

Mining is essential for a sustainable world. Smartphones, electric vehicles, wind turbines and other green technologies require metals that need to be mined out of the ground. But mining also accounts for 7% of all greenhouse gas emissions. This is clearly not a sustainable pathway. ABB has an answer. Building on decades of real-world experience electrifying, automating and connecting mine equipment and mine operations, we developed ABB Ability[™] eMine. This one system solution will help mines transition from fossil fuel to all-electric, which not only improves the overall safety, efficiency and productivity of the mine. It also greatly improves the world around it. ABB Ability[™] eMine. For your world, and mine.

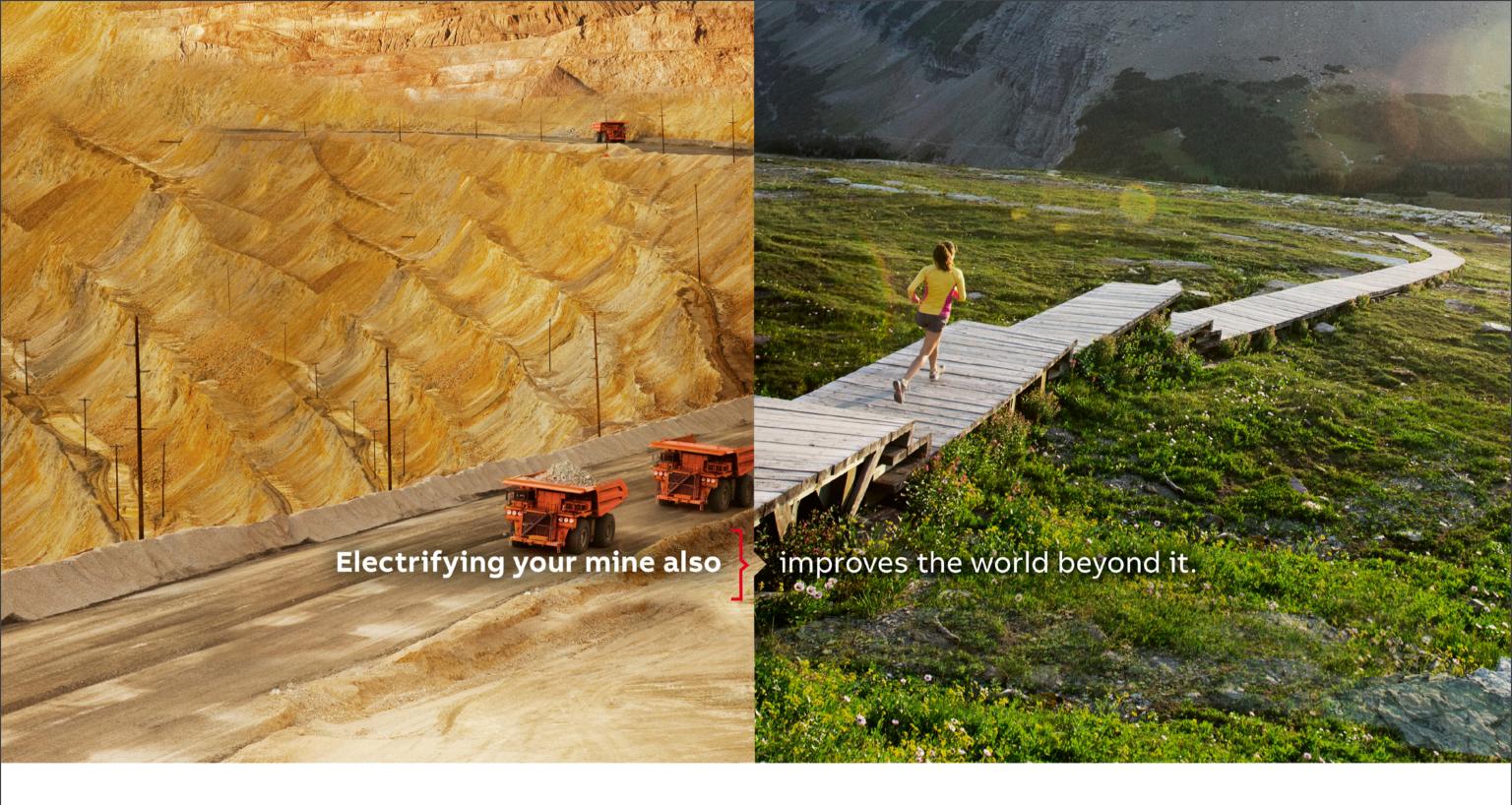


ABB Ability[™] eMine. For your world, and mine.

