



Press release

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The Verallia Group presents its employer branding to promote its expertise and the future of glass professions

Verallia, the European leader and the world's third largest producer of glass packaging for beverages and food products, is structuring its employer branding strategy in line with its purpose **"Re-imagine glass for a sustainable future"**.

As a committed ESG player, the Group is reaffirming its determination to make the most of the diversity of its professions - the legacy of over 200 years of glassmaking expertise - and their specific characteristics, in line with its promise **"Passionate about glass. Inspired by you."**

At a time when the quest for meaning has become a key criterion in career choices, the glass industry is responding more than ever. As a sustainable and infinitely recyclable material, it is an essential link in the circular economy.

PROMOTING A FORWARD-LOOKING INDUSTRY, A STRATEGIC LEVER FOR ATTRACTING AND RETAINING TALENT

Maximizing the visibility of glass professions is a crucial lever to support the Group's innovation and the development of a cutting-edge industry. Faced with the environmental challenge, glass embodies one of the most effective sustainable alternatives, and draws on its many assets to accelerate its own decarbonization. The Group's glassmaking expertise and extensive R&D are pushing back the limits of design to produce ever-lighter container designs, open up new avenues for re-use solutions, deploy new melting technologies or reinforce the circularity of glass through recycling.

"The glass industry is primarily perceived as a manufacturing sector, which is why it's important for us to demystify the great diversity of our professions and, above all, to promote them through an impactful and inspiring employer branding policy. The aim is to promote a common corporate project and instill pride in our employees, who possess invaluable know-how, while at the same time attracting new talents to the market. Glass is a unique material, a key everyday product in the circular economy loop, and a source of innovation that we must continue to develop" says **Katia de Saint Germain, Human Resources Director Verallia Group.**

AN EMPLOYER BRANDING BUILT ON 4 BELIEFS

Verallia's employer branding strategy is built around four key beliefs:

- **We work with a unique material:** know-how that has been handed down from generation to generation for over 200 years, to offer innovative, customized, and environmentally friendly solutions to more than 10,000 customers worldwide.
- **Working with us means doing meaningful work,** within a committed company that innovates to develop a material that is even stronger, healthier and



infinitely recyclable. Verallia is also redefining the way glass is produced, sourced, reused and recycled, to make it the world's most sustainable packaging.

- **We invest in people and help you to unleash your potential** by promoting teamwork, internal mobility and training opportunities, both in plants and offices. The Group is committed to achieving operational excellence in order to guarantee a safe and inclusive working environment: employees share in the Group's performance and enjoy competitive compensation and benefits.
- **We share a global perspective while remaining locally rooted:** at Verallia, employees are not simply part of a large international organization; they are key elements of a team, whatever their role in the company.

"Being part of Verallia is an opportunity to contribute to the development of an international group, leader in Europe, in which everyone can flourish and find their place, whatever their function" explains **Katia de Saint Germain**.

About Verallia

At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We are joining forces with our customers, suppliers and other partners across the value chain to develop new, beneficial and sustainable solutions for all.

With around 11,000 employees and 34 glass production facilities in 12 countries, we are the European leader and world's third-largest producer of glass packaging for beverages and food products. We offer innovative, customised and environmentally friendly solutions to over 10,000 businesses worldwide.

Verallia produced more than 16 billion glass bottles and jars in 2023 and recorded revenue of €3.9 billion. Verallia is listed on compartment A of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and trades on the following indices: CAC SBT 1.5°, STOXX600, SBF 120, CAC Mid 60, CAC Mid & Small and CAC All-Tradable.

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