

Munich, December 8, 2015

## Siemens strengthens its global brand appearance: “Ingenuity for life”

- **New claim stands for timeless engineering expertise, social values and genius**
- **Global launch in 2016 – the Werner von Siemens anniversary year**

To coincide with the 200th birthday of its founder Werner von Siemens, the company is strengthening its global positioning with a new brand appearance, whose central component is the claim “Ingenuity for life.” In the future, this claim will appear under the Siemens logo, whose design and color will remain unchanged. Siemens is combining its logo with a slogan. “Ingenuity for life” sums up what Siemens has stood for ever since its founder produced his trailblazing inventions: engineering expertise, genius, innovation and a sense of responsibility.

Joe Kaeser, Siemens President and CEO: “For me, ‘ingenuity’ means engineering expertise, entrepreneurial spirit, the power of innovation and the willingness to give our best for society on a daily basis. ‘For life’ means that, in every generation, we at Siemens create long-term value – for the individual customer, employee and citizen as well as for society as a whole.”

With the strengthening of its global brand appearance and the related positioning, Siemens will be emphasizing its focus on electrification, automation and digitalization. High-quality products, innovative strength and reliability were the company’s core values in the days of Werner von Siemens, and they remain its core values today. In 2016, Siemens will be celebrating the 200th birthday of its founder, who was born in Lenthe, near Hanover, Germany, on December 13, 1816.

The new brand appearance will be rolled out globally at Siemens’ Annual Shareholders’ Meeting on January 26. Promotional activities will begin immediately thereafter – initially in Germany, the U.S. and China.

This press release is also available at

[www.siemens.com/press/PR2015120106COEN](http://www.siemens.com/press/PR2015120106COEN)

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**Siemens AG** (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is No. 1 in offshore wind turbine construction, a leading supplier of gas and steam turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2015, which ended on September 30, 2015, Siemens generated revenue of €75.6 billion and net income of €7.4 billion. At the end of September 2015, the company had around 348,000 employees worldwide. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).