



# THE ORGANIZATION

world of **wienerberger**





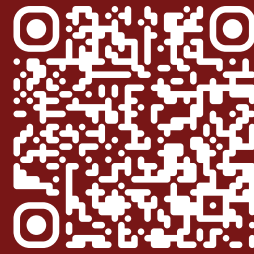
## The Organization

<b>3</b> Preface
<b>4</b> Managing Board
<b>6</b> world of wienerberger
<b>8</b> Strong values to shape the future
<b>11</b> Innovative solutions made by humans for humans

<b>17</b> Innovative solutions for a life worth living
<b>22</b> Innovations in touch with the future
<b>24</b> Production and transport under the energy transition
<b>29</b> Innovative solutions for our planet
<b>35</b> Brick Award – prize for international brick architecture

## Data and Facts

<b>2</b> Together for a better tomorrow
<b>4</b> Solutions for building envelopes
<b>6</b> Infrastructure solutions for water and energy management
<b>8</b> wienerberger sites
<b>10</b> wienerberger Sustainability Program 2023–2026
<b>14</b> We put the people at the center!



SCAN TO WATCH  
THE VIDEO MESSAGE

”  
**We improve people’s  
quality of life with  
our innovative and  
ecological solutions.**“





# Preface

## **We provide for a better tomorrow!**

Every decision we take and every contribution we make are based on our four fundamental values – respect, trust, passion, and creativity. These values helped us to create a company culture and to lay the foundation for our success over the past years. Since the beginning, we have committed ourselves to improving people's quality of life by producing first-class, sustainable construction and infrastructure solutions, and taking on responsibility vis-à-vis society regarding ecological and social dimensions.

## **The world of wienerberger today is a world of sustainability and innovation.**

Megatrends like climate change, digitalization, rapid growth of the population, and urbanization demand new creative solutions and innovations in the construction industry. Over the past ten years, wienerberger has strategically walked completely new paths. Our product portfolio has developed from a volume- and production-driven producer of standard products for building envelopes to a full-service provider of innovative and ecological solutions for the entire building envelope in the fields of new buildings and renovation, as well as for infrastructure in the field of water and energy management. This strength in innovation combined with a strong focus on sustainability and solution competence has made wienerberger grow faster than our markets.

## **We are determined to continue on this successful path.**

Our Sustainability Program 2023–2026 is an important step towards our goal of climate-neutral operation by 2050, and focusing our sustainability objectives on the *European Green Deal*. We will continue to work on modern, innovative and ecological solutions to reduce emissions and save resources.

Our measures focusing on decarbonization, maintenance of biodiversity, and a recycling economy, as well as in the field of water and waste management are our contributions to a sustainable future. Additionally, wienerberger invested approx. €24 million into research and development in 2024, in order to safeguard costs and our leading role in technology on a long-term basis, and to strengthen our market position through product innovations.

Discover in this brochure how wienerberger is shaping the future of building with innovation and sustainability. Be inspired and join us on the path of sustainable growth!

**Heimo Scheuch**  
CEO wienerberger



# Managing Board

The managing board of wienerberger makes strategic decisions and performs high-level functions. This team consists of four members: Managing Director Heimo Scheuch is responsible for the strategic and operational development of wienerberger. Financial director Dagmar Steinert is responsible for company finances, Procurement, IT & Digitalization and Performance Management.

Gerhard Hanke is the Chief Operating Officer for all wienerberger operations in the region Central and East, and Harald Schwarzmayr is Chief Operating Officer for all wienerberger operations in Western Europe.



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**Step by step, we’re working  
on turning our vision into  
reality through our  
commitment and values.**“



**Heimo Scheuch**  
CEO  
*wienerberger*

Heimo Scheuch has been working for wienerberger since 1996, and since August 1, 2009 he is responsible for the strategic and operational development of the company. Thanks to his many years of industry and management experience with a strong focus on sustainability, digitalization, innovation, and growth, he has managed to bring success and renewed growth. Heimo Scheuch is a truly international manager, who has studied and worked in several countries.



**Dagmar Steinert**  
CFO  
*wienerberger*

Dagmar Steinert was appointed Chief Financial Officer of wienerberger on 1 March 2025. In her role, she is responsible for Finance, Procurement and IT & Digitalization and she will further strengthen access to the financial markets. Dagmar Steinert brings a broad-based financial expertise and has a first-rate track record in the establishment of strong financial organizations. She will use her experience and expertise to further develop wienerberger's financial activities.



**Gerhard Hanke**  
COO Central & East  
*wienerberger*

Gerhard Hanke took over the position of Chief Operating Officer Central & East on 1 March 2025. Prior to this, he was Chief Financial Officer. Gerhard Hanke has successfully held a variety of leadership positions – very often combining responsibilities in Finance and Operations – at wienerberger for more than 20 years.



**Harald Schwarzmayr**  
COO West  
*wienerberger*

Harald Schwarzmayr has been a member of the Managing Board since July 2020 and, since 2023, has served as Chief Operating Officer, responsible for all wienerberger activities in Western Europe. He is an experienced executive with extensive industry know-how and has led numerous strategic growth projects and M&A transactions at wienerberger since 1997.





## world of **wienerberger**

### **Our vision: Innovative and sustainable solutions for a better tomorrow**

We improve people's quality of life and create a better world for future generations by providing innovative and ecological solutions for new buildings, renovations, and infrastructure projects. We want to inspire potential employees, customers, business partners, and our entire industry. Our common vision: **We provide for a better tomorrow!**

We take on responsibility and live our vision. In all wienerberger business fields and areas, we commit ourselves to sustainable innovation, work on modern solutions, and push digitalization in the construction industry. At the same time, we fulfill our obligations with regard to ecology and society. Our actions and our cooperations are based on four values, which have grown over the years in our organization: trust, respect, passion, and creativity. These values connect us over all sites and in all fields of activities.

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*Since the beginning, we have committed ourselves to improving people's quality of life and to setting new standards in the construction industry.* “







## Our solutions & services: Innovations of tomorrow

Due to our company vision and our values, as well as the respective strength of innovation, we have already developed climate-resilient solutions for buildings and infrastructure, we use innovative *Industry 4.0* applications, and provide state-of-the-art solutions in the field of sustainable construction, from which our customers and employees – as well as our shareholders and future generations – will profit in the long term.

## Our goals: What we want to achieve in 2026

We strongly commit ourselves to achieving climate neutrality and actively support the *European Green Deal*. In doing this, our business activities are clearly defined and subject to the ambitious ESG criteria. We will successfully continue our growth by organic development through our innovative power, and externally through M&A and portfolio optimization. On the basis of *Operational Excellence*, we will increase efficiency. wienerberger's ESG goals are driven by our Sustainability Program. Our goals for 2026 are the reduction of our CO<sub>2</sub> emissions (Scope 1 & 2) by another 25% compared to 2020, as well as more than 80% turnover from highly durable products (<100 years). Additionally, we will develop and implement action plans for diversity and inclusion in all of our countries. Due to the biodiversity plans implemented at all of our sites, we will increase the diversity of the fauna by 10%.





