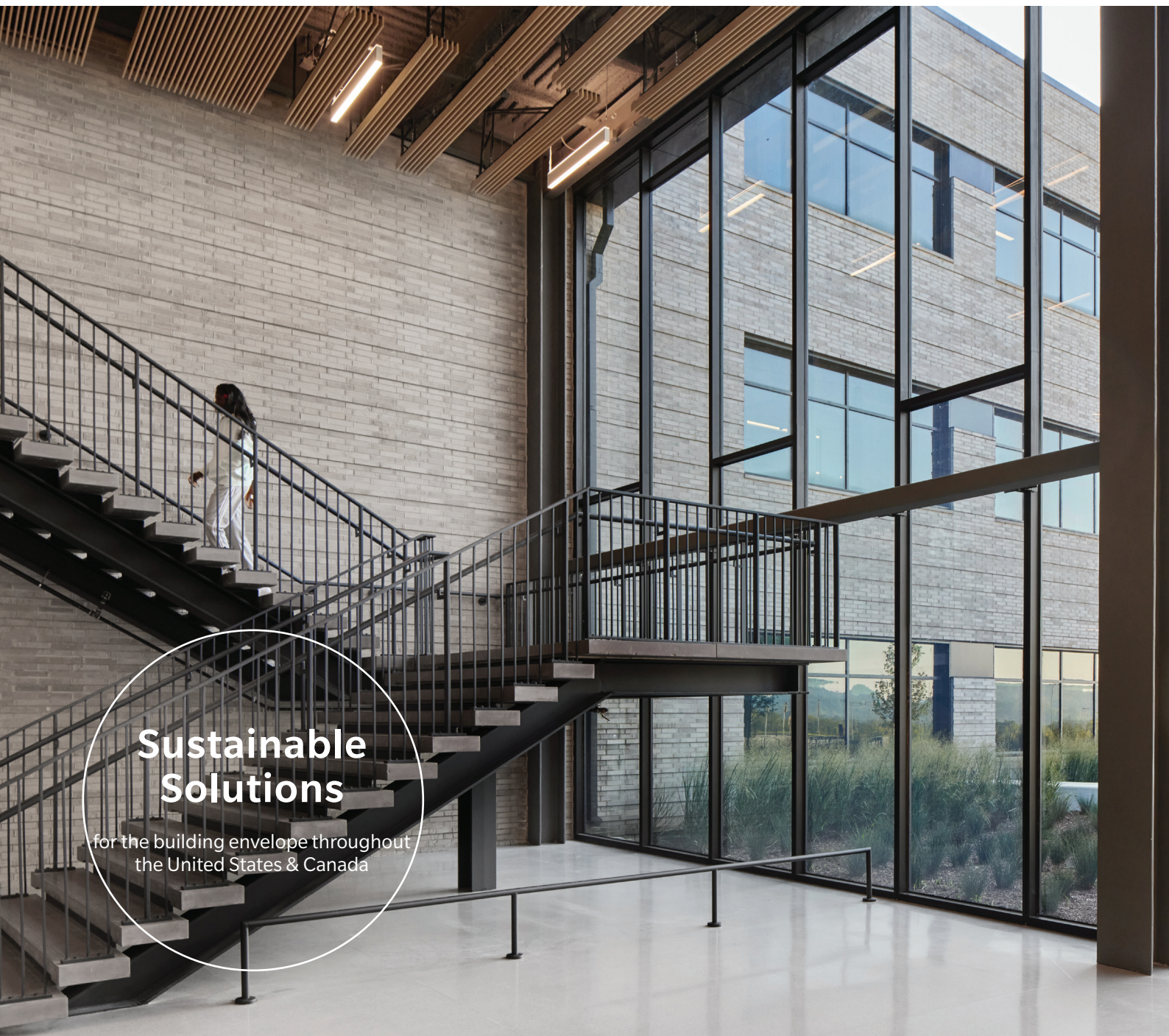


North America Comprehensive Overview

General Shale



**Sustainable
Solutions**

for the building envelope throughout
the United States & Canada



General Shale has a storied history that spans more than 95 years. Throughout those decades, generations of employees have come together to create lasting and beautiful solutions for customers across the United States and Canada. From supplying brick to homeowners and national builders, partnering with architects in creating a once-in-a-generation masterpiece, or providing communities with access to clean water through our pipe's solutions; a harmony between beauty and longevity is our promise to both the natural world and its inhabitants.

