
PRESS RELEASE

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SAINT-GOBAIN LAUNCHES ITS NEW ADVERTISING CAMPAIGN:

“MISSION TO EARTH”



<https://www.youtube.com/watch?v=0mo6VU8RUq0>

On Sunday, the Saint-Gobain Group will launch its new “MISSION TO EARTH” advertising campaign designed to promote the positive impact of its solutions, which help protect the planet while also improving the quality of life and wellbeing of all of us in numerous areas of daily life, such as living places, mobility and health.

Through its materials, Saint-Gobain is deeply committed to providing solutions to the major challenges facing the world, such as housing, transport, and ensuring the health of almost 10 billion people by 2050 while also protecting the planet.

This new campaign is based on a video starring an exploration robot, alone on its planet, reminding us that there is nothing more beautiful and important than our life here on Earth. The story features all Saint-Gobain’s businesses (habitat, mobility, health, etc.) fulfilling their role to improve the wellbeing of each of us and protect the future of us all.

Last September, Pierre-André de Chalendar, Chairman and Chief Executive Officer of Saint-Gobain, announced Saint-Gobain’s commitment to achieving zero net carbon emissions by 2050. While Saint-Gobain materials contribute to space exploration

(satellites, rockets, robots and astronomical space observatories), it is clearly here on Earth that they perform their most important role.

The campaign includes a two-month TV, cinema, online and press media plan.

As part of the campaign, Saint-Gobain is organizing an unprecedented experience called "MISSION TO EARTH #1: QUIET PLACE." It will be held this November 14 and 15, on the plaza of Place Stravinsky in Paris (France). Passers-by will be invited to enter an immersive sensory experience designed to raise their awareness of a problem that is all too often ignored: noise pollution. Also, its health risks are considerably underestimated: according to the WHO, noise will result in more than one billion people risking premature hearing loss by around 2050.

ABOUT SAINT-GOBAIN

Saint-Gobain designs, manufactures and distributes materials and solutions which are key ingredients in the wellbeing of each of us and the future of all. They can be found everywhere in our living places and our daily life: in buildings, transportation, infrastructure and in many industrial applications. They provide comfort, performance and safety while addressing the challenges of sustainable construction, resource efficiency and climate change.

€41.8 billion in sales in 2018

Operates in 68 countries

More than 180,000 employees

To learn more about Saint-Gobain

go to www.saint-gobain.com

and follow us on Twitter [@saintgobain](https://twitter.com/saintgobain).

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