# wienerberger



## Strong values to shape the future

wienerberger's success story is more than 200 years old. Since the beginning, we have committed ourselves to improving people's quality of life by producing first-class, innovative and ecological solutions, and to developing solutions for tomorrow which can be integrated into a recycling and/or reusable system, so that future generations have the same opportunities as we have today.

With **respect, trust, passion** and **creativity**, we want to shape the future together and make our contribution – in all the countries in which we operate and across all areas of work.

Trust  
is the basis of  
successful  
human relations.

## Trust grounds us

Trust is the basis wienerberger is built on. We encourage and support each other, and we believe in each other. This solidarity makes us stronger and motivates us in our daily work. Our trust in our skills and in our future ensures that we can manage even the biggest challenges.



Respect:  
Show appreciation,  
take on responsibility –  
for humans and for  
the environment.

## Respect unites us

To us at wienerberger, respect means showing appreciation and taking on responsibility – for humans and for the environment. wienerberger respects and appreciates diversity. This enables all employees to authentically participate, and to give their best while feeling accepted and included.

## Passion drives us

Passion is the engine which drives our innovative power, our growth, and our development as an international organization. We strive for exploiting our full potential, we are motivated in all our actions, and we think positively. We are committed and pursue our visions and goals in order to contribute significantly to overall success.

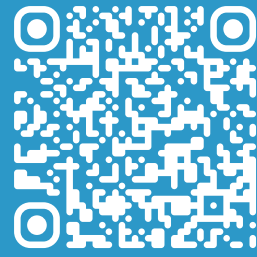
Passion is the  
engine which drives  
our innovative power,  
our growth, and our  
development as  
an international  
organization.

We break  
with habitual mindsets  
and create new ones –  
the status quo is  
unacceptable.

## Creativity brings us to life

Creativity is a core resource for wienerberger, which determines our work. It opens up new perspectives and pushes us to find innovative solutions, and hence to contribute to a more sustainable way of life. With the courage to change things for the better, we leave well-trodden paths and look for new ways to shape the world of tomorrow.





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THE VIDEO MESSAGE



”  
*Listening and  
understanding people  
is the key to respect.*  
“





## Innovative solutions made by humans for humans

wienerberger puts the human being at the center of its corporate vision. Our solutions are made by humans for humans. We always act on behalf of our customers, partners, employees, and society as a whole.

The people working with us are, therefore, the decisive key to success. Only thanks to their know-how and their commitment are we able to fulfill our mission to improve the quality of life of all people. Diversity and different skills make our organization into a market leader in construction. This is why we at wienerberger want to provide our employees with the best possible working environment and diverse possibilities for development.



## Strong values – One team

### **People from approx. 90 nations work together at wienerberger for a better tomorrow.**

Every one of them contributes to the complete picture of wienerberger. Our more than 20,000 colleagues in 28 countries know our customers' needs and wishes, and incorporate their views and cultures into our organization.

### **Variety and diversity is what we are**

Since we are a globally operating organization, wienerberger employs a wide range of people, from manufacturing staff, to engineers, to the head of Investor Relations. How diverse we are can also be seen in other scopes; for instance, how long people have been working with us, or the nationalities of our employees. One of wienerberger's goals is to increase the proportion of women in our company.

Our definite goal for 2026 is the development of an action plan for inclusion and diversity in all countries. Every action plan will be based on the principles of equal payment and equal chances for everybody.

wienerberger realized how important the continuous development of our employees is for the success of the organization. Therefore, employees receive 18 hours of continuous training per person and year. Above all, we want to support young talents, so we will train 500 apprentices until 2026.

We don't believe in the principle of "One size fits all", but try to respond to the needs of our employees beyond the necessary standards, and to find the best solutions together with them. This is the only way to ensure their satisfaction, and therefore, wienerberger's success.

### **Health and safety at work**

Our employees' well-being and protection is of the highest priority at wienerberger. Our clear goal is zero workplace accidents. This is why we will continue to focus on individual health and safety and will continue to strive for "zero harm" in our Sustainability Program 2023–2026. More involvement of the management in the Health & Safety meetings will promote this focus, whereby our goal is 20,000 visible leadership hours.

Additionally, we implemented our own safety app at sites where heavy machinery is regularly used, along with our Health & Safety Policy, safety trainings, and awareness raising campaigns. This app is for employees to express their concerns and report potential safety hazards. These reports are the basis for targeted evaluations and improvements. Safety culture is consistently lived and promoted at all levels at wienerberger. Safety is not only the first item on the agenda of every management meeting, but it is also lived through "visi-

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*All of us  
contribute to  
the big picture.*  
“





ble leadership". All managers visit our production sites regularly and consult their teams by means of a tried and tested coaching approach. In the past five years, we have been able to reduce workplace accidents by 42%. In addition to the broad work safety measures, we also provide a wide range of offers to promote health, such as our mental health program.

### **We grow with our employees**

Our employees are the most important key to our success. Therefore, we want to provide them with the best opportunities to develop their skills and to enable them to make use of all the possibilities to develop themselves within the organization. Everything that moves our employees forward also moves wienerberger forward. This is why our recruiting strategy, HR development, success planning, and talent management focus on achieving our ambitious corporate goals. Additionally, we support talents through different competence and further development programs. At wienerberger, we consistently increase the education and training rate in order to promote internal career planning. One of the decisive factors of our success is the participation of our employees in the long-term growth and success of the organization. With our goal "Employees as core shareholders," we want to see 5% of our employees become co-owners of wienerberger within the coming years. Our employee participation program provides wienerberger employees who have been with us for at least one year with one bonus share when they buy two wienerberger shares.

### **The people are at the center**

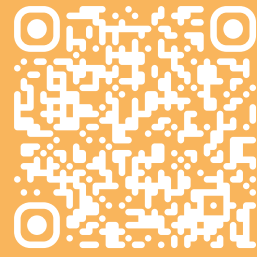
wienerberger's commitment to people goes far beyond our organization and its valuable employees. Together, we at wienerberger create innovative and sustainable solutions on a daily basis, which improve the life of people throughout the entire world. This is also true when we are taking on our social responsibility, and being active in social projects and initiatives. Together with Habitat for Humanity, we create appropriate living space for disadvantaged people. Our employees get involved in these projects and spare neither efforts nor time. In the last 12 years, this partnership has already supported over 6,300 people, focusing on the most vulnerable with an urgent need for decent homes.












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THE VIDEO MESSAGE

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*Passion and  
creativity always take  
you forward.*  
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## Innovative solutions for a life worth living

We at wienerberger provide what people and nature really need. We combine our innovative, ecological solutions for new buildings, renovation, and infrastructure projects and add essential services and digital offers. Our customers and partners therefore benefit from holistic and integrated solutions from a single source.





