

|                           |                                                                                                                                                              |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Press Release:            | VitrA à Cersaie 2025: VitrA est pionnier dans la production de « carrelage en porcelaine 100 % recyclé » en matière d'innovation et d'expériences immersives |
| Disseminated on:          | 6 October 2025                                                                                                                                               |
| Target country(ies):      | France                                                                                                                                                       |
| Distribution Language(s): | French and English                                                                                                                                           |

I. Brief - PR Results

The media monitoring outputs of the press release are summarized in four key metrics.



**Yahoo.com/FR**

Reaching the Most People



**40**

Websites Have Published



**29.461.586**

Total Potential Audience



**5.910**

Journalist Views

II. Distribution Report

This section comprehensively outlines the steps for distributing the press release to the media.

| Recipients            |   | Status |
|-----------------------|---|--------|
| AcquireMedia          | ✓ | Sent   |
| AFP Terminal          | ✓ | Sent   |
| Associated Press (AP) | ✓ | Sent   |
| Bloomberg             | ✓ | Sent   |
| Comtex                | ✓ | Sent   |
| Dow Jones Factiva     | ✓ | Sent   |
| Google News           | ✓ | Sent   |
| InfoDesk              | ✓ | Sent   |
| LexisNexis            | ✓ | Sent   |
| NewsNow               | ✓ | Sent   |
| Proquest              | ✓ | Sent   |
| Targeted Media List   | ✓ | Sent   |
| Thomson Reuters       | ✓ | Sent   |

**7** Media lists

The media lists that the press release was sent includes: Business, Design, Tiles, Home, Innovation, Lifestyle, Exhibition

**7.971** Press members

The number of the media members whom B2Press and its affiliates emailed your press releases.

Media List Distribution

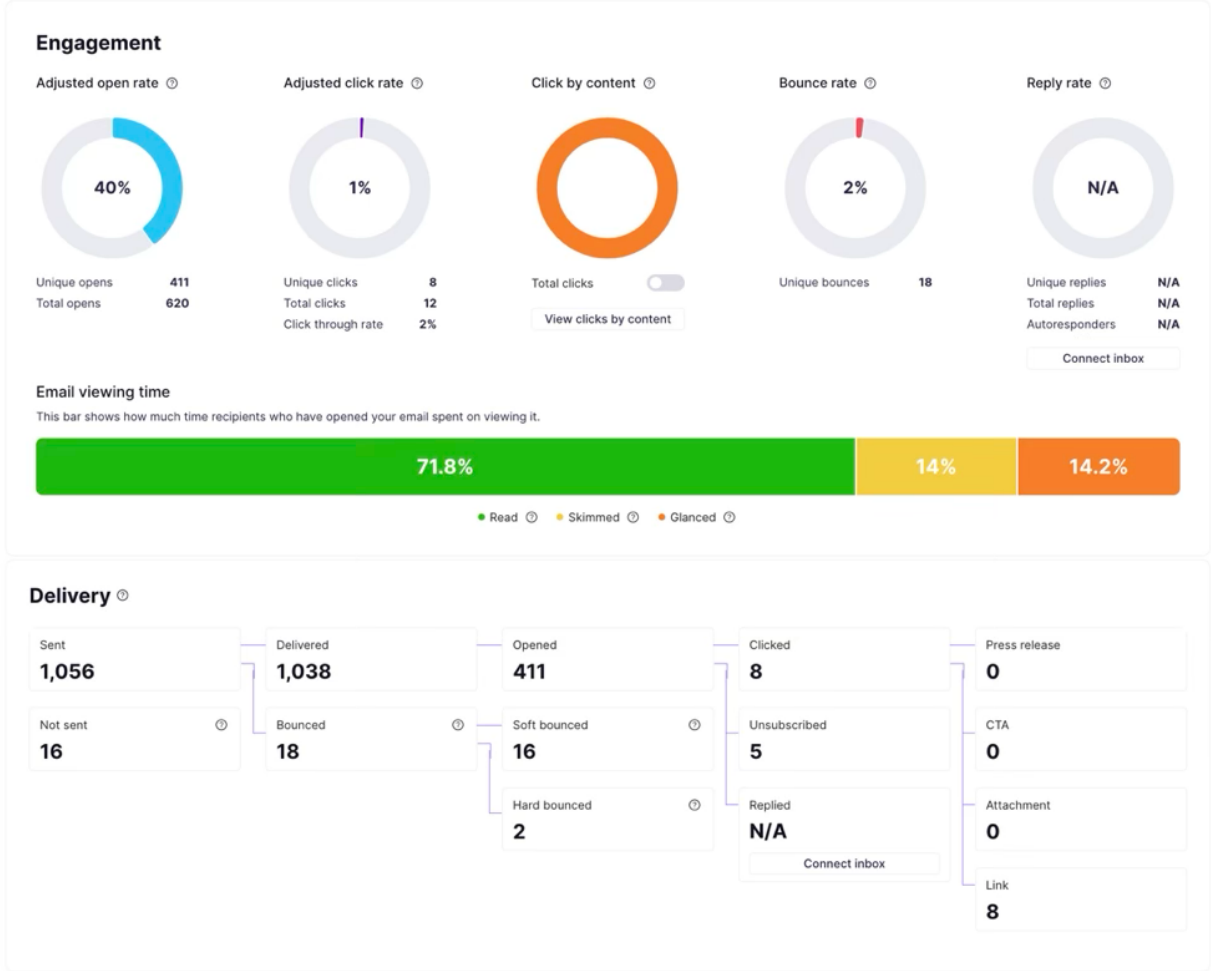
This section provides a segmented media list distribution report for the press release, ensuring that the content was sent to relevant media outlets and journalists.

