

## SSMC NEW LOGO UNVEILING CEREMONY ON 6 Feb 2013

By Ida Ho, Marcom, for InSight, FabNews

6<sup>th</sup> Feb 2013 marked a special occasion for SSMC, as we celebrated our continued transformation into a world class semiconductor company with an enhanced logo signage displayed at the main gate of SSMC premises. **Mr. Jagadish CV, CEO of SSMC unveiled the new silver metallic logo, which was applauded by over 80 impressed and excited spectators. This is more than just a signage change, the new logo signifies SSMC's continued journey of transformation. This new logo is larger, more solid and vibrant representing SSMC's growth and transformation into a fab with recognized world class performance. In addition the new enhanced logo also signifies the continued maturity and professionalism of our workforce which makes our organization shine!** In addition the logo also projects our **High-Tech and Green company image with an eco-friendly LED signage which illuminates our path towards more self-sustainable, self-sufficient** and accelerates our way towards HPMS & Niche Market Segments with a diverse Product and Technology Portfolio (as we move from plain vanilla technology to niche specialty flavor technology).



The amazing new look create a great impression for many visitors (our customers, suppliers, contractors and even our friendly competitor opposite).





In the unveiling ceremony, Mr. Jagadish commented “We are maturing not only in scale and size; but also we are enriching our core values, our unique culture that set us apart from competitions. **I deeply believe in “Value People”, as this is the ONE key pillar that will enable us in bringing the SSMC brand to the next level. “**



**“All these cannot be achieved today without your support. We MUST be ready to face the challenging road ahead together; continue to take initiatives; raise the bar, innovate. Lets make a difference by adding more values to our stakeholders & our customers; and delivery best-in-class foundry services.”**