PRESS RELEASE
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CNN and NGK launch global campaign showcasing cutting-edge solutions for a smarter society

CNN International Commercial (CNNIC) and global ceramic technology leader NGK Corporation (NGK) partner on a new global cross-platform campaign highlighting next-generation innovation and its impact on a smarter tomorrow. The campaign spotlights how advanced technologies are powering a digital society and accelerating the transition to a sustainable future.

As part of the campaign, NGK is the exclusive sponsor of a half-hour special program, *Innovate*. Airing on CNN International in October 2026, the 30-minute show explores the driving forces behind fast-changing emerging technologies, from artificial intelligence to the IoT, that are reshaping our world. Accompanying digital content will further spotlight the business ideas, technological developments, and entrepreneurial breakthroughs of innovative thinkers from all walks of life who are shaping a better, smarter future for all.

The campaign also features two branded videos and accompanying articles produced by CNNIC's award-winning global brand studio, Create. Centered around NGK's core strategic pillars of carbon neutrality and digital society, the first branded video and article features an engineer bringing NGK's global vision, values, and transformation story to life for global audiences. These branded videos will run across CNN International's TV and digital platforms as well as on social media, to reach business audiences at scale.

"We are thrilled to partner with NGK once again as they share their bold vision for the future with global audiences," said **Cathy Ibal, Senior Vice President, CNN International Commercial.** "Through CNN's powerful global reach and impactful cross-platform storytelling, we are confident that this campaign will inspire audiences worldwide with human-driven narratives of innovation that are shaping a smarter and more sustainable future."

"NGK Insulators changed its name to 'NGK Corporation' in April 2026 to accelerate the transformation of our business structure and advance our vision of becoming a company that contributes to carbon neutrality and a digital society through our unique ceramic technologies. Our partnership with CNN on Innovate, a program that spotlights forward-looking challenges and innovations, aligns perfectly with our commitment to pursue new opportunities and continue evolving as an organization. We are delighted that this collaboration will help further reinforce our pursuit of innovation," said **Shigeru Kobayashi, President of NGK Corporation.**

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About CNN International Commercial
CNN International Commercial (CNNIC) is responsible for the business operations of CNN's properties outside of the United States. All commercial activities for brands such as CNN International, CNN Arabic, CNN Style and CNN Business are aligned within the division. This encompasses the advertising sales, sponsorship partnerships, commercial content development, content sales, brand licensing, distribution and out-of-home operations, business development and marketing for the world's leading international news provider. CNNIC is a recognised industry leader in international advertising sales and its use of award-winning commercial content, produced through its Create unit and driven by its advanced data usage and digital capabilities, has resulted in strong and enduring partnerships with many of the world's most recognised brands. Its Content Sales and Licensing unit has relationships with more than 1,000 affiliates ranging from licensing the CNN brand through to content supply contracts as well as offering consultancy services. For more information visit http://commercial.cnn.com

About NGK Corporation
Founded in 1919, NGK is a ceramics manufacturer active across a wide range of fields, including mobility, energy, IoT, and industrial applications. Its principal products include ceramics for semiconductor manufacturing equipment and automotive components, and the company continues to strengthen its presence as a global business, with overseas sales accounting for roughly 80% of revenue and overseas employees for roughly 60% of its workforce. Since setting out its vision in 2021 to contribute to a carbon-neutral, digital society through its ceramics technology, NGK has accelerated the transformation of its business portfolio, and in April 2026 changed its corporate name from NGK Insulators, Ltd. to NGK Corporation. Guided by the NGK Group mission — "New Value for a Better Future" — the company continues to pursue a more comfortable and sustainable society through the delivery of new products and services. https://www.ngk.co.jp/