



PRESS RELEASE

TotalEnergies Marketing Lebanon

TotalEnergies Marketing Lebanon Engages Close to 16,000 Students through the 2026 VIA Road Safety Programme

Award ceremony held under the patronage of the Ministry of Public Works and Transport, represented by Engineer Pierre Maalouf, Director General of Roads and Buildings at the Ministry of Public Works and Transport

Beirut, September 22, 2026 – TotalEnergies Marketing Lebanon continues to advance road safety education among young people through the VIA Road Safety Programme (VIA), an initiative of the TotalEnergies Foundation. Delivered in partnership with the Lebanese International Road Safety Academy (LIRSA), the fifth edition of the programme reached close to 16,000 students across eight schools in the country. Since 2022, VIA in Lebanon has engaged over 36,200 students aged 10 to 16, helping to strengthen awareness of road risks and promote safer mobility behaviors across the country.

Designed to encourage active participation and creativity, the five-month programme that ran from March to July 2026 empowered students to become proactive change makers within their respective schools and communities.

Each participating school selected a group of 20 student ambassadors who developed and implemented innovative initiatives aimed at promoting safer road usage behaviors and addressing road safety challenges faced by their peers and communities.

The 2026 VIA Programme culminated in an award ceremony held at the Sursock Museum under the patronage of the Ministry of Public Works and Transport, represented by Engineer Pierre Maalouf, Director General of Roads and Buildings at the Ministry of Public Works and Transport, where the most impactful student projects were recognized. Participating teams were evaluated by a panel of jury members, including: **Caline Zgheib, Head of Marketing, Communication & CSR – Innovation Correspondent at TotalEnergies Marketing Lebanon, Gen. Joseph Mousallem, Head of the Public Relations Division of the Internal Security Forces, Rebecca Mourani, Managing Director at Feer McQueen, Roland Baz, VP HSSE – Chief Security Officer at TotalEnergies Marketing Lebanon and Prof. Wassim Raphael, Dean of the Faculty of Engineering and Architecture, Director of the Master in Management of Road Safety, Saint-Joseph University of Beirut.** Projects were assessed based on the depth of analysis, relevance and feasibility of the recommendations, and the effectiveness of awareness-raising initiatives.

The Director General of Roads and Buildings at the Ministry of Public Works and Transport, Engineer Pierre Maalouf, said: “Safety is not something we add after a road is completed; safety is an integral part of the road itself. That is why, at the Ministry of Public Works and Transport, we are working to identify priorities, start where the risks are greatest, and move from assessment to action. When students speak about the dangers they face on the road to their schools, it is our duty to listen, to take their observations seriously, and to work on turning those observations into solutions and ideas into tangible impact on the ground.”

Mr. Thibaud de Lisle, Managing Director & Country Chair of TotalEnergies Marketing Lebanon, stated: “Youth engagement and road safety education remain at the heart of TotalEnergies Marketing Lebanon’s commitment to the communities we serve. Year after year, VIA demonstrates the power of young people to drive positive meaningful changes through creativity, responsibility, and teamwork. Reaching more than 36,200 students since 2022 reflects the programme’s growing impact, and we remain dedicated to strengthening this momentum to help build safer roads for all.”

Mr. Kamel Ibrahim, Co-Founder and Managing Director, Lebanese International Road Safety Academy (LIRSA), added: “Through VIA, students are not only educated about road safety, but are also empowered to actively contribute to safer environments. This hands-on approach fosters long-term behavioral change and community engagement. We are proud to continue our partnership with TotalEnergies Marketing Lebanon in advancing road safety culture among the younger generation.”

The winning teams:

The first, second, and third prizes of the 2026 VIA Programme were awarded respectively to:

- Marist Brothers College Champville – Dik El Mehdi (1st place)
- Oriental School – Zahle (2nd place)
- Shouf National College – Baakline (3rd place)

The champion will represent Lebanon at the international VIA finals, where students from 25 participating countries will compete and showcase their ideas and best practices in road safety.

As part of its commitment to turning ideas into tangible improvements, the Company will support the implementation of road safety enhancements around the vicinity of the winning school based on the students’ recommendations. To date, TotalEnergies Marketing Lebanon has already implemented three enhancement projects in Badaro, Fanar and Roumieh, creating safer environments for students and local communities.

About TotalEnergies Marketing Lebanon

TotalEnergies Marketing Lebanon S.A.L., an affiliate of the multi-energy company TotalEnergies, has been present in Lebanon since 1951 with a network of more than 170 service stations across the Lebanese territory – of which 79 are powered by solar panels – and markets TotalEnergies’ high-quality fuel and lubricants locally.

Our team seeks tirelessly to apply the Company know-how and expertise in serving more than 1,000 professional clients while contributing to their energy transition. We also serve around 70,000 customers who visit our stations daily to enjoy our one-stop-shop services and our *Bonjour* Convenience Stores with a wide variety of products and continuous offers.

TotalEnergies Marketing Lebanon strives to grow while contributing to the Company’s ambition to reach carbon neutrality, together with society. Reducing CO₂ emissions and optimizing waste management solutions are priorities at our sites.

TotalEnergies Marketing Lebanon is ISO 9001 and ISO 14001 certified and controls all the supply and distribution chain, in addition to complying with international standards of sustainability, quality, and safety. <https://totalenergies.com.lb/en>



About the Marketing & Services division of TotalEnergies

TotalEnergies’ Marketing & Services business segment offers its professional and private customers a wide range of energy products and services—petroleum products, biofuels, charging for electric vehicles, LNG for maritime transportation, fuels for Aviation, bitumen, LPG and Clean Cooking

solutions—to support them in their mobility and to help them reduce their carbon footprint. Every day, over 6 million customers all over the world visit our 13,000 service stations and their associated services (mobility cards, car wash, food...). As the world's number four in Lubricants, we design and sell high-performance products for the automotive, industrial, and maritime sectors. In order to provide the best response to the needs of our B2B customers, we deploy our sales force, our international logistics network, and our diverse and tailor-made offering. We operate in more than 100 countries, where our 25,000 employees stand close to all our customers.

About TotalEnergies

TotalEnergies is a global integrated energy company that produces and markets energies: oil and biofuels, natural gas, biogas and low-carbon hydrogen, renewables, and electricity. Our more than 100,000 employees are committed to providing as many people as possible with energy that is more reliable, more affordable, and more sustainable. Active in about 120 countries, TotalEnergies places sustainability at the heart of its strategy, its projects, and its operations.

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