



Media Kit

October 2021



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Analysis & Rational

Fortescue has several key audiences and stakeholders to consider when producing a media story, these can be sectioned into two categories, Fortescue and media:

Fortescue:

Audiences to consider under this bracket are both current and future employees, and shareholders. Current and future employees and trainees of Fortescue are major stakeholders and interests in Fortescue news. Company plans and updates directly affect employees and therefore need to notify persons of such. Similarly, shareholders in FMG have major influence in the future of the company and therefore need to be considered when releasing news stories, how the angle will affect share prices and therefore shareholders investments.

Media outlets:

Fortescue's main media outlet partner continues to be Seven West Media, owner of The West Australian with interest in writing articles specific to the mining industry and business sector. As The West Australian continues to be a close partner of Fortescue, their stakeholders and audience/readers need to be considered. "In WA, 82 per cent of the population reads The West's print or digital mastheads every month. About 17 per cent of the population reads a printed copy of The West every day" (PerthNow, 2021). The West Australian holds the widest age demographic readership of all West Australian newspapers with an estimated age bracket of 14-80. "Significantly, The West Australian's growth has come on the back of a 10 per cent year-on-year rise in readers aged 14-29. More people are also reading Business and Sports sections in recent months, according to the new EMMA data" (The West Australian, 2020). Within the business section which links to their mining section, it is estimated that the main age demographics are readers aged 30-60 (who look for updates on economy and investment news), and readers 60+ who are considered in the retiree bracket as major investors of FMG and key readers of the business and mining section.

Our Chosen Media outlet:

With our key audiences being those directly linked with Fortescue and those associated with Seven West Media, our primary news partner, it is decided that our chosen media outlet is The West Australian as this reaches all our key audiences we wish to target, stakeholders, and shareholders. "The West's cross-platform readership has grown a staggering 858,000 readers in the past year to 4.14 million people, a 26 percent rise that is the biggest by any major metro news organisation over the period" (PerthNow, 2021). "The West Australian has cemented its place as the country's top-performing tabloid newspaper Monday-to-Friday, with latest readership figures revealing our metropolitan audience is up 4.5 per cent year-on-year or 15,000 people. In total, 417,000 people now read The West Australian every weekday" (The West Australian, 2020).

The West Australian's business and mining sections complement our brand as we offer 'West Exclusive' stories that support The West Australian's interests. Focusing on releasing a story with an angle of sustainability, Stuart Mckinnon is our chosen journalist. As a long time mining reporter, Stuart has 23 years print and online experience covering business and general news in roles as a reporter, sub-editor and editor" (The West Australian, 2021). Having written many articles on FMG in the past, he is a trusted reporter for Fortescue's media release.

Email to Journalist 02

To: Stuart Mckinnon
From: Sienna Zorde

Subject: FMG Manages Climate Threats from Space

Hi Stuart,

As a committed reporter on mining developments and innovation, you may be interested in Fortescue's climate change investment announcement to develop a remote sensing tool managing climate threats through satellite data, saving Australia from bushfire threats.

Partnering with the geospatial services division, this new technology creates a fire scar mapping system to predict future fire threats. Proven highly effective, FMG tested this technology near the accommodation village at the Christmas Creek mine earlier this year.

I noticed your recent articles have focused on mining companies relations to one another and their innovation tech budgets. As such, I believe this news could be a great addition to the discourse on mining tech development.

I have prepared an exclusive news release discussing the FMG announcement and climate stance with included digital photos. I would love to send these to you and arrange a telephone interview to further discuss the details of the announcement.

I can be contacted with the above email address or on my mobile (0405000000) at any time.

Kind regards,
Sienna Zorde.
FMG Public Relations Consultant.

Fortescue's Innovative Fortune In Unfortunate Times

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As bush fire threats increase quickly with the approaching Australian summer months, FMG has developed a remote sensing tool to manage these climate threats from space and take a leadership position on climate change as a mining company.

After the Intergovernmental Panel on Climate Change (IPCC) reporting a “code red for humanity” earlier this year, Fortescue announces that they acknowledge their responsibility to engage with the battle on climate change, setting an emissions reduction goal to achieve carbon neutrality by 2030.

“People are not listening to the Greta Thunberg. They’re not listening to the scientists. They will listen to commerce.” - Andrew ‘Twiggy’ Forrest

Recognising that mining companies have a responsibility to accelerate the transition towards a net zero emissions global economy, after a \$70 million bushfire donation in 2020 and investing nearly \$2 million in research and conservation programs in 2021, Fortescue continues to invest in initiatives and technologies that minimise environmental impacts, committing \$800 million into energy infrastructure plans.

