



# Aurubis Performance 2030

Forging resilience. Leading in multimetal.

Aurubis stands at the epicenter of a structural surge in demand for copper and multimetal, fueled by megatrends: electrification, energy infrastructure, artificial intelligence, global security. With 20 metals and elements in our portfolio and leading copper products, our unmatched processing capabilities and technological excellence make us unique globally. We are committed to strengthening our position as a leading copper and multimetal producer, setting industry standards in sustainable and efficient production.



With the revised strategy, Aurubis will further strengthen its position as a global leader in processing copper and other metals. Aurubis Performance 2030 marks a strategic shift from investment to delivery. Our ambition is clear: forging resilience and leading in multimetal. We are enhancing market access, strengthening supplier relationships, and improving service levels to secure material streams. Operational efficiency is key — we optimize flows and maximize asset use. Innovation enables us to process more complex materials and expand our multimetal production. Growth is focused where Aurubis leads.

## We enable performance

To continue delivering exceptional results, we build on our solid foundation. At our core, we are a sustainability leader — minimal waste, the highest metal recovery, a low CO<sub>2</sub> footprint, high recycling content, and extensive Copper Mark certifications are hallmarks of that. Our people are paramount. The metal world envies us for our extensive expertise and exceptional colleagues. We are further reinforcing our performance culture by promoting personal responsibility, transparency and a shared understanding of our goals to cultivate a high-performance team. Our outstanding financial strength makes us a reliable business partner and robust even in challenging market phases.

# A strategy built on strong megatrends, distinctive enablers, and five defined strategic pillars



## Five focus areas that create value

Aurubis Performance 2030 is built on five strategic pillars that guide the company's transformation and value creation:

### **Impact — Deliver performance and synergies from investments**

We will deliver performance and synergies from investments to generate the most value for our company. Aurubis is shifting the focus from a phase of strong investment-driven growth to a time of harvesting returns from new assets. With the updated strategy, Aurubis has refined its execution philosophy to maximize impact. In the future the focus will be even more on core business activities: ensuring smooth integration of new assets and getting the most out of our expanded network.

### **Commercial Excellence — Deepen market access and competitiveness**

Aurubis is enhancing its commercial services and expanding its global footprint to strengthen market access and competitiveness. We are expanding our commercial reach and service level to access new and reinforce existing material streams while doubling down on securing product competitiveness to maximize profitability. This comprises an even more diversified sourcing, enhancing our services for business partners including developing innovative closing-the-loop models with customers and implementing faster, automated sampling and analysis.

### **Efficiency — Optimize operations for peak efficiency**

We boost our position as a leading global multimetal provider by maximizing our technical expertise and optimizing our smelter portfolio. A focus on operational excellence allows us to create more efficient material flows and alleviate system bottlenecks. Aurubis is

optimizing its existing asset base through process improvements and digitalization. Advanced analytics and automation help increase throughput, reduce costs, and stabilize operations. Material flow optimization further enhances profitability by consolidating processing routes and shortening lead times.

### **Innovation — Maximize multimetal yields with innovation**

We draw on our internal metallurgical expertise in processing materials to maximize our multimetal yields and process more complex intermediates in-house. Aurubis focuses on unlocking value from complex, high-margin materials. By improving impurity management in smelting processes, Aurubis can process more valuable inputs and increase minor metal production. Process enhancements also enable consistent premium product quality, opening access to higher-margin market segments.

### **Focused Growth — Value-creating growth where we lead**

A critical part of this evolution is our commitment to growth where we lead — targeted, value-creating, and aligned with our core strengths. North America remains an especially attractive market, and we see strong potential for continued development in the region. This targeted growth approach ensures the company delivers maximum value to shareholders.

## Contact

### **Aurubis AG**

Corporate Communications

[info@aurubis.com](mailto:info@aurubis.com)