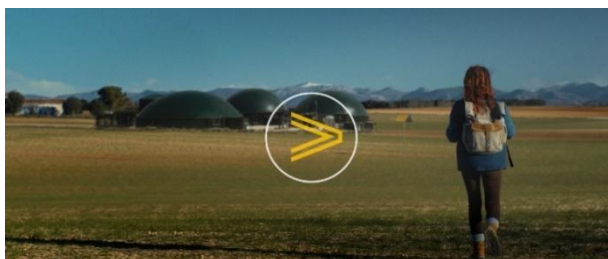


PRESS RELEASE

6 February 2025

NaTran (formerly GRTgaz) announces its rebrand with a multi-channel communications campaign

Twenty years since it was founded, GRTgaz is embarking on a new chapter and is becoming NaTran. This name change goes hand in hand with a new aim: to become Europe's leading operator for transporting renewable gases, hydrogen and CO2 in view of achieving carbon neutrality by 2050. To publicise its new identity, NaTran is rolling out a communications campaign – “Le chemin de la transition énergétique” (the path to the energy transition) – which will be broadcast primarily on TV and radio, as well as on social media starting on Sunday 9 February.



A new name reflecting NaTran's identity and goals

The NaTran brand, with its industrial and technological connotations, comes after a long internal process, in consultation with external bodies. The brand conveys our core business as a NATional gas TRANsport operator, as well as our societal commitments to protecting NATure and promoting the energy TRANSition. It is also a reflection of NaTran's commitment to becoming Europe's leading operator for transporting renewable gases, hydrogen and CO2 in view of achieving carbon neutrality by 2050. This goal fully aligns with NaTran's new corporate project.

The new visual identity highlights the company's activity as an infrastructure operator, with a dynamic central “T”, symbolising a network that is on the move and able to keep pace with the energy transition.

The brand's strapline – “**le cœur de vos énergies**” (at the heart of your energies) – emphasises the company's central role in the energy network, connecting up all stakeholders involved in the gas supply chain (shippers, distributors, biomethane producers, LNG terminals, interconnection points with other European countries), while at the same time balancing the French gas system.

The yellow in the brand's name, a colour of positivity and energy, connotes the yellow markers which discreetly let people know where the gas networks are that criss-cross France.

A 360-degree campaign to promote the new brand

The new campaign – “Le chemin de la transition énergétique” (the path to the energy transition) – supports the narrative around the transformation of NaTran’s network to accommodate increasingly large quantities of renewable gases, low-carbon hydrogen and captured CO2. The campaign depicts a hiker following the NaTran network, as if embarking on the energy transition.

NaTran’s first campaign has a human feel to it and a local tone of voice that is consistent with the company’s role as a trusted third party.



“A brand is a name, a colour and a logo. But it is also a history and a brand universe. With NaTran2030, our corporate project, we aim to earmark 50% of our annual investments for the energy transition by 2030. We want to embrace an ambitious goal: to keep the heart of the French gas system beating in unison with the energy transition. This campaign, which tells the story of the gas transition, symbolises our network, our presence throughout France and our commitment to embracing the challenge posed by the energy transition, shoulder to shoulder with our stakeholders,” said **Patrick Germain**, director of the NaTran communications campaign.

Media plan for the “Le chemin de la transition énergétique” campaign:

- Date: 9 February to 2 March
- TV adverts: 30 seconds and 20 seconds
- One key visual available in three themed versions (biomethane, hydrogen, energy security)
- Media plan: TV, radio, press and digital
- Target audiences: opinion formers and company stakeholders
- Agencies: TBWA\Corporate (campaign), Biggie (media), Carré Noir (brand)

About NaTran

NaTran is the new name of GRTgaz. In 2025, NaTran changed its name and launched a new corporate project focused on energy transition and carbon neutrality. To achieve its strategic goals, the company is adapting its networks and practices to address ecological, economic, and digital challenges. It develops infrastructure designed for renewable and low-carbon gases (biomethane, H2, and CO2). NaTran is the second-largest gas transmission operator in Europe. The Group has two subsidiaries: Elengy (Europe’s leading LNG terminal operator) and NaTran Deutschland (operator of the MEGAL network). NaTran undertakes public service missions aimed at ensuring safe gas transport for its customers. The NaTran R&I research center (formerly RICE) is an international benchmark in research and innovation applied to the energy transition.

NaTran Group key figures: 33,800 km of pipelines, 680 TWh of gas transported, nearly 3,800 employees, €2.6 billion in revenue in 2023.

To find out more about NaTran and its initiatives, visit NaTrangroupe.com, X, LinkedIn, or Instagram.

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