

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

- **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”**
- **“Ingenuity for life” sums up what Siemens has stood for ever since its founder Mr. Werner von Siemens produced his trailblazing inventions: timeless engineering expertise, social values and genius**
- **The claim “Ingenuity for life” appears under the Siemens logo, whose design and color remains unchanged**

For almost 170 years Siemens has been finding ways to improve life in many areas. With passion for technology, the company sets standards and creates sustainable value – for its customers, for society and for each individual. The company founder Werner von Siemens would have called this inventiveness. Today it is called “Ingenuity for life”.

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.

“Our competencies in electrification, automation and digitalization support Vietnam to build up its basic infrastructure and to turn the megacities Hanoi and HCMC into world class cities. Together with our customers, we are proud to make lives of the Vietnamese people better. This is Ingenuity for life.” said Siemens Vietnam President and CEO Dr. Thai-Lai Pham.

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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.