Did you know that if every truck in every mine were electrified, we could remove 198,000 tons of CO₂ every day from the air we breathe? ABB Ability[™] eMine makes the all-electric mine possible. By fully integrating electrification and digital systems from the mine to the port, eMine[™] significantly reduces your environmental impact, lowers costs and raises productivity. Together, we can build the mine of tomorrow. A mine that's great for your business. And even better for the world around it.

Let's write the future of mining. Together. new.abb.com/mining/emine



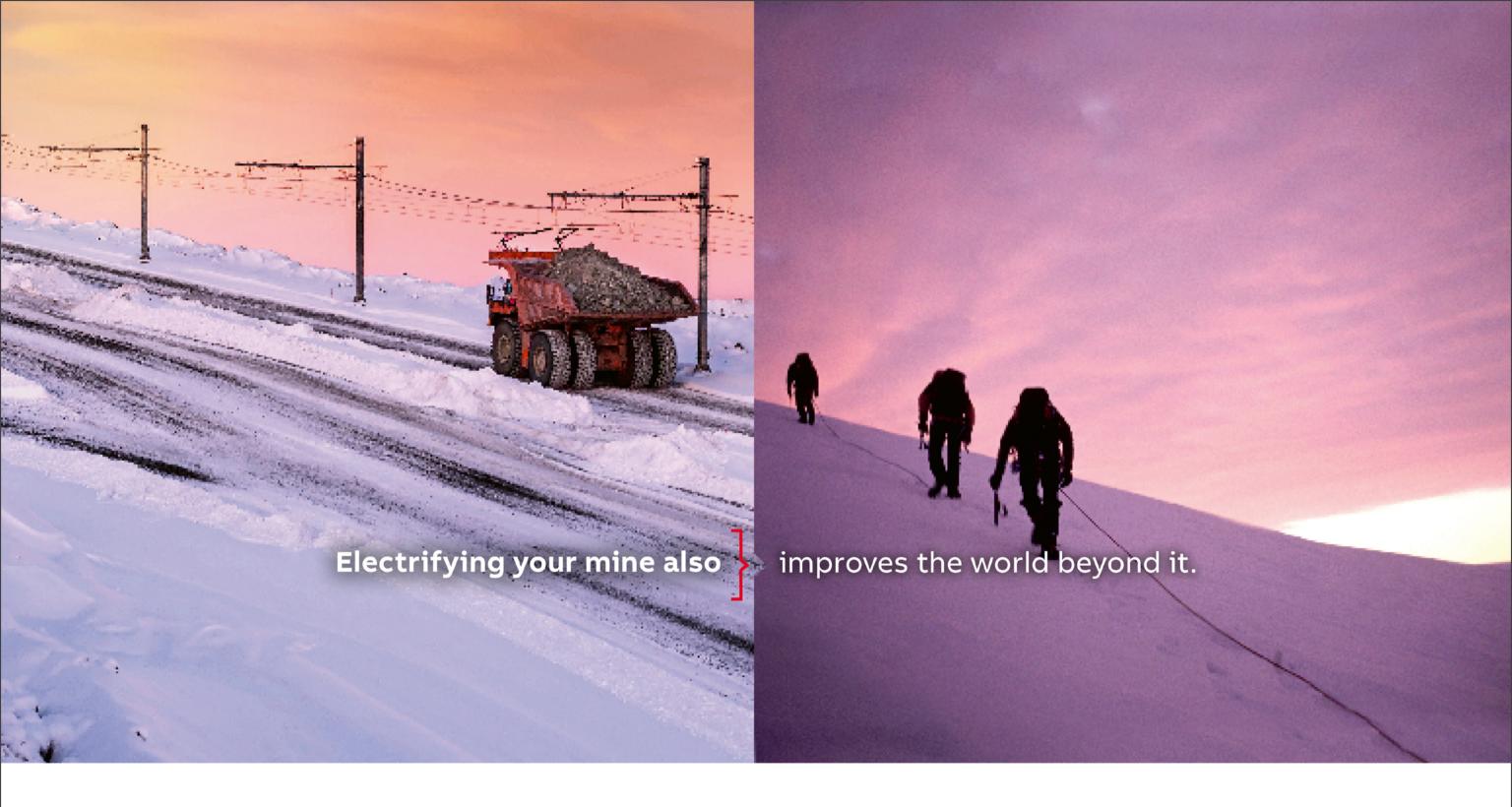


ABB Ability[™] eMine. For your world, and mine.

