



Driving
clean energy
forward

 Press release

McPhy Energy accelerates its development and becomes McPhy

As the global worldwide energy transition becomes an irreversible reality¹ McPhy Energy has demonstrated the commercial potential of its offering in the burgeoning zero emission mobility and renewable energy storage markets. To set the stage for this new phase of sustainable accelerated growth, McPhy Energy becomes McPhy and adopts a new visual identity.

*La Motte-Fanjas (France), 14 February 2017 - McPhy, the designer, manufacturer and integrator of hydrogen equipment for the energy and industrial sectors, has capitalized on the relevance of its solutions for monetizing surplus renewable energy and refueling hydrogen fuel cell vehicles to address the new challenges of energy transition. **The Group's new name and visual identity bolsters its position as a key industrial player in the hydrogen sector.***

"We strongly believe that the hydrogen sector occupies a decisive position for the deployment of clean energies and meeting the challenges of the modern world: succeeding the energy transition by addressing the environmental and public health challenges as well as the requirements for economic performance by creating local value. This conviction is today emphasized and shared through our communications tools", explained Pascal Mauberger, Chairman and Chief Executive Officer.

A new identity true to the McPhy's founding values and resolutely forward-looking

Streamlined to convey more energy, **the new name becomes a full-fledged brand.**

The logo's angle, symbolizing a **company fully focused on energy** was retained. The typography has been modernized. With a balance of sharp angles and curves, it incarnates both **technical expertise and innovation, but also the close relationships** that McPhy maintains with its customers and partners.

McPhy's historic blue colour was revisited with a deeper shade **conveying the stability of the business project supported by the Group.** A letter "M" logotype with colourful shades completes the graphic identity. Playful and modular, this marker is built by overlaying and combining colours. It reflects the diversity in the energy transition strategies deployed by energy specialist and flexibility of the tailored solutions provided by McPhy to address their priorities.

¹ Source: "15 Signals: Evidence the energy transition is underway", World Wildlife Fund, September 2016 (2015 figures)



McPhy asserts its ambitions



McPhy's historic designation "energy" was incorporated into a **tagline expressing its business project: "Driving clean energy forward"**. Giving stability to the logo and expanded meaning, this tagline conveys a strong engagement to McPhy's teams, customers and partners:

"Since its creation in 2008, McPhy has focused its expertise on the deployment of renewable hydrogen to help drive clean energy with its customers worldwide. Our new visual identity and tagline "Driving clean energy forward" convey our founding values while setting the stage for the next chapter in McPhy's history.", concluded Pascal Mauberger, McPhy's Chairman and Chief Executive Officer.

About McPhy

In the framework of the energy transition, and as a leading supplier of hydrogen production, storage and distribution equipment, McPhy contributes to the deployment of clean hydrogen throughout the world.

Thanks to its wide range of products and services dedicated to the hydrogen energy, zero emission mobility and industrial hydrogen markets, McPhy provides turnkey solutions to its clients. These solutions are tailored to our client applications: renewable energy surplus storage and monetization, fuel cell car refueling, raw material for industrial sites.

As a designer, manufacturer and integrator of hydrogen equipment since 2008, McPhy has three development, engineering and production units based in Europe (France, Italy, Germany). The company's international subsidiaries ensure a global sales coverage of McPhy's innovative hydrogen solutions.

McPhy is listed on NYSE Euronext Paris (Segment C, ISIN code: FR0011742329; ticker: MCPHY)

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