



The Pursuit is Everything.

*For Immediate Release*



## Griffin Capital Company Launches New Branding Initiative

*'The Pursuit Is Everything' Underscores What Sets the Firm Apart*

**El Segundo, Calif. (October 28, 2019)** – Griffin Capital Company, LLC, a leading private investment firm and one of the nation's premier alternative investment asset managers, today revealed its new brand identity to reflect its vision, personality, and principle promise of a superior client experience. As part of the rebrand, the company is launching 'The Pursuit Is Everything', a new tagline that embodies the company's conviction and unique approach to delivering innovative investment solutions to its clients.

Griffin Capital's brand execution is an omnichannel approach that includes a robust advertising campaign with imagery reflecting the company's "go further" mindset. The rebrand includes updated messaging, marketing literature, video content and a refreshed corporate website. The campaign also features Griffin Capital's employees and executives telling personal, real-life stories about their pursuits and what matters the most to them in work and life.

"Our company has grown and evolved significantly over the past few years," said Kevin Shields, Chairman and CEO of Griffin Capital Company. "This rebrand represents the innovative and progressive company we have built and continue to develop for our employees, partners and clients. Griffin Capital is in relentless pursuit of new ways to meet the needs of our clients. To deliver on that promise, we have made a significant investment in developing our suite of first-class alternative investment solutions designed to grow and preserve wealth that leads to a better quality of life. We live this sense of responsibility every day, and today we make our commitment public."

"We are thrilled to bring 'The Pursuit Is Everything' rebrand of Griffin Capital to the market," said Diana Keary, Head of Marketing. "Our goal with this brand refresh is to differentiate Griffin Capital and create a more meaningful connection with our clients and the financial community by showing our true 'Team Griffin' personality and sharing our individual and collective pursuits."

**About Griffin Capital Company, LLC**

Griffin Capital is a leading alternative investment asset manager headquartered in El Segundo, California with offices in Irvine, California, Phoenix, Arizona, and Greenwich, Connecticut. Founded in 1995, Griffin Capital has owned, managed, sponsored or co-sponsored investment programs encompassing over \$17 billion in assets. Griffin Capital's senior executives and employees have co-invested over \$300 million in its sponsored investment verticals.

Griffin Capital's alternative investment solutions include three groups of complementary products: actively managed interval funds in the company's Institutional Access® fund family, non-listed real estate investment trusts (REITs) and tax-advantaged private real estate strategies. The firm's investment strategies include diversified core real estate and global corporate credit securities, as well as direct real estate ownership in sector-specific portfolios focused on net leased essential office and industrial assets, clinical healthcare properties, and multifamily real estate.

These solutions include: Griffin Institutional Access® Credit Fund, Griffin Institutional Access® Real Estate Fund, Griffin Capital Essential Asset® REIT featuring NextNAV™, Griffin Institutional Property Exchange DSTs, and a Qualified Opportunity Zone fund. Griffin Capital Securities, LLC, Member FINRA/SIPC, is the dealer manager and/or exclusive wholesale marketing agent for its REITs, Interval Funds and private offerings sponsored and/or co-sponsored by Griffin Capital Company, LLC, which offerings are distributed to investors through independent and insurance broker-dealers, national wirehouses and registered investment advisors. Additional information is available at: [www.griffincapital.com](http://www.griffincapital.com).

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