Did you know that every electrified mining truck eliminates enough CO₂ emissions per year to save 3,000 square meters of arctic ice? Imagine the impact of electrifying the entire mine. ABB Ability™ eMine makes that possible. Building on decades of experience and expertise, we fully integrate electrification and digital systems from the mine to the port, reducing your environmental impact, lowering your costs and raising your productivity. Refreshing, isn't it?

Let's write the future of mining. Together. new.abb.com/mining/emine





ABB Ability[™] eMine. For your world, and mine.

Electrifying a single mining truck can help save the coral reefs by lowering the oceans' CO₂ absorption by up to 1,000 tons a year. Just imagine electrifying your entire mine. ABB Ability[™] eMine makes that goal a reality. Building on decades of experience and expertise, we fully integrate electrification and digital systems from the mine to the port. Which ultimately lowers your environmental impact and operating costs, while raising your productivity. From planning to implementation, you can trust ABB to help change the current. For your mine as well as the world around it.

Let's write the future of mining. Together. new.abb.com/mining/emine



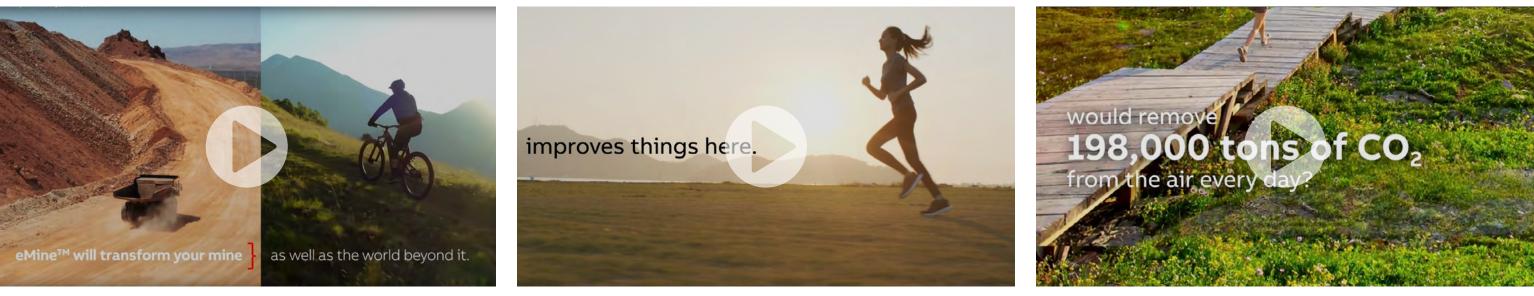


ABB









FULL VIDEO





eMine[™] DYK OCEAN POST VIDEO

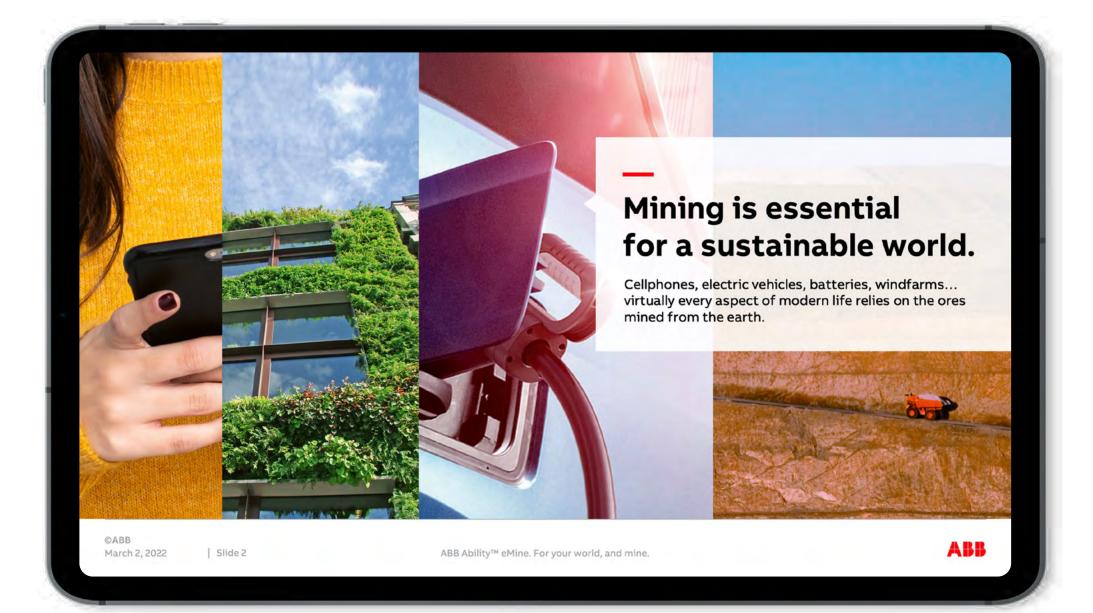


eMine[™] DYK TREES POST VIDEO

eMine[™] DYK AIR POST VIDEO

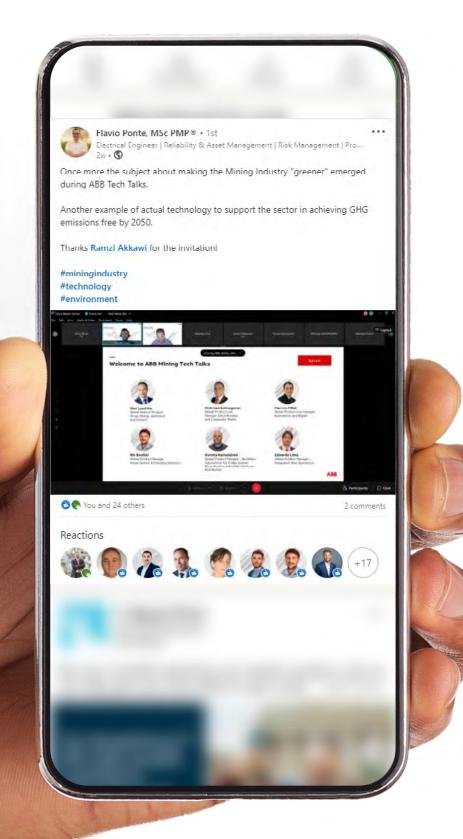


eMine[™] DYK ARCTIC ICE POST VIDEO





WEBINAR ON DEMAND



PEOPLE REGISTERED TO WATCH THE WEBINAR ON DEMAND

46 LEADS NON ABB PEOPLE ATTENDED

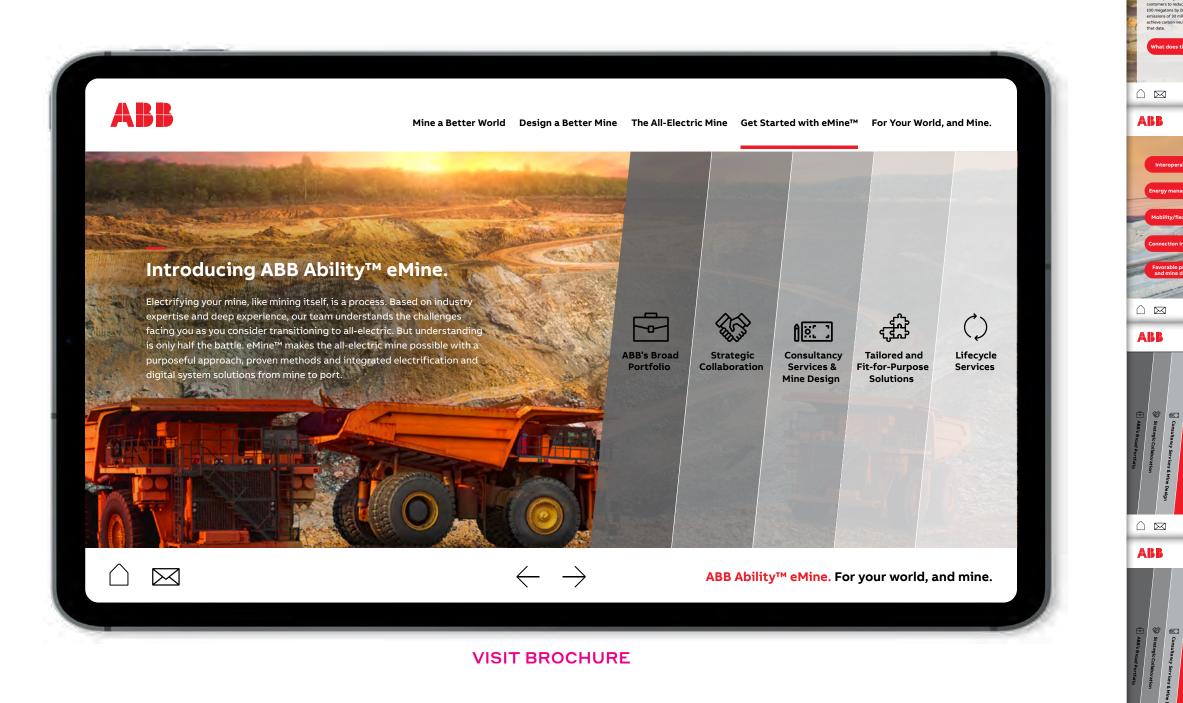
5 HOT LEADS participants asked to be contacted