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History is in the making

The General Shale Products Corporation began operations in 1928, when the Johnson City Shale Brick Company, founded in 1903, merged with the Kingsport Brick Corporation, which was established in 1910.

Today, General Shale is North America's largest brick, stone, and concrete block manufacturer, featuring 31 production facilities in 17 states and provinces, including a PVC pipe manufacturing operation in Siloam Springs, Arkansas. General Shale also has a network of 27 sales locations and more than 200 affiliated distributors across North America.

General Shale's mission is to continue as the preferred solutions provider of sustainable building solutions in North America with products that offer enduring quality, energy efficiency, and natural beauty, which are driven by innovation that is modern and future-oriented.

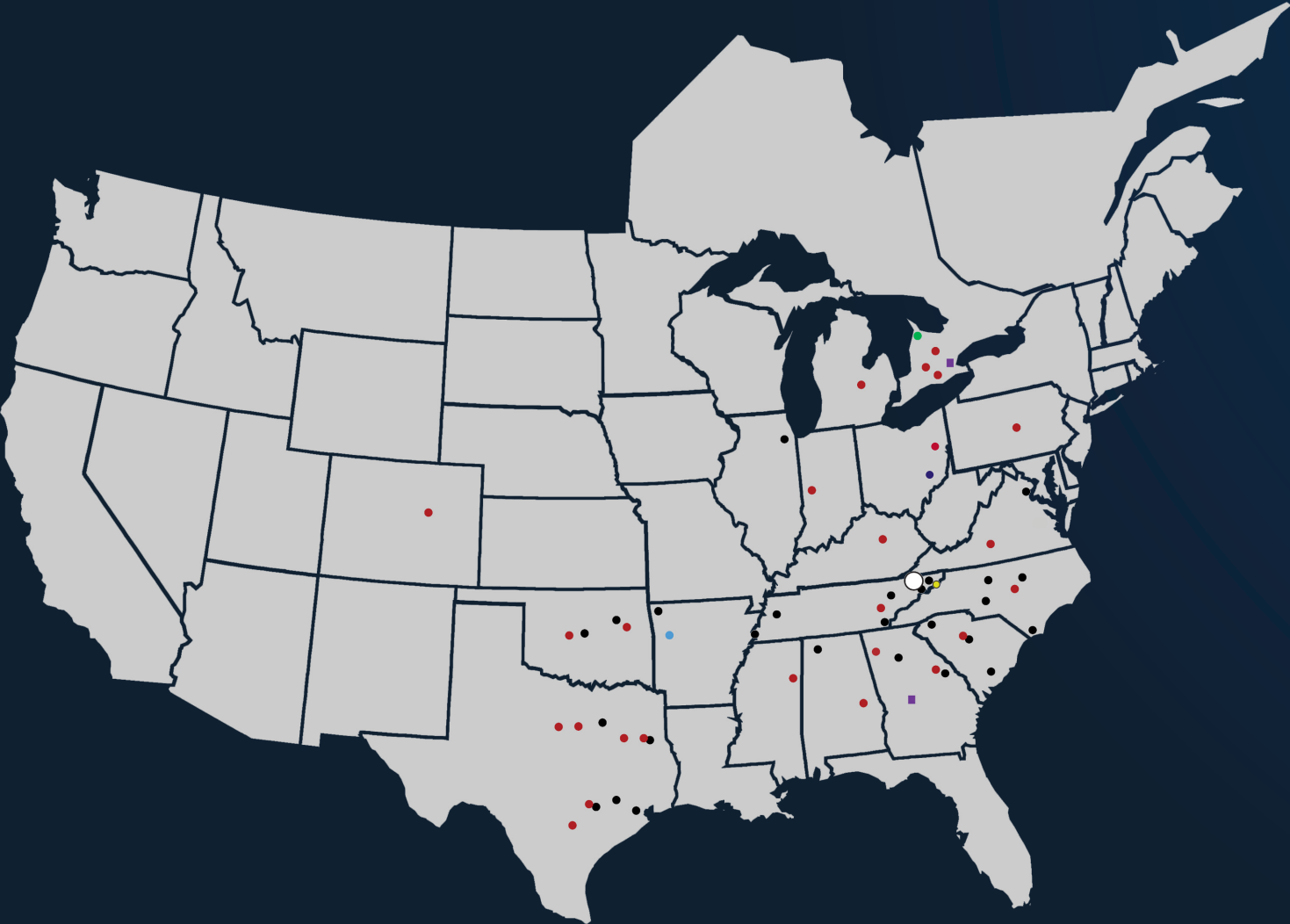
Our Mission

is to be the preferred provider of sustainable building solutions in North America



While General Shale is the largest brick manufacturer in North America, those at its helm work diligently to encourage a close-knit, family atmosphere among its employees where joyalty is celebrated within the company.