Original message

6 days ago

FR - Communiqué de Presse: V...

Sent



III. Coverage Report

In this section, you'll discover a compilation of news websites where the press release is accessible.

Click on a recipient to view your story on their web site. While we deliver to the following recipients, it is ultimately the recipient's decision whether or not to display your news release. A number of our recipients display stories to their registered users only; in these cases the links below will only direct you to a public page representing the recipient.

Featured News

| Language | Website       | Montly Traffic                                                                              | Importance                                                                                                                                                                                                                                                                                | URL                  |
|----------|---------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| English  | Yahoo.com/FR  |  3.1B     | Yahoo! Finance rolled out shortly after Yahoo!'s debut in 1994. Yahoo! bills its Finance portal as its industry-leading business and financial news product, and the service has evolved from its desktop origins to utilize mobile and tablet apps.                                      | <a href="#">View</a> |
| English  | Lefigaro.fr   |  90M    | LeFigaro.fr is a leading French news website that provides comprehensive coverage of national and international news.                                                                                                                                                                     | <a href="#">View</a> |
| English  | Lesechos.fr   |  16.7M  | Lesechos.fr is France's leading economic and business news source. It provides up-to-date news, analyses and reports on finance, economics, politics, technology and business.                                                                                                            | <a href="#">View</a> |
| French   | Ledevoir.com  |  4.3M   | Le Devoir is an independent French-language daily newspaper based in Montreal. It publishes along the lines of Quebec nationalism and social democracy, and is an important representative of the independent press in Canada.                                                            | <a href="#">View</a> |
| French   | Lunion.fr     |  3.3M   | L'Union is a French regional newspaper published in the Marne, Aisne and Ardennes regions. Founded in 1944, it is owned by Groupe Rossel and based in Reims.                                                                                                                              | <a href="#">View</a> |
| French   | Lesoleil.com  |  3.2M   | Lesoleil.com is a comprehensive news website offering coverage across economics, politics, society, culture, and lifestyle. It also reports on developments in areas such as environment, education, and health, providing readers with reliable updates on both local and global events. | <a href="#">View</a> |
| French   | Lardennais.fr |  571.4K | L'Ardennais is a French regional newspaper published in the Ardennes region. Based in Charleville-Mézières, it is owned by Groupe Rossel and has five local editions.                                                                                                                     | <a href="#">View</a> |

