

17 June 2026

Introducing Stand – the new name of Australasia’s largest independent forestry management company

I’m thrilled to be able to share with you the news that PF Olsen and Forest360 are uniting under the new name of Stand Forestry Group Limited.

You’ll be aware that we recently announced the merger of our two businesses and it’s now time to celebrate the bringing together of our teams with a new name and brand identity.

Uniting under the Stand brand marks a new chapter for our business which combines 75 years’ experience, our workforce of more than 200 skilled professionals and 480,000ha of forestry under management on both sides of the Tasman.

The name Stand reflects both what we do and the principles that guide us. While a stand is a unit of trees it also speaks of taking a position, standing for something. It reflects our commitment to you to manage each stand with care, skill, knowledge and discipline. Stand is about forestry with purpose – growing natural capital for good.

By coming together as a single united team, Stand is now stronger than its parts. We’ve not only strengthened our core forest and harvest management expertise; we’re also well positioned for future growth.

Our ambition together is to lead the sector in navigating emerging opportunities and be at the forefront of new technologies and smart thinking so that we can continue to deliver responsible outcomes that secure financial and environmental resilience for generations to come. Importantly, there is no action required from you at this stage.

Over the coming months you will begin to see our new Stand brand appear across communications, reports, vehicles, websites and other business materials as we progressively transition from our existing brands.

All existing commercial arrangements, agreements and contracts remain unchanged and continue as normal. At the appropriate time, we will contact you directly regarding any administrative matters, including future bank account changes, to ensure these are managed smoothly and with plenty of notice.

We recognise that business transitions such as this can create additional administration for our clients and partners. We are committed to keeping any disruption to a minimum and sincerely thank you for your patience, support and partnership as we complete this process.

Thank you for standing by us as we've been working on this merger, we truly appreciate your support. We're now ready to continue our partnership under our new name – Stand.

Dan Gaddum

Group CEO

Stand Forestry Group Limited