

BUILDING A SUSTAINABLE FUTURE TOGETHER: A NEW LINE OF MAPEI PRODUCTS WITH ZERO IMPACT¹ ON CLIMATE CHANGE

Renewable energy and reforestation projects financed through carbon offsetting of iconic products

Milan, 13th March 2023 – Mapei, multinational leader in the sector of chemical products for the building industry, confirms its pioneering approach to the world of construction, providing a concrete contribution in the fight against climate change.

And that's how the Zero line was created: a line of iconic products for installing ceramic and stone whose CO₂ emissions are calculated throughout their entire life-cycle and then 100% offset through the acquisition of certified environmental credits to promote and encourage the implementation of renewable energy and reforestation projects. The initiative started with the Italian market and, as sustainability is a global issue, it will be quickly rolled out to include all our subsidiaries around the world, in line with the vision of internalisation that has always been a cornerstone of Mapei's strategy.

By offering quality, durable and sustainable products, such as Keraflex Easy S1 Zero, Keraflex Extra S1 Zero, Keraflex Maxi S1 Zero and Ultralite S1 Flex Zero adhesives and Ultracolor Plus grout, Mapei enables clients, designers and sector professionals to choose materials with zero impact on climate change for their construction projects, thereby driving the market towards more ethical and conscientious choices.

"In Mapei, the road to carbon neutrality is, first and foremost, through the optimisation of formulations to offer products with a smaller carbon footprint and, at the same time, high performance properties. Fully aware we could have done even more, ten years ago we were the first to introduce the offsetting of CO₂ emissions with the introduction of Keraflex Maxi S1 Zero, our best-selling cementitious adhesive for ceramic tiles" – stated Marco Squinzi, Mapei CEO. "And in 2022, thanks to the decision to also include our iconic grout Ultracolor Plus amongst our offset products, we proposed to the entire chain the first ever carbon-neutral system for installing ceramic tiles. Now we are taking a further step by introducing an entire Zero line and we will carry on paving the way for the entire construction chain".

Francesco Stronati, corporate product manager of the ceramic line, stated: "The adhesives and grout from the Zero line combine the quality of our products with the commitment we reserve for people and the planet. *In such a historic moment in which sustainability is no longer a choice but a necessity – as can be seen with the development of various environmental protocols for the classification of buildings – we want to bring our real contribution to the ceramic and construction sectors".*

For Mapei the road to innovation passes, first and foremost, through research. In fact, fundamental in creating the new Zero line has been the contribution from Mapei's Corporate Environmental Sustainability team which, working within the Corporate Research Centre in Milan, is totally dedicated to the environmental sustainability of products and processes. The team measures the impacts products have on the environment throughout their life-cycle using Life Cycle Assessment (LCA) methods. The results are then included on a certified document called Environmental Product Declaration (EPD) and currently more than 80% of Mapei products are covered by EPDs. The team

¹ For Mapei, "zero impact on climate change" means that CO₂ emissions measured throughout the life cycle of products from the Zero line in 2023 have been offset through the acquisition of certified carbon credits in support of renewable energy and forestry protection projects. A commitment to the planet, to people and to biodiversity. For more details on how emissions are calculated and on climate mitigation projects financed through certified carbon credits, visit the webpage zero.mapei.com

also stimulates the Laboratories into creating products with an increasingly lower impact on the environment by researching, right from the formulation phase, solutions to reduce consumption of raw materials and extend the use of recycled materials even further. It is also responsible for identifying carbon offsetting projects and other methods to mitigate the impact production processes have on the environment, while continuing to guarantee the quality and durability of the work performed.

Mapei

Founded in 1937 in Milan, Mapei is now one of the world's leading manufacturers of chemical products for the building industry and has contributed to the construction of some of the most important architectural and infrastructural works worldwide. With 100 subsidiaries operating in 57 countries and 86 manufacturing plants in 35 different nations, the Group employs more than 11,000 staff worldwide. In 2021 Mapei had a consolidated turnover of €3.3 billion. The foundations for the success of the company are specialisation, internationalisation, research & development and sustainability.

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