|         |                   |                                                                                      |      |                                                                                                                                                                                                                                                                                                                                          |                      |
|---------|-------------------|--------------------------------------------------------------------------------------|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| French  | 24matins.fr       |    | 330K | 24matins.fr is a general news website established in France in 2011 and published by ADN Content. It targets young adults (under 35) and covers a wide range of topics including politics, economy, environment, culture, entertainment, and international news.                                                                         | <a href="#">View</a> |
| French  | Presseagence.fr   |    | 83K  | Presse Agence is a French-based online news agency founded in 2007. It provides national and regional news in areas such as politics, economy, society, culture and sports.                                                                                                                                                              | <a href="#">View</a> |
| English | Cantechletter.com |    | 74K  | Cantechletter.com is a news and analysis platform focused on technology, finance, and business. It provides up-to-date information and market commentary on startups, investments, stocks, and innovation.                                                                                                                               | <a href="#">View</a> |
| English | Stoculator.com    |  | 47K  | Stoculator is a platform offering the latest insights and updates on the logistics, supply chain, and automation industries. Focusing on industry trends, technological innovations, and business solutions, Stoculator provides valuable resources for professionals looking to stay ahead in the rapidly evolving supply chain sector. | <a href="#">View</a> |
| French  | Boursica.com      |  | 6K   | Boursica.com is an economic monitoring site that has been providing real-time news about listed companies for over 20 years. It provides French companies with comprehensive information on the financial markets.                                                                                                                       | <a href="#">View</a> |
| French  | Bourse24.be       |  | 2K   | Bourse24.be is a Belgian platform dedicated to financial analysis and information, offering insights into stock markets, equities and economic trends.                                                                                                                                                                                   | <a href="#">View</a> |

Coverage List - French

*This list includes all websites that the press release has been published.*

| No | Website               | URL                                                                                            |
|----|-----------------------|------------------------------------------------------------------------------------------------|
| 1  | 24MATINS.FR           | https://www.24matins.fr/pr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-c     |
| 2  | Actus France          | https://actusfrance.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carrela   |
| 3  | Advertising Today     | http://www.advertisingtoday.com/article/855710515-vitra-cersaie-2025-vitra-est-pionnier-d      |
| 4  | Bizwire               | https://bizwire.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carrelage-ei  |
| 5  | Bourse 24             | https://www.bourse24.be/corporate_news/1333091-vitra-a-cersaie-2025-vitra-est-pionnier-        |
| 6  | Boursica              | https://www.boursica.com/informations-communiques-bourse/lire-depeche.php1/news/38i            |
| 7  | Dernieres Actus       | https://dernieresactus.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carr   |
| 8  | France Actu FR        | https://franceactu.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carrelag   |
| 9  | France Actus NET      | https://franceactus.net/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carre    |
| 10 | France News Wire      | https://francenewswire.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-car    |
| 11 | France Wire           | https://francewire.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carrelag   |
| 12 | GlobeNewswire         | https://www.globenewswire.com/news-release/2025/10/06/3161899/0/fr/VitrA-%C3%A0-C              |
| 13 | L'Ardennais           | https://www.lardennais.fr/id755740/article/2025-10-13/vitra-cersaie-2025-vitra-est-pionnier    |
| 14 | L'union               | https://www.lunion.fr/id755740/article/2025-10-13/vitra-cersaie-2025-vitra-est-pionnier-dar    |
| 15 | Le Devoir             | https://www.ledevoir.com/communiques-de-presse/922908/vitra-cersaie-2025-vitra-est-pic         |
| 16 | Le Digest Quotidien   | https://ledigestquotidien.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-c   |
| 17 | Le monde en un clic   | https://lemondeenunclic.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-c     |
| 18 | Le Quotidien Europeen | https://lequotidieneuropeen.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-d    |
| 19 | Le Soleil             | https://www.lesoleil.com/communiques-de-presse/2025/10/06/vitra-a-cersaie-2025-vitra-e         |
| 20 | Lefildenews           | https://lefildenews.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carrela   |
| 21 | Lefileco              | https://lefileco.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carrelage-ei |
| 22 | Presse Agence         | https://presseagence.fr/istanbul-vitra-pionnier-dans-la-production-de-carrelage-en-porcela     |
| 23 | Wire France           | https://wirefrance.fr/vitra-a-cersaie-2025-vitra-est-pionnier-dans-la-production-de-carrelag   |

