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Apr. 28, 2022

The logo for FORVIS, featuring the word "FORVIS" in a bold, white, sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance as if they are floating above a red surface. The background is a solid, vibrant red.

The newest entrant among the nation's Top-10 professional services firms will be called FORVIS. After their merger in February 2022, the accounting firms BKD and DHG jointly announced the change, which will be effective June 1, 2022. With the merger, the new firm becomes a top 10 firm, providing professional services that include assurance, tax and advisory.

“Business today is moving faster, with greater complexity than ever before. To lead in this environment, businesses need to anticipate and prepare for what comes next,” said Tom Watson, future FORVIS CEO and current CEO of BKD. “The past two years have certainly shown us that the world can change instantly, and you can never be too prepared for tomorrow.”

The name FORVIS—a combination of the words forward and vision—not only reflects the unique heritage of each firm but also the way the combined firm will operate moving forward. The name represents the forward vision of the more than

5,400 partners and team members who will come together June 1, forming a firm

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Chair and current CEO of DHG. “We considered more than 200 naming options, including combinations of BKD and DHG, but when we heard FORVIS, we knew it represented who we will be. Together on June 1, we will be infinitely stronger and uniquely focused on what is next.”

In creating a new name, FORVIS's future leaders and team members sought a moniker that reflected eight shared brand attributes: purposeful, people first, industry intelligence, high quality, ultra-responsive, innovative, forward-thinking and driven. These attributes strengthen the brand identity and represent how FORVIS will care for its people and clients.

“As a truly national firm, FORVIS will be deeply committed to the meaningful growth of our team members' careers and the growth and success of our clients,” said Watson. “Our combined team will be empowered to look to the future, roll up our sleeves and bring clients the resources they need in real time.”

BKD and DHG announced their intent to merge under a new name in February. FORVIS will be **ranked No. 8 nationally** by Fiscal Year 2021 revenue and will be poised for further growth as it focuses on offering expanded advisory services and highly specialized industry intelligence in addition to tax and audit services. Both firms are longtime members of the **Praxity** global alliance.

For more on the FORVIS brand story, visit FutureFocusedFirm.com or FORVIS.com after June 1, 2022.

Advisory • Firm Management

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