
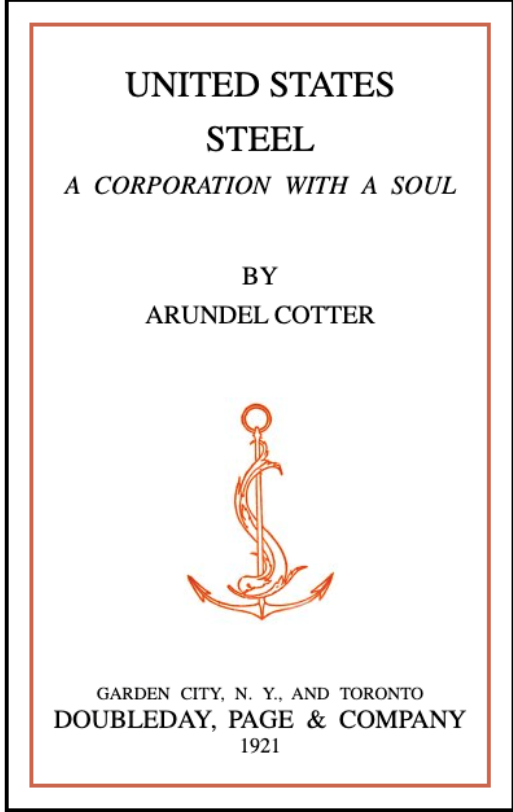


2023-06-14 DRAFT: Script for Release of U. S. Steel ESG Report

- **Goal video length:** 2 minutes-ish
- **Video uses:**
 - Launch of ESG Report (tentative)
 - If it can be completed in time; if not, late June completion target
 - Other TBD points in time when use would be appropriate (events, moments like Climate Week, etc.)

Voice Over	Related visual(s)
Since 1901, U. S. Steel has distinguished itself as a leader in an industry that has been essential to building our nation.	Historic steel mill stock footage into stills or video of any bridges, rail lines, skyscrapers, etc.
It is a position we were made to step into, a responsibility we readily assumed	People in the plants
not only by pioneering transformative steel solutions	maybe some meeting stock footage where people are discussing things across the table, etc.
but by modeling exemplary ethics	TBD
prioritizing safety	
and steadfastly demonstrating that care for people, stockholders, customers, and profitability could all exist in harmony with each other.	
Today, as in yesteryear, our legacy is evidenced in a host of “firsts”:	

<p>from U. S. Steel co-founder Elbert Gary's ideation of what is widely considered to be the first-ever corporate code of ethics</p>	 <p style="text-align: center;">ELBERT H. GARY</p> <p style="text-align: center;"><i>"The story of United States Steel is the tale of how Gary made his dream come true"</i></p>
<p>to our modern-day corporate governance that promotes the long-term interests of all our stakeholders, strengthens Board and management accountability, and helps build public trust in the company</p>	
<p>from initiating a successful campaign of Safety, Sanitation, and Welfare as early as 1906*</p>	<p>Historical footage/B-roll</p>
<p>to implementing an expansive, modern-day 360° Safety program that maintains the highest safety standards and places increased emphasis on our employees' and contractors' physical, psychological, and cognitive well-being</p>	
<p>from early steelmaking innovations in production and cost reduction</p>	<p>Historical photo with a Ken Burns push</p>
<p>to being the first American steel company to declare our intention to achieve net-zero greenhouse gas emissions by 2050</p>	<p>TBD visual that shows/says:</p> <ul style="list-style-type: none"> • net-zero by 2050 (large visual) • scope 1 and 2 greenhouse gas emissions (smaller visual)

<p>the first in North America to receive a ResponsibleSteel™ site certification for employing the highest standards of environmental, social, and governance performance across the supply chain,</p>	<p>ResponsibleSteel™ logo with TBD supporting visuals (maybe some meeting stock footage where people are discussing things across the table, etc.)</p>
<p>and the first in the world to have a steel mill become LEED®-certified.</p>	<p>B-roll of BRS</p>
<p>But, of course, leading is not just about being first, it is also about doing things best, which is why we've implemented a Best for All® strategy</p>	<p>TBD, likely a visual treatment of the words "Best for All"</p>
<p>that is leading the way in producing profitable, sustainable steel solutions that benefit our customers and communities, our people and the planet.</p>	<p>TBD visual that includes some kind of on-screen graphic/text to make the following point: developed more than a dozen new low-carbon-footprint steel products since 2021</p>
<p>In 1921, author Arundel Cotter wrote, U. S. Steel is "a corporation with a soul." Lofty praise that was hard earned and set a high bar for the years that would follow.</p>	 <p>The image shows the front cover of a book titled "UNITED STATES STEEL" by Arundel Cotter. The text on the cover reads: "UNITED STATES STEEL", "A CORPORATION WITH A SOUL", "BY ARUNDEL COTTER", and "GARDEN CITY, N. Y., AND TORONTO DOUBLEDAY, PAGE & COMPANY 1921". In the center of the cover is a logo consisting of an anchor with a stylized letter 'S' intertwined with it.</p>
<p>Those words speak of an enduring legacy, an ongoing challenge, and a truth that is just as hard earned today as it has been for one-hundred-plus years and counting.</p>	

