



NORNICKEL

PRESS-RELEASE

NORNICKEL PRESENTS NEW BRAND

Moscow, July 14, 2016 – PJSC MMC Norilsk Nickel (hereinafter Nornickel or the company) presents its new brand. Changes involved its name, view and key elements of the brand platform.

New image of Nornickel is a quintessence of ideas and values related to the company's activities represented graphically and visually. 'Reliability' and 'Hope' are the key words of the new communication platform. Reliability means quality of metal products, utilized equipment and applied processes, as well as professional skills of the company's specialists. Hope means social responsibility of the company and careful attitude to human resources.

New Nornickel brand-name will be used for all internal/external communications while the name of the legal entity won't be changed as yet. Rebranding process within the company's business units will proceed till 2018 with the natural wear and replacement of media.

The new brand reflects the pivotal changes that have affected the company over the three year stretch following the update to development strategy. The previous brand has delivered in full on the agenda of early 2000s, but in this 15 year run, the company has made great strides and is now at a point in its development, where new perspectives are vital and a new symbol becomes essential.

According to Vladimir Potanin, President of Nornickel, these changes will draw thousands of the Company's employees together ever closer: 'The new brand is more in the spirit of people working for Nornickel. Our employees are reliable and responsible. Furthermore, the new positioning and the new brand are meant to increase the company's value. Nornickel is a reliable partner, trusted contractor for various parties, from local authorities in the regions where the company operates, to investment funds and investors acquiring our securities. The new brand will undoubtedly represent the company as an even more up-to-date, dynamic and development-oriented one.'

ABOUT THE COMPANY

Nornickel is a diversified mining and metallurgical company, the world's largest producer of refined nickel and palladium and a leading producer of platinum, cobalt, copper and rhodium. The company also produces gold, silver, iridium, selenium, ruthenium and tellurium. The production units of Nornickel include Polar Division, located at the Norilsk Industrial District on Taimyr Peninsula, and Kola Mining and Metallurgical company located on the Kola Peninsula in Russia as well as Harjavalta nickel refinery in Finland. Nornickel shares are listed on the Moscow and on the Saint-Petersburg Stock Exchanges. Nornickel ADRs trade over the counter in the US and on the London and Berlin Stock Exchanges.

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