

# CenturyLink Transforms, Rebrands as Lumen®

## With a New Brand Name and Purpose, Lumen is Ready to Enable "Amazing Things" through its technology platform

DENVER, Sept. 14, 2020 /[PRNewswire](#)/ -- CenturyLink has a new brand name and bold new purpose. As Lumen Technologies, or simply Lumen, the company will help lead enterprises through the challenges and opportunities of the 4th Industrial Revolution – a time when smart, connective devices are everywhere. Lumen® brings a new focus to how it views the marketplace and the world with the purpose to further human progress through technology.

Experience the interactive Multichannel News Release here:

<https://www.multivu.com/players/English/8524356-centurylink-rebrands-as-lumen/>

The 4th Industrial Revolution represents the latest technological shift to change how everyone lives, works and thrives. At its core, this new age requires companies to effectively acquire, analyze and act upon their data to stay ahead of the curve and to be competitive.

Lumen's combination of global technology infrastructure, powerful business solutions and industry-leading services creates the platform to help our customers excel in this new industrial age and produce amazing things.

### ***Lumen president and CEO Jeff Storey comments on new brand name, new purpose:***

"Our people are dedicated to furthering human progress through technology. Lumen is all about enabling the amazing potential of our customers, by utilizing our technology platform, our people, and our relationships with customers and partners."

Hear from Jeff Storey: <https://news.lumen.com/jeff-storey-introduces-lumen>

### **The Platform for Amazing Things**

The Lumen Platform helps our customers capitalize on emerging technologies of the 4th Industrial Revolution to deliver amazing things such as smart cities, retail and industrial robotics, real-time virtual collaboration and automated factories, as well as power today's business applications that require high-performance networking and security. The platform brings together our highly interconnected global fiber network infrastructure, edge cloud capabilities, and security and communication and collaboration solutions to deliver a fast and secure foundation for the application and data services vital to our customers' success.

***Lumen executive vice president and chief marketing officer Shaun Andrews comments on the platform:***

"All of our futures will be driven by smart things, applications and digital services that use data for transformational purposes. To serve this colossal need and further human progress through technology, we have launched Lumen and are delivering our technology through the Lumen Platform, a platform for amazing things."

Hear from Shaun Andrews: <https://news.lumen.com/shaun-andrews-platform-for-amazing-things>

Lumen's worldwide fiber network infrastructure and complementary capabilities deliver unique competitive advantages to customers in four key areas:

- **Adaptive Networking:** Lumen provides hybrid network solutions built to quickly respond to customers' ever-changing data and application needs.
- **Edge Cloud & IT Agility:** Lumen enhances application experiences by delivering low-latency, high performance data access and by moving data and workloads closer to where customers need them.
- **Connected Security:** Lumen offers global threat intelligence, network-based security controls and deep security expertise to help customers protect their data and applications against constantly evolving threats.
- **Communications & Collaboration:** Lumen's communication and collaboration solutions make it easy for people to stay connected, productive and engaged wherever they are located.

**Lumen Commits to Residential and Small Business Customers with Launch of Quantum Fiber**

CenturyLink, with its strong heritage, will remain as a trusted brand for residential and small business customers over traditional networks. In addition, Lumen is pleased to announce Quantum Fiber, a fully digital platform for delivering fiber-based products and services to residents and small businesses. Quantum Fiber will use the power of Lumen's extensive fiber network and infrastructure.

Learn more about Quantum Fiber: <https://news.lumen.com/FAQs>

**Lumen Financial Information**

The company does not intend to change its financial strategy or financial reporting as a result of this announcement. Effective with the opening of the trading day on Sept. 18, 2020, the company stock ticker will change from CTL to LUMN.

## **Legal Name Change**

The legal name of CenturyLink, Inc. is expected to be formally changed to Lumen Technologies, Inc. upon the satisfaction of all legal and regulatory requirements.

## **About Lumen**

Lumen is guided by our belief that humanity is at its best when technology advances the way we live and work. With 450,000 route fiber miles serving customers in more than 60 countries, we deliver the fastest, most secure global platform for applications and data to help businesses, government and communities deliver amazing experiences.

Learn more about Lumen's network, edge cloud, security and communication and collaboration solutions and our purpose to further human progress through technology at [news.lumen.com](https://news.lumen.com), LinkedIn: /lumentechologies, Twitter: @lumentechco, Facebook: /lumentechologies, Instagram: @lumentechologies and YouTube: /lumentechologies.

Lumen and Lumen Technologies are registered trademarks of Lumen Technologies, LLC in the United States. Lumen Technologies, LLC is a wholly-owned affiliate of CenturyLink, Inc.

## **Forward Looking Statements**

Except for historical and factual information, the matters set forth in this release identified by words such as "believe," "plans," "will" and similar expressions are forward-looking statements as defined by the federal securities laws, and are subject to the "safe harbor" protections thereunder. These forward-looking statements are not guarantees of future results and are based on current expectations only, are inherently speculative, and are subject to a number of assumptions, risks and uncertainties, many of which are beyond our control. Actual events and results may differ materially from those anticipated, estimated, projected or implied by us in those statements if one or more of these risks or uncertainties materialize, or if underlying assumptions prove incorrect. Factors that could affect actual results include but are not limited to: uncertainties due to events outside of our control regarding the impact of COVID-19 health and economic disruptions; the effects of competition from a wide variety of competitive providers; our ability to attain our key operating imperatives, including simplifying and consolidating our network, simplifying and automating our service support systems and strengthening our relationships with customers; our ability to safeguard our network; possible changes in the demand for our products and services; our ability to implement our operating plans and corporate strategies; our ability to effectively retain and hire key personnel; our ability to meet the terms and conditions of our debt obligations and covenants; our ability to maintain favorable relations with our key business partners, suppliers, vendors, landlords and financial institutions; our ability to obtain approvals to implement our above-referenced name change; and other risks set forth or referenced in our filings with the U.S. Securities and Exchange

Commission (the "SEC"). For all the reasons set forth above and in our SEC filings, you are cautioned not to unduly rely upon our forward-looking statements, which speak only as of the date made. We undertake no obligation to publicly update or revise any forward-looking statements for any reason, whether as a result of new information, future events or developments, changed circumstances, or otherwise. Furthermore, any information about our intentions contained in any of our forward-looking statements reflects our intentions as of the date of such forward-looking statement, and is based upon, among other things, existing regulatory, technological, industry, competitive, economic and market conditions, and our assumptions as of such date. We may change our intentions, strategies or plans without notice at any time and for any reason.

SOURCE Lumen Technologies

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Additional assets available online:

**Photos (3)**  
**Video (3)**



[https://news.lumen.com/2020-09-14-CenturyLink-Transforms-Rebrands-as-Lumen-R?utm\\_source=Blog&utm\\_medium=Content&utm\\_campaign=the-top-4-things-building-owners-should-look-for-in-an-internet-provider](https://news.lumen.com/2020-09-14-CenturyLink-Transforms-Rebrands-as-Lumen-R?utm_source=Blog&utm_medium=Content&utm_campaign=the-top-4-things-building-owners-should-look-for-in-an-internet-provider)