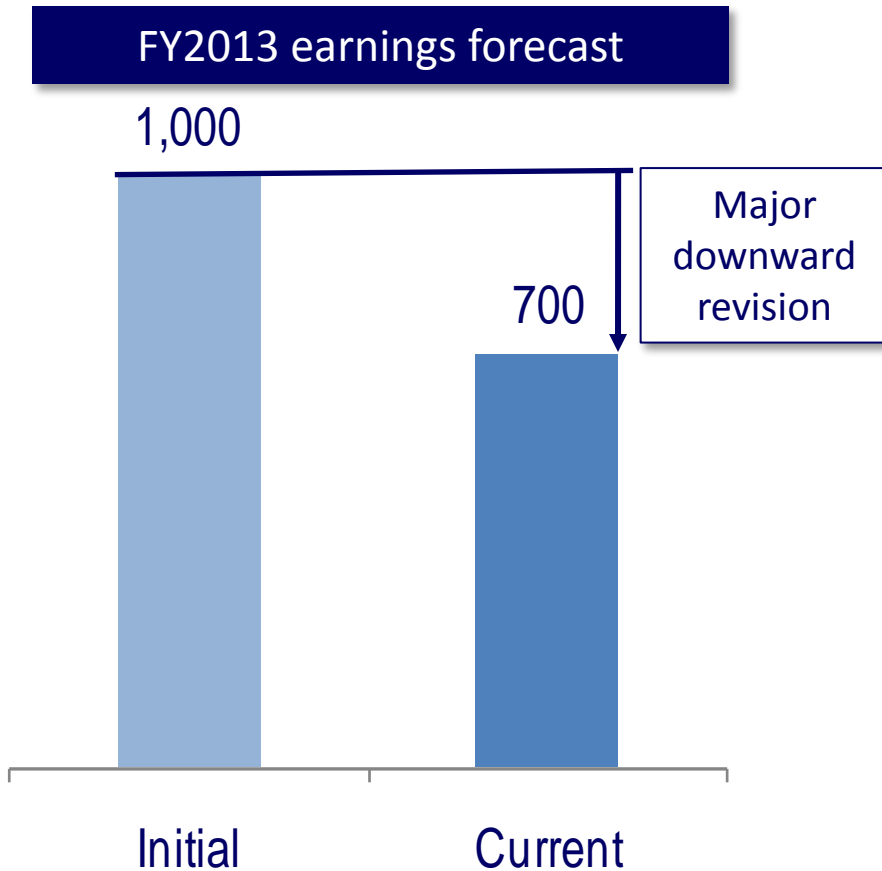


AGC's business recovery measures

July 31, 2013

AGC ASAHI GLASS CO., LTD.

AGC's business recovery measures



- Business environment turned out worse than initially expected.



- Existing MTP* measures alone are not sufficient to improve our business performance.



- AGC will take emergency measures to ensure business recovery by the end of 2014.

