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## **PRESS RELEASE**

### **KewMann Launches New Website and New Logo during the 5<sup>th</sup> Year Anniversary**

Kuala Lumpur, 12 Feb 2020 – KewMann, a data and behavioural science company in Asia that acquires, analyses and applies data to predict and influence human behaviours, announced the launch of its newly redesigned website and logo.

The purpose of producing the brand-new website is to offer visitors a more comprehensive understanding about KewMann from its business nature, product perspective and thought leadership for resources sharing like blogs and infographics about latest trend and knowledge of big data, Artificial Intelligence, Machine learning and Behavioural Science.

The website was designed with a clean design, easy-to-understand content, and accessible resources. The visitors who navigate to the website will obtain detailed information and customers' feedback about the products and solutions that could assist the organisations to predict and influence the human behaviours to achieve desirable results.

During the fifth-year anniversary in 2020, Kewmann launches the new logo design as part of the ongoing evolution of their brand. The symbolic letter "K" has been integrated with "人", meaning human in Chinese to better describe Kewmann's business nature about predicting and influencing human behaviour with technologies by using a clear-cut and modern concept.

The evolution of Kewmann's logo are shown as below:



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