



Investors' Visit to ASEAN Sites – May 2015

Pack 1