

AGC Introduces New Brand Statement: "Your Dreams, Our Challenge"

Tokyo, June 6, 2018—AGC Asahi Glass (AGC), a world-leading manufacturer of glass, chemicals and high-tech materials, announces that it has introduced a new brand statement, "Your Dreams, Our Challenge" expressing the concept underlying the AGC Group's corporate attitude. This new brand statement will be rolled out globally starting July 1, 2018.

AGC's Group Vision, "Look Beyond", defines AGC's mission of leveraging "AGC's unique materials and solutions make people's lives better around the world every day." Taking the opportunity provided by its corporate name change this year on July 1, AGC had invited ideas from across the AGC Group on a new brand statement to communicate the company's mission. From over 900 submissions worldwide, "Your Dreams, Our Challenge" was selected as the winning phrase. This phrase concisely communicates the AGC Group's corporate attitude to always take up challenges to make people's lives better, a tenet of the company that has been handed down since its inception.

Since its foundation, the AGC Group has been enriching people's lives and contributing to society's development by providing customers and society with unique materials and solutions that utilize the company's diverse range of materials and production technologies. Under its new brand statement, the AGC Group will strive to further enhance its corporate value.

1. Brand statement

Your Dreams, Our Challenge

2. Brand story

- Never take the easy way out, but confront difficulties
- Trust is the best way to inspire people
- Strive to develop technologies that will change the world
- A sense of mission leads us to advance

For more than a century, AGC has been guided by these founding spirits. Our unique materials, solutions and reliable partnerships have facilitated leading innovations across diverse industries and markets.

Today, by working with others to combine knowledge and advanced technology, we help make ever greater achievements possible, and bring bolder ideas to life.

Your Dreams, Our Challenge

<Media inquiries>

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AGC Asahi Glass

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3. Example brand statement usage



4. Brand statement use begins on
July 1, 2018

<Reference Information>

About the AGC Group

AGC Asahi Glass (or also called AGC, Registered Company name: Asahi Glass Co., Ltd., Headquarters: Tokyo, President & CEO: Takuya Shimamura) is the parent company of the AGC Group, a world-leading glass solution provider and supplier of flat, automotive and display glass, chemicals, ceramics and other high-tech materials and components. Based on more than a century of technical innovation, the AGC Group has developed a wide range of cutting-edge products. The AGC Group employs some 50,000 people worldwide and generates annual sales of approximately 1.5 trillion Japanese yen through business in about 30 countries. For more information, please visit www.agc.com.

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