In addition to General Shale's manufacturing, quarry, and retail distribution sites, the company partners with over 200 affiliated distributors and dealers across the 48 continental states in the U.S.

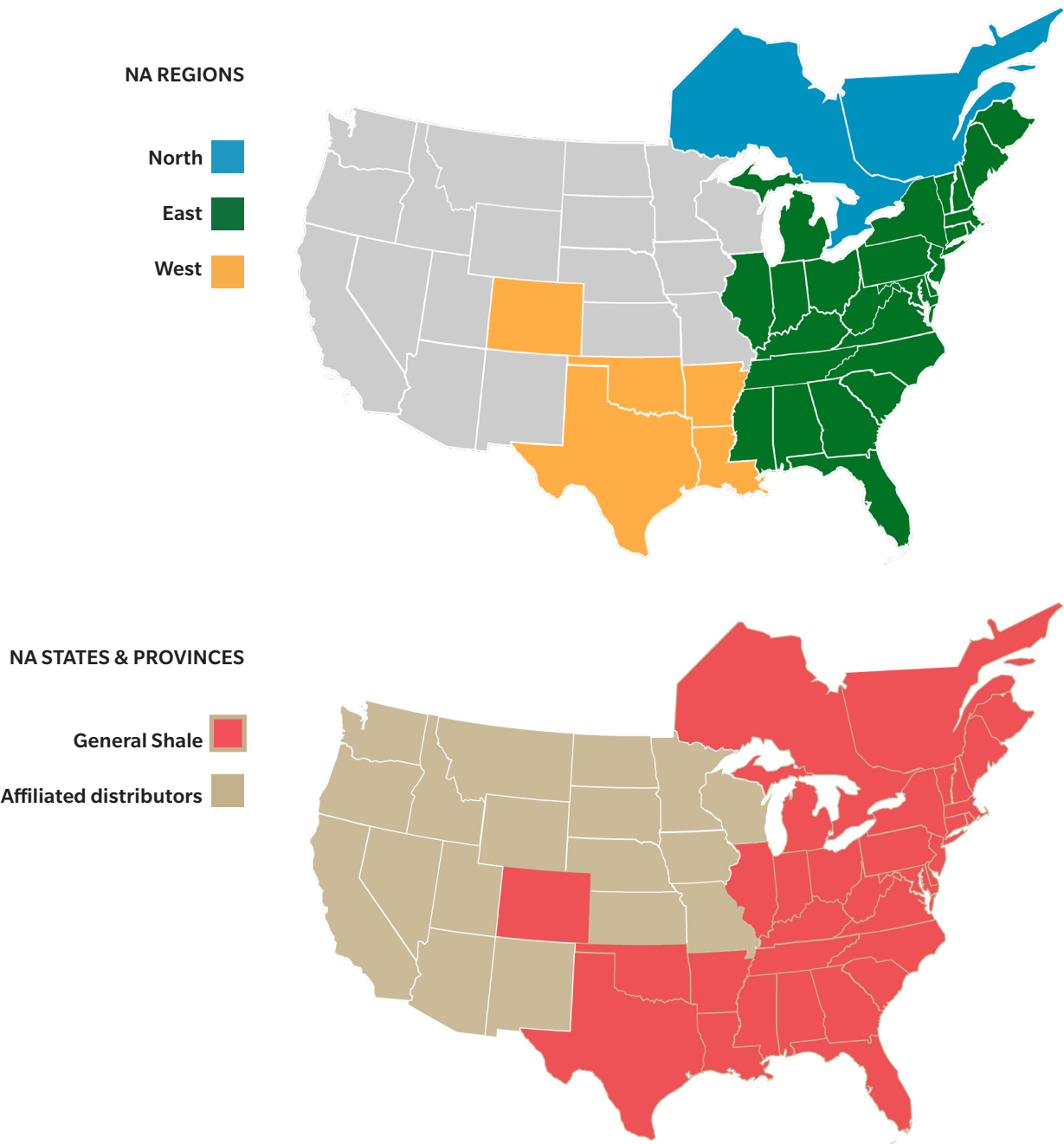
NA LOCATIONS MAP KEY

- Corporate Headquarters
- Brick Plant
- Retail Distribution Center
- Stone Plant
- PVC Pipes Plant
- Concrete Block Plant
- Rock Quarry
- Roof Tile Plant

All-in solutions across North America

As the leader in sustainable solutions across North America, General Shale is positioned to provide all-in solutions for the entire building envelope at all its sites not only for the residential construction market, but also the commercial sector and for renovation.

