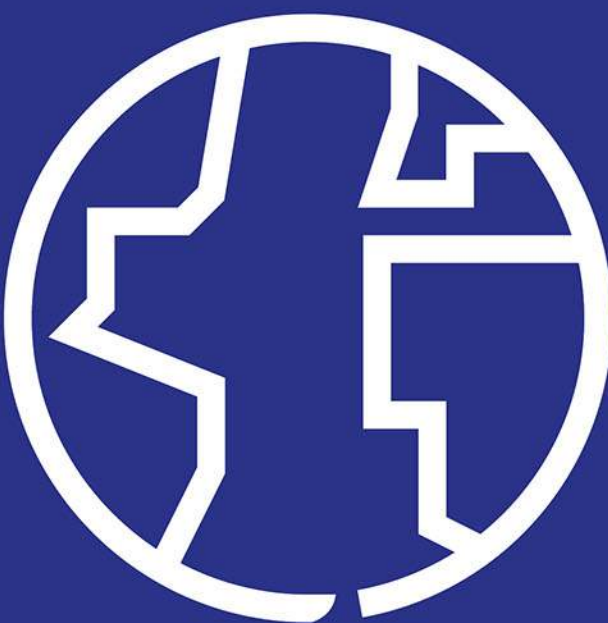


DRIVING MINING’S ROLE IN
THE ENERGY OF THE FUTURE

‘Touching the world lighter’ drove our creative and communication strategy. This was done by showing how a 500 tonne mine haul track was actually “500 tonnes light”: light on fuel, lighter on the environment, and fuelled by the lightest element on earth — hydrogen.

Livestreaming, AR and a live dashboard allowed us to share and respond to conversations in real-time. We convened the world’s heaviest voices to debate the future of hydrogen – including Presidential voices and Ministers of Energy to fuel the conversation (with followings of > 6

PROOF OF CONCEPT BECAME
PROOF OF REAL CHANGE



WORLD FIRST

ANGLO AMERICAN BECAME THE WORLD’S FIRST MINING COMPANY INVITED TO SPEAK AT A UN COP CLIMATE CONFERENCE.

“ Mining has been, and continues to be, a vital pillar of our economy, creating value and fuelling productive activity far beyond mining areas...Anglo American’s FutureSmart™ Mining programme...is about marrying technology, digitisation and sustainability to transform the nature of mining.

”

~ President of South Africa, Cyril Ramaphosa

500
TONNES
LIGHT



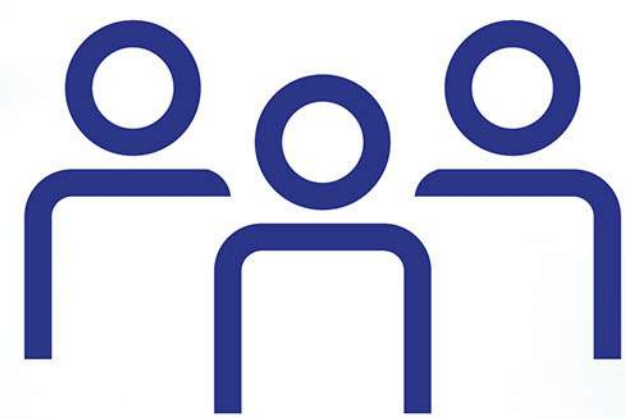
POWERFUL CONVERSATIONS

Total audience reach of

15%
OF THE WORLD’S
POPULATION

(1.1 billion people)

challenging beliefs that a B2B brand could take meaningful conversations mainstream

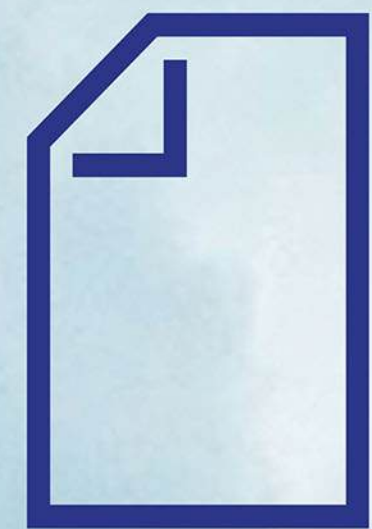


Sparked conversations in
>200 regions

on the South African hydrogen economy and Anglo American leading the country’s Just Energy Transition

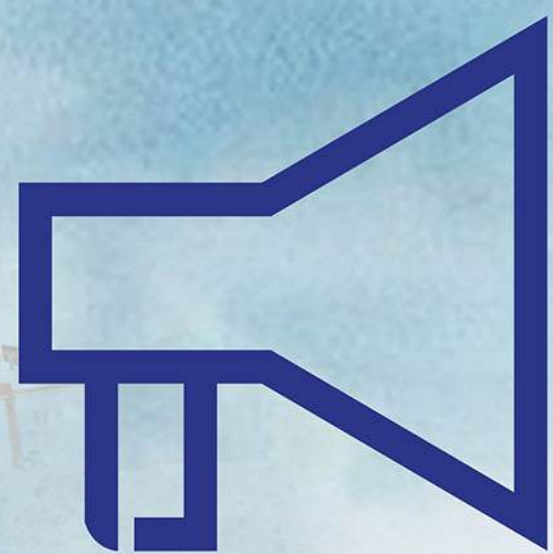


Reached
>200 million people
on owned digital channels



Earned 3 500
news pieces
on launch day globally

Ignited 283 000
social media engagements
53 000 with Anglo American
truck driver Alex Lekgau



Earned over
USD 1 million
in media
with 85% in positive sentiment
(above industry standard)

Received calls for
partnership

from BMW, Toyota and South Africa’s Industrial Development Corporation

Secured 4
diplomatic endorsements
and 18 endorsements
from industry bodies

including from the French Embassy in South Africa, the British Council and the United States Under-Secretary for Economic Growth, Energy and Environment

SABC NEWS TheCitizen BusinessLIVE Sunday Times FOCUS ON TRANSPORT AND LOGISTICS Moneyweb

BBC NEWS CNN ALJAZEERA Mail&Guardian MINING REVIEW AFRICA Sub-Sahara SEIFSA E&M JOURNAL

City Press Sunday World IMESA SA MINING

Green Economy JOURNAL MINING BUSINESS AFRICA Targeting Africa’s Mining Decision Makers

