

SAINT-GOBAIN CELEBRATES 360 YEARS WITH THE GLOBAL CAMPAIGN “360 YEARS YOUNG”



In 2025, Saint-Gobain celebrates its 360th anniversary, marking the Group’s global influence, pioneering spirit, and holistic, circular approach. On this occasion, Saint-Gobain is launching an unprecedented international communication campaign entitled “360 Years Young”, designed to honor its heritage while asserting its bold vision for the decades ahead.

Starting in January 2025, Saint-Gobain will roll out a rich program of activations for its 160,000 employees and external stakeholders throughout the year. This ambitious plan will spotlight the Group’s core values, iconic achievements, and commitment to building a healthier, fairer, and more inclusive world. It will also reaffirm the role of sustainable construction as a strategic solution to contemporary global challenges - including climate change, resource conservation, and providing dignified housing for all amid demographic pressures and increasing urbanization.

The campaign has multiple objectives: celebrating Saint-Gobain’s legacy, strengthening its image as a global leader in sustainable construction, and uniting employees around a shared vision. It also aims to attract tomorrow’s talent, engage with strategic stakeholders, and deepen ties with the Group’s clients and partners.

“360 Years Young embodies our ability to reinvent ourselves while honoring our heritage. It is a celebration of our pioneering spirit and collective commitment to building a more sustainable and inclusive future,” said Laurence Pernot, Saint-Gobain Group’s Chief Communications Officer. *“This anniversary is a unique opportunity to amplify our global influence and share our ambition to make the world a more beautiful and sustainable common home.”*

The highlights of the campaign include:

- **A manifesto film** under two minutes long, showcasing 360 years of construction, innovation, passion, and global impact by Saint-Gobain.
- **A journey across nine strategic destinations.** From February to November, Saint-Gobain will visit key markets - including the United States, France, Brazil, South Africa, Australia, China, India, the United Arab Emirates, and Poland - to celebrate innovation for sustainable construction. These events will gather employees, clients, and partners to highlight local and global solutions. The journey will be accompanied by the **360 Video Series**, a documentary series featuring nine episodes of 360 seconds each, exploring emblematic projects and innovative initiatives reflecting the Group’s purpose: **Making The World a Better Home** Each stop will be revealed through a FOOH (Future Out of Home) campaign shared on social media. Stay tuned!

- **A special webpage for the 360th anniversary** will be available on the Group's website, accessible via the following URLs:
 - <https://saint-gobain.com/fr/360-ans>
 - <https://saint-gobain.com/en/360-years>

This page will include all campaign content for external audiences, including videos (360 Manifesto Film, FOOH Happenings, 360 Video Series).

To give this celebration a unique voice, Saint-Gobain has enlisted two international ambassadors: **François Gemenne**, a climate expert and IPCC contributor, and **Charlotte Kan**, a journalist renowned for her human-centric stories from around the world. Their mission is to embody the spirit of the campaign by sharing their experiences at key events, narrating the Group's initiatives, and enhancing its visibility on social media and in international media. To orchestrate this global campaign, **Saint-Gobain is collaborating with the communication agency Human n' Partners**, which is supporting the Group in designing and implementing this ambitious program.

About Saint-Gobain

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

€47.9 billion in sales in 2023

160,000 employees, locations in 76 countries

Committed to achieving net zero carbon emissions by 2050

For more information about Saint-Gobain, visit www.saint-gobain.com and follow us on X @saintgobain

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