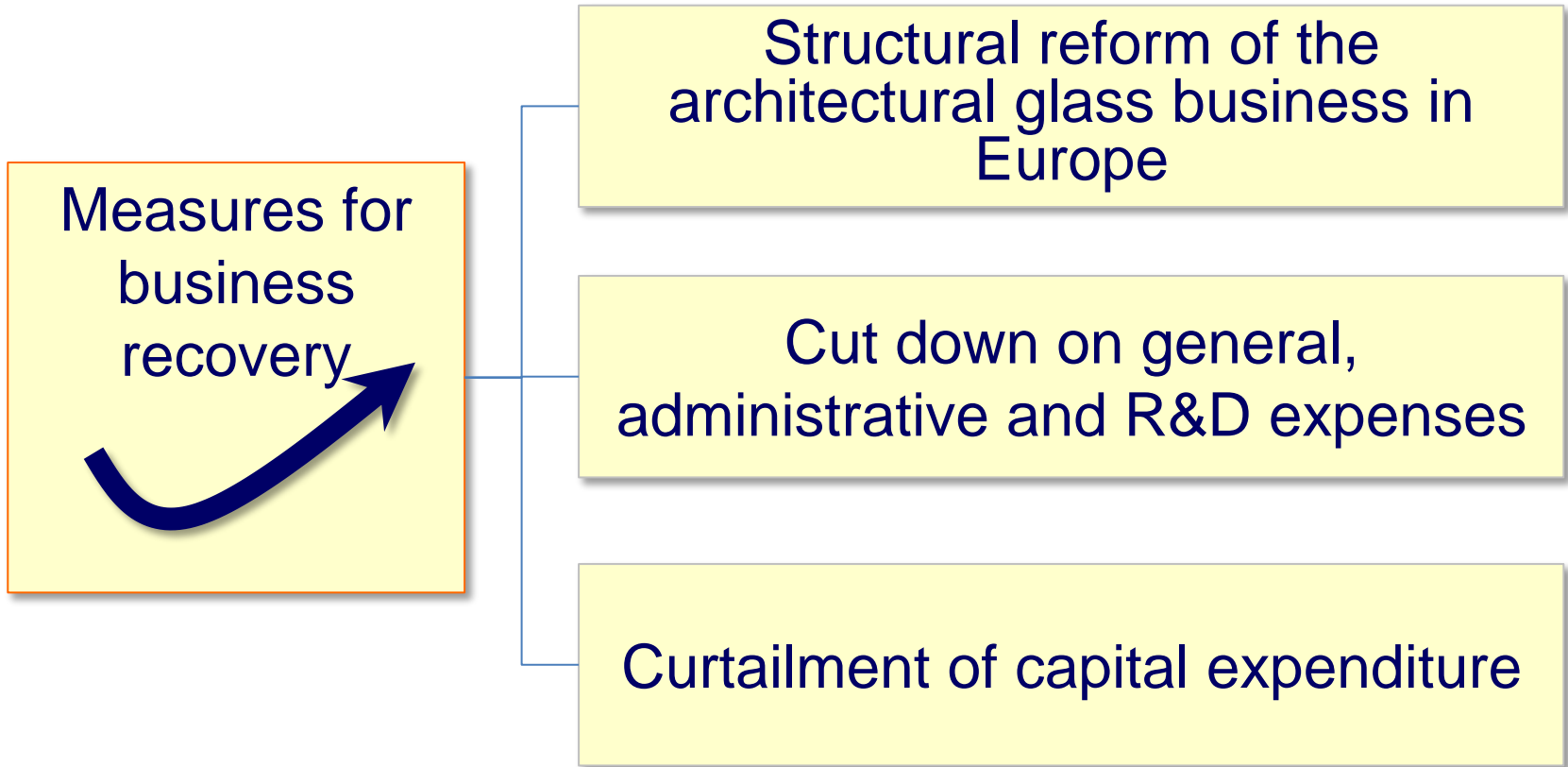
Existing measures under ***“Grow Beyond-2015”***

- will be implemented at a faster pace -

	Glass	Electronics	Chemicals
Establish solid revenue stream from growth foundations	<ul style="list-style-type: none">• Expand business in emerging markets• Accelerate market launch of high-value-added products	<ul style="list-style-type: none">• Expand business in China• Expand products lineup of specialty glass for chemical strengthening and other new products	<ul style="list-style-type: none">• Reinforce business in Southeast Asia• Strengthen the pharmaceutical and agrochemical intermediates/active ingredients
Strengthen the Group's earnings structure	<ul style="list-style-type: none">• Rebuild the earnings base for the architectural glass business in Europe	<ul style="list-style-type: none">• Maintain the earnings from the display business	<ul style="list-style-type: none">• Rebuild the earnings base for the chlor-alkali business in Japan

Emergency measures for business recovery

- to achieve business recovery in 2014 -



Structural reform of the architectural glass business in Europe

– Additional measures taken as part of structural reform -

Current situation

Oversupply continues in the architectural glass market in Europe

Tough business environment with declining shipments volume/low price levels



Emergency measures

Further supply capacity reduction

- We will suspend the operation of a float furnace in France, which will remain on hot hold.

Further cost reduction

- We will downsize back office sections by 15% (over 300 staff*)

Estimated cost reduction: 50m €/year

* From the 2012 level



Additional measures are being considered for further earnings improvement.

