

Mazars rebrand marks a key milestone

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21 October 2020: Mazars, the international tax, audit and advisory firm, today unveils its new global brand identity in over 90 countries and territories, marking a key milestone in the firm's evolution. The rebrand reflects Mazars' aspiration to bring choice and a different perspective to the audit, tax and advisory market, and reaffirms its commitment to building a fair, prosperous and sustainable world.

Hervé Hélias, CEO & Chairman of Mazars Group said:

"I'm very excited to reveal our new brand identity and positioning, after two years of deep and broad consultation with our partners, employees, clients and stakeholders. It reflects who we are today and confirms our aspirations for the type of firm we want to be in the future. We are one connected team around the world, with the scale to serve large international clients and the agility to be creative and personal in our approach. In each country we operate, our teams combine cultural understanding with global perspective, offering clients of all shapes and sizes a true partnership, one that gives them confidence in their business and helps them achieve their ambitions."

Celebrating balanced growth and successful expansion

Mazars is launching the rebrand on the back of steady, balanced growth and successful expansion, which reflects its strong position in the marketplace. Last year, the international audit, tax and advisory firm recorded revenues of €1.8 billion (2018/2019 financial year), up 10.4% (excluding Forex impact of +0.2%) compared to the previous exercise. The increase in revenues in 2018/2019 was supported by a strong 9.0% organic growth.

Providing a different and balanced perspective

The firm continues to invest in audit - expertise, technology, quality control - and to actively shape the debate for enabling a healthy and sustainable audit industry. "An industry which needs technical and regulatory innovations, consistent quality standards and choice", explains Hervé Hélias. While audit represents nearly 50% of its activity, Mazars developed its range of services in accounting, tax, legal, consulting and financial advisory, convinced that this diversity of expertise is highly relevant to businesses, whatever their size, who need to navigate complex regulatory markets and to grow in a sustainable way.

Source: [Mazars \(https://www.mazars.com.au/Home/About-us/Mazars-announces-global-rebrand\)](https://www.mazars.com.au/Home/About-us/Mazars-announces-global-rebrand)

Documentation

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