

Press Release

Wiesbaden, 29. Mai 2018

SGL Carbon concludes strategic realignment with a new brand concept

- The new brand symbolizes the direction of the new SGL and the focus on the future topics of mobility, energy and digitization
- "With our revised brand, we clearly demonstrate what we demand from ourselves and our value proposition to the markets. As a technology-based company it is our aspiration to develop smart solutions that deliver a clear benefit for our customers"

At today's Annual General Meeting SGL Carbon presented its new brand concept to the public for the first time. It combines the word mark "SGL Carbon" - formerly: "SGL Group - The Carbon Company" - with a newly developed company logo. With this, the company is visually putting an end to its strategic realignment.

"With the completion of the strategic realignment, a new era begins for us as a company," says Dr. Jürgen Köhler, CEO of SGL Carbon. "Now is the right time to rethink and sharpen our profile. With our revised brand, we clearly demonstrate what we demand from ourselves and our value proposition to the markets. As a technology-based company it is our aspiration to develop smart solutions that deliver a clear benefit for our customers".

The return to "SGL Carbon" as its new company name expresses the company's core expertise and origin. The brand core "smart solutions" describes the value proposition and the aspiration of the new SGL. The company name together with the new logo bridges the company's origin and future.

The newly developed logo is based on the hexagonal shape of the chemical graphite structure. The division and opening of the hexagon creates a stylized "C", representing the chemical symbol for carbon. The arrow-like element symbolizes the company's focus on the key topics of the future. The new color Petrol combines the aspects of reliability, modernity and sustainability. The new corporate design was developed by KMS TEAM in Munich.

The new brand identity will be presented to customers for the first time in June at the leading international trade fair for the process industries AICHEM in Frankfurt am Main, Germany. As of today, a new interim website will be launched at www.sgllcarbon.com. The complete conversion into the new brand design is expected to be completed by the end of 2019.

SGL Carbon SE
Corporate Communications, Media Relations
Soehnleinstrasse 8
65201 Wiesbaden/Germany
Phone +49 611 6029-100 | Fax +49 611 6029-101
press@sgllcarbon.com | www.sgllcarbon.com

About SGL Carbon

SGL Carbon is a technology-based company and world leader in the development and production of carbon-based solutions. Its high-quality materials and products made from specialty graphite and composites are used in industrial sectors that determine the future: automotive, aerospace, solar and wind energy, semiconductor and LEDs as well as in the production of lithium-ion batteries and other energy storage systems. In addition, SGL Carbon develops solutions for chemical and industrial applications.

In 2017, SGL Carbon generated sales of around 860 million euros. As of December 31, 2017, the company had approximately 4,200 employees worldwide in 34 locations in Europe, North America, and Asia.

Materials, products and solutions from SGL Carbon are embedded in the major topics of the future: sustainable mobility, new energies and cross-industry digitization. Further developments in these areas demand more intelligent, more efficient, networked and sustainable solutions. This is where the entrepreneurial vision of SGL Carbon evolves around: contributing to a smarter world.

Further information on SGL Carbon can be found in the Newsroom of SGL Carbon at www.sgllcarbon.com/press and at www.sgllcarbon.com.

Important note:

To the extent that our press release contains forward-looking statements, the latter are based on information that is available at present and on our current forecasts and assumptions. Forward-looking statements, by their very nature, entail known as well as unknown risks and uncertainties that may lead to actual developments and events differing substantially from the forward-looking assessments. Forward-looking statements must not be understood to be guarantees. Instead, future developments and events depend on a large number of factors; they comprise various risks and imponderables and are based on assumptions that may possibly turn out not to be appropriate. These include unforeseeable changes to fundamental political, economic, legal and societal conditions, particularly in the context of our main customers' industries, the competitive situation, interest and exchange rate trends, technological developments as well as other risks and uncertainties. We perceive additional risks e.g. in pricing developments, unforeseeable events in the environment of companies acquired and Group member companies as well as in current cost savings programs from time to time. The SGL Carbon assumes no obligation and does not intend to adjust or otherwise update these forward-looking statements either.

SGL Carbon SE

Corporate Communications

Andreas Pütz – Head of Corporate Communications and Marketing

Soehleinstrasse 8
65201 Wiesbaden/Germany

Telephone +49 611 6029-100
Fax +49 611 6029-101
press@sgllcarbon.com
www.sgllcarbon.com

 [LinkedIn](#)
 [Facebook](#)