149,229 VIEWS

IMPRESSIONS ON ABB PA ACCOUNT

II,081 PEOPLE TOTAL LINKEDIN

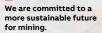
ENGAGEMENT ON ABB PA ACCOUNT



ABB

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Mine a Better World Design a Better Mine The All-Electric Mine Get Started with eMine™ For Your World, and Mine.



At ABB, we care as much about the health, safety a well-being of our environment as we do for the p who inhabit it. To that end, we embed su into everything we do. We are partnering with or customers to reduce their annual CO₂ emissions



ABB Ability™ eMine. For your world, and mine.

Mine a Better World Design a Better Mine The All-Electric Mine Get Started with eMine[™] For Your World, and Mine.

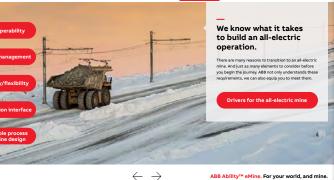
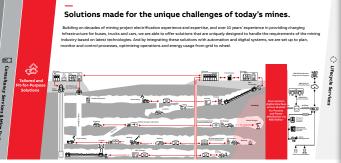


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Mine a Better World Design a Better Mine The All-Electric Mine Get Started with eMine[™] For Your World, and Mine.

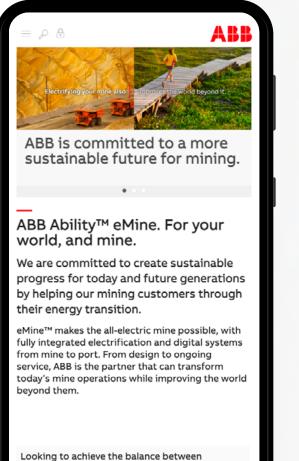


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ABB Ability™ eMine. For your world, and mine.

Mine a Better World Design a Better Mine





sustainability and productivity targets?

Let's work together to create sustainable progress for the mining industry, and the earth it relies on.

CONTACT US



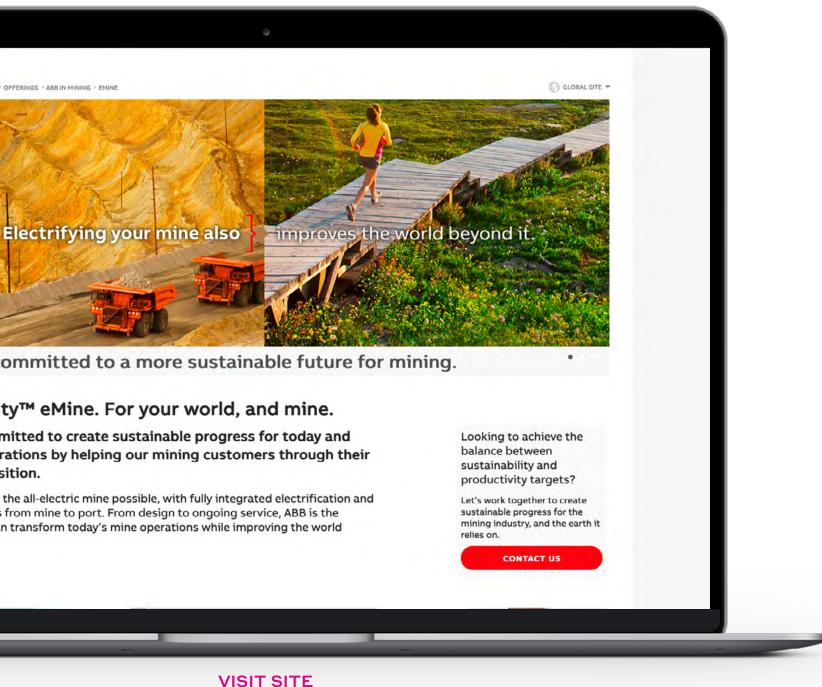


ABB is committed to a more sustainable future for mining.

