

Colombes, 2nd April 2024

ARKEMA LAUNCHES ITS EMPLOYER BRAND CAMPAIGN TO MAKE A DIFFERENCE

To support our recruitment of some 2,000 full-time employees and over 500 interns and work-study trainees each year, Arkema is launching a new employer brand campaign headlined *“What are you made of? Changing the world requires the right formula”*. Unlike the Group’s previous employer brand or hiring initiatives, this is the first such campaign to be putting forward the “soft skills” of candidates as a key asset in the selection and thus the recruitment process.

“One of our major assets in the face of the war for talent in different regions of the world is our corporate project, which contributes through our innovation and our speciality materials to the development of solutions for a more sustainable and less carbon-intensive world. But it's not the only one. Arkema also boasts a corporate culture that is genuinely focused on people and teamwork. In terms of HR policy, this means that we select people, not just resumes. In a nod to our profession as chemists, the idea of a “right formula” developed in this new campaign underlines the fact that we are particularly interested in the sum total of a person’s characteristics: their talents, qualities, expertise and personality,” says Thierry Le Hénaff, Chairman and CEO of Arkema.

“WHAT ARE YOU MADE OF?”

link to the video [here](#)

To invent solutions that make a difference, you need people that personify that difference.

The Group wanted to showcase its recruitment aspirations and devise a campaign showing that, at Arkema, we are looking for women and men whose range of skills, or rather "the formula" - to use the chemical metaphor - is as interesting and innovative as our materials.

The campaign *“What are you made of?”* is being rolled out through a series of posters featuring real Arkema employees revealing their unique makeup, for instance: 37% *daring*, 32% *power of persuasion*, 15% *superhero fan*.

Each poster conjures up the countless compositions of Arkema's innovative materials and of the people who will create, produce and sell them. Following its launch across France, the campaign will be rolled out in the other countries with a Group presence, based on their hiring needs.

The objective of the campaign is to position Arkema as the future employer of choice for unique candidates, not to mention inspire a sense of pride in its employees, who contribute to the Group's success.

Arkema calls upon over 200 lines of expertise across four main areas: manufacturing, research, business and support functions. The profiles hired by Arkema include entry level, experienced personnel, and experts, in diverse fields, including research and development, processes, manufacturing, finance, marketing and human resources...



Building on its unique set of expertise in materials science, **Arkema** offers a portfolio of first-class technologies to address ever-growing demand for new and sustainable materials. With the ambition to become in 2024 a pure player in Specialty Materials, the Group is structured into 3 complementary, resilient and highly innovative segments dedicated to Specialty Materials - Adhesive Solutions, Advanced Materials, and Coating Solutions - accounting for some 92% of Group sales in 2023, and a well-positioned and competitive Intermediates segment. Arkema offers cutting-edge technological solutions to meet the challenges of, among other things, new energies, access to water, recycling, urbanization and mobility, and fosters a permanent dialogue with all its stakeholders. The Group reported sales of around € 9.5 billion in 2023, and operates in some 55 countries with 21,100 employees worldwide.

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