<p>N/A – music only</p>	<p>Closing visual: On-screen text with QR code (link to https://www.ussteel.com/sustainability/overview):</p> <p>Learn how U. S. Steel is building a more sustainable future that is Best for All®.</p>
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DRAFT: ALT Script for Release of U. S. Steel 2023 ESG Report

- **Goal video length:** 2 minutes-ish


Voice Over	Related visual(s)
Steel.	
<p>It's an essential part of our past that remains ubiquitous in our present.</p> <p>It is an integral component of some of our loftiest achievements...</p>	<p>Historic steel mill stock footage into stills or video of any bridges, rail lines, skyscrapers, etc.</p>
<p>but it has also contributed to some of our biggest challenges.</p>	<p>Physical evidence of greenhouse gas emissions</p>
<p>Today, as we collectively tackle climate change, steel is essential to our future, which is why at U. S. Steel we are driving transformation with our Best for All® strategy.</p>	<p>TBD</p>
<p>Simply put, Best for All lays out a framework for us to deliver profitable, sustainable steel solutions for our employees, customers, communities and, of course, our shared planet.</p>	<p>End this visual block with a build that represents employees, customers, communities, and the planet.</p>
<p>We are moving with a sense of urgency, making significant investments in</p>	
<p>innovation, research, and development;</p>	<p>TBD visual that includes some kind of on-screen graphic/text to make the following point: developed more than a dozen new low-carbon-footprint steel products since 2021</p>
<p>next-generation technologies that produce stronger, lighter, lower-emission steels;</p>	<p>TBD USS B-roll</p>

and industry-leading projects at our existing facilities	TBD USS B-roll
all so we can meet our near-term and far-reaching decarbonization goals	TBD visual that shows/says: <ul style="list-style-type: none"> • net-zero by 2050 (large visual) • scope 1 and 2 greenhouse gas emissions (smaller visual)
because the world can't achieve decarbonization without steel.	
It is vital to most of the core technologies that reduce greenhouse gas emissions,	Wind turbines, solar array foundations, possibly transformers used in electrification and EV motors
it is integral to a circular economy,	Image similar to page 13 of the ESG Report
and with an average lifespan of 40 years and a capacity for nearly infinite recyclability,	Could we motion graphic the above so that it spins here?
it is indispensable to our sustainable future.	TBD
Today, we at U. S. Steel, are looking ahead with a visionary plan, one that supports the decarbonization of power generation, transportation, manufacturing — even how we live in our homes and occupy our buildings;	
that demands we improve sustainability throughout our entire supply chain;	
that invites key stakeholders to collaborate with us on solutions to climate change;	ResponsibleSteel™ logo with TBD supporting visuals (maybe some meeting stock footage where people are discussing things across the table, etc.)
that unearths every opportunity to develop and commercialize differentiated grades of sustainably produced steels so we can empower our customers to reduce emissions in their own value chain;	Maybe some footage of finished steel (BRS B-roll) moving to stock footage of a car assembly line/EV vehicle being charged, solar and wind farm, steel-framed construction project.
and that recognizes what's good for the planet is also good for business.	
For more than 120 years, U. S. Steel has leaned into its leadership role in an industry that has been an essential part of building modern economies.	
Now just watch us go as we lead the charge into a future that is truly Best for All.	

2024-02-22 FINAL: Script for Ethisphere’s World’s Most Ethical Companies® Gala

Goal Video Length :45 seconds max.

- **Uses:**
 - March 4: Launch date, social channels, and other TBD points in time when use would be appropriate.
 - In-person awards dinner on April 24 (**submission deadline is March 15**)

Voice Over	Related visual(s)
Music bed up	U. S. Steel logo
From U. S. Steel co-founder Judge Elbert Gary’s vision	 <p style="text-align: center; font-size: small;">ELBERT H. GARY <i>“The story of United States Steel is the tale of how Gary made his dream come true”</i></p>
of what is widely considered to be the first-ever corporate code of ethics	Dissolve to a visual depiction of the code
to the modern-day S.T.E.E.L Principles that form the basis of our Code today –	S.T.E.E.L. Principles badge
Principles that define our corporate character and are as durable as the steel we produce.	Steel product/facility process/mining process B-roll video and photos
Earning Ethisphere’s recognition as one of the 2024 World’s Most Ethical Companies® is made possible by our hardworking employees,	Ethisphere badge graphic
whose ethical conduct connects them	Graphics to show this is our 3 rd consecutive year

from our mills to our offices,	Continue employee-oriented B-roll video and photos with imagery to match narration (plant employees followed by Irvin plant executive assistant footage from Jan. 2023 shoot for the "office" part)
and from one generation to the next.	Continue employee-oriented B-roll video and photos with imagery to match narration (older-looking employee(s) first, then younger-looking ones next)
United States Steel...	Mixture of employee-oriented B-roll video and photos and steel/mining process footage/shots with build of Ethisphere badge graphic prominent on-screen to match narration
united by an ethical culture that is integral to who we've been, who we are, and who we'll continue to be.	TBD ending imagery

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