

# Vallourec adopts a single brand and new visual identity to reinforce its global leadership and support its growth strategy

**Boulogne-Billancourt, May 28, 2013** – Vallourec, world leader in premium tubular solutions, announced today that its various entities will be adopting a single brand and common identity: **Vallourec**, with a modernized logo.

The move marks a new milestone in the Group's history, which was formed beginning in the late 19<sup>th</sup> century through successive mergers of numerous companies. Since the creation of the joint-venture Vallourec & Mannesmann Tubes in 1997, a number of entities have operated under the V & M brand. The decision to bring all of these entities under the single Vallourec brand reflects the successful integration of the numerous companies acquired or created by the Group throughout the world.

In today uniting all entities under the same brand, Vallourec reaffirms its leadership and creates a true premium label, which guarantees the same level of excellence and quality to its customers worldwide.

According to Philippe Crouzet, Chairman of Vallourec's Management Board: *"We want the Vallourec brand to be the benchmark for performance, reliability and safety. It reflects our commitment to customers and partners, setting the grounds for a relationship of total confidence with them. The adoption of a single brand is also a means to unite our 23,000 employees around a common culture based on innovation and excellence, all of which will further strengthen us in achieving our ambitious growth targets."*

Deployment of the Vallourec brand will begin in June and continue progressively through the end of 2014.

### Modernization of the logo

Vallourec's logo, designed in 1974, evokes the Group's tubular products whilst forming its first initial, "V". It is modernized to better illustrate the Group's premium positioning.



## About Vallourec

**Vallourec is a world leader in premium tubular solutions primarily serving energy markets and other industrial applications.**

With over 23,000 employees, integrated manufacturing facilities, advanced R&D and a presence in over 20 countries, Vallourec provides customers with comprehensive, innovative solutions designed to respond to the challenges of the 21<sup>st</sup> century.

Listed on NYSE Euronext Paris (ISIN: FR0000120354, Ticker VK) and eligible for the Deferred Settlement Service (SRD), Vallourec is included in the MSCI World Index, Euronext 100 and CAC 40.

In the United States, Vallourec has established a sponsored Level 1 American Depositary Receipt (ADR) program (ISIN code: US92023R2094, Ticker: VLOWY). Parity between Vallourec's ADR and ordinary share is 5 for 1.

[www.vallourec.com](http://www.vallourec.com)

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