ABB Ability™ eMine. For your world, and mine.

We are committed to create sustainable progress for today and future generations by helping our mining customers through their energy transition.

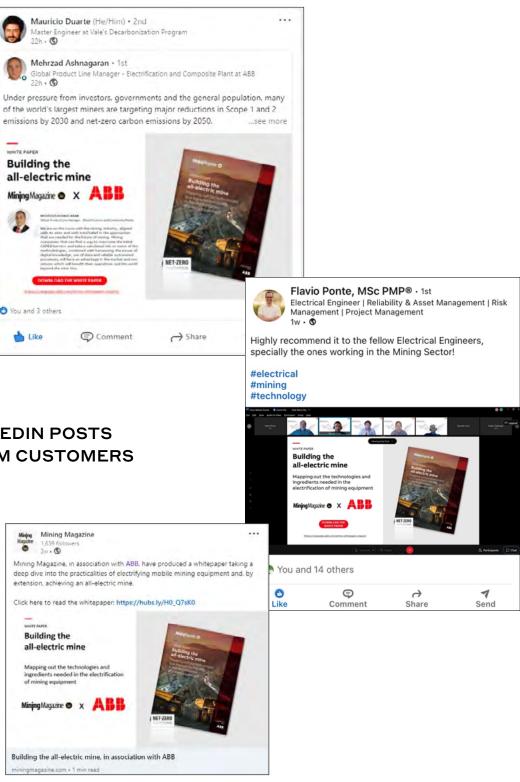
eMine™ makes the all-electric mine possible, with fully integrated electrification and digital systems from mine to port. From design to ongoing service, ABB is the partner that can transform today's mine operations while improving the world beyond them.

168 DOWNLOADS WITHOUT PAID PROMOTION (ORGANIC ONLY)

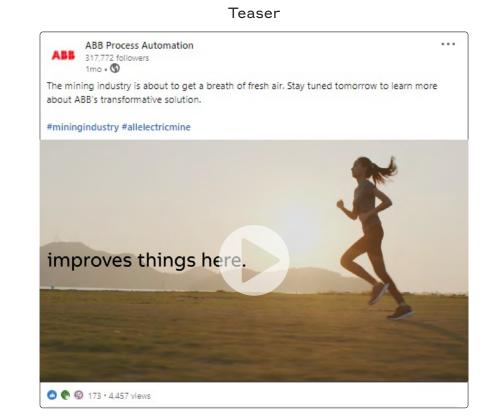


Mehrzad Ashnagaran - 1st 22h • 🕥 -WHITE PAPER **Building the** all-electric mine Minjng Magazine 🗙 🕺 You and 3 others Like Comment

LINKEDIN POSTS **FROM CUSTOMERS**



SOCIAL MEDIA POSTS



eMine[™] announcement

ABB Process Automation ABB 317.772 followers 1mo • Edited • 🕥

The global mining industry is undergoing one of the most significant and important transformations of our generation – and that is to become zero-carbon. At ABB, we are committed to turn this vision into reality by helping our customers through their energy transition, creating sustainable progress for today and future generations.

https://bddy.me/3BLHodo

ABB today launched ABB Ability[™] eMine, a purposeful approach, method and integrated portfolio of electrification and digital systems designed to accelerate the decarbonization of the mining sector.

ABB also unveiled the piloting of the groundbreaking ABB Ability™ eMine FastCharge, the world's fastest and most powerful charging system, designed to interface with all makes of electric mining haul trucks.

We believe together we can overcome the challenges facing the mining industry, and also improve the world beyond it.

