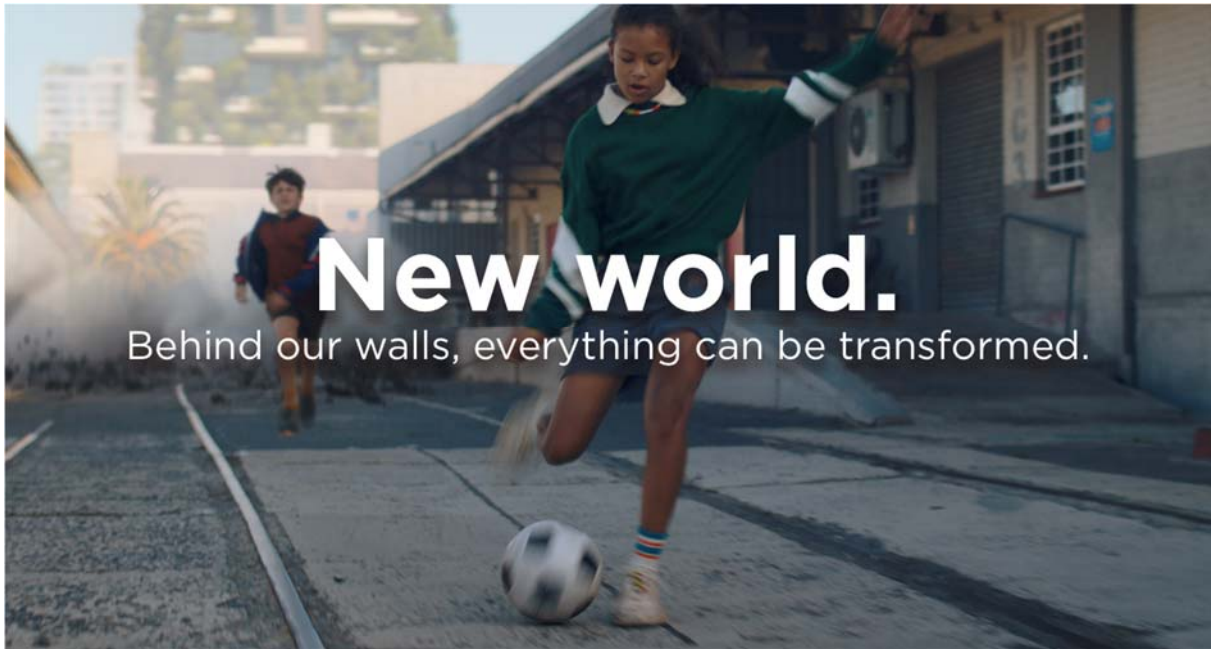


Press release
June 16, 2022

**“New World”:
Saint-Gobain leading the way in light and sustainable construction**



Saint-Gobain is launching its new global brand campaign, "New World", which aims to establish the Group's vision as the worldwide leader in light and sustainable construction.

This campaign, produced with Publicis Conseil and mediated by Publicis Média Connect, is based on the concept of "Everything can be transformed" to demonstrate how Saint-Gobain's materials and solutions are transforming the construction sector to make it more sustainable, resource-efficient, circular, less carbon-intensive, more efficient and more competitive.

"Saint-Gobain's offers for building renovation and new and light construction provides a complete set of solutions to meet the three major challenges facing our world: drastically reducing the 40% of CO₂ emissions linked to the construction sector, preserving natural resources and addressing the challenges of rapid urbanization in emerging countries, which require fast and efficient construction. This new brand campaign is designed to enhance the value of this offer, to consolidate the Group's position as the worldwide leader in light and sustainable construction and to demonstrate its ability to transform the entire sector," says Laurence Pernot, Vice-President, Communications, Saint-Gobain.

"We wanted to embody the brand with this pioneering spirit in a disruptive, intuitive and creative way to make it audible, inspiring and accessible to all of the group's audiences: the general public, opinion leaders and all stakeholders," adds Marco Venturelli, Chief Creative Officer, Publicis Conseil.

Directed by Réalité, this new film features young people to embody the optimistic and forward-looking message of Saint-Gobain.

