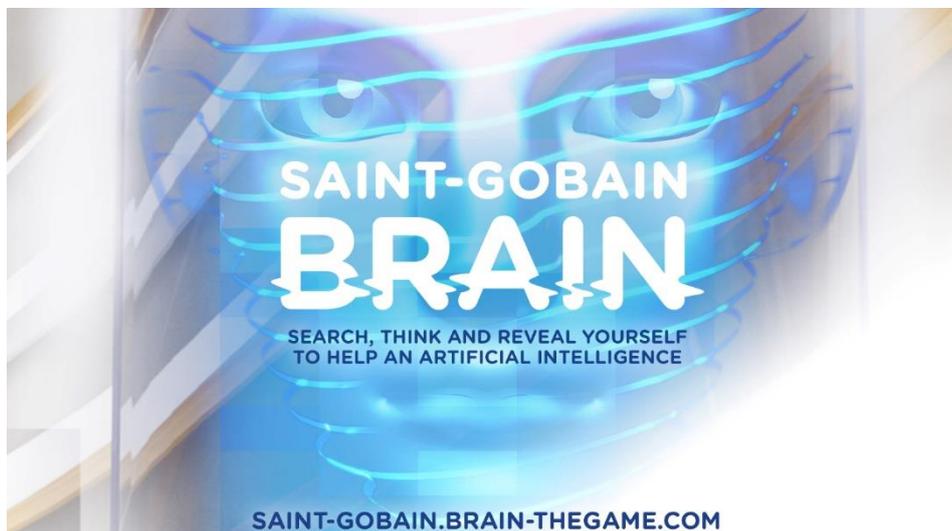

PRESS RELEASE

March 3, 2020

SAINT-GOBAIN launches its Serious Game dedicated to the employer brand: SAINT-GOBAIN BRAIN



Saint-Gobain launches its Serious Game, an online game designed for smartphones and tablets that allows players to explore various business environments of the Group including Industry 4.0, Distribution as well as Research and Development, while engaging them through common challenges in recruitment and gaming. Intended to be used all over the world, SAINT-GOBAIN BRAIN (www.saint-gobain.brain-thegame.com) has been launched in French and English. It will be translated and rolled out in the Group's various countries in the course of 2020.

The game combines an exploration of the Group's business environments with the world of online gaming. Through this new immersive experience intended to attract new talent, promote recruitment and engage potential candidates and all employees, the Group is affirming its uniqueness as an employer.

SAINT-GOBAIN BRAIN also acts as a partner to local charities supported by the Saint-Gobain Foundation and ad-hoc causes requiring emergency funds. Each time the game is played, a counter is displayed allowing a donation to be released. When the amount donated reaches €10,000, Saint-Gobain then transfers the amount to the selected charity. For this launch, France has chosen "*Habitat et Humanisme*"*.

What is SAINT-GOBAIN BRAIN?

An immersive adventure at the heart of a futuristic graphic world featuring the Saint-Gobain colours. The player, Alex, gets lost during a visit to a Research and Development centre when he enters a space reserved for employees. He then finds himself face to face with an Artificial Intelligence which needs help to restore its functionality. To respond to this challenge, Alex will need to call on his own soft-skills, corresponding to the Saint-Gobain Group's Attitudes (cultivate customer intimacy, act as an entrepreneur, innovate, be agile and build an open and engaging culture). He will discover three of Saint-Gobain business environments: a sales outlet, a 4.0 factory and a Research and Development laboratory in which he is guided by Artificial Intelligence to solve the 15 challenges which help him progress.

“This digital and more personal approach to our employer brand is part of a more informal and open talent recruitment perspective. Today we are looking more for personalities rather than profiles, and we have real assets in this respect, including occupational mobility, the integration of new activities, and personal development.... These advantages give us an extremely favorable position in the battle to attract talents,” says Claire Pedini, Senior Vice-President, Human Resources and Digital Transformation.”

Habitat et Humanisme has been providing support with housing, professional integration and recreating social bonds for over 30 years, in response to the exclusion and isolation of vulnerable people. With a firm focus on innovation, the association has developed economic tools with a social vocation to finance and carry out its work.

ABOUT SAINT-GOBAIN

Saint-Gobain designs, manufactures and distributes materials and solutions which are key ingredients in the wellbeing of each of us and the future of all. They can be found everywhere in our living places and our daily life: in buildings, transportation, infrastructure and in many industrial applications. They provide comfort, performance and safety while addressing the challenges of sustainable construction, resource efficiency and climate change.

€42.6 billion in sales in 2019

Operates in 68 countries

More than 170,000 employees

To learn more about Saint-Gobain

go to www.saint-gobain.com

and follow us on Twitter [@saintgobain](https://twitter.com/saintgobain).

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