#eMine #ForYourWorldAndMine #miningindustry #allelectricmine #electrification #automation



ABB unveils game-changing ABB Ability™ eMine to fast-track transition to allelectric mines

new.abb.com • 4 min read

C 🕐 🖸 150 · 1 comment

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1mo • 🕥

ABB Process Automation ... ABB 317,770 followers Together we can build the mine of tomorrow. A mine that's great for your #eMine #ForYourWorldAndMine #allelectricmine #miningindustry #electrification #automation

If every truck in every mine were electrified, we could remove 198,000 tons of CO2 every day from the air we breathe. ABB Ability™ eMine can help make that happen through our purposeful approach, proven methods and integrated systems. By fully integrating electrification and digital from the mine to the port, eMine™ significantly reduces environmental impact, raises productivity, and brings fresh air to miners and to society. business. And even better for the world around it. https://lnkd.in/dfjB5T3z

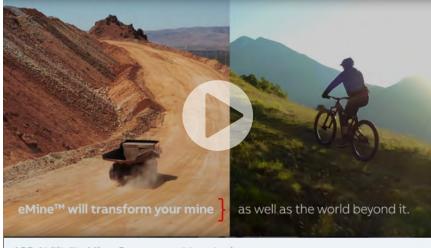
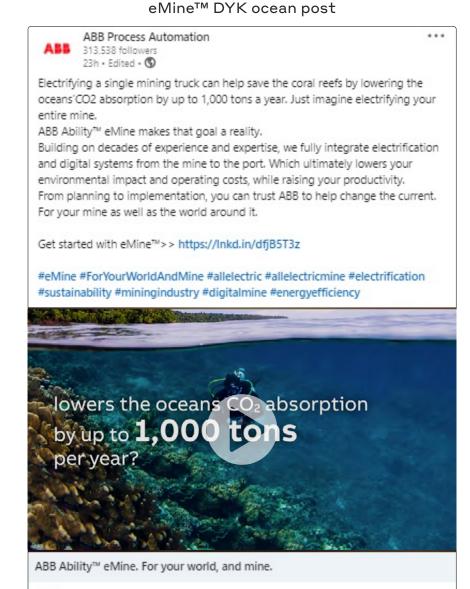


ABB Ability[™] eMine. For your world, and mine.

eMine™ video post

SOCIAL MEDIA POSTS



8 78 · 1,344 Views

eMine[™] DYK tree post

ABB Process Automation ABB 317,772 followers 1w . 3

Electrifying a single mine truck eliminates the same amount of CO2 emissions per year that it would take 46,000 trees to absorb. Just imagine if we electrified all 49,500+ of them just in surface mining operations.

ABB Ability[™] eMine makes the all-electric mine possible. By fully integrating electrification and digital systems from the mine to the port, eMine™ will lift your environmental responsibility and your productivity at the same time. ABB has the experience and expertise you can trust to root your mine firmly in sustainability.

The world is ready for the all-electric mine, are you? https://lnkd.in/dfjB5T3z

#eMine #mining #sustainability #allelectric #miningindustry



It's time for the all-electric mine. Are you ready?

O O 132 • 4 comments • 3,889 views

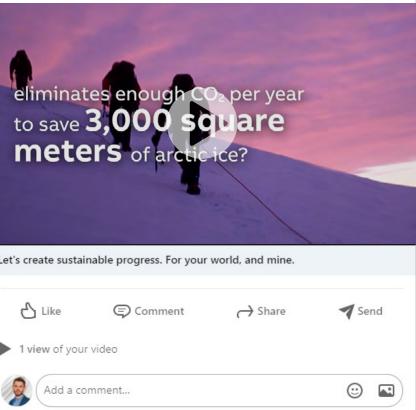
ABB Process Automation ABB 320,657 followers 1m • 🕤

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Imagine the impact of electrifying the entire mine.

Refreshing, isn't it?

#eMine #ForYourWorldAndMine #miningindustry #electrification #mining



Let's create	sustainable pr
🖒 Like	,
1 view o	f your video
Ad	d a comment.