Within the framework of our commitment to sustainable and innovative solutions, General Shale regional strategy is to operate in close proximity to customers in order to offer them complete system solutions and, at the same time, support regional production sites capable of providing such services on site, which in turn contributes significantly to the reduction of the company’s carbon footprint.



Portfolio diversification for the building envelope

General Shale offers a diverse product portfolio including clay brick of all shapes, sizes, and colors; Arriscraft calcium silicate building stone; thin brick that can be easily installed in both interior and exterior applications; PVC pipes for municipal water and sewer, well casing, plumbing, and irrigation; concrete products for commercial and residential landscape solutions; and clay roof tiles for maximum beauty and energy efficiency.

Wall Solutions

- Clay Brick
- Calcium Silicate Stone
- Clay Thin Brick
- Thin Stone
- Natural Thin Rock
- Clay Tile
- Concrete Masonry Unit & Segmented Retaining Wall Block

Roof Solutions

- Clay Roof Tile
- Roof Accessory Systems

Infrastructure Solutions



Clay Brick

- Brand lines | 7
- Production sites | 25
- Available sizes | Multiple
- Market segments | Residential; commercial
- Solution segments | New construction; renovation; reclamation
- Installer segments | Contractor; builder; architect; designer; mason

Calcium Silicate Stone

- Brand lines | 1
- Production sites | 2
- Available sizes | Multiple
- Market segments | Commercial; residential
- Solution segments | New construction; renovation
- Installer segments | Contractor; builder; architect; designer; mason

Clay Thin Brick

- Brand lines | 5
- Production sites | 5
- Available sizes | Standard & custom
- Market segments | Residential; commercial
- Solution segments | New construction; renovation; rehabilitation
- Installer segments | Contractor; builder; architect; designer; mason; homeowner

Concrete Masonry Unit & Segmented Retaining Wall Block

- Brand lines | 5
- Production sites | 1
- Available sizes | Multiple
- Market segments | Residential; commercial
- Solution segments | New construction
- Installer segments | Contractor; builder; architect; designer; mason; homeowner

Clay Roof Tile

- Brand lines | 1
- Production sites | 1
- Available sizes | Multiple
- Market segments | Residential; commercial
- Solution segments | New construction; renovation; rehabilitation
- Installer segments | Contractor; builder; architect; designer

PVC Pipe

- Brand lines | 1
- Production sites | 1
- Available sizes | Multiple
- Market segments | Commercial
- Solution segments | New construction; rehabilitation
- Installer segments | Contractor

Access through a regional network of tactical brands

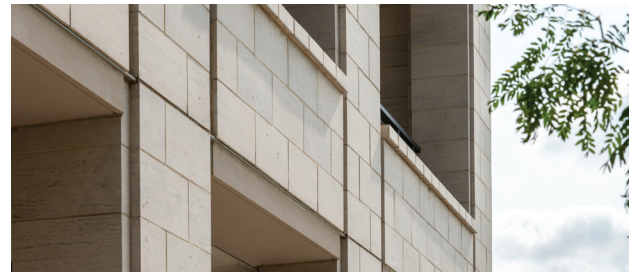
General Shale Brick®

General Shale Brick is at the core of General Shale's 95+ years of success and is the company's legacy brick solutions brand. The name is trusted by generations of customers and has carried General Shale to where the company is today representing seven manufacturing sites with over 100 colors and styles for residential and commercial design.



Arriscraft®

As the stone products brand of General Shale, Arriscraft has been providing premium full bed and thin stone solutions to architects and builders for six decades. Two manufacturing facilities offer a variety of quarried options, which create timeless projects and enhanced value without the costs normally associated with stone.



Columbus Brick®

SINCE 1890

With a storied history that began in 1890, the Columbus Brick brand is known for its industry-unique "paper cut" texture and classic styles. Two plants are strategically located in the heart of the South to offer builders and architects a catalogue with dozens of truly timeless and elegant options.



Watsontown Brick®

Watsontown Brick offers a gorgeous line-up of full-bed brick, molded brick, thin brick, and clay pavers, including white tones, pastels, and contemporary finishes. Its boutique-style capabilities uniquely positions the brand for rehabilitating or remodelling centuries-old structures to a nearly seamless match.



