

Gillespie, Natalie C.

From: Alcoa Update <alcoa@e.reachmail.com>
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To: Gillespie, Natalie C.
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Introducing Two Strong Companies to the World

Today we took another step forward in our separation into two industry-leading companies by proudly unveiling the name, logo and tagline of our future Value-Add Company: "**Arconic. Innovation, Engineered.**" At the same time, we introduced a refreshed logo for the new Alcoa.

[Read Chairman and CEO Klaus Kleinfeld's Letter to Employees](#)



Prepare for Liftoff: Keynotes Introduce Priorities, Brands



Making the Impossible Real

Showcasing the one-piece jet engine frame that Pratt & Whitney thought impossible to make, Chairman and CEO **Klaus Kleinfeld** said that's the power of the high performance team at APP LaPorte. "Thinking loud and acting fast, they created their bright future." He asked employees to introduce Arconic to the outside world by filling it with the right perceptions of high performance and keeping our commitments. "It is up to us to launch Arconic strong."

[Watch Keynote Summary](#) | [Watch Full Keynote](#) | [Read Story](#)



The New Alcoa: The Edge of Something Great

Introducing the new Alcoa as an agile Upstream Company positioned for success throughout the market cycle, **Roy Harvey**, GPP President and future CEO, said success will require "driving productivity, growing our business and using capital wisely." Citing the success of the Business Improvement Program, he said, "We must act now to secure our future. We can do it. And we will."

[Watch Keynote Summary](#) | [Watch Full Keynote](#) | [Read Story](#)

Launching Two Strong Brands



Introducing Arconic.

We proudly announce the new name of the Value-Add Company: Arconic. The "Arconic" brand represents the future company's iconic heritage and continued commitment to industry-shaping innovation.

[The Announcement Moment](#) | [Meet Arconic](#) | [At-a-Glance](#)



A Strong Brand. Evolved.

Alcoa's Upstream portfolio will become the new Alcoa. As we launch the transformed and agile Upstream Company, we introduce a refreshed logo.

[The Announcement Moment](#) | [Meet Alcoa](#) | [At-a-Glance](#)

Celebrating Our Success



And the Winner is...

2016 Impact Award Winners Named

Following a best practice-sharing showcase, Alcoa honored 18 exceptional employee teams — and named six winners — at the 2016 Global Impact Awards, a company-wide, global competition recognizing those who demonstrate significant results in six key categories.

[Find Out Who Won](#)



Powering Our Past, Propelling Our Future

Celebrating the proud history that has made our past and will propel our futures, the CEOs of the two future companies exchanged wishes tied to our heritage at the Impact Awards ceremony.

[Video](#) | [Story](#) | [What Makes Employees Proud](#)

Share the new brands with friends and family at www.alcoa.com/arconic and www.alcoa.com/alcoabrand

Alcoa Inc. | 201 Isabella Street | Pittsburgh, PA 15212 | www.alcoa.com

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