

Press Release

## **Casais Group starts the year repositioned with a new image**

- **With a focus on innovation, sustainability, development and technology, Casais Group has updated its image to better reflect its positioning and its commitment to the concept of "Well Built for Well Living".**
- **The Group has made a considerable investment in sustainable construction, having developed several timber-hybrid construction projects using the CREE system and implementing of industrialised (off-site) solutions.**

**Braga, 5 January 2024** — Casais Group has a proven track record in leading the sector's transition to sustainability and move towards internationalization. With a vast portfolio and a presence in 17 countries, the Portuguese construction company has focused on sustainability, innovation, development and technological transition in the construction sector. With this in mind, it has begun to update its image to reflect its positioning more closely, align it with the company's values and take account of developments in recent years.

The "Well Built for Well Living" positioning, developed by McCann, relates to performance, innovation and sustainability by encompassing the various business areas and their benefit to end users. The idea is for the Group to position itself as a social agent by linking the concept of "built" to the whole of creation and the concept of "living" to both the indoor and outdoor spaces—used by people—that not only enhance the brand but also play a central part in the lives of consumers.

“Because we believe that innovation is the road to sustainability, Casais Group has worked very hard to focus on innovation, with the specific goal of contributing to a sector that is becoming more sustainable. That's why this change in image makes a lot of sense, because it is a truer reflection of its positioning and brings our message into proper alignment with our sustainability and leadership objectives. We are completely focused on positive performance development and on a vision of the future, which includes globalization and collaboration, where we use our many years of experience to

do more than simply stay in our comfort zone, where we seek to innovate more and more as we lead the sectoral transition towards sustainability," says Casais Group CEO António Carlos Rodrigues.

The objective of this positioning is to convey a message centred on a long-term vision, on the company and on human beings, a message that expresses the Group's intention to innovate chiefly in pursuit of its sustainability goals. The Casais Group positioning will be based on a set of key messages for each target group, based on the values of humanism and cooperation, innovation and trust, and knowledge and sustainability.

This shift in positioning will be divided into three phases, covering solidification of the concept, consolidation of the Group's new visual and verbal identity, and focus on boosting this narrative.

The Group has developed several projects in Portugal using the timber-hybrid (wood and concrete) construction system, such as The First, in Guimarães, part of the Minho Innovation Technology Hub, but has also built further afield, as was the case with the B&B Hotel Tres Cantos project, in Madrid, Spain. The company invested in Blufab and Blumep and became a license partner of CREE Buildings more than three years ago. In February 2023, Casais Group announced that it had acquired a shareholding in CREE Buildings.

Industrialisation and off-site solutions are central to Casais Group operations today. They are tools aimed at increasing efficiency and speeding up production in an integrated way, and a means to progress in terms of design, durability and construction performance. The Group has invested in innovation and software, such as BIM technology, to simulate durability scenarios and make cost comparisons. One of the construction company's objectives is to develop an incisive focus on a building's key performance indicators as well as its likely cost throughout its life cycle. Investing in technology is one way of thinking about sustainability in the sector and accelerating the go-green transition in construction.

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## About Casais Group

Incorporated on 23 May 1958, **Casais** is one of the largest companies in the construction sector in Portugal, yet it still retains the character for which the original family business was known. Its process of internationalization began in 1994, when Casais entered the German market. Currently the Group operates in 17 countries: Portugal, Angola, Belgium, Brazil, France, Germany, Ghana, Gibraltar,



Morocco, Mozambique, Netherlands, Qatar, Saudi Arabia, Spain, UAE (Dubai and Abu Dhabi), USA (Texas), United Kingdom, but it has also operated in the past in Algeria, Cabo Verde, China, Kazakhstan, and Russia.

In 2022, it won for the fifth time the Construir Award for Best Construction Company in Portugal, and also 3rd place for Best Place to Work. The Group's 2023 consolidated turnover exceeded EUR 712 million, with international markets accounting for EUR 342 million of that figure.

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