

Vallourec unveils a campaign to accompany its transformation

Boulogne-Billancourt (France), April 28, 2016 – Vallourec, world leader in premium tubular solutions, is accelerating its transformation and launching a new branding campaign to reaffirm its positioning as a major market player, recognized for its unique expertise, capacity for innovation and ability to make its customers' projects a reality.

Vallourec has been producing steel tubes for the oil and gas, electricity and mechanical engineering industries for over a century. These high-performance products, the result of a cutting-edge research and development process, are critical components for the success of its customers' most ambitious projects throughout the world.

Deepwater offshore drilling off the coast of Angola, corrosion-resistant tubular connections for high-pressure and high-temperature wells in the Gulf of Mexico, boiler tubes for the world's most efficient thermal power plant in Germany, seamless structural tubes for the roof of the biggest soccer stadium in Brazil, and much more. Behind the scenes of these technical accomplishments, there is the industrial expertise of Vallourec's teams and their ability to come up with the best solutions.

Hit hard throughout the past few months by the plummeting price of oil and deferred investments from customers in the oil industry, the Group has launched a large-scale transformation plan to reinforce its competitiveness, increase the differentiation of its offer and develop its market share.

To support this effort and improve its business activities, Vallourec is strengthening its brand with a signature, "Smart tubular solutions", that highlights its ability to meet customer requirements and the ingenuity of its solutions. This signature will be used in a targeted advertising campaign, mainly in the on and off line trade press. The campaign will take place in two waves, one May and the other September.

Five images illustrating the various Group markets – Oil and Gas, Power Generation and Industry – will also be used with the slogan "We make it possible", conveying Vallourec's ability to solve its customers' challenges and "make the impossible possible".



The advertising campaign:



Vallourec makes any customer's project possible, from the most straightforward to the most complex, including deepwater offshore activities, ultra-modern power plants and ambitious infrastructure projects.

The brand signature:



"Smart tubular solutions" encapsulates what the Vallourec range has to offer. More than tubes, Vallourec provides its customers with integrated solutions combining products and services. Our passionate, committed employees are always finding ways to make them more reliable, innovative and competitive.

To discover the new corporate film: www.vallourec.com/smarttubularsolutions

Pictures are available in Vallourec's [photo library](#).



About Vallourec

Vallourec is a world leader in premium tubular solutions for the energy markets and for demanding industrial applications such as oil & gas wells in harsh environments, new generation power plants, challenging architectural projects, and high-performance mechanical equipment. Vallourec's pioneering spirit and cutting-edge R&D open new technological frontiers. Operating in more than 20 countries, its 20,000 dedicated and passionate people work hand-in-hand with their customers to offer more than just tubes: they deliver innovative, safe, competitive and smart tubular solutions, to make every project possible.

Listed on Euronext in Paris (ISIN code: FR0000120354, Ticker VK) and eligible for the Deferred Settlement System (SRD), Vallourec is included in the following indices: SBF 120 and Next 150.

In the United States, Vallourec has established a sponsored Level 1 American Depositary Receipt (ADR) program (ISIN code: US92023R2094, Ticker: VLOWY). Parity between ADR and a Vallourec ordinary share has been set at 5:1.

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