

## **PRESS RELEASE**

April 22, 2025

### **voestalpine launches new brand and image campaign**

**voestalpine starts its new *#FavoriteMoments* image campaign on April 22. In this campaign, the global steel and technology group highlights the role that voestalpine's high-quality products and diverse services play in people's everyday lives, the special moments voestalpine makes possible, and the level of commitment shown by the company's employees. The campaign will be broadcast on Austrian national television and focus particularly on online and social media channels in Austria and Germany. By launching the campaign in the midst of a very challenging economic environment, the Group is clearly signaling its focus on the future and its innovative power, as well as demonstrating that modern life would be almost unthinkable without voestalpine.**

*#FavoriteMoments* follows on from the 2023 voestalpine campaign (*#FavoriteThings*). In the *#FavoriteMoments* campaign, the Group highlights the significant and special moments made possible by voestalpine products, whether that's completing an apprenticeship, safe rail and air travel during holidays, or the high-strength steels in your car. This year, the campaign ambassadors are once again voestalpine employees, from Austria, Germany, and Belgium to Brazil and China.

"voestalpine stands for innovative products, top quality, and a commitment to sustainability. *#FavoriteMoments* offers a new perspective, raising awareness of the significance of our products not only among our customers, but to everyone in their daily lives. The campaign features a new song, 'All these moments' created exclusively for voestalpine by well-known song writers from major German-language pop groups. Once again, our employees play a starring role. For this campaign, it was also important to us to show that they are the basis for our company's success," says Peter Felsbach, Head of Corporate Communications and Spokesman for voestalpine AG.

### **Campaign launch in a challenging environment**

"We know that we're launching this advertising campaign during an economically challenging period. But as a globally leading steel and technology group, if we want to attract the next generation of employees and drive innovation, it is especially important that we invest in the future during times of economic and technological change. A strong brand creates the trust needed to achieve these goals," explains Felsbach. Peter Felsbach, Spokesman for voestalpine AG, heads a team of 16 employees who manage the Group's global communications and corporate marketing. Within the voestalpine team, Brand Manager Michael Sterrer-Ebenführer coordinates all *#FavoriteMoments* campaign activities.

### **Media mix with focus on TV and online channels**

The new voestalpine campaign relies on video content, and advertises on Austrian TV, in the digital news portals, and on channels reaching the trade media that focus on innovation and sustainability. Adopting the hashtag *#FavoriteMoments*, the campaign will be run across all voestalpine social media channels. The campaign runs from April 2025 through to fall 2026.

The brand and image campaign will be used in Austria and internationally, on all Group company channels, at trade fairs, and at the company sites. An English version of the image commercial is being created for the international voestalpine locations. A comprehensive series of internal communication measures will inform employees about the next steps before the launch of the campaign: These include posts on the Group intranet, in the employee magazine and the employee app, and a dedicated episode of the voestalpine myPODCAST.

voestalpine has again turned to the Berlin and Stuttgart offices of the Scholz & Friends agency to implement the campaign. "The campaign's specially composed song continues the style of the previous campaign and strengthens the brand's emotional impact. The new commercials focus on special voestalpine moments and services. They underscore the importance of the company's products to every aspect of our lives—thus building extra trust capital among internal and external target groups," explains Klaus Dittko, Partner and Managing Director of Scholz & Friends.

### **The voestalpine Group**

voestalpine is a globally leading steel and technology group with a unique combination of materials and processing expertise. voestalpine, which operates globally, has around 500 Group companies and locations in more than 50 countries on all five continents. The voestalpine Group has been listed on the Vienna Stock Exchange since 1995. With its premium products and system solutions, voestalpine is a leading partner to the automotive and consumer goods industries, as well as to the aerospace and energy industries. The company is also the global market leader in railway systems, tool steel, and special sections. voestalpine is committed to the global climate goals and has a clear plan for transforming steel production with its greentec steel program. In the business year 2023/24, the Group generated revenue of EUR 16.7 billion, with an operating result (EBITDA) of EUR 1.7 billion; it has around 51,600 employees worldwide.

### **Please direct your inquiries to**

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