We follow the adventures of two children who challenge each other to a game of soccer in the streets of an imaginary city, a symbol of all the Group's construction markets, and transform it as they go along until a brand new city appears. A city, more beautiful, more comfortable, more affordable, transformed by Saint-Gobain.

The campaign will be rolled out in print and digital medias around the world in the coming weeks. It will be brought to life through an influencer campaign as well as a rich and educational content ecosystem to explain sustainable construction.

The film can be found: https://www.youtube.com/watch?v=Yc9XK_Uv4Hc
Read more about it: <https://www.saint-gobain.com/en/construction-to-last>

About Saint-Gobain

Worldwide leader in light and sustainable construction, Saint-Gobain designs, manufactures and distributes materials and solutions for the construction, mobility and industrial markets. Developed through a continuous innovation process, its integrated solutions provide sustainability and performance in daily life, addressing the renovation of public and private buildings, light construction and the decarbonization of construction and industry. The Group's commitment is guided by its purpose "MAKING THE WORLD A BETTER HOME".

€44.2 billion in revenues in 2021
166,000 employees, locations in 75 countries
Committed to achieving Carbon Neutrality by 2050

For more information on Saint-Gobain,
Visit www.saint-gobain.com and follow us on Twitter [@saintgobain](https://twitter.com/saintgobain)

Media contacts:

Saint-Gobain : Susanne Trabitzzsch ; press@saint-gobain.com
Publicis Conseil : Héloïse Mathon ; heloise.mathon@publicis.fr

Crédits:

Advertiser - Saint-Gobain

Agency - Publicis Conseil

CEO of Publicis France: Agathe Bousquet
President of Publicis Conseil : Marco Venturelli
Creative Director: Nicolas Thiboutot
Copywriter: Julien Colas
Art Director: Kamel Makhloufi
Creative Assistants: Natalia Medina
Account Managers : Anne Dauve, Anne Cantrel, Priscilla Vaudevire, Joelle Lebreton, Manon Rafflin
Agency Producer: Sarah Bouadjera
Strategic Planning: Eva Chapiteau
Process Manager : Nathalie Bousquet
Business Affairs : Paul Hazera, Amandine Yvon
Art buyer: Flore Silberfeld

Média Agency – Publicis Media

Managing Director : Nicolas Carigliano
Executive Managing Director : Sanja vlaisavljevic
Business Consultants : Anna Maksymova, Manon Techine

Production Company film - Big

Directors : Réalité
Producer: Katarzyna Staniaszek, Raphael Carassic

Line Producer: Christine Fauconnot
Director of Photography: Matias Boucard
1er assistant : Tony Texera
Stylist: Alex Price
Deco: Niels Windfeldt

Post-production Compagny Film – Firm Studio

Post Producers Big : Clémence cuvillier and Natacha Dolard
Line producer Prodigious : Sophie Garrel
Vfx Producer Firm / Faubourg: Olivier Dechartres
Lead Flame Artist: Mathieu Caulet
Flame Artist: François Theron, Jean-Matthieu Senecca
3D Lead : Benoit Revillod
3D tracking : Pierre Pillard
3D artist : Manu Mouillet, Mathieu Bernardat, Bob Urbanczyk, Bruno Leguern, Arnaud Joli, Nayel Bounouar
2D After : Patrick Bennar, Olivier Stephant
2D Nuke : Lenaïc FAVARD
Rotoscopie ROTOMAKER
Matte Painter : Frédéric Gaudin
Editing: Eric Jacquemin
Color Grading: Arthur Paux

Sound production Compagny Film – Prodigious

Sound Producer : Esmeralda Leo
Sound designer : Emmanuel Rebaudengo – Thomas Baudin
Ingénieur du son : Alexandre Firlat
Voix OFF : VA : Bibi Jacob, VF : Fanny Valette

Music :

Track/Work/Recording: “Keep your head up (featuring Pell)”
Author(s)/Composer(s)/ Other(s): Jared Thomas Pellerin, Benjamin Jaffe
Performer(s): Preservation Hall Jazz Band

Photography print

Photograher : Cédric Delsaux
Agent : Laurence Boué
Stylist: Isabelle Baudry

Production Company print - Asile

Chairman : Christophe Huet
Project manager : Lucie Julliard