



**BUILDING FOR LIFE**

## Press release

Certified with 

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### **“BUILDING FOR LIFE”: A NEW BRAND IDENTITY THAT EXPRESSES BOUYGUES CONSTRUCTION’S AMBITION.**

**Bouygues Construction is launching a new brand signature that embodies its passion, commitment and responsibility as a builder. “Building for life” is a strong conviction that is performed on a daily basis by some 33,000 employees around the world. Bouygues Construction is determined to be recognised as a pioneer in the transformation of an industry that shapes communities and improves people’s lives.**



@Bouygues Construction

Developed with the support of our communications agency, TBWA, **“Building for life” is a baseline that distinguishes us and highlights the full value of the structures built by Bouygues Construction.** On every continent, we produce shared utility by improving the daily lives of the people, communities and societies with which we work. We do so with respect and with complete trust. For the men and women of Bouygues Construction, this is the noblest of ambitions.

For every moment of the past 70 years, **the history of Bouygues Construction has been written with the long term in mind.** All that we produce is here to stay, and our legacy as builders will be felt for generations to come. “Building for life” forces us to look well ahead, to share responsibility for the future.

**Bouygues Construction is innovating and reinventing its methods so as to design, renovate and build differently.** This challenge we are now taking up is that of coping with the critical imperatives of the environmental transition and sustainable, less resource-intensive construction, alongside our customers and partners.

Finally, this new signature is an aspiration that links together the company's 33,000 employees. It conveys their commitment and their desire to share in a collective adventure made up of constantly renewed challenges. All our employees have **the chance to build their life and even several lives with Bouygues Construction** through the wealth of professions, activities and opportunities it offers. At Bouygues Construction, we are united by the greatest and most exciting responsibility of all: building for life.

### **ABOUT BOUYGUES CONSTRUCTION**

Bouygues Construction employs 32,500 people around the world, all driven by the greatest and most exciting responsibility of all - building for life. In more than 60 countries, we improve daily life for millions of people by creating structures and buildings that serve life and address all our needs: shelter, healthcare, education, work, entertainment, travel, access to low-carbon energy, etc. At every stage of a project, we put all our expertise and our experience into designing, renovating and building differently so that we can meet the critical imperatives of the environmental transition and achieve construction that is sustainable and less resource-intensive. Every day, we make sure that everyone is safe, and that human rights and ethical standards are respected. Committed to strong values, the men and women of Bouygues Construction work passionately alongside their customers and partners so that our footprint becomes ever more positive.

In 2023, Bouygues Construction generated sales of €9.8 billion.

### **PRESS CONTACTS**

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