# Climate-neutral with innovative and ecological solutions

## **From a climate-neutral brick to rainwater management: wienerberger develops sustainable products and solutions for the future of the construction industry.**

wienerberger is an internationally-leading provider of innovative and ecological solutions for the entire building envelope in the fields of new buildings and renovation, as well as for the infrastructure for water and energy management. With many solution brands, we are successful at more than 200 sites in 28 countries worldwide. We consistently develop sustainable concepts and innovative solutions in the areas of bricks, surface paving and pipe systems, for buildings of all types, municipal infrastructure and agriculture. The diverse products and services of the world of wienerberger make it possible to create healthy and

affordable living space for everybody, and to ensure the supply of water, electricity, and gas.

## **How to make cities climate-resilient**

wienerberger accumulates its forces in the entire organization to develop innovative solutions for adjusting to climate change. Global warming leads to heat islands especially in cities, and is a stressor for the population. Using appropriate materials such as light surfaces with a high solar reflectance index can reduce this effect. Additionally, the increasing soil sealing leads to consequences like overloaded sewer systems and floodings due to heavy rains. We also provide solutions for these changing climatic conditions. With Semmelrock solutions, wienerberger provides concrete plaster surfaces which are not sealed.

## **Precious resource: water**

Water shortage and extreme weather events are consequences of climate change, population growth, and urbanization. wienerberger's answer to this is an efficient rainwater management system, which stores and filters rainwater and drains it into storm boxes. The water can infiltrate directly into the soil or the public sewage system, and above all it can also be stored, in order to water gardens, for instance. Additionally, Pipelife is working on a solution for the efficient maintenance of drinking water systems: Smart Probing is an intelligent technology which enables checking the pipes at any given point in the water network. Furthermore, the company concentrates on the interesting technology of the trenchless laying of pipes.

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*Creativity does not only  
mean creating new products,  
but also finding new ways.*

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### Making roofs fit for heat and storms

From extreme temperatures to storms and heavy rain: wienerberger provides innovative solutions for building roofs which can also withstand extreme weather conditions. Especially in the alpine regions of central Europe, heavy snowfall will increasingly occur in the future. wienerberger developed a special snow guard and snow retention system, which distributes the snow load evenly across the roof and prevents the snow from sliding off of it. The wind protection system *Sturmfix 2.0* was developed to withstand heavy storms, and wienerberger roof systems also satisfy the highest demands regarding protection against hail. Light-colored roof tiles can minimize the heat in the building and in the nearby environment. We are working intensively on coatings which increase the solar reflectance of dark roof tiles.

In addition, wienerberger offers innovative solar solutions for roofs that combine aesthetics and functionality. In the Netherlands, the *Alegra 10 Wevolt* solar roof tile was launched, integrating solar cells directly into ceramic roof tiles to preserve the roof's visual appeal. Through the acquisition of Terreal, a provider of roofing and photovoltaic solutions, wienerberger strengthens its position in the field of integrated solar systems and expands its portfolio of sustainable energy solutions. wienerberger has also entered into a partnership with Exasun to offer exclusive photovoltaic products such as *X-Roof* and *X-Tile*, which integrate seamlessly into roof structures. These developments highlight wienerberger's commitment to providing sustainable and efficient energy solutions for buildings.

### Innovative brick solutions save energy

wienerberger pushes sustainable living with green energy and innovative brick solutions. Due to their natural properties, bricks save energy and provide a pleasant room atmosphere. They contribute significantly to energy efficiency and climate protection due to their good thermal insulation and temperature storage. This applies to new buildings and to renovations.

### From old to new built: recycled bricks

With *CicloBrick*, wienerberger takes another step towards a circular economy. For *CicloBrick* we only use sustainable and recycled materials. It is made of locally sourced river clay, less of which exploited than what is naturally deposited in the river, and 20% ceramic recycling material from building dismantling. Last but not least, *CicloBrick* can be recycled after its use – and the circle can start anew.

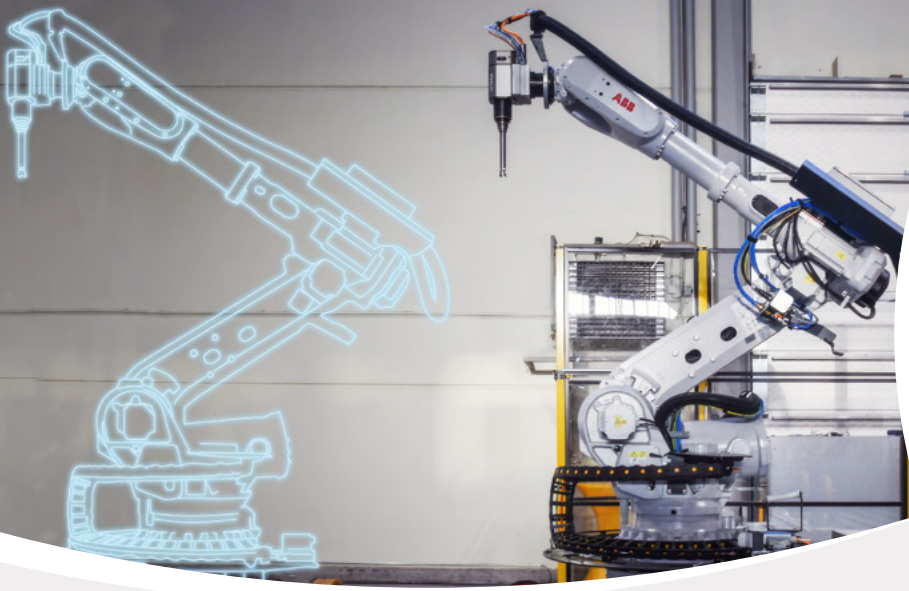












# Innovations in touch with the future

wienerberger pushes automation and digitalization in the construction industry with forward-looking applications and solutions. By applying *Industry 4.0*, we optimize our production performance and increase safety. The term *Industry 4.0* stands for the fourth industrial revolution, which applies modern information and communication technologies to optimize processes. Intelligent and digitally connected systems make a self-organized production to the greatest extent possible, in which humans, machines, systems, and products communicate and cooperate directly. This means that processes at the construction site are facilitated and energy and raw materials are saved.

## **Digitally modelled, more efficiently produced**

wienerberger works with digital twins in order to become more productive and to reduce CO<sub>2</sub> emissions. A digital twin is a virtual representation of a real object, system or process, e.g., of a production plant.

By means of targeted data simulation in appropriate models, we can optimize processes and monitor the entire production in real-time. On the basis of this collected real-time information, we can make reliable prognoses and develop our solutions more effectively.

## **Revolution in production: 3D printing**

wienerberger has been using 3D printing in various fields. Semmelrock, for instance, increasingly uses 3D printing as support in customer communication. By means of 3D printing, it is possible to show architects certain functionalities of reduced scale models of paving stones. Pipelife uses this technology, however, for producing flow profiles for shafts and inspection shafts. Using 3D printers at our conveyor bands enables us to produce continuously and at the same time, avoid potential risks through manual work steps like cutting and welding.

