



## The ArcelorMittal blog in Germany: steel meets social media

Cologne, 21 May 2015 – The world's largest steel producer has many stories to tell – from products to financial results through investments in facilities and employees to examples where ArcelorMittal steel contributes as the fabric of life. This includes the new European Central Bank building in Frankfurt and the Reichstag dome in Berlin. And there are many more stories to tell – for example, about the development of the former Eisenhüttenkombinat Ost (EKO) to today's ArcelorMittal Eisenhüttenstadt. Or how Cologne's football stadium received a new roof and why beams from Luxembourg have been the best solution. Not to mention the career paths and tips for women and what our apprentices have experienced during their field trip to the tropics.

ArcelorMittal Germany has launched a new blog to report about these stories and many more. It can be found at <http://blog.germany.arcelormittal.com/en>.

Therein the company provides the readers with a broad view behind its scenes. Employees from different sites are blogging in German and English language on different topics around steel. Various topics about employees, innovation, jobs and career as well as community engagement will have their place, from technical background knowledge about steel production through reports from daily working life to the introduction of social projects.

Another highlight: The CEOs of the sites have their own blog to report personally about the group's success stories and challenges in Germany and Europe. "This blog shows that steel as an innovative material can also score in social web. Meanwhile, our employees get the chance to give their views. Finally, they are the most important part to make the company so unique as the world's leading steel producer", comments **Frank Schulz**, CEO of ArcelorMittal Germany. He has published the first CEO blog post himself. It deals with Germany's and the European Union's current energy and climate policy whose outcome will be a determining factor for the future and competitiveness of the steel industry. Schulz calls for a far-reaching reform of emission trading in order to achieve a sustainable reduction of CO2 emissions and to preserve the steel industry in Germany and Europe.

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### About ArcelorMittal

#### Germany

*With a production volume of around 7 million tonnes crude steel, ArcelorMittal is among the largest steel producer in Germany. Its customers come from the automotive, construction and packaging industry, household appliances also belong to ArcelorMittal's customers in Germany. The group runs four large production sites in the country. These are two fully integrated flat carbon sites in Bremen and Eisenhüttenstadt as well as two long carbon sites in Hamburg and Duisburg. Moreover the group has seven steel service centers and 16 distribution centers in the federal republic. ArcelorMittal employs more than 9,000 people in Germany.*

<http://germany.arcelormittal.com>

#### Worldwide

*ArcelorMittal is the world's leading steel and mining company, with a presence in more than 60 countries.*

*ArcelorMittal is the leader in all major global carbon steel markets, including automotive, construction, household appliances and packaging, with leading R&D and technology. The Group also has a world class mining business with a global portfolio of over 20 mines in operation and development, and is the world's 4th largest iron ore producer. With operations in over 22 countries spanning four continents, the Company covers all of the key industrial markets, from emerging to mature, and has outstanding distribution networks.*

*Through its core values of sustainability, quality and leadership, ArcelorMittal commits to operating in a responsible way with respect to the health, safety and well-being of its employees, contractors and the communities in which it operates. It is also committed to the sustainable management of the environment. It takes a leading role in the industry's efforts to develop breakthrough steelmaking technologies and is actively researching and developing steel-based technologies and solutions that contribute to combat climate change. ArcelorMittal is a member of the FTSE4Good Index and the Dow Jones Sustainability World Index.*

*In 2014, ArcelorMittal had revenues of \$79.3 billion and crude steel production of 93.1 million tonnes, iron ore deliveries amounted to 63.9 million tons.*

*ArcelorMittal is listed on the stock exchanges of New York (MT), Amsterdam (MT), Paris (MT), Luxembourg (MT) and on the Spanish stock exchanges of Barcelona, Bilbao, Madrid and Valencia (MTS).*

<http://corporate.arcelormittal.com>