Using “fuel age data” to determine the potential severity of a bushfire when combined with the vegetation type, density, and surrounding terrain, FMG has invested in a remote sensing tool in space to detect these fire dangers across wide areas in Western Australia. Mapping out places to conduct low-intensity prescribed burns to reduce unprecedented bushfires, FMG’s algorithms and satellite data don’t only help protect Fortescue assets but further assist the community of Western Australia, protecting the state as a whole from summer fire threats.

With their pioneering data science capabilities, it is estimated that FMG’s investment in this technology will save the state millions in severe fire damages and losses through a method called “fire scar mapping”. Originally used to reduce the risk to workers safety and company assets as part of the bushfire risk management program, FMG now looks to support Western Australia through the summer of 2021.

Who we are:

- The **safest, lowest cost, most profitable** mining company and proudly **West Australian** owned.
- Recognised for our culture, innovation, and industry-leading development of infrastructure and mining assets.
- By empowering our people, we will continue to generate **economic growth** and **create jobs** as we take a **global leadership position** in the green energy transition.
- **Our Values:** Safety, Family, Empowerment, Frugality, Stretch targets, Integrity, Enthusiasm, Courage and determination, Generating ideas, Humility.

Employment:

- One of the top businesses in WA providing **local employment** for West Australians with a **14% indigenous employment rate**.
- Fortescue is “committed to partnering with traditional custodians safeguarding the environment and cultural heritage now and for the future” (Fortescue, 2021).
- Committed to “**providing training and employment pathways** for the next generation of our workforce to help build a pipeline of diverse talent for our operations” (Fortescue, 2021).

Company Operations:

- As one of the world’s largest producers of iron ore, Fortescue’s wholly owned and integrated operations in the Pilbara include the **Chichester, Solomon and Western mining hubs**. Our mining infrastructure is connected to the **five berth Herb Elliott Port and Judith Street Harbour towage facility** in Port Hedland via the fastest heavy haul railway in the world (Fortescue, 2021).

World Leading Technology and Climate Commitment:

- Driven by our **industry-leading target** to be **carbon neutral by 2030**, Fortescue is committed to lead the heavy industry battle against global warming.
- Fortescue was the first company in the world to deploy **Caterpillar (CAT) autonomous** haulage on a commercial scale when trucks fitted with autonomous haulage system. Today, our AHS fleet is among the largest in the world.
- FMG works towards decarbonising our mobile fleet through the next phase of **hydrogen and battery electric energy solutions** to eliminate the need for diesel across our operations.
- FMG is establishing a global portfolio of green hydrogen and green product operations that will position us at the **forefront of the global renewable hydrogen industry**.
- Since October 2019, Fortescue and our partners have announced investments in excess of **\$800 million** in significant energy infrastructure projects which will increase our use of renewable energy, a key contributor to our pathway to achieve our emissions reduction targets.

(Fortescue, 2021).

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Media Backgrounder

FMG's commitment to climate change:

In 2019, FMG set a target of net zero emissions for as close as 2030. This continues to stand 20 years earlier than other mining companies, setting their goals at an expected 2050 (Batten, 2020). This target backs Fortescue's statement, "we are committed to taking a leadership position on climate change" as millions of dollars are invested into innovation that supports the climate crisis (Fortescue, 2021).

Fortescue continues to support the Paris Agreement long-term goal to limit the global temperature rise to well below 2°C above pre-industrial levels (Batten, 2020). As such, FMG's emissions reduction targets not only align with this international objective but aim to be achieved in an economically sustainable manner to appease both stakeholders and shareholders (Fortescue, 2021).

How FMG is working towards the net zero emissions target:

FMG has announced an \$800 million energy infrastructure projects investment. This includes their long time planned Chichester solar gas hybrid project and the \$700 million Pilbara Energy Connect project (Batten, 2020).

Additionally, FMG has partnered with CSIRO to develop metal membrane technology, which allows for bulk transportation of hydrogen through ammonia (Batten, 2020).

Most recently, partnering with the geostationary services division, Fortescue has developed multi-spectral satellite data that analyses and identifies vegetation that has previously been burnt to create a fire scar mapping system to predict future fire threats, conducting low intensity prescribed burns to limit these climate threats (Johnston, 2020).

"FMG has already been able to act on insights gathered from the project, undertaking a prescribed burn near the accommodation village at its Christmas Creek mine earlier this year" (Johnston, 2020).

As Fortescue's most recent innovation investment, this technology has surpassed its original purpose to protect company assets and has been opened to protecting Australia as a whole moving into the summer of 2021.

After the terrible fires in early 2020 bringing havoc to thousands of citizens, Fortescue's satellite technology detects potential fire threats ahead of time, estimated to save the country millions in wildfire costs and save millions of citizen and animal lives, protecting bushland and endangered species.



(Johnston, 2020).



(Fortescue, 2021).

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