

Aurubis Strategy

Metals for Progress: Driving Sustainable Growth

The future is made from metals. This knowledge has driven Aurubis for more than 150 years. In a world that needs more metals than ever, the company is solidifying its position as the world's most efficient and sustainable multimetal producer and is now further expanding this role within the context of the new Group strategy. The company will continue its targeted development in the decade to come – as a high-performing smelter network with a strong core business and new growth engines in recycling.



The updated Aurubis strategy is a precisely defined roadmap for continued sustainable, profitable growth. It takes both external and internal factors into consideration. Digitalization in production and collaboration with business partners are among the strategic priorities, as is strategic personnel management – the recruitment and development of employees for the future. Responsibilities, resources, and projects are clearly established. They provide a strong foundation for Aurubis' goal of responsibly transforming raw materials into metals for an innovative and sustainable world.



The focus areas of our strategy



Securing and strengthening the core business

Aurubis has a healthy, high-performing core business: processing raw materials containing metals, from concentrates to recycling materials. With ongoing modernization and transformation, demand in this area will rise. By connecting the international sites in a targeted way and optimizing material flows, Aurubis wants to take advantage of synergies in the Group even better in the future. An initial example is the ASPA recycling project, which enables us to recover metals from the resources we use even more efficiently.



Pursuing growth options

Proceeding from our core business, Aurubis is looking at new growth projects in a targeted way. Recycling plays a key role in this regard: rising recycling rates, closed material cycles, and electric vehicles will continue to drive the supply of complex recycling materials in the future. The company is using its many years of process expertise and state-of-the-art facilities to set up and expand scalable capacities. North America and Europe in particular provide significant growth opportunities in this area, which will be leveraged with the Aurubis Modular Recycling System. This will kick off with a new US recycling plant in Richmond County, Georgia. Others will follow. At some point in the future, the company's offerings will be expanded to include the areas of battery materials and battery recycling.



Expanding industry leadership in sustainability

Sustainable conduct and business activity are integral components of Aurubis' strategy. Targeted measures and KPIs to reduce emissions should enable carbon-neutral production well before 2050. Aurubis' production techniques already make a pivotal contribution to responsibly handling resources and thus play a role in the energy transition, in addition to the company's products.



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