Notably, our updated website is more user-friendly and better reflects who we are for and what we stand. We hope the site can serve as a destination for you to find expert advice on the topics most important to your business.

At Graham, we are always looking for ways to improve and strengthen our growing business. Although this brand refresh is one of the more noticeable changes, we will always remain the same company, committed to serving the needs of our clients and putting their interests above our own.



MICHAEL J. MITCHELL, CPA, CPCU

Vice Chairman

mmitchell@grahamco.com

The Graham Building

Philadelphia, PA, 19102

215-701-5214