



Vitro officially launches new brand, “Together, We See Further”

Largest glass producer in North America doubles down on partnership, long-term thinking.

San Pedro Garza Garcia, Mexico, February 18, 2019 – The leading glass producer in North America, Vitro, S.A.B. of C.V. (BMV: VITROA), has announced the launch of a new brand identity rooted in the tagline “Together, We See Further.”

At a formative moment in Vitro’s evolution, the new brand represents a renewed commitment to partnership and innovative, long-term thinking—philosophies that have been central to the company’s success for over a century.

“We’re staying true to what has made us an industry leader,” says Chief Executive Officer, Adrian Sada Cueva. “The power of partnership remains our greatest asset. We have a reputation for working together and looking ahead to develop the next generation of innovative glass solutions. Now, that reputation becomes our identity.”

In addition to the new brand message, the refresh is also centered on a new visual identity and logo, as well as new Mission, Vision and Values statements.

The brand launch signals a new era for the Mexico-based manufacturer. In recent years, Vitro has doubled in size due in large part to investments made in the United States, including the October 2016 acquisition of PPG’s architectural glass business unit, PPG Flat Glass, and the March 2017 acquisition of automotive original equipment manufacturer (OEM) glass business, Pittsburgh Glass Works (PGW). Vitro currently operates 10 glass float lines across the enterprise, and its seven U.S. glass float lines include five operated by Vitro Architectural Glass and two operated by PGW.

“With collaboration as our constant, we have made great progress in recent years,” adds Sada Cueva. “Today, with a stronger, more global leadership position, our new era demands a new commitment to our customers and partners.”

Founded in 1909, Vitro manufactures high-performance architectural glass, technologically advanced original and replacement glass for automotive OEMs and glass repair shops around the world. The company also designs and produces award-winning container glass for pharmaceuticals and globally recognized beverage and cosmetics brands.

Other businesses in the Vitro portfolio include a chemical business that specializes in the manufacture of sodium carbonate (soda ash), sodium bicarbonate (baking soda), sodium chloride (salt) and calcium chloride; and FAMA, a wholly owned subsidiary that is regarded



as the top supplier of metal-mechanical equipment to the glassmaking industry in Mexico and Latin America.

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About Vitro, S.A.B. de C.V.

Vitro, S.A.B. de C.V. (BMV: VITROA) is the leading glass manufacturer in Mexico and one of the world's major companies in its industry, backed by more than 100 years of experience. Founded in 1909 in Monterrey, Mexico, the Company has subsidiaries in the Americas, offering quality products and reliable services to meet the needs of two businesses: flat glass and glass containers. Companies of Vitro produce, process, distribute, and market a wide range of glass articles, which are part of the daily life of thousands of people. Vitro offers solutions for multiple markets, including architectural and automotive as well as cosmetic, pharmaceutical and toiletries. The Company is also a supplier of chemical products and raw material, machinery, molds and equipment for industrial use. As a socially responsible organization, Vitro works on several initiatives aligned to its Sustainability Model, aiming to create a positive influence in the economic, social, and environmental aspects relevant to its stakeholders, in a responsible corporate management framework. For more information, please visit: www.vitro.com.

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