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*Our focus is on providing our customers with products and solutions which can be processed easier and faster, and which fulfill all requirements regarding sustainability.* “



### Green hydrogen for our climate

Renewable energies are our future. However, they also demand new solutions for energy transport. wienerberger's response to this is a new pipe generation, the solution brand *SoluForce*. For the first time globally, we use plastic pipes to transport hydrogen. They can be laid very quickly and easily and are also maintenance-free. Additionally, their CO<sub>2</sub> emissions over their entire life cycle are 4 times lower. This hydrogen-certified pipe system, which also allows for the transport of biogas, is therefore suitable for the future supply of safe energy.

### A robot for construction

As a pioneer in digitalization and innovation, the company has launched Europe's first commercial brickwork robot (WLTR) on the market in just three years of development. WLTR, developed in the Czech Republic, erects brick walls over three meters high at a speed of 5-6 m<sup>2</sup> per hour. Its main areas of application are industrial and multi-family buildings, creating living space faster, more cost-efficiently and with less use of resources. Additionally, the robot relieves precious experts at the construction site and increases efficiency.

### Virtual Labs bring out the best of building materials

In our *Virtual Labs*, we optimize wienerberger's ceramic products, and develop some of our innovative solutions. By means of computer simulation, we can pre-calculate the properties of bricks, brick walls and systems, and can optimize the products and their production. This is how we want to achieve an increase of thermal insulation by almost one third, and at the same time we want to reduce the energy needed in production by up to 15%. We cooperate with the TU Wien (Vienna University of Technology) to develop and implement the software for the *Virtual Labs*.

### Company Wioniq combines smart solutions

With the founding of Wioniq, wienerberger is driving digitalization in water and energy management. The company combines the expertise of Dutch companies Inter Act and I-Real, Swedish company Wideco and Finnish company Slatek to expedite data-driven innovations in infrastructure monitoring and building optimization. By utilising modern IoT technologies, Wioniq enables precise system control and predictive maintenance, thereby reducing operating costs and conserving resources. With this strategic initiative, wienerberger is creating the basis for sustainable growth and actively supporting the goals of the *European Green Deal*.







# Production and transport under the energy transition

We at wienerberger want to be climate neutral by 2050 at the latest. To do this, we're counting on more energy efficiency in production and transport, an innovative portfolio, and new technologies in all our plants worldwide. Our goal – from facade bricks to pipe systems – is that all of our solutions and their production are state-of-the-art.

## Climate-friendly production

Clay is the most important raw material in ceramic production. We use it for the production of backing bricks, fair-faced bricks, roof tiles, ceramic pipes, and surface pavings. In the entire production process, we take measures to protect our environment. We chose our clay mining areas adhering to strict criteria. We use energy carriers with the lowest possible emissions in order to make the energy-intensive drying and burning process continuously more climate-friendly.

For example, ceramic pipes have exclusively been produced with clean electricity since 2020. In the production of plastic pipes, the organization uses electricity as its main energy source. The goal is to continuously develop the internal electricity production, e.g., through photovoltaic systems on the roofs of the production sites.

wienerberger purchases the necessary raw materials – cement, sand, aggregate, and water – for the production of concrete surface pavings from local producers. The production exclusively uses electricity. We do intensive research and development in order to further optimize the process. Our focus lies on further reducing the share of cement and managing resources such as waste even more efficiently.

Additionally, we pay attention to having the lowest possible water consumption in all production areas, we use closed water cycles, and we make use of our own resources. The major part of our production residues is introduced back into the cycle. We continuously increase the use of recycling material.







### Using and saving renewable energies

wienerberger is pushing the transition to low-emission energy sources and uses either purchased or on-site, self-produced green electricity coming from solar or wind power, or regional bio-gas. Additionally, the company is also researching alternative energy sources such as green synthesis gas and hydrogen. More than half of wienerberger's electrical energy consumption already comes from renewable energy carriers. To increase energy efficiency, heat pumps are used for the dryers in brick production that use exhaust air energy for hot water. At some sites, waste heat from cooling processes is also used to heat buildings.

### More efficient transport and emission reduction

wienerberger not only reduces energy consumption and CO<sub>2</sub> emissions in production, it also does so in transport. The ecological footprint is minimized through short transport routes, the use of climate-friendly fuels such as biodiesel and hydrogen as well as electric forklift trucks at our sites. A digital transport management system optimizes routes, loading and unloading as well as truck utilization, thus saving unnecessary routes.

### Europe's most sustainable brick production

In November 2024, wienerberger opened its modernized brick plant in Uttendorf, Austria, which is equipped with the world's largest industrial electric kiln. Powered by green electricity, including from its own photovoltaic system, this kiln reduces CO<sub>2</sub> emissions from production by around 90%. In addition, wienerberger is testing innovative clay mixtures, in which more climate-friendly sawdust is used instead of coal or paper fibers. The company is thus actively driving forward the transformation of the industry and making a decisive contribution to the decarbonization of the construction industry.

### Power of the wind: wienerberger Belgium relies on green electricity

wienerberger has installed two wind turbines at its production site in Beerse, Belgium, which were realized together with the energy company Eneco and the citizens' cooperative Campina Energie. These generate around 14,000 MWh of green electricity per year, around half of which is used directly for the brick production; the rest is fed into the public grid.









world of **wienerberger**











#### Solutions for the building envelope

- 1 Roof solutions
- 2 Clay block solutions
- 3 Façade solutions
- 4 Inhouse solutions (heating/cooling)
- 5 Landscaping elements

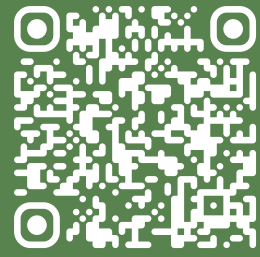
#### Infrastructure solutions

- 6 Wastewater solutions
- 7 Rainwater management
- 8 Drainage solutions
- 9 Pavers

#### Biodiversity

- 10 Climbing plants along the fence
- 11 Small fruit tree garden
- 12 Deadwood/compost
- 13 Nesting possibility/insect hotel
- 14 Flowers and perennials along the plastered areas
- 15 Facade greening
- 16 Revitalized clay pit





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*We provide  
for a better  
tomorrow.*  
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## Innovative solutions for our planet

At wienerberger, we think that it's our obligation to actively protect our planet, and therefore, to handle natural resources reliably. Sustainability is an integrative element of our corporate strategy. We want to produce innovative ecological solutions of the highest quality, and at the same time, to protect our environment as much as possible. This is why we continuously reduce the CO<sub>2</sub> emissions of our production, consistently promote the recycling economy, and pay attention to maintaining biodiversity through various measures taken at our sites.





# For a better tomorrow

## Protecting and maintaining our environment

wienerberger understands its responsibility for this planet and its maintenance for future generations. The objective of the *European Green Deal* to obtain a climate-neutral future is our objective as an organization, as well. We, therefore, focus on consistent sustainability management in all fields. All of our activities are subject to clear ESG criteria (environmental, social, governance), and a comprehensive sustainability strategy.

