



Press release

GDF SUEZ becomes ENGIE

April 24, 2015

As the world changes, all energies change with it

That's why GDF SUEZ is now ENGIE. The world of energy is undergoing profound change. The energy transition has become a global movement, characterized by decarbonization and the development of renewable energy sources, and by reduced consumption thanks to energy efficiency and the digital revolution. Today, the need is to mobilize all energies, to innovate, gather, and marshal every idea.

Gérard Mestrallet, Chairman and CEO of ENGIE declares : *"The energy transition is more than ever a reality for which we have both great ambitions and a great responsibility. To meet the new challenges of this reality and to accelerate our development, we have decided to give the Group a new name: ENGIE. It is an easy name and one that is powerful, a name that evokes energy for everyone and in all cultures, a name embodying our values and activities. We thus confirm our new ambition and the dynamics of change that drive our Group. This new name is an expression of our new corporate ambition whose conduct I entrusted to Isabelle Kocher, Deputy CEO and Chief Operating Officer. With a presence in 70 countries throughout the world and across every energy source, ENGIE aspires more than ever to be the benchmark energy player in fast growing markets and the energy transition leader in Europe."*

With this new name, ENGIE upholds that energy is everyone's business: employees, shareholders, partners and customers, because collectively we are energy's architects. We are called upon to act together, to be optimistic, and seek solutions that will change the daily lives of everyone and bring the benefit of greater energy efficiency.



A global communications plan

The new brand name adopts the rising sun as its logo, symbolizing a new day in the world of energy. To establish its international dimension, ENGIE has chosen to take its inspiration from its baseline signature, "By People for People." An advertising campaign (on TV, in the press, Internet, and social media) is accompanying ENGIE's launch in France and Europe. A full program of social network coverage is also being organized.

Valérie Bernis, Executive Vice President in charge of Communications, Marketing and Environmental and Corporate Responsibility, declares: *"This new name and new logo and the campaign to launch this new identity are messengers of a positive, optimistic and forward-looking vision. The name change symbolizes our Group's transformation. ENGIE differentiates us in a globalized market and facilitates our customer approach, closer to the field of action. The advertising campaign highlights the changes that little by little, in small and large ways, transform our daily lives. We celebrate the momentary spark when, with newfound energy, we propel ourselves toward the future. It's that moment we are living today with ENGIE."*

ENGIE extranet site address

WWW.ENGIE.COM



Spec sheet

ADVERTISER: ENGIE

Executive Vice President: Valérie Bernis
Brand Manager: Karine Rachmann

AGENCY: Publicis Conseil

CEO of Publicis Worldwide: Arthur Sadoun
CEO of Publicis Conseil: Valérie Hénaff
Co-Creative Director: Marcelo Vergara

VIDEO:

Director: Zak Emerson
Production company: Les Télécréateurs
Formats: 90,45,30 seconds

BRAND MUSIC :

Title: "Come Along"
Artistic direction: Boris Nicou / Laurent Favard (Prodigious)
Music and text: Lost In Paradise

MEDIA PLAN

10 weeks to publicize the brand to all audiences in France, with presence in all audience hubs, including special formats and event-driven orchestration:

- On TV:
 - ✓ A prime-time launch, with digital extension in a 90" format Sunday, April 26 on 13 channels and campaign broadcast on 16 television channels from April 27 through May 22 along with over 100 print publications in France April 27 through July 10.
 - ✓ Reinforcement in two 45" formats and three 30" formats, with a multiplier effect starting Monday, April 27.
 - ✓ I.e., a presence on 16 channels between Sunday, April 16 and May 22.
- In the press: more than 100 publications in France April 27 through July 10 in the daily, regional and financial press and newsmagazines.
- Over 171 million digital impressions will be delivered during the campaign's first wave, with an augmented presence and brand content on Instagram, Vine, Tumblr and Pinterest social media.

The campaign is being deployed mainly in France and Belgium, the brand's two key countries. In Belgium, the announcement will be made in full-page ads in eight opinion leader press publications. European opinion leader publications will be targeted with a pan-European program (full-page ads in 6 publications, with digital extensions between April 27 and June 29 on an opinion leader audience), and in major countries with specific reinforcements in Italy, Germany, the Netherlands, and the United States.

GDF SUEZ

1 place Samuel de Champlain - Faubourg de l'Arche - 92930 Paris La Défense cedex - France
Tel. +33 (0)1 44 22 00 00

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engie.com



About ENGIE

ENGIE develops its businesses (power, natural gas, energy services) around a model based on responsible growth to take up today's major energy and environmental challenges: meeting energy needs, ensuring the security of supply, fighting against climate change and maximizing the use of resources. The Group provides highly efficient and innovative solutions to individuals, cities and businesses by relying on diversified gas-supply sources, flexible and low-emission power generation as well as unique expertise in four key sectors: independent power production, liquefied natural gas, renewable energy and energy efficiency services.

ENGIE employs 152,900 people worldwide and achieved revenues of EUR 74.7 billion in 2014. The Group is listed on the Paris, Brussels and Luxembourg stock exchanges and is represented in the main international indices: CAC 40, BEL 20, DJ Euro Stoxx 50, Euronext 100, FTSE Eurotop 100, MSCI Europe, ASPI Eurozone, Euronext Vigeo Eurozone 120, Vigeo World 120, Vigeo Europe 120 and Vigeo France 20.

Press contact:

Tel France : +33 (0)1 44 22 24 35

Tel Belgium : +32 2 510 76 70

E-Mail : gdfsuezpress@gdfsuez.com

Investors relations contact:

Tel : +33 (0)1 44 22 66 29

E-Mail : ir@gdfsuez.com

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