

PRESS RELEASE

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LIBERTY Ostrava goes digital and launches an innovative app for customers

LIBERTY Ostrava has launched a new mobile application which has been developed to make life easier for existing customers and its products easier to find for potential ones. The launch of the LIBERTY Ostrava app means that customers are now able to review, in one place, the comprehensive range of steel products from both LIBERTY Ostrava and its sister company LIBERTY Galati in Romania, which includes hot-rolled coils, cold-rolled, galvanized and organic coated steel, heavy plates, long products, tubes and pipes as well as safety barriers and mining sections.

The clear and intuitive app, which was developed by **Voyagerman Technology** in collaboration with the LIBERTY Ostrava Technical Customer Service team, is designed to serve as an information hub for both existing customers and for potential new ones. The app is efficiently structured to give a great customer experience, allowing them to easily choose the right products for them via online catalogues, access to offers, easy invoicing set up and order confirmation. Customers can also provide quick and easy feedback via the app, which is available on Android and IOS operating systems.

Radek Němec, project leader for LIBERTY Ostrava's Technical Customer Service department, said: *"Over the last few years, we have seen the enormous benefits effective digital transformation can bring to businesses of all types. We decided that digitalisation was essential for the effective functioning of our business over the long term, so as well as modernizing our product technology we have revamped our communication tools as well. The wide range of products produced at LIBERTY Ostrava has meant the process has been highly complex, but we worked on the development in conjunction with the representatives of individual operations of our mill and sales representatives of individual product segments and believe this app will bring real benefits to our customers"*.

Further information:

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LIBERTY Ostrava is an integrated steel business with an annual production capacity of approximately 3.6 million tonnes per annum serving primarily construction, machinery and oil & gas industries. The company is a domestic leader in the manufacture of road barriers and tubes. In addition to the Czech market, it supplies its products to more than 40 countries around the world. Together with its subsidiaries in Ostrava, the company has 6,000 employees. The company manufactures its products with a minimum possible environmental footprint. The mill is part of LIBERTY Steel Group.

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MEMBER OF



GFG Alliance is a collection of global businesses and investments owned by Sanjeev Gupta and his family. The Alliance is structured into three core industrial pillars; LIBERTY Steel Group, ALVANCE Aluminium Group and SIMEC Energy Group, independent of each other yet united through shared values and a purpose to create a sustainable future for industry and society. GFG Alliance employs 35,000 people, across 10 countries and has revenues of USD \$20bn. GFG Alliance is a leader in sustainable industry with a mission to become Carbon Neutral by 2030 (CN30).

<https://libertysteelgroup.com/cz/>

www.libertysteelgroup.com

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