Implementing these and many more measures to protect our planet is our obligation. At all times, wienerberger is committed to responsible corporate governance and transparency, as well as the highest national and international standards.

## Appreciative social goals

Within the framework of our appreciative social goals, we have developed action plans for more diversity and inclusion in the workplace, as well as measures for guaranteeing equal opportunities and equal pay for equal work. They will be implemented globally by 2026.

The health and safety of our employees is of the utmost importance for wienerberger. Therefore, the presence of the management will be increased significantly. In order to promote their professional development, all employees have 18 hours per year for their education and training.

Through our long-term partnership with Habitat for Humanity, wienerberger builds a significant number of residential units for people who are in need in Europe and in North America every year. Additionally, the organization supports the objective to build 200 residential units with our own products for people in need in local markets.

## Ambitious environmental goals

wienerberger strives for a significant reduction of its emissions by 2026, through efficiency enhancement and a 15% increase of its shares of renewable energy in its production. Additionally, the impact on emissions outside our organization is to be increased by focusing on suppliers with lower emission values, thus reducing external emissions by 10%.

Furthermore, in the interest of a recycling economy, wienerberger strives for a minimization of resource consumption and waste volumes. Therefore, the sales of products with a lifecycle of more than 100 years will be increased by 80%, and of recycling/reusable

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*We improve people's quality of life, and therefore make this world a better place for future generations.*

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products by 90%. Biodiversity plans at all sites improve the habitats for the local fauna by 10%, supported by the education and training of 400 biodiversity ambassadors and the planting of 100,000 trees by 2026.

Building stock is responsible for approx. 39% of world-wide energy- and process-related CO<sub>2</sub> emissions. By the end of 2026, wienerberger will therefore achieve 75% of its turnover from building products contributing to Net Zero Buildings which will bring about an improvement of energy efficiency in the construction sector.

In light of the increasing significance of water as a valuable and limited resource, we focus on collecting, storing, and saving 35 million m<sup>3</sup> of water through product use, and on reducing our own water consumption by 15%. Another goal is a 15% reduction of our waste volume at the production sites in order to support the path to circularity.

### **Solutions which stand out for their sustainability**

External ratings and awards confirm wienerberger's sustainability strategy and pioneering role in the construction industry. In 2024, the world's biggest provider of sustainability analyses, *MSCI*, awarded wienerberger the best rating of AAA for the ninth time in a row. The *ESG Corporate Rating* by Institutional Shareholder Services (ISS ESG) again rated wienerberger as Prime Investment. In 2024, we were awarded with the second-best grade (B) by the *Carbon Disclosure Project* (CDP) for the third time. And in the same year, the sustainability agency *EcoVadis* awarded us with a gold medal in its annually updated ESG rating – this places us among the best 5% of the construction industry.



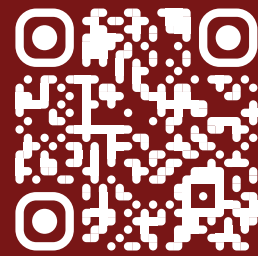












FIND OUT MORE

”

*In uncertain times, it is important to concentrate on a sustainable future. Our **Brick Award** helps us to do exactly that – architecture connects, shows stability, and creates values.* “





## Brick Award

The *Brick Award* provides an independent platform for innovative and contemporary brick architecture focusing on innovative, resource-saving, and sustainable construction.

Every second year, the most creative examples of modern and innovative brick architecture are awarded the Brick Award. The prize goes to international projects which impress with their innovative design and architectural concept, the smart and innovative use of bricks, and the high quality in terms of aesthetics, shape, and design of the project.

A special focus is placed on how much the project provides solutions to the challenges of climate change and the handling of limited natural resources. Forward-looking developments are, for instance, buildings which are built by using local materials in order to reduce waste and energy, or building envelopes with facade greening. Other solutions are concepts for which existing buildings are not dismantled, but are maintained by reconstruction or expansion.





© Architects: Equipo de Arquitectura, Asunción; Fotograf: Federico Cairoli

THIS PICTURE SHOWS  
A PROJECT FROM  
PARAGUAY BY **EQUIPO  
DE ARQUITECTURA,  
ASUNCIÓN.**





THIS PICTURE SHOWS  
A PROJECT FROM  
UNITED KINGDOM BY  
**OPENSTUDIO  
ARCHITECTS.**





”

The people working for us are  
the decisive key to success. “



## We put the people at the center!

Anyone who wants to build a house needs the corresponding construction material plus experts who put their entire knowledge and full commitment into their work. At wienerberger, we work together with our employees on our common vision to actively improve the quality of life of people living today and in the future with innovative and sustainable solutions. Our daily work is determined by common values, today just as more than 200 years ago: **Trust. Respect. Passion. Creativity.**

These values accompany and shape each and every one of us, in all the countries in which we operate and across all areas of work. We promote diversity and provide our employees with a pleasant and safe working environment with the possibility to develop. It's our second nature to help others. Together with the organization *Habitat for Humanity*, our colleagues spare neither time nor effort to create appropriate living space for disadvantaged people.







**907,000**

shares held by  
our employees

**ø1.4mn**

heartbeats/minute

approx.  
**323,000hrs**

safety trainings

**>90**

nationalities in  
our organization

**>30**

languages  
spoke

At least one  
**biodiversity  
ambassador**

for each location  
worldwide

**34%**

women in  
white collar positions

**Home office  
Teams calls**

more than with your  
best friend

**24**

training hours /  
employee







# SOCIAL TARGETS 2026



## Diversity & Inclusion

Development and implementation of inclusion and diversity action plan in all countries (2023 – 2026)

Every action plan will include an equal pay and equal opportunity policy



## Health & Safety

**20,000**

Visible leadership hours per year (2023 – 2026)



## Training & Development

**18 hrs**

of training per employee per year (2023 – 2026)

**500**

apprentices cumulatively trained (2023 – 2026)

**30,000**

cumulative number of training hours for installers (2023 – 2026)



## Societal Commitment

**200**

housing units per year built with our products for people in need in our local markets





# ENVIRONMENTAL TARGETS 2026



## Decarbonization and Energy Mix

**– 25%**

reduction of CO<sub>2</sub> emissions scope 1&2  
(2020 – 2026)

**– 10%**

reduction of CO<sub>2</sub> emissions scope 3  
(2022 – 2026)

**15%**

of renewable energy used  
in own operations  
(2023 – 2026)



## Circularity

**> 80%**

of sales from highly durable  
products (>100 years)

**> 90%**

of products sold are  
recyclable and/or reusable  
(2022 – 2026)



## Biodiversity

**10%**

improvement of fauna,  
through implemented biodiversity plans  
for all production plants  
(2023 – 2026)

At least one

## biodiversity ambassador

for each location  
worldwide

**100,000**

trees planted, equaling to  
one tree per employee each year  
(2022 – 2026)



