

We would like to encourage you to promote our 75th anniversary.

In an effort to drive consistent messaging, we have created the following talking points. By using them, you will help reinforce unified messaging around this milestone.

Reaching 75 years in business is an incredible accomplishment and something we want to celebrate. We have an opportunity to tell our unique brand story throughout the coming months. Employees are encouraged to use these talking points as part of interactions you have with various stakeholder groups, at community events and trade shows, in virtual events such as webinars, company newsletters, etc.

NOTE: This is the 75th anniversary of Valmont Industries Inc., not of any individual segment.

HR Team Usage

Can be included in job descriptions and when an HR team member talks with candidates about Valmont®

For 75 years, the people of Valmont® have been dreamers and doers, planners and builders, helping the world overcome evolving challenges to global prosperity.

Our employees make a global impact while enriching local communities. Plus, they receive competitive pay, excellent benefits, advancement opportunities, and personal and leadership development.

For 75 years, we've improved life by creating vital infrastructure and advancing agricultural productivity.

- We connect the world with 5G technology, beautify urban spaces in energy-efficient ways, make roads safer and help traffic move smoothly.
- We ensure reliable delivery of power to the globe by transferring it from the source to the end user and by making energy grids more resilient and resistant to environmental impacts.
- We engineer durable irrigation machines and connected crop management technology to maximize crop yields and optimize water and energy efficiency.
- We provide coatings services that protect against corrosion and improve the life of steel and other metal products.
- All while maintaining a solid commitment to sustainability.

Since our beginning, we've grown to have:

- 85 manufacturing facilities in 22 countries
- More than 10,000 employees – over 1,100 with science, technology and engineering degrees
- Hundreds of patents across the globe

Additional 75th anniversary/brand statements that can be layered in as a talking point or within a communication as they may apply. NOT to be used as separate taglines.

- 75 years of career opportunities
- 75 years of putting the 'skill' in 'skilled trade'
- 75 years of putting the skilled trades to work
- 75 years of engineering the future
- 75 years of creating a better world
- 75 years of improving life
- 75 years of continuous improvement

Do you want to help us conserve resources and improve life around the world? If so, you may be the right fit for our team.

Corporate Sponsorships

To be used in a brief "About Valmont" description for a corporate sponsorship.

This year marks the 75th anniversary of Valmont®. From our beginning 75 years ago up through today, everything we do is meant to conserve resources and improve life. From creating vital infrastructure to advancing agricultural productivity, we develop, manufacture and distribute products that are critical to meeting the world's greatest challenges.

- We connect the world with 5G technology, beautify urban spaces in energy-efficient ways, make roads safer and help traffic move smoothly.
- We ensure reliable delivery of power to the globe by transferring it from the source to the end user and by making energy grids more resilient and resistant to environmental impacts.
- We engineer durable irrigation machines and connected crop management technology to maximize crop yields and optimize water and energy efficiency.
- We provide coatings services that protect against corrosion and improve the life of steel and other metal products.
- All while maintaining a solid commitment to sustainability.

Additional statistics:

- 85 manufacturing facilities in 22 countries
- More than 10,000 employees
- Valmont Foundation supports 120+ organizations
- Valmont leadership supports 60+ organizations and industry associations, volunteering 4,000+ hours of time last year

Additional 75th anniversary/brand statements that can be layered in as a talking point or within a communication as they may apply. NOT to be used as separate taglines.

- 75 years of operating with integrity
- 75 years of conserving resources and improving life
- 75 years staying ahead of a changing world
- 75 years of enabling progress
- 75 years of changing the face of the earth

Leadership Talking Points

To be used at speaking engagements (i.e., virtual webinars, quarterly mtgs w/employees)

This year marks the 75th anniversary of Valmont®. As the innovator of the first center pivots, up through today, everything we do is meant to conserve resources and improve life. We have evolved through our 75 years to continually meet customer demand—and future needs. What we do to address the world's challenges is essential to bringing increased prosperity and abundance to more people around the world. It's our 75th anniversary. And the Valmont story is only beginning.

In our 75 years, we've identified opportunity and built stability through market cycles by diversifying into multiple sectors:

Engineered Support Structures (ESS) – We connect the world with 5G technology, beautify urban spaces in energy-efficient ways, make roads safer and help traffic move smoothly.

Utility Support Structures (Utility) – We ensure reliable delivery of power to the globe by transferring it from the source to the end user and by making energy grids more resilient and resistant to environmental impacts.

Irrigation – We engineer durable irrigation machines and connected crop management technology to maximize crop yields and optimize water and energy efficiency.

Coatings – We provide coatings services that protect against corrosion and improve the life of steel and other metal products.

High-level company overview – From creating vital infrastructure to advancing agricultural productivity, we develop, manufacture and distribute products that are critical to meeting the world's greatest challenges.

Additional statistics:

- 85 manufacturing facilities in 22 countries on six continents
- More than 10,000 employees – over 1,100 with science, technology and engineering degrees
- \$2.9 billion net revenue
- \$3.0 billion total assets
- Hundreds of patents across the globe
- 31 distinct Valmont brands

Additional 75th anniversary/brand statements that can be layered in as a talking point or within a communication as they may apply. NOT to be used as separate taglines.