Cut down on general, administrative and R&D expenses

Additional measures	Annual effect	Schedule
<p>We will cut down on:</p> <ul style="list-style-type: none">● General & administrative expenses● R&D expenses	3 billion yen	By the end of 2013

Additional measures are being considered for further earnings improvement.

Curtailing capital expenditure in the next few years

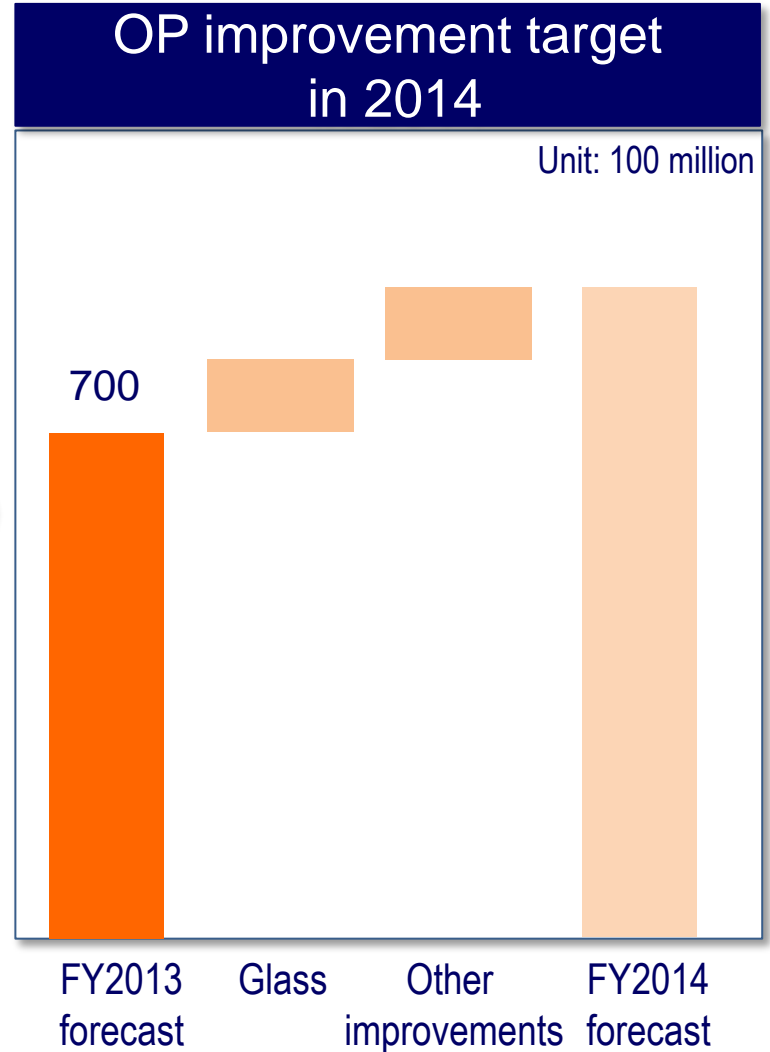
By carefully selecting investments



We will target CAPEX in 2014 and 2015 be less than the level of depreciation.

AGC will bounce back in 2014

<p>MTP measures (February 7, 2013)</p>	<p>Each In-house Company makes sure that they steadily:</p> <ul style="list-style-type: none"> ● Establish solid revenue stream from growth foundation, and ● Strengthen the Group's earnings structure.
<p>Emergency measures (July 31, 2013)</p>	<p><u>European architectural glass business to</u></p> <ul style="list-style-type: none"> ● Reduce the supply capacity, and ● Downsize the back office section (approx. 300 staff). <p><u>GA and R&D expenses reduction</u></p>
<p>Future measures</p>	<p>Additional measures are being considered such as:</p> <ul style="list-style-type: none"> ● Building a flexible production plan to meet demand, and ● Reviewing unprofitable divisions.



AGC 旭硝子株式会社

ASAHI GLASS CO., LTD.

Shin-Marunouchi Bldg.,
1-5-1 Marunouchi Chiyoda-ku,
Tokyo 100-8405 Japan

Contact :Corporate Communications & Investor Relations

E-mail : investor-relations@agc.com

T E L : +81-(0)3-3218-5096

F A X : +81-(0)3-3201-5390

www.agc.com