



Press release
September 25, 2015

ENGIE's New Advertising Campaign: from the name change to a gateway of solutions

On September 27, ENGIE is launching a new advertising campaign with a fact-based message showcasing the Group's businesses. The multi-media campaign (TV, press, digital, cinema), presents the brand's comprehensive energy transition solutions.

Three 30-second film spots demonstrate ENGIE's commitment. In a world reinventing itself, ENGIE develops new solutions for the successful achievement of the energy transition. Each spot highlights an aspect of the brand – its diverse energy mix, inventive solutions and team approach – as they apply to various Group businesses: solar power, wind energy, and energy services. These film spots are the work of Zak Emerson, designer of the name change campaign.

Valérie Bernis, Executive Vice President in charge of Communications, Marketing, and Corporate and Social Responsibility explains: *"The purpose of this new campaign is to raise ENGIE's recognition, and also to introduce the Group and its businesses, to humanize its corporate project and its ambition. This campaign illustrates ENGIE's determination to become an indispensable renewable energy player and leader of the energy transition."*



The first wave of the TV campaign starts September 27 and will extend over four weeks. It will be reinforced by press and digital coverage featuring illustrations of the Group's commitment to the energy transition with representations of the Group's various activities, such as renewable energy (solar and wind), energy services for residents and businesses, and access to energy for all. Lastly, the brand will be shown in movie theaters during the major year-end film releases.



Spec sheet:

ADVERTISER: ENGIE

Persons in charge:

Executive Vice President: Valérie Bernis

Brand Manager: Karine Rachmann

AGENCY: Publicis Conseil

Creative Director: Marcelo Vergara

Advertising campaign creation: TV, print, digital

Designer-Writer: Damien Calla

Artistic Directors: Kamal Bhatnagar

About ENGIE

ENGIE develops its businesses (power, natural gas, energy services) around a model based on responsible growth to take on the major challenges of energy's transition to a low-carbon economy: access to sustainable energy, climate-change mitigation and adaptation, security of supply and the rational use of resources. The Group provides individuals, cities and businesses with highly efficient and innovative solutions largely based on its expertise in four key sectors: renewable energy, energy efficiency, liquefied natural gas and digital technology. ENGIE employs 152,900 people worldwide and achieved revenues of €74.7 billion in 2014. The Group is listed on the Paris and Brussels stock exchanges (ENGI) and is represented in the main international indices: CAC 40, BEL 20, DJ Euro Stoxx 50, Euronext 100, FTSE Eurotop 100, MSCI Europe, DJSI World, DJSI Europe and Euronext Vigeo (World 120, Eurozone 120, Europe 120 and France 20).

Press contacts:

Tel. France: +33 (0) 1 4422 2435

Tel. Belgium: +32 (0) 2 510 76 70

Email: engiepress@engie.com

Investor relations contact:

Tel. +33 (0) 1 4422 6629

Email: ir@engie.com



ENGIE CORPORATE HEADQUARTERS

Tour T1 – 1 place Samuel de Champlain – Faubourg de l'Arche - 92930 Paris La Défense cedex - France

Tel + 33(0)1 44 22 00 00

ENGIE SA WITH CAPITAL OF €2.435.285.011 – RCS NANTERRE 542 107 651