

Press release

Hidden champion steps into the global limelight – How FUCHS lubrication solutions are moving the world

Roll-out of a 360° OOH (out-of-home) campaign *MOVING YOUR WORLD* at 12 international airports across five continents. Simultaneous change of name to FUCHS SE to underline the focus on advanced and highly efficient lubrication solutions as a high-tech company. Process of transformation to assume technological leadership in strategically relevant areas, such as digitalization, future mobility, and sustainability.

As a global high-tech company, the Group that was founded more than 90 years ago to provide innovative lubrication solutions quite literally moves the world. The efficient solutions from FUCHS help systems and machines work smoothly. As of July 2023, this message is also being conveyed to the outside world through a global awareness campaign. At the same time, FUCHS PETROLUB SE is being renamed FUCHS SE.

FUCHS demonstrates its global relevance with annual revenue of EUR 3.4 billion (2022) and a team of more than 6,000 employees at 34 production sites, as well as 56 operating companies in over 50 countries. The extensive portfolio of more than 10,000 products is one of the key reasons for removing the name affix "PETROLUB", as this primarily reflects the origin of the raw materials. As a high-tech company, FUCHS strives to expand its technological leadership in areas such as digitalization, future mobility, and sustainability. With the change of name, the company is underlining its focus on advanced, process-oriented, and holistic solutions for lubricants and functional fluids.

Global awareness campaign: *MOVING YOUR WORLD*

Since July 1, 2023, FUCHS has been running an international OOH campaign for the first time to help secure greater visibility and awareness. Why? Because the products keep everyone's world moving on a daily basis by making it more efficient, easier, or also more sustainable. The emotional statement *MOVING YOUR WORLD* puts it succinctly. It all started with the development of a global brand strategy, which now enables more than 6,000 employees worldwide to speak a common language, use the same images and messages, stand up for their shared convictions, and thereby act as a strong and coherent unit.

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Tina Vogel, Vice President Corporate Marketing & Communications at FUCHS, is largely responsible for this in cooperation with Hamburg-based strategy and technology consultancy Clue One. "We're on the road to establishing a strong global brand. On this journey, we're placing great emphasis on establishing long-term partnerships and a brand that also reflects the trust people are placing in us. The emotional statement *MOVING YOUR WORLD* also describes our purpose and helps us stand out from the crowd, highlighting what we stand for and why we do what we do: keeping the world of our customers moving and advancing it ever forward."

Without FUCHS products, many things simply would not work properly

Expertise, innovative power, and the greatest possible safety are the standard that FUCHS lives out in traditional customer sectors, such as general industry, automotive, or metalworking. However, sustainable and trendsetting product solutions are also indispensable in the field of new mobility. Special applications, for example in the medical technology, wind power, and robotics sectors or at data centers, also require smooth, perfectly tailored, and inspired developments.

FUCHS caters to three megatrends: new mobility, digitalization, sustainability

The transition to more eco-friendly modes of transport is likely to present challenges for FUCHS' core products. Above all, the fast-growing world of e-mobility is demanding new characteristics and performance of functional fluids – presenting an opportunity for innovation and growth. In fact, the new market for functional fluids is valued at around EUR 3 billion and is relevant for many FUCHS products and solutions. The holding in electrolyte specialist E-LYTE and the FUCHS coolants are just two examples that could deliver new growth in the field of e-mobility. The global product line FUCHS BluEV also includes a range of special lubricants for use in electric and hybrid vehicles.

"We're looking forwards, establishing a future-oriented structure, and working tirelessly on solutions for the most pressing challenges of our time," explains Stefan Fuchs, Chairman of the Executive Board at FUCHS SE. "With the FUCHS2025 future strategy, we've launched a transformation program which we use to measure further developments in all business areas. For example, the target of generating EUR 500 million in EBIT by 2025, as well as a continuously increasing dividend were derived for the capital market. With "FUCHS Goes Digital", a program was established to offer customers an efficient and improved buying experience, while at the same time making our processes and procedures at the company leaner, safer, and more efficient. This is essential if we want to continue being perceived as the unconditionally reliable partner to our customers in future."

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FUCHS has been compensating its "gate-to-gate emissions" since 2020. The next major step is to achieve full net carbon neutrality by 2040. FUCHS products support customers in becoming more sustainable throughout the entire added value chain. For example, high-performance lubricants help secure tangible energy savings or reductions in emissions. This more sustainable performance is achieved in various ways, including: selection of sustainable raw materials, improved products, optimized production, intelligent applications, and consistent recycling.

About FUCHS

Founded in 1931 as a family business in Mannheim, FUCHS is now the world's largest independent supplier of innovative lubrication solutions, covering almost every industry and application. Today, the company's 6,000 employees in over 50 countries still share the same goal: to keep the world moving both sustainably and efficiently. To live up to this claim, we think in terms of perfection, not merely standards. When developing individual solutions, we enter into an intensive customer dialogue – acting as an experienced consultant, innovative problem solver and reliable team partner. In 2022, the high-tech company generated revenue of EUR 3.4 billion with 34 production sites and 56 operating companies.

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