

Wienerberger North America relies on a sustainable, regional product portfolio

- › New brand strategy supports local value added at regional production sites
- › With its smart and sustainable solutions for the entire building envelope, Wienerberger positions itself as a full-range provider in North America
- › Regional production helps to reduce the company's carbon footprint

Vienna, December 9, 2021 – The acquisition of Meridian Brick in North America is yet another step in Wienerberger's consistent pursuit of its own growth strategy focused on innovation and sustainability. With its pioneering product offer and a steadily growing portfolio, Wienerberger will be able to serve customers in the USA and Canada as a full-range provider of façade and building envelope solutions. To this end, the company relies on a sustainable, regional brand strategy which, at the same time, generates local value added at Wienerberger's production sites in North America.

Together with General Shale, the Group's North American subsidiary, Wienerberger is introducing three new brands (Canada Brick, Michigan Brick, and Red River Brick), which will replace the production and distribution sites formerly operated by Meridian Brick in the USA and Canada. Moreover, the company is transferring well-established and highly reputed General Shale brands to former Meridian Brick sites, which are to enlarge its portfolio in the north-eastern, mid-Atlantic, and southern regions of the USA. These brands include Watsontown Brick, General Shale Brick, and Columbus Brick.

Wienerberger will thus be in a position to provide all-in solutions for the entire building envelope at all its sites not only for the residential construction market, but also for the commercial sector and for renovation. With its innovative product portfolio and the regional brands available at its production sites, Wienerberger is able to offer its customers new solutions locally, which also helps to ensure sustainable and cost-efficient transport distances in North America.

As Heimo Scheuch, Chairman of the Managing Board of AG, points out, *"Our new brand strategy in North America is based on innovative products, engineering know-how, and integrated, partnership-based distribution models across the country, combined with the powerful commercial platform and the system solution competency of General Shale. It offers our customers even more comprehensive all-in solutions for new build and renovation."*

Within the framework of its focus on sustainability, innovative solutions, and digital business models, Wienerberger is positioning itself as a worldwide provider of smart solutions for resource-efficient building construction and renovation. In pursuing this development, the Group's overall objective is to operate in close proximity to its customers in order to offer them complete system solutions and, at the same time, support regional production sites capable of providing such services on site, which in turn contributes significantly to the reduction of the company's carbon footprint.

As the innovation leader of the building materials industry, Wienerberger's new brand strategy is a combination of old and new concepts. By establishing local brands, the company is strengthening its regional ties and deepening its

customers' familiarity with the historical brands of the respective regions. At the same time, customers now have access to smart building material and infrastructure solutions for new build, renovation and infrastructure at all sites.

Wienerberger Group

The Wienerberger Group is a leading international provider of smart solutions for the entire building envelope and for infrastructure. Wienerberger is the world's largest producer of bricks (Porotherm, Terca) and the market leader in clay roof tiles (Koramic, Tondach) in Europe as well as concrete pavers (Sammelrock) in Eastern Europe. In pipe systems (Steinzeug-Keramo ceramic pipes and Pipelife plastic pipes), the company is one of the leading suppliers in Europe. With its total of 197 production sites, the Wienerberger Group generated revenues of € 3.4 billion and EBITDA LFL of € 566 million in 2020.

For further information, please contact:

Claudia Hajdinyak, Head of Corporate Communications Wienerberger AG
t +43 664 828 31 83 | claudia.hajdinyak@wienerberger.com

