



Press release

APERAM UNVEILS ITS BRAND AND VISUAL IDENTITY

Luxembourg, 27 January 2011

Aperam, the new Company which results from the spin-off of the stainless steel division of ArcelorMittal, has unveiled its brand and visual identity.

The deployment of the Aperam brand will allow it to further gain visibility and to impose itself as a world player and independent producer of stainless, electrical and special steels.

The positioning of Aperam is based on a vision and on the company's own values. The logo, designed by FutureBrand, is inspired by its products.

APERAM'S VISUAL IDENTITY

The name Aperam is composed of the elements « Aper », which stands for "Aperture" and the new company's openness to customers and change, and "am", as a reference to ArcelorMittal from where it stems.

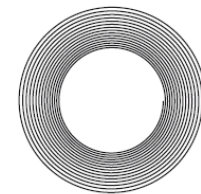
The Aperam logo is inspired by the shape of stainless steel coils. It starts from the linear nature of the product to result in an identifiable outline.

THE APERAM VISION: to be the catalyst of the industry in the sector of stainless steel and specialty steels.

Like the stainless steel it produces, Aperam intends to resist to time while simultaneously adapting to the evolutions of an ever-changing world. Aperam therefore adopts a long term vision which makes it a customer-oriented company, to better suit its clients needs and offer them ever more lasting, sustainable, profitable and qualitative products. It will also be open to changes and to market evolution in order to maintain its role as a pioneer and catalyst in the sectors of stainless steel as well as electrical and special steels.

- **The Aperam values: Leadership, Ingenuity and Agility**

-LEADERSHIP



Interprétation graphique /
simplification



Utiliser la nature linéaire du
produit pour créer une forme,
une silhouette reconnaissable



A world player in the sector of stainless, electrical and special steels, Aperam intends to be bold in order to maintain its leadership and pioneering position in the development of new standards and sustainable solutions, while maintaining a relevant positioning on its markets.



-INGENUITY

The positioning of Aperam is also based on the notions of ingenuity, skillfulness, cleverness but also of imagination and innovation, which are cornerstones of the company's strategy. Aperam indeed intends to make use of its competences to design innovative quality products and solutions.

-AGILITY

Being adaptative and reactive is key for Aperam. Only a flexible company can adapt to changing market conditions and

to its customers' specific demands in terms of profitability, lead times and product characteristics.

About Aperam :

Aperam is a global player in stainless, electrical and specialty steel, with operations in more than 30 countries. The business is organized in three divisions: Stainless & Electrical Steel, Service & Solutions, Alloys & Specialties. Aperam has 2.5 million tonnes of flat stainless steel capacity in Europe and Brazil and is a leader in high value added niches - alloys and specialties. Aperam has also a highly integrated distribution, processing and services network and a unique capability to produce stainless and specialty from low cost Biomass (charcoal). Its industrial network is concentrated in 6 main plants located in Brazil, Belgium and France. Aperam has about 9,800 employees. Aperam commits to operate in a responsible way with respect to health, safety and wellbeing of its employees, contractors and the communities in which it operates. It is also committed to the sustainable management of the environment and of finite resources. In 2009, Aperam had revenues of USD 4.2 billion and shipments of 1.45 million tonnes.

For more information please visit www.aperam.com

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