Red River Brick™

Red River Brick brings General Shale into the Southwest U.S. markets – the country's largest market for brick construction. Across eight plants, the brand boasts more than 60 unique residential colors. Red River Brick's retail distribution sites offer regional builders access to numerous options with ease.



General Shale



The Canada Brick brand lays claim to a rich heritage of legacy craftsmanship in the Canadian marketplace. Today, distribution within the U.S. offers customers in the Northeast a variety of brick options to pair with building stone for compelling and creative masonry designs.

Michigan Brick™

Michigan Brick positions General Shale to be a leading provider of brick solutions in the Midwest. Along with color varieties from classic to trendy, Michigan Brick features one of the few thin brick extruded operations in the industry, resulting in renovation and remodel options that are equal parts beautiful and practical.



Summitville produces premium grade quarry tiles, high durability industrial floor brick, and tile care products. Best known for "Strata-Tile®", a unique mixture of clays that emulate the earth's natural striations, Summitville's offering expands General Shale's portfolio in commercial precast and industrial solutions projects.



Ludowici clay tile is known for its distinctive look and sustainable, long-lasting beauty. The brand offers a range of color and textures, allowing endless inspiration for architects, designers, and homeowners alike. Ludowici tiles reflect the unparalleled beauty of the past with the technology of the present.



The NA division of the PipeLife Group, Jetstream PVC pipes include solutions for municipal water and sewer, well casing, plumbing, and irrigation for water and infrastructure management in cities and rural communities across the United States, as well as humanitarian efforts for well development and clean water access.





Sustainability



Sustainably made for sustainable design

General Shale is committed to leading our industry and modelling both sustainability and environmental stewardship. Aligned with wienerberger, our sustainability initiatives focus on decarbonization, circular economy-driven products, biodiversity, and our people.

Our products are sustainable by their very essence, as they are made from parts of the earth itself. Our responsible mining and manufacturing practices also intentionally conserve water and producing minimal emissions. General Shale regularly evaluates the energy consumed through the manufacturing process and is committed to implementing modern technology to maximize efficiency. General Shale also incorporates recycled content to produce bricks. General Shale is also committed to reclaiming former mining sites to foster a variety of flora and fauna populations.


Through our PVC pipes division at Jet Stream, General Shale is creating infrastructure that can last for hundreds of years in cities and communities across the U.S. As lead and steel piping used decades ago corrodes and fails, PVC pipes offer a sustainable alternative to benefit future generations.




Our story continues

Trusted. Dependable. Genuine. These are words often used to describe our products, and it's true. However, these qualities are not the secret to our success; it's our people. Those we employ, those we serve, and our trusted industry partners. After all, our commitment to a future of sustainable building solutions for cities and neighborhoods across North America is possible only through their commitment to us and the diversity and skillsets they bring to our organization and culture.

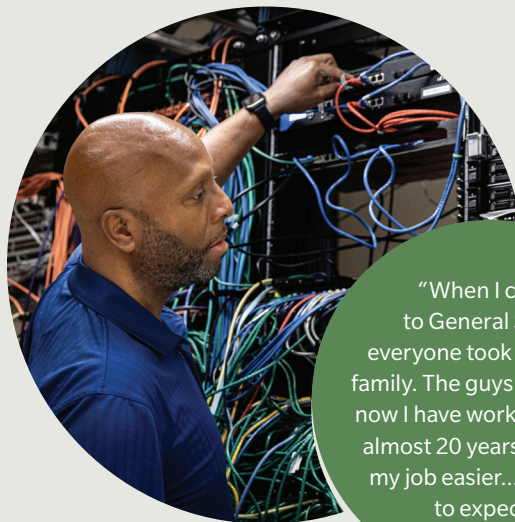
This is our identity. This is our mission. This is our story, together.



"Before you know it...I was programming equipment for plants across the country. I've seen ups and downs in my 20 years but General Shale takes care of you."



"I have noticed General Shale invests in rebuilding and making things better, which makes my job easier and safer...it allows me...to go home and be with my kids."



"When I came to General Shale, everyone took me in like family. The guys I work with now I have worked with for almost 20 years. It makes my job easier...and what to expect."



"I am coming into my 30th year at General Shale. Even my family and friends are surprised by that. I say all the time "brick gets in your blood and it's there for life."



General Shale Today

- 2,400 + employees
- Male: 87% | Female: 13%
- Caucasian: 52% | African American: 15% | Hispanic or Latino: 14 % | American Indian: 1.5% | Asian: < 1% | Other or not specified: 16%
- **23% female executive board**



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