Coverage List - English

*This list includes all websites that the press release has been published.*

| No | Website                          | URL                                                                                                                                                                                                   |
|----|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | 24/7 Business Reporter           | <a href="https://www.247businessreporter.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneer">https://www.247businessreporter.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneer</a>     |
| 2  | BizWire Express                  | <a href="http://www.bizwireexpress.com/showstoryGNW.php?storyid=1060951">http://www.bizwireexpress.com/showstoryGNW.php?storyid=1060951</a>                                                           |
| 3  | Cantechletter                    | <a href="https://www.cantechletter.com/newswires/vitra-tiles-at-cersaie-2025-pioneering-100-recyc">https://www.cantechletter.com/newswires/vitra-tiles-at-cersaie-2025-pioneering-100-recyc</a>       |
| 4  | Datanyze                         | <a href="https://www.datanyze.com/people/Thor-Ochs/2166327791#:~:text=VitrA%20Tiles%20at,O">https://www.datanyze.com/people/Thor-Ochs/2166327791#:~:text=VitrA%20Tiles%20at,O</a>                     |
| 5  | Einpresswire                     | <a href="https://www.einpresswire.com/article/773739240/western-resources-corp-receives-manag">https://www.einpresswire.com/article/773739240/western-resources-corp-receives-manag</a>               |
| 6  | French Polynesia Industry Update | <a href="https://www.frenchpolynesiaindustryupdate.com/article/855710508-vitra-tiles-at-cersaie-20">https://www.frenchpolynesiaindustryupdate.com/article/855710508-vitra-tiles-at-cersaie-20</a>     |
| 7  | Global Business Watch            | <a href="https://www.globalbusinesswatch.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneer">https://www.globalbusinesswatch.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneer</a>     |
| 8  | GlobeNewswire                    | <a href="https://www.globenewswire.com/news-release/2025/10/06/3161899/0/en/VitrA-Tiles-at-Ce">https://www.globenewswire.com/news-release/2025/10/06/3161899/0/en/VitrA-Tiles-at-Ce</a>               |
| 9  | Le Figaro                        | <a href="https://data-bourse.lefigaro.fr/communiqués/-DE/1362433">https://data-bourse.lefigaro.fr/communiqués/-DE/1362433</a>                                                                         |
| 10 | Lesechos                         | <a href="https://lesechos-comfi.lesechos.fr/press-release/vitra-tiles-at-cersaie-2025-pioneering-100">https://lesechos-comfi.lesechos.fr/press-release/vitra-tiles-at-cersaie-2025-pioneering-100</a> |
| 11 | Newsfile                         | <a href="https://www.newsfilecorp.com/release/269259/VitrA-Tiles-at-Cersaie-2025-Pioneering-100">https://www.newsfilecorp.com/release/269259/VitrA-Tiles-at-Cersaie-2025-Pioneering-100</a>           |
| 12 | Shoreline Beacon                 | <a href="https://www.shorelinebeacon.com/newsfile/269259-vitra-tiles-at-cersaie-2025-pioneering-1">https://www.shorelinebeacon.com/newsfile/269259-vitra-tiles-at-cersaie-2025-pioneering-1</a>       |
| 13 | Stoculator                       | <a href="https://stoculator.com/news/vitra-tiles-at-cersaie-2025-pioneering-100-recycled-porcelain-1">https://stoculator.com/news/vitra-tiles-at-cersaie-2025-pioneering-100-recycled-porcelain-1</a> |
| 14 | The World Newswire               | <a href="https://www.theworldnewswire.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneerir">https://www.theworldnewswire.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneerir</a>       |
| 15 | Today In The News                | <a href="http://www.todayinthenews.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneering-1">http://www.todayinthenews.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneering-1</a>       |
| 16 | World Post Reporter              | <a href="https://www.worldpostreporter.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneerin">https://www.worldpostreporter.com/article/855710508-vitra-tiles-at-cersaie-2025-pioneerin</a>     |
| 17 | Yahoo! Finance                   | <a href="https://finance.yahoo.com/news/vitra-tiles-cersaie-2025-pioneering-142200572.html">https://finance.yahoo.com/news/vitra-tiles-cersaie-2025-pioneering-142200572.html</a>                     |