

Colas unveils a new corporate website: a digital experience at the heart of the Group's DNA & commitments

The new Colas Group corporate website is now online (www.colas.com). With the help of Content Factory by Prodigious (Publicis Group), the Group has entirely revamped its site, in an effort to boost attractiveness for all stakeholders and make the new [colas.com](http://www.colas.com) a gateway to the Group's digital ecosystem.

Designed to serve the Colas brand as a whole, the corporate site has been redesigned to showcase the Group's new identity and positioning. With a more modern design, clearly embodied values (Caring, Sharing and Daring), a presentation of the "ACT" CSR project and a new focus on Innovation, the redesigned [colas.com](http://www.colas.com) reflects the Group's DNA at a glance. It also offers an improved user experience with simplified navigation and new, more varied content.

It provides direct access to the entire galaxy of Colas' local and specialty websites, as well as a gateway to rich HR content published on the Group's Jobs at Colas Career site (job opportunities, employee testimonials, advice for candidates, etc.).

A more eco-responsible site accessible to all

The new [colas.com](http://www.colas.com) has been designed to consume as little energy as possible when it is being used, in line with the CSR commitments set out in the ACT project. The redesign was guided by the need for sobriety in graphics and usage: reducing the number of pages, limiting animations, compressing the images and videos, encouraging users to view documents rather than download them, etc. The servers that host the site are also housed in a data center that is powered by 100% renewable energy.

The new site is simple and intuitive and has been designed to facilitate access by people with disabilities. In collaboration with the specialized agency Ipedis, the site was developed and audited to meet accessibility standards.

"The last redesign dated back to 2015, so we needed to completely overhaul our corporate site to provide a gateway to the Group's digital ecosystem and highlight our new brand platform. With the new site, visitors can access our business activities, projects, CSR initiatives and innovations in just a few clicks. We are proud of the new [colas.com](http://www.colas.com). It flies the Group's true colors loud and clear, and helps position Colas more effectively on innovative and responsible mobility issues," underlines Delphine Lombard, Corporate Communication and Brand Manager at Colas.



Colas (www.colas.com)

Colas, a subsidiary of the Bouygues Group, has one mission: to imagine, build and maintain sustainable transport infrastructure. Backed by a network of 800 construction business units and 3,000 material production units in more than 50 countries on five continents, the Group's 55,000 employees act locally to connect communities and foster exchanges for today and tomorrow. Colas' ambition is to be the world leader in innovative, sustainable mobility solutions.

In 2020, consolidated revenue at Colas totaled €12.3 billion (55% outside of France).

FOR FURTHER INFORMATION:



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