## Revenue from products supporting Net Zero Buildings

**75%**

of total revenue coming from  
building products contributing to  
Net Zero Buildings



## Water management

**35 million m<sup>3</sup>**

of water harvested, retained and  
saved through our products in  
infrastructure and agriculture  
(2023 – 2026)

**– 15%**

reduction of water consumption  
in own operations  
(2023 – 2026)



## Waste management

**– 15%**

reduction of waste  
in own operations  
(2023 – 2026)





”  
We want to bequeath  
a planet worth living on.“



# wienerberger

## Sustainability Program 2023–2026

Sustainability has always been an integral part of our corporate strategy. Our sustainable solutions for residential construction, energy-efficient renovations, as well as water and energy management continuously improve people's quality of life. Additionally, we are also part of the solution by proactively tackling challenges such as climate change and its consequences.

wienerberger's ESG goals are regulated by our Sustainability Program. The goals of the Sustainability Program 2023–2026 are even more ambitious than ever before. Our Sustainability Program 2023–2026 contains,

among other things, new objectives with regards to water and waste management. Additionally, an ambitious 75% of wienerberger's total sales will come from building systems and solutions which contribute to Net Zero Buildings by 2026. wienerberger also focuses on social goals in terms of promoting diversity & inclusion, health & safety, training & development and social commitment.

We commit ourselves to the UN's SDGs (Sustainable Development Goals) and the national and European climate goals.

### Relevant SDGs related to entire wienerberger

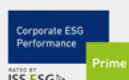


Relevance: high								8 DECENT WORK AND ECONOMIC GROWTH	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Relevance: medium								9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	3 GOOD HEALTH AND WELL-BEING
								16 PEACE, JUSTICE AND STRONG INSTITUTIONS	
Relevance: low								6 CLEAN WATER AND SANITATION	15 LIFE ON LAND
								13 CLIMATE ACTION	7 AFFORDABLE AND CLEAN ENERGY
								14 LIFE BELOW WATER	11 SUSTAINABLE CITIES AND COMMUNITIES
Relevance: zero	1 NO POVERTY	2 ZERO HUNGER	4 QUALITY EDUCATION	5 GENDER EQUALITY	10 REDUCED INEQUALITIES	14 LIFE BELOW WATER	17 PARTNERSHIPS FOR THE GOALS		

