



Winning Today &
*Creating for
Tomorrow*

OUR STRATEGY

Creating for Tomorrow

We will leverage our strengths to lead in performance and sustainability — today and into the future.



GROW

Investing for advantaged growth.



INNOVATE

Developing innovative products and processes that enable a better future.



OPTIMIZE

Driving continuous improvement in everything we do.

Our Strategy | *Creating for Tomorrow*

*Leveraging our strengths to lead in performance and sustainability—
today and into the future*



GROW

Investing for advantaged growth

- ◆ Leverage and expand global reach to support customers and capture growth
- ◆ Enhance product portfolio to drive improved margin profile
- ◆ Execute strategic, tuck-in acquisitions in key growth markets
- ◆ Invest in differentiated capacity expansions
- ◆ Investments guided by ROIC discipline



INNOVATE

Developing innovative products and processes that enable a better future

- ◆ Develop new products and processes that address sustainability opportunities
- ◆ Advance product portfolio to capture sales in higher margin, higher growth applications
- ◆ Focus on key areas of value chain to create maximum value
- ◆ Advance our application and formulation capabilities to deliver customer value



OPTIMIZE

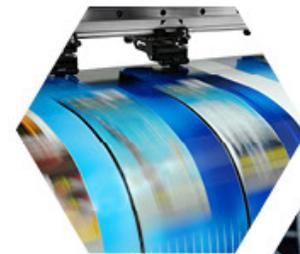
Driving continuous improvement in everything we do

- ◆ Support customers through world-class manufacturing with an improved environmental footprint
- ◆ Deploy capital efficiently
- ◆ Lead in cost competitiveness
- ◆ Leverage digital technologies to improve efficiency and business performance
- ◆ Deliver effective global business services through scale, end-to-end process management and digital enablement



CABOT 

OUR PURPOSE



OUR PURPOSE

Creating materials that improve daily life and enable a more sustainable future.



Driving materials innovation



Supporting our customers



Creating a more sustainable world



OUR PURPOSE

Creating materials that improve daily life and enable a more sustainable future.



Driving materials innovation

We continually extend the boundaries of what's possible, leveraging our team's expertise and the latest technology to create materials that deliver new levels of performance and efficiency. We empower our people to challenge the status quo and pursue innovative solutions.



Supporting our customers

Our advanced materials enable customers worldwide to develop innovative products that enhance peoples' lives, while also helping them achieve their sustainability goals and those of their customers. We partner with our customers to create solutions that help give them a powerful competitive advantage.



Creating a more sustainable world

We embrace sustainability as a strategic imperative – for Cabot and for society as a whole. We are committed to reducing our environmental impact, while bringing the power of innovative chemistry to our customers to solve many of the sustainability challenges facing our world. We also strive to be a good neighbor by contributing our time and resources to help strengthen our communities.

