

Formerly Excalibur Group, We're Now Crescendas Group

7 January 2003 – The Excalibur Group has unveiled a new name and identity – Crescendas Group.

Said Mr Lawrence Leow, Executive Chairman of Crescendas Group: “The Crescendas Group embraces the New Year with a new corporate identity and structure aligned with a renewed vision and mission. With our new identity and refreshed look, we remain committed to our business philosophy of building and enhancing mutually rewarding relationships with our customers, suppliers, partners, staff and friends.”



Derived from the word “crescendo”, the name “Crescendas” succinctly portrays the ideology and vision of the Group in striving towards a continuous process of improvement, advancement and growth, with the ultimate goal of reaching the peak.

The new logo is a fan-shaped fountain with five individual panels in gold rising from a solid base in silver. The silver base signifies the firm and solid foundation on which the Group’s five core businesses, represented by the five panels in gold, grow out of. The five panels also represent the Group’s five Ps, which stand for “Professional”, “Proficient”, “Proactive”, “Persistent” and “Positive”.