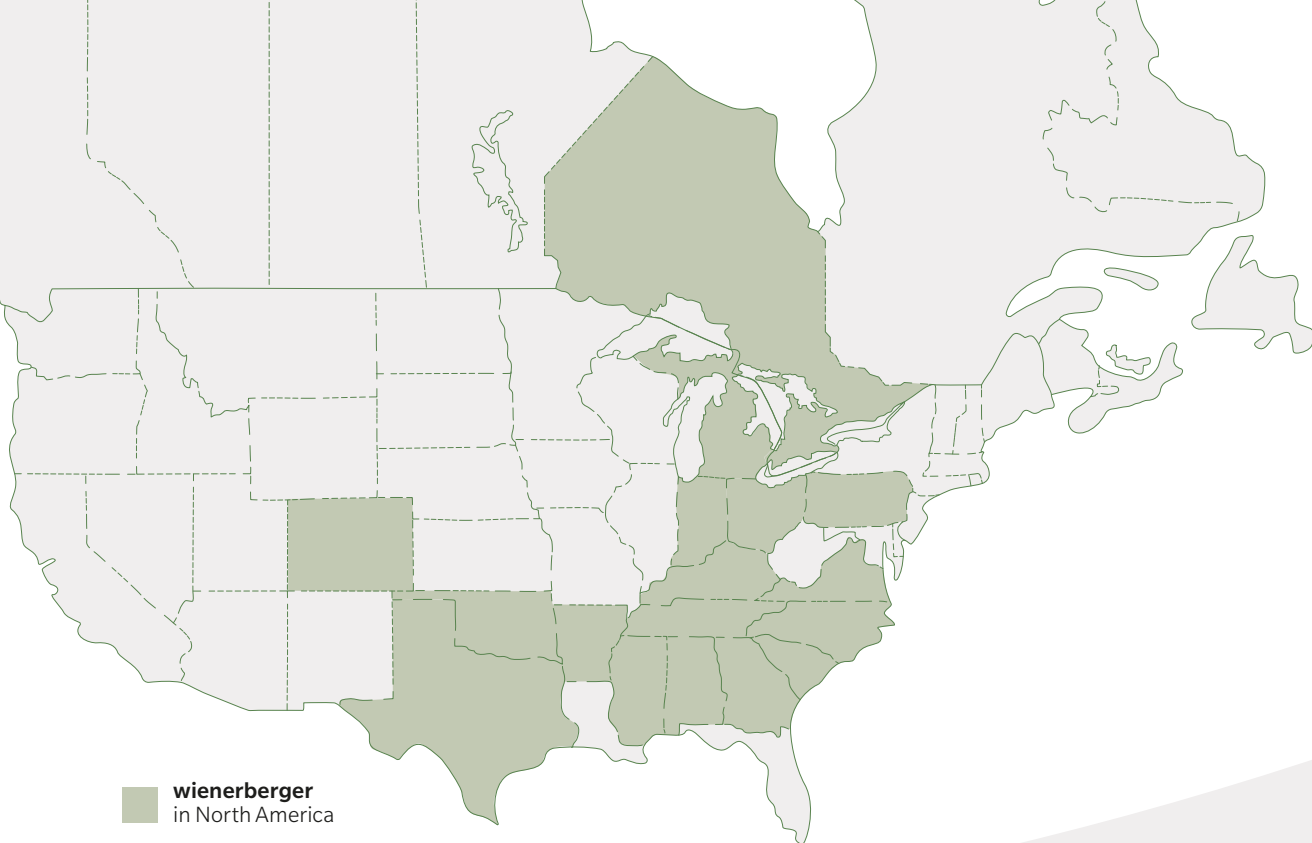




**Ratings and awards confirm our sustainability strategy**





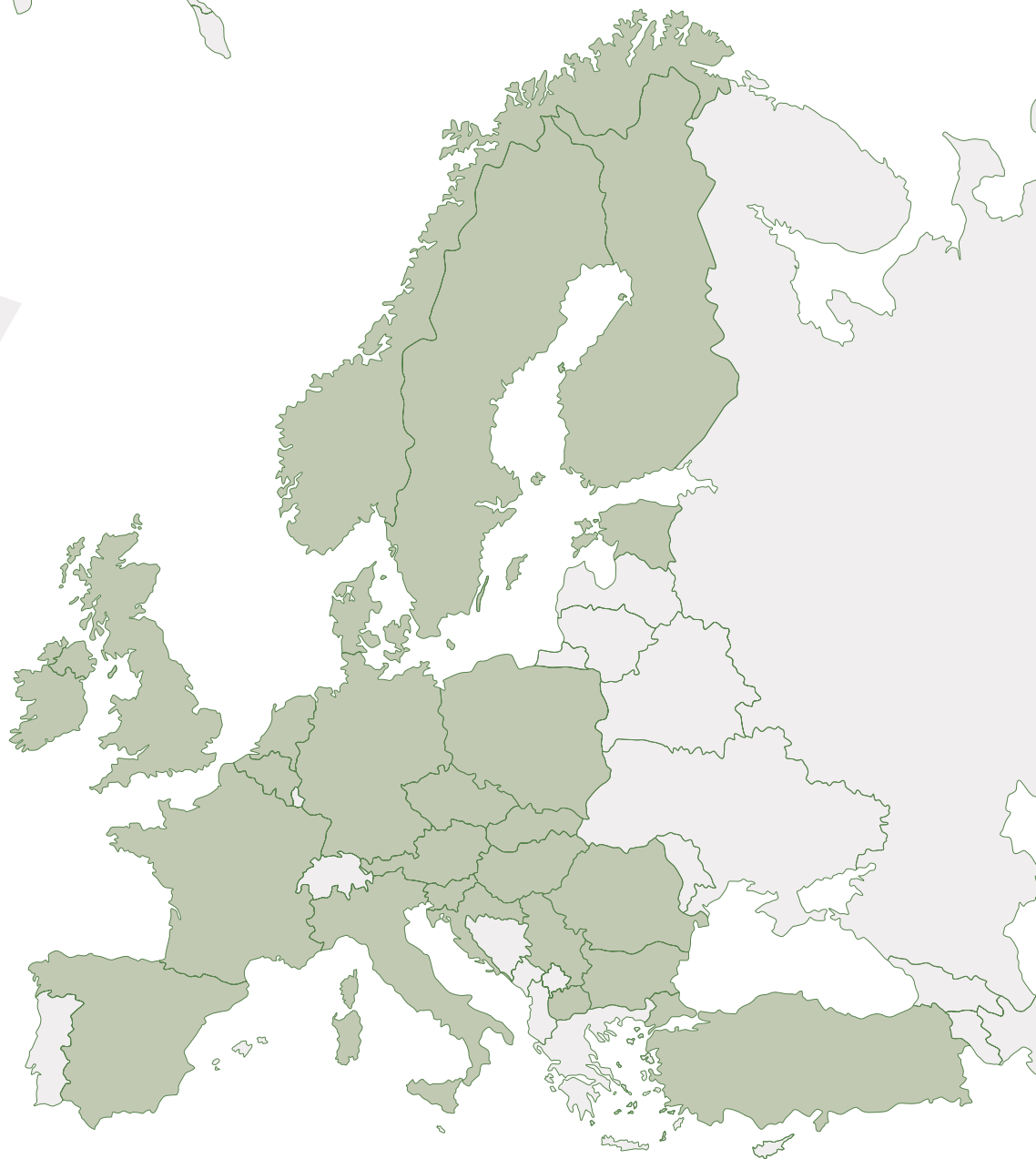
**wienerberger** in Europe

## wienerberger in North America

**wienerberger** in India

In India, the birthplace of clay brick architecture, wienerberger emphasizes back brick solutions.









”

*We concentrate on providing safe, innovative, and ecological solutions, which are produced with the lowest possible impact on the environment and society.* “



# Infrastructure solutions for water and energy management

## Innovative pipe solutions for infrastructure, building, and agriculture

Pipelife by wienerberger is a leading provider of pipe system solutions for infrastructure, buildings, and agriculture. With our sites in 18 countries, we provide municipalities worldwide with a safe, healthy, and care-free life for current and future generations. Our holistic solutions from a single supplier support agriculture, municipalities, and communities in their intentions to minimize pipeline losses, improve drinking water management in conurbations, plan maintenance cycles of pipes more efficiently, and to make ideal use of increasing digitalization.

Regardless of whether the pipes are behind walls, in the floor, underground, or at the bottom of the sea – our solutions may be hidden, but they are always part of our life. Pipelife time and again proves its innovative strength and pushes development even further, e.g., with its *Preflex Spider* system, a prefabricated product solution which reduces installment time by up to 30% with 100% accuracy. Pipelife also developed a sustainable rainwater management system in order to protect against extreme weather situations, such as heavy rains and droughts. Under the solution brand *Soluforce*, we provide the worldwide first hydrogen-certified plastic pipe solution for the transport of renewable energies such as hydrogen or biogas.

## Sustainable solutions for water and energy

From recyclable pipes to smart monitoring: wienerberger drives innovative solutions for a sustainable future in energy and water management. With our long-lasting plastic pipe systems – up to 150 years of operating time – wienerberger already contributes to a recycling economy. Additionally, new products are continuously being developed made of 100 percent post-consumer waste. This reduces the utilization of primary material and waste. One example for recycling economy at wienerberger is the pipes for drip irrigation in agriculture. These irrigation systems were developed to use the least water for the best yield. They can be removed from the field after harvest, cleaned, and recycled and used for, e.g., the production of new pipes.

Additionally, digitalization opens up new paths to a safe and sustainable infrastructure – e.g., for process and drinking water networks. Modern sensor technology makes online monitoring of pressure, discharge, temperature, electric conductivity, pH-value, and clouding of the water possible. Intelligent monitoring can even forecast potential problems, such as the failure of pumps.





**18**  
countries



**36**  
production  
sites

**675,000 km**  
pipes laid

**>17**  
circumnavigations







”  
We create space for sustainable,  
healthy, and affordable living.“



# Solutions for building envelopes

## Innovative and ecological solutions for roofs, walls, and facades

wienerberger produces roof, wall, and facade solutions at 205 sites in Europe, and operates as a local partner in 24 countries. We are the global market leader in backing bricks and as such, wienerberger provides construction material for load-bearing exterior and interior walls as well as for non-load-bearing partition walls or infills in ferroconcrete skeleton constructions. We are #1 in Europe in fair-faced bricks for facades and interior walls as well as in clay roof tiles. wienerberger provides attractive solutions for public spaces and landscape and garden design with our surface pavings.

From heat waves to storms: extreme weather situations are increasing everywhere, which makes adapting to climate change through climate-resilient building solutions increasingly more important.

Brick buildings are climate resilient by nature. Additionally, wall systems made of clay reduce their overall impact on the environment through their over 100-year lifespan as well as their good insulation properties and high storage mass.

With regards to the current challenges that we have to face in the construction industry (from a lack of experts to efficient production), wienerberger counts on automation, amongst other things. In 2022, a construction robot built a complete backing brick house for wienerberger for the first time. The robot not only speeds up the process of building, but it also

lays bricks with a precision of up to a millimeter. This forward-looking technology makes it possible to realize living space faster, more cost-efficiently, and with high quality standards.

## From the protective roof to the utility roof

Roofs become more and more important: They are big surfaces and have a lot of potential – from rainwater irrigation and the promotion of biodiversity to energy gain and adjustment to climate change.

Through the acquisition of Terreal (FR, IT, ES, FR, USA) and Creaton (DE), wienerberger was able to expand its integrated solution competence for the entire building envelope, as well as its leading position in the field of pitched roof solutions.

