

### voestalpine launches new image and brand campaign

**People are at the heart of the new voestalpine image and brand campaign. The global technology and steel-processing corporation is portrayed sensitively and vividly using five employees from international locations – with their very own personal strengths, their professional and their private sides. voestalpine once again highlights its own employees with highly effective portrayals. “We’re taking the future into our own hands” is motto of the campaign and the philosophy embodied by the corporation.**

The new image and brand campaign will begin on October 8, 2012 across the whole of Austria. It will appear in the next few months on TV, in daily newspapers and magazines, in online media and on the radio in Austria. The expenditure for print and online media will initially be the same. In parallel, the voestalpine Group has numerous online and social media channels with more than 286,000 contacts who have also been intensively involved in the campaign and will continue to use these channels.

The campaign gives all interested parties a chance to peek over the shoulders of the various employees, professionally and privately, to momentarily become a part of their lives and to recognize that the voestalpine Group contains some surprising and unexpected themes hidden within. The employees’ dedication, love for detail and pleasure in taking on a challenge, whether in their professional or private lives, stands for the versatility of voestalpine.

In keeping with the credo “We’re taking the future into our own hands,” they show what, in addition to quality and innovative power, sets voestalpine apart: the employees. Authentic and moving insights into the lives of these “main protagonists” will offer the chance to get to know the Group better in the next two years – in a form that already received multiple awards both in Austria and internationally in 2010.

#### Details/highlights

- Brand campaign is used widely internally and externally (trade fairs, presentations, Intranet and Internet etc.)
- Communication for the next two years will include supplementary online and print media as well as links to social media
- It will be applied internationally in 12 languages and communicated across the entire Group
- Each TV spot also has a 2-minute extended version (also available at [www.voestalpine.com](http://www.voestalpine.com) from October 8)
- The first TV spot will be on the topic of “Research and Development” with Thomas Kurz, who is Project Manager for Material Development at voestalpine Stahl GmbH in Austria
- Other topics include Production, Logistics and Environment

## **The voestalpine Group**

The voestalpine Group is a globally active corporation with a variety of specialized and flexible companies which produce, process, and further develop high-quality steel products. The Group is represented by 400 production and sales companies in more than 60 countries on five continents; it has been listed on the Vienna Stock Exchange since 1995.

With its highest-quality flat steel products, the Group is one of the leading partners to the European automotive and white goods industry, and the oil and gas industries worldwide. Furthermore, the voestalpine Group is the world market leader in turnout technology, tool steel and special sections. In the 2011/12 business year, the Group generated revenues of more than EUR 12 billion, and achieved an operating result (EBIT) of EUR 704 million. The Group has around 46,500 employees worldwide.

### **Enquiries**

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