

# Vision, Mission, Strategy and Values

## Our Vision

To be the world's leading coatings company  
by **consistently delivering**  
high-quality, innovative and sustainable  
solutions that **customers trust**  
to **protect** and **beautify**  
their products and surroundings.



[www.ppg.com](http://www.ppg.com)

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## Our Mission

- Act with integrity at all times and be true to our values and ethics.
- Deliver consistent sales and earnings growth.
- Develop innovative products to meet future needs.
- Work safely, protect the environment and support the communities where we operate.
- Achieve superior shareholder returns.

## Our Strategy

To strengthen our position as the world's leading coatings company.

### Growth

- Deliver consistent volume growth.
- Expand in markets and regions where we are underrepresented.
- Continue to lead the consolidation of the coatings industry.
- Invest in building the PPG and product specific brands.

### Operational Excellence

- Maintain a strong focus on cost management and profit improvement.
- Optimize supply chain and continuously improve working capital management.

### Products and Services

- Develop innovative solutions to address our customers' greatest needs.
- Expand our global color expertise.
- Provide exceptional customer service and support.

## Our Values

Fundamental to who we are is an unwavering commitment to high ethical standards and integrity. We implement our strategies across all levels of the organization in an uncompromising, ethical manner.

### Dedication to the customer

We are in business to serve customers. We focus on our markets and dedicate ourselves to meeting the products and services needs of our customers.

### Respect for the dignity, rights and contributions of employees

We operate safe, healthful and harassment-free workplaces that value diversity, promote teamwork and reward performance. We develop our people through continuous learning, creating an environment where opinions are expressed and respected.

### Recognition of the concerns and needs of society

PPG recognizes its responsibility to preserve and protect the global environment in which the company operates. To this end, we run our businesses using sound environment, health, safety and product stewardship practices, while providing product solutions that reduce energy consumption and minimize environmental impact. We communicate with the public, participate in governmental processes, and support local communities.

### Value of supply chain relationships

We leverage supplier competencies and develop relationships that focus on mutual, continuous improvement and a shared responsibility to meet our customer requirements.

### Responsibility to shareholders

We are a performance-focused company committed to the stewardship of the corporation and to delivering returns to PPG's owners.