With this bundled competence, we contribute to better affordable and livable residential areas, and actively promote the renovation and renewal of existing buildings in Europe. This is an important step on the path to climate neutrality by 2050, and for the implementation of the *European Green Deal*.







**205**

production  
sites

**11,200,000 m<sup>2</sup>**

surface  
laid/plastered

**107,000**

houses  
built

**345,000**

houses  
tiled



**24**

countries







”  
We emphasize organic growth through innovations,  
a sustainable product range, and clear ESG goals.“

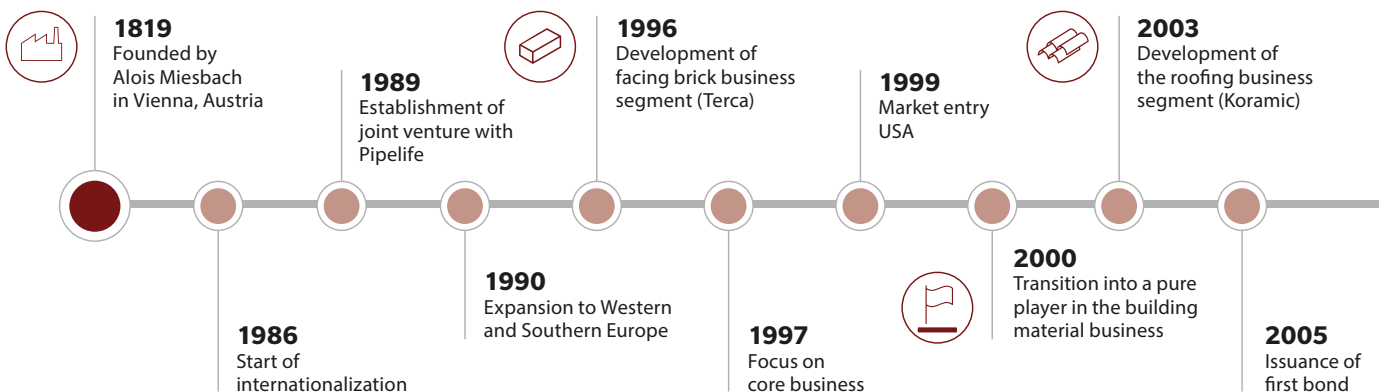


# Together for a better tomorrow

wienerberger is one of the leading providers of innovative, ecological solutions for the entire building envelope, as well as for infrastructure in water and energy management. Since 1819, we have improved people's lives with our more than 20,000 employees. Our products and solutions make energy-efficient, healthy, climate-friendly, and affordable living possible worldwide.

We are #1 in brick production worldwide and in clay roof tile production in Europe, with over 200 production sites in 28 countries. Additionally, we are the leading providers of pipe systems and surface pavings in Europe.

wienerberger invested approx. €24 million in research and development in 2024 in order to safeguard the costs and leading position in technology, and to strengthen our market position through product innovations.







## Why invest in wienerberger?

- › wienerberger shares have been listed on the Vienna Exchange since 1869. The organization is a true publicly held company whose shares are 100% free float.
- › Our leading market position, strong solution brands, and our experienced local management team make us a respectable local partner with close contacts to decision makers.
- › Diversified business model including housing, renovation, and infrastructure in 28 countries.

### Strong commitment to ESGs

- › Solutions for Net Zero Buildings, not only through our sustainable materials for the building envelope, but also through our research in water and energy management.
- › Our solutions and their energy efficiency contribute positively to climate protection in summer as well as in winter. We improve the energy efficiency<sup>1)</sup> of facades/roofs by > 80%.
- › Our innovative infrastructure solutions ensure resource-friendly handling of our precious resource, water.
- › Our solutions have a lifespan of >100 years.

### Added value for our shareholders through stable earnings growth

#### Organic growth through innovation:

Innovation and digitalization are the main drivers for organic growth for wienerberger as a leading solutions provider. We create added value for our customers and increase our value by continuously developing our product and solutions portfolio.

*Already today, the company generates 33% of its revenue from innovative products, with a goal of reaching 35% by 2026.*

#### Improvement of the outcome through operational excellence:

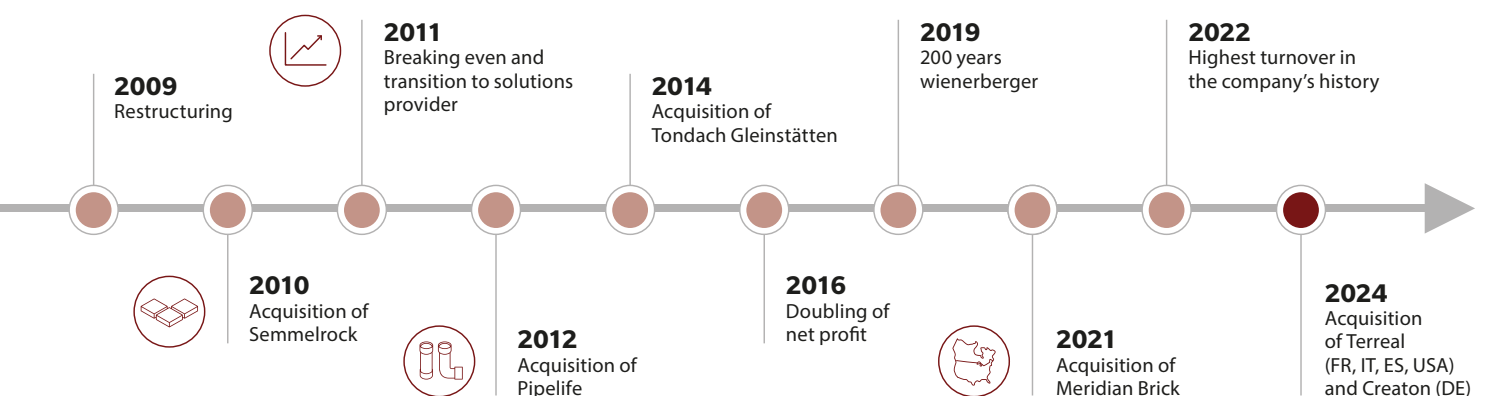
Continuous implementation of measures to increase efficiency along our value-added chain. From procurement to production, on through sales and administration. Building a strong track record to improve our performance within our self-help program and increase efficiency.

*Improved efficiency:*

**€ 100 mn EBITDA contribution  
2024–2026**

#### Inorganic growth through corporate takeovers:

Corporate takeovers are a given part of our growth strategy. This is how we promote our growth in existing core markets in Europe and North America.





# Innovative solutions for the world of tomorrow



Scan this page with a QR code reader  
and discover the world of **wienerberger**!



**Gender-sensitive formulation**

In the interest of text flow and reader-friendliness, gender-specific differentiation has been predominantly avoided in this brochure. In the interest of equal treatment, the corresponding terms apply to all genders.

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**Creative support**

DA\*DARUM GmbH

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DATA & FACTS

world of **wienerberger**