

PPG Fast. Forward. Overview **Key Messages**

Today, businesses are evolving in a fast-changing and complex environment. This requires us to be faster, smarter and more agile.

- What it takes to be successful today is not the same as what made us successful in the past...even several months ago.
- We continue to progress on [The PPG Way](#) journey toward a more adaptive, growth-focused organization that truly operates as One PPG.
- Driving organic growth continues to be a major challenge, and we plan to leverage learnings from the COVID-19 pandemic related to market trends and customer behaviors to guide our path forward.
- With a shift to playing offense, we are looking toward the future of how PPG will position our business to accelerate organic growth and win in the marketplace.

PPG Fast. Forward. represents the next phase of our company's journey as we reimagine how to accelerate organic growth with The PPG Way as our guide.

- We will increase the speed of our decision-making, improve productivity using technology and data in new ways, and accelerate the scope and scale of our innovation.
- We're committed to sustaining this speed in ways that will inspire and engage our teams, with a continued focus on safety as our top priority.
- Agility and new ways of working will be at the heart of our business operating model – and of creating a world-class organization fueled by innovation, growth, focus and speed.

The next phase of our company's journey will focus on three key areas.

- **Creating a One PPG “selling machine”** by looking beyond individual businesses to establish core operating cadences and metrics, while leveraging the ClientLink customer relationship management (CRM) system to its fullest potential to position our sales team, customers and PPG for success.
- **Enabling end-to-end digital** solutions for our customers, by further leveraging a more connected PPG through data and analytics. We will use advances in connectivity, automation, and artificial intelligence to transform our customer experience and business operations.
- **Adopting new ways of working** by incorporating the lessons we've learned from the COVID-19 pandemic to drive innovation, growth and productivity; enabling our ambitions by living The PPG Way; and providing continued opportunity for talent development.

We will achieve all of this by further developing our talent, continuing to invest in our business, and equipping our teams to succeed and win in the marketplace.

- It is critical that we adopt a competitive mindset with the utmost focus on creating differentiated value for our customers and winning against our competition.
- Our ability to successfully execute against the growth focus areas will be dependent on our continued focus on talent development, investment, and a shared commitment to doing better today than yesterday – every day.