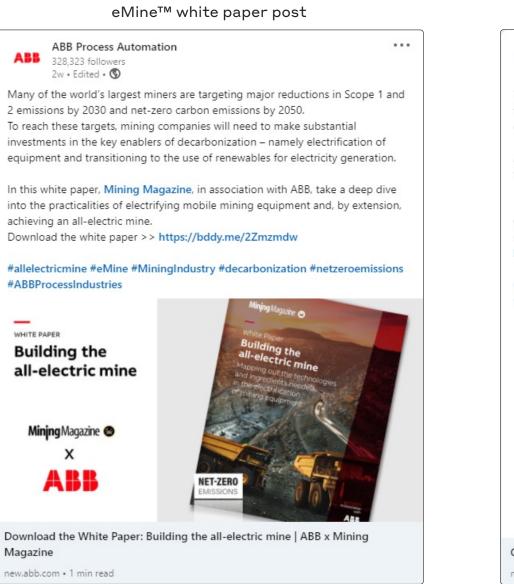
eMine[™] DYK arctic ice post

- Did you know that every electrified mining truck eliminates enough CO2
- emissions per year to save 3,000 square meters of arctic ice?
- ABB Ability[™] eMine makes that possible https://lnkd.in/dfjB5T3z
- Building on decades of experience and expertise, we fully integrate electrification

...

- and digital systems from the mine to the port, reducing your environmental
- impact, lowering your costs and raising your productivity.

SOCIAL MEDIA POSTS



eMine™ brochure post

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ABB Process Automation 328,324 followers 6h • (5)

Transitioning to an all-electric mine is not a simple task. It is going to take new thinking. New plans and designs. New training for your workers. And a whole new outlook on your operation.

ABB not only understands these requirements, we can also equip you to meet them with ABB Ability $^{\rm M}$ eMine.

Get your copy of the interactive brochure and see how eMine[™] can electrify your mine while improving the world beyond it: https://bddy.me/3pIAIxE

#eMine #ForYourWorldAndMine #allelectricmine #miningindustry #automation #digitalmine #decarbonization #sustainability



Get started with eMine[™] | Download the interactive brochure

new.abb.com • 1 min read

215 ARTICLES TOTAL NUMBER OF COVERAGE **PIECES RECORDED**

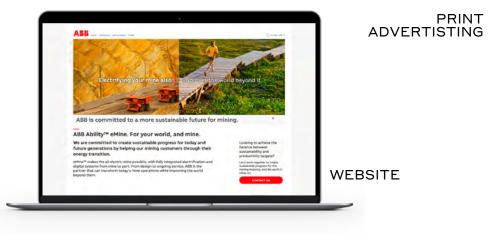
65,016,511 TOTAL POTENTIAL **AUDIENCE REACH**

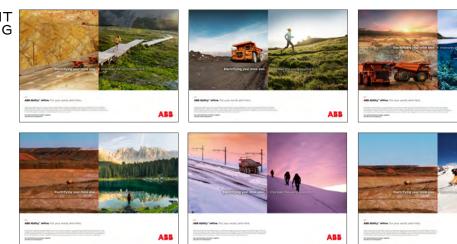
15.94

737 **TOTAL NUMBER OF** DOWNLOADS OF THE WHITE PAPER AND BROCHURE

147 PARTICIPANTS + 5 HOT LEADS **ABB MINING TECH TALKS**

TOTAL EMINE PAGE **VIEWS ON ABB.COM**







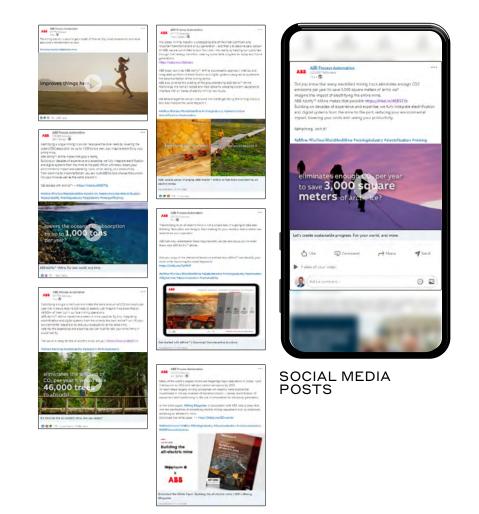
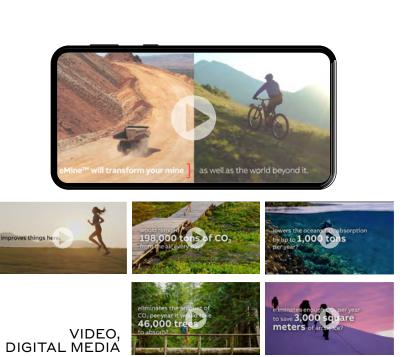


ABB Ability[™] eMine. For your world, and mine.





WEBINAR ON DEMAND



INTERACTIVE BROCHURE



INTERACTIVE PRESENTATION



