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## **HeidelbergCement becomes Heidelberg Materials**

- **Corporate brand Heidelberg Materials revealed at headquarters in Heidelberg today**
- **New brand identity underlines the company's pioneering role on the path to carbon neutrality and digitalisation in the building materials industry**
- **Domestic and international subsidiaries will gradually change their name to Heidelberg Materials from 2023 onwards**

**HeidelbergCement** becomes **Heidelberg Materials**. The company revealed its new brand identity today in the presence of hundreds of employees at its headquarters in Heidelberg. "Heidelberg" remains as a synonym for continuity and market leadership. "Materials" replaces "Cement" and stands for an innovative portfolio of sustainable and intelligent building materials as well as digital solutions.

"We are proud of our cement business, but the company's range of services goes far beyond cement. Today and even more in the future," said Dr Dominik von Achten, Chairman of the Managing Board. "Our future is sustainable. Our future is digital. Customer demands, markets, and competitors are changing rapidly. Opportunities and challenges go beyond country borders, communication is becoming increasingly global. Differentiation opportunities arise. We will be the first company in the world to offer carbon-free cement at large scale as early as 2024. We are vigorously driving forward the scaling of our CCUS activities: by 2030, we will reduce our CO<sub>2</sub> emissions by 10 million tonnes with the projects we have already launched.

To take full advantage of our strengths as a global team, we must appear and act unified and speak with one voice. With our new and global brand Heidelberg Materials, we give our transformation a face and an anchor. We continue to drive the change in our industry towards sustainability and digitalisation - for the benefit of our customers, our employees, our shareholders, and the society we live in."

### **Worldwide implementation from 2023 onwards**

In the first step, the rebranding will start at Group level, where Heidelberg Materials will be introduced immediately as a brand. From 2023 onwards, domestic and international subsidiaries will gradually be renamed to Heidelberg Materials.

Jon Morrish, member of the Managing Board and responsible for the brand development, said: “As a pioneer on the path to carbon neutrality and circular economy in the building materials industry, we offer our customers sustainable value: By 2030, we aim to generate half of our revenue with low-carbon products. Heidelberg Materials is a powerful brand that stands for our global quality and sustainability standards and combines the strengths of our countries with those of the entire Group.”

**Target: first net-zero company in the sector**

The new logo combines rationality and emotion. It unites the traditional values and future fields of the Group. The related picture mark is new: two elements, joined in an organic form, represent the initial letter 'h' of the brand. The bigger shape stands for a construction element and thus for the technical strengths of Heidelberg Materials. The smaller element symbolises the Group's future fields.

The new brand reflects the ambition to be open for change while remaining approachable and authentic. At the same time, it underlines that Heidelberg Materials is a fundamental pillar of the global building materials industry, with a concrete target: to become the sector's first net-zero company.

Brand strategy and design were supported by MetaDesign, Dusseldorf/Germany.

**Captions**

Image 1: The new Heidelberg Materials logo unites the traditional values and future fields of the Group.

Image 2: Jon Morrish, member of the Managing Board and responsible for the brand development, and Dr Dominik von Achten, Chairman of the Managing Board (from left), revealed the new brand “Heidelberg Materials” today at the company's headquarters in Heidelberg, Germany.

**About Heidelberg Materials**

Heidelberg Materials is one of the world's largest integrated manufacturers of building materials and solutions with leading market positions in cement, aggregates, and ready-mixed concrete. We are represented in over 50 countries with more than 51,000 employees at almost 3,000 sites. At the centre of our actions lies the responsibility for the environment. As the forerunner on the path to carbon neutrality and circular economy in the building materials industry, we are working on sustainable building materials and solutions for the future. We enable new opportunities for our customers through digitalisation.

The parent company of Heidelberg Materials remains HeidelbergCement AG.

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