- 75 years of improving grower productivity
- 75 years of operating with integrity
- 75 years of conserving resources and improving life
- 75 years of reliability and resiliency
- 75 years of powering innovation
- 75 years of doing more with less
- 75 years staying ahead of a changing world
- 75 years of enabling progress
- 75 years of changing the face of the earth

Thank-you Messaging

Employees

This year, Valmont® celebrates 75 years in business. The world has changed a lot over that time, but one thing hasn't changed: the importance of our people to our success.

- Today, more than ever, the world needs thinkers and solvers, doers and makers, planners and builders. And that's what the people of Valmont are, and always have been.

Our 75 years of history unites us. Our employees have gotten us where we are today, and are the bridge to an even better future. The people of Valmont have always been dreamers and doers, planners and builders, and each one of you can be proud of the hard work you do to move us forward. With passion for our products, services and customers, we operate with integrity and are always striving to improve each day ... as we have from the start. You deliver results that are clear, and <<I, the leadership team>> thank you.

It's our 75th anniversary ... and thanks to our employees, our story is just getting started.

Dealers/Agents

This year, Valmont® celebrates 75 years in business. The world has changed a lot over that time, but one thing hasn't changed: the importance of our <<dealers/agents>> to our success.

- Our <<dealers/agents>> are an extension of our brand promise. You are our link to the people and communities we serve.

More than that, you are the best-in-class group of <<dealers/agents>> and remain focused on putting the customer first. You have a lot of demands placed on you, and you are great at listening, at understanding, and finding solutions that make an impact. You represent us every day with honesty and uphold the highest standards, helping keep our brand as a trusted leader in the segments we serve.

It's our 75th anniversary ... and thanks to our <<agents/dealers>>, our story is just getting started.

Customers

This year, Valmont® celebrates 75 years in business. The world has changed a lot over that time, but one thing hasn't changed: the importance of our customers to our success.

- We thank you. Not many companies have the privilege of serving their customers for 75 years, and without you, we truly would not be here. We thank you for your support over the years. You have trusted us to meet your needs, and we pledge to continue doing so for many years to come.

It's our 75th anniversary ... and thanks to you, our story is just getting started.

Employee Talking Points

To be used when talking about Valmont with customers in PPTs, for webinars, virtual events, etc.

For 75 years, we've improved life by creating vital infrastructure and advancing agricultural productivity.

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- We provide coatings services that protect against corrosion and improve the life of steel and other metal products.

All while maintaining a solid commitment to sustainability.

It's our 75th anniversary. And the Valmont story is only beginning.

Since our beginning, we've grown to have:

- 85 manufacturing facilities in 22 countries on six continents
- Business in 100+ countries
- More than 10,000 employees – over 1,100 with science, technology and engineering degrees
- Hundreds of patents across the globe
- 31 distinct Valmont brands

Additional 75th anniversary/brand statements that can be layered in as a talking point or within a communication as they may apply. NOT to be used as separate taglines.

- 75 years of improving grower productivity
- 75 years of operating with integrity
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- 75 years of powering innovation
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- 75 years of changing the face of the earth

Magazine or Newsletter Article

To be used as an article within a company magazine or newsletter targeting employees, customers or dealer/agent network.

Valmont® Industries

75 Years of *Conserving Resources. Improving Life.*®

Robert Daugherty began Valmont® Industries, Inc. in 1946 with \$5,000 and a dream. Of course, we weren't known as Valmont then; we were Valley Manufacturing, and we focused on farm elevators around Valley, Nebraska.

Then in 1954, Daugherty obtained the patent for center pivots from Frank Zybach. In the years that followed, Valley engineers improved the design of the invention, and so the company that has become a global leader was truly born. The people of Valmont have always been dreamers and doers, planners and builders, and now we employ more than 10,000 individuals in 85 manufacturing facilities in 22 countries to help make life better around the world.

Transforming our Business While Maintaining our Focus

Over time, we have diversified our business. Through our four primary business segments—Engineered Support Structures, Utility Support Structures, Irrigation and Coatings—we pursue opportunities for growth, develop solutions through innovative technology, implement sustainable practices, and maintain market leadership within dynamic industries.

- We connect the world with 5G technology, beautify urban spaces in energy-efficient ways, make roads safer and help traffic move smoothly.
- We ensure reliable delivery of power to the globe by transferring it from the source to the end user and by making energy grids more resilient and resistant to environmental impacts.
- We engineer durable irrigation machines and connected crop management technology to maximize crop yields and optimize water and energy efficiency.
- We provide coatings services that protect against corrosion and improve the life of steel and other metal products.

And we achieve all of the above while maintaining our focus on *Conserving Resources. Improving Life.*® It's our tagline, but more than that, it's our purpose. It drives the work we do to advance a more resilient and prosperous world.

With passion for our products, services and customers, we operate with integrity and are always striving to improve each day ... as we have from the start.

It's the 75th anniversary of Valmont, and our story is just beginning.

Valmont is a registered trademark and must be shown as one. Please be sure to use Valmont® in the first usage of any publication using the name.