

**RSM Indonesia**

Plaza ASIA, Level 10  
Jl. Jend. Sudirman Kav. 59  
Jakarta 12190 Indonesia

T +62 21 5140 1340  
F +62 21 5140 1350

[www.rsmindonesia.id](http://www.rsmindonesia.id)

**PRESS RELEASE**

**Focused on 'Understanding'**

**RSM AAJ Becomes 'RSM'**

- *RSM AAJ assumes new logo and visual identity*
- *Single global brand enables RSM to reinforce global strength and international client service capability*
- *New global advertising campaign and new economics publication reinforce commitment to entrepreneurial growth-focused organisations globally*

JAKARTA-RSM AAJ has today rebranded to 'RSM' and adopted a new visual identity alongside fellow members of its international network. RSM International, the world's seventh largest audit, tax and consulting network, today adopts 'RSM' as its united global brand name in over 110 countries worldwide.

RSM AAJ which now referred to as RSM Indonesia, is one of the leading audit, tax and consulting firm with 2 offices and 500+ staff in Indonesia and has been a member of the RSM International network for 23 years.

Amir Abadi Jusuf, Chief Executive Partner of RSM Indonesia, said: "We believe that, with the adoption of a common name and unified global brand, RSM AAJ, now known as RSM Indonesia, will strengthen its presence in the market, which in turn will create opportunities for the community, and for our people."

"Being globally connected with strong knowledge on Indonesia, we have been supporting our clients' needs to grow and expand internationally by providing seamless, cross-border services to our clients, and this recent progression will further ensure enhancement of services to our clients that goes along with the increased knowledge and capability of the network", said Amir Abadi Jusuf on a press conference explaining the change of logo and name, at RSM Indonesia head office in Jakarta, Monday (26/10).

"While our name is changing, we are maintaining the core essence and legacy of the AAJ brand. By taking RSM as our brand name, we will accelerate the path to a recognized unified

**THE POWER OF BEING UNDERSTOOD**

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global brand and strategy. We are proud of our heritage, and we are staying true to our roots. Adopting the RSM name simply enables us to work most effectively in all countries around the world,” said Amir Abadi Jusuf.

The rebrand coincides with RSM World Day 2015, which has taken place annually since 2012 as a celebration of the shared values of the global network, engaging staff and clients in activities such as team building and community work.

### **New Tagline**

In addition to announcing its new name and logo, RSM announced the new global tagline “The Power of Being Understood”, which reaffirms RSM dedication and commitment on its ‘passionate focus on collaboration’, ‘deep understanding of what matters most to clients’, and ‘insight sharing by senior partners’.

Jean Stephens, CEO of RSM International, said: “Uniting under one brand is an important step in our long-term growth strategy. In an ever more globalised economy, our new brand will further differentiate our offering to leaders of entrepreneurial, growing organisations globally who want to work with advisers that really take the time to understand and care about their business and its drivers.”

“The new single brand enables us to better promote our resources and expertise, and provide an enhanced, seamless service offering to clients all over the world, benefiting them and also our 37,500 professionals globally”, said Jean.

Today RSM launches a global advertising campaign presenting its new brand across eight major international transit airports and digitally in global business media. In addition, RSM has launched a new bi-annual global economics publication – The Global Real Economy – providing insights and analysis on a range of international issues relevant to middle market business leaders.

RSM is the world’s sixth largest provider of tax services, has the fifth largest firm in the US and the third largest in China. RSM was the fastest growing top ten global network in 2014 with 18% growth. From today, all member firms will trade as RSM but will continue to remain independent legal entities within the network.

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### **For further information, please contact:**

Angela Simatupang  
International Contact Partner  
RSM Indonesia  
+62 21 5140 1340  
angela.simatupang@rsmindonesia.id  
**www.rsmindonesia.id**

## Note to Editors

### **About RSM Indonesia**

RSM Indonesia is the Indonesian member firm of RSM. Through presence in the busiest business hubs in Indonesia, Jakarta and Surabaya, RSM Indonesia is acknowledged as one of the trusted and chosen partner for many institutions in providing comprehensive professional compliance related and advisory services, from audit and accounting, taxation, payroll, business services, transaction support, corporate finance, to governance, risk management and control.

RSM Indonesia has been able to capitalise its 30+ years of experience into an in-depth knowledge and understanding of local cultures and traditions, business needs and practices, as well as the services and sectors in Indonesia and its outer regions.

Highlights of the advertising campaign associated with the RSM global brand launch can be found at: [www.pinterest.com/RSM\\_Global/](http://www.pinterest.com/RSM_Global/)

### **About RSM**

RSM is the seventh largest network of independent audit, tax and consulting firms, encompassing over 110 countries, 730 offices and more than 37,500 people internationally. The network's total fee income is US\$4.4 billion.

In September 2014, RSM was awarded the prestigious **Network of the Year 2014** award at the *International Accounting Bulletin* annual awards. The award recognises networks that have demonstrated strong growth and operational excellence over the past 12 months.

RSM actively engages in promoting and celebrating the very best in entrepreneurship and business leadership, championing the role of the entrepreneur in today's world economy. RSM is the lead sponsor and corporate champion of the European Business Awards promoting commercial excellence and recognition of entrepreneurial brilliance.

RSM is a member of the Forum of Firms, with the shared objective to promote consistent and high quality standards of financial and auditing practices worldwide

RSM is the brand used by a network of independent accounting and advisory firms each of which practices in its own right. RSM International Limited does not itself provide any accounting and advisory services. Member firms are driven by a common vision of providing high quality professional services, both in their domestic markets and in serving the international professional service needs of their client base.

[www.rsm.global](http://www.rsm.global)

