

Aurubis employer brand: Employees are our “most valuable element”

- » “You are our most valuable element” is the key message of Aurubis’ new employer brand
- » The company’s own employees have become authentic brand ambassadors and reflect the diversity of the dynamically growing multimetal company
- » Roland Harings: “Aurubis is a very appealing employer, as strikingly demonstrated by the strong arguments and images of our employees”

Hamburg, March 21, 2024 — Copper, gold, silver, platinum — Aurubis stands for valuable metals. With “You are our most valuable element”, the company emphasizes the essential importance of the employees and places them at the center of its new employer brand.

“Demographic and societal changes are leading to rising competition for specialists for the industry of today and the future. Aurubis is at the forefront of many of society’s highly relevant issues. We are very appealing as an employer and are growing internationally with our Driving Sustainable Growth strategy, offering very attractive jobs. The new campaign gets to the heart of all this,” explained Aurubis AG CEO Roland Harings.

More than 7,000 qualified employees at over 20 sites worldwide process raw materials into valuable metals and products at Aurubis, which are the foundation for a sustainable society, the energy transformation, digitalization and the circular economy.

The design concept of the new employer brand draws on the pivotal factor of the company’s contribution to society, among other aspects. It shows the diversity of Aurubis employees in a broad variety of work environments within the multimetal company. Based on the periodic system and its 118 elements, more than 35 images show employees as an additional 119th element. The “most valuable element” for making a decisive personal contribution to jointly overcoming important challenges of today and tomorrow.

Rock-solid & rolling, Hands-on & high-tech, and Skilled & seriously sustainable

The new employer brand is based on a broad study that about 150 employees in the Group took part in during workshops and interviews. Together they fleshed out what Aurubis stands for and what makes the company unique. The new employer brand is made up of three core elements:

Rock-solid & rolling: Aurubis stands for stability as an employer with its solid business model, even in times of crisis, while developing every day at the same time — with the ambition of being the most efficient and sustainable smelter network and producing metals for a modern world.

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Hands-on & high-tech: Because at Aurubis, employees get down to business with passion for metallurgy and inspiring production processes. The company is also advancing its technologies and processes all the time, setting new international standards in its industry.

Skilled & seriously sustainable: More than 7,000 qualified employees are responsibly transforming raw materials into valuable products here daily, products that are making a crucial contribution to the transformation towards more sustainability.

“In workshops, during photo and video shoots — it was always apparent how passionate our colleagues are about Aurubis. I’m so proud of how dedicated each and every person was in developing the new employer brand,” said Marcel Kloska, Team Lead Global Employer Branding, Recruiting & Talent Acquisition. He leads the global project team developing the new employer brand, which is made up of Human Resources and communications experts. This pride and this passion are exactly what the new employer image aims to reflect — for example on the career website, in job advertisements, social media campaigns, and trade fair stands.

Aurubis, the leading global supplier of non-ferrous metals, is currently investing about € 1.7 billion in strategic projects that will secure and strengthen the core business, pursue growth options in recycling in particular, and expand the company’s industry leadership in sustainability. With its Metals for Progress: Driving Sustainable Growth strategy, Aurubis is continuing on a successful course, and the first investments will start production this year. Aurubis needs specialists for this at all sites worldwide now and in the future.

Aurubis - Metals for Progress

Aurubis AG is a leading global provider of non-ferrous metals and one of the largest copper recyclers worldwide. The company processes complex metal concentrates, scrap metals, organic and inorganic metal-bearing recycling materials, and industrial residues into metals of the highest quality. Aurubis produces more than 1 million tons of copper cathodes annually, and from them a variety of products such as wire rod, continuous cast shapes, profiles, and flat rolled products made of copper and copper alloys. Aurubis produces a number of other metals as well, including precious metals, selenium, lead, nickel, tin and zinc. The portfolio also includes additional products such as sulfuric acid and iron silicate.

Sustainability is a fundamental part of the Aurubis strategy. “Aurubis responsibly transforms raw materials into value” — following this maxim, the company integrates sustainable conduct and business activities into the corporate culture. This involves a careful approach to natural resources, responsible social and ecological conduct in everyday business, and sensible, healthy growth.

Aurubis has around 7,200 employees, production sites in Europe and the US, and an extensive distribution network around the world.

Aurubis shares are part of the Prime Standard Segment of the German Stock Exchange and are listed in the MDAX, the Global Challenges Index (GCX), and the STOXX Europe 600.

More information at www.aurubis.com