



USG BORAL SET TO INJECT INSPIRATION AND INNOVATION TO VIETNAM'S BUILDING AND CONSTRUCTION INDUSTRY

HO CHI MINH CITY, VIETNAM, Nov. 19, 2014 - World-leader in building products business, USG Boral, formally launched in Vietnam today, together with the introduction of its new brand campaign *Innovation Inspired by You™*, to deliver USG's best-in-class building products technologies and strategic assets and Boral's leading plasterboard manufacturing and distribution strengths to the local construction industry.

USG Corporation and Boral Limited first announced their joint venture in October 2013 in an effort to close the gap across some of the fastest growing construction markets in the world. In connection with the joint venture, Boral has contributed its Gypsum division, which includes its plasterboard operations in Australia and Asia, and USG has contributed its Asian and Middle Eastern businesses, as well as exclusive access in the joint venture's territory to its world-leading ceilings, cement board, gypsum fibre board, lightweight plasterboard and joint compound building products technologies.

"USG Boral is committed to delivering the industry's most innovative and advanced products to our customers in Vietnam. Our new brand promise and tagline "*Innovation Inspired by You™*" is a very public commitment to all our stakeholders" said Frederic de Rougemont, CEO of USG Boral Building Products. "USG Boral has already deployed new equipment and technology to our production facilities in Vietnam to ensure improvements to the consistency, appearance and the standard of our products which exceeds local codes and standards. In the long run, we will continue to make investments to ensuring the leading technologies that USG Boral possess are readily available in the Vietnam market."

The demand for modern ceiling and drywall systems are fast growing in Vietnam, one of the world's highest growth construction markets, thanks to the substitution of traditional building systems. With building requirements - driven by need for greater esthetics, speed of installation, cleanliness, lighter building systems, safety requirements, environmental constraints, acoustical performance – on the rise, Vietnam's construction industry can leverage on USG Boral's extended product portfolio, its leading distribution and solutions selling network in the region and most importantly, its game-changing technologies and expertise.

"Besides technology improvements that drive major quality improvements, we have more than tripled our local capacity this year with the addition of a new manufacturing line, allowing us to operate the largest and most modern plasterboard factory in the country to better serve the Vietnam market," explained Gregory Lukasik, General Manager of USG Boral Vietnam: "We are also the only plant producing technical boards in Vietnam and will continue to roll out new and innovative products."

Added Dan Casey, USG Boral's Senior Vice President for Asia and Middle East, "We have embarked on a journey to help modernize the building industry in Vietnam, while maximizing value for our customers and shareholders. Besides ceiling solutions, we believe drywall solutions is another high-growth area and we fully support the efforts of the Ministry of Construction to encourage the replacement of clay bricks with modern lightweight building materials. We are committed and confident in the long-term potential and outlook of the Vietnam market."



USG Boral ceiling and drywall solutions are trusted and already utilized in several iconic buildings and developments in Vietnam such as the Vietcombank Tower, SC VivoCity mall and Binh Duong administration center in Ho Chi Minh, Samsung's plant in Thai Nguyen; and in Hanoi, the Lotte Center, the National Assembly House, JW Marriott hotel and Noi Bai airport Terminal Two.

USG Boral's Vietnamese headquarters are located in Ho Chi Minh and it has another office in Hanoi, as well as representatives in major cities throughout the country.

For more information, please visit www.USGBoral.com/Innovation

About USG Boral

In early 2014, Boral Limited and USG Corporation formed a 50/50 joint venture known as USG Boral. With around 3,500 employees, USG Boral is a leading manufacturer and supplier of gypsum board-based wall and ceiling lining systems, mineral fibre acoustical ceiling systems, metal framing, joint compounds, high-performance panels and accessories throughout Asia, Australasia and the Middle East.

USG Boral Asia

USG Boral in Asia is a leading multi-country plasterboard producer in the region. USG Boral in Asia has 21 manufacturing sites in Asia, including China, Thailand, Indonesia, South Korea, Vietnam, India, Malaysia and the Philippines. In addition to plasterboard manufacturing plants, the business also has ceiling tile plants, metal roll forming lines and facilities for the production of jointing compounds and industrial plasters throughout the region, as well as an interest in a gypsum mine in Oman.

Dao Nguyen

Head of Marketing

Telephone: +84 8 37818439 (Ext.160)

Mobile: +84 908 455 361

Fax: +84 8 39151395

Email: dao.nguyen@usgboral.com

Matthew Underwood

Matterhorn Communications

Telephone: +84 8 3911 2162

Mobile: +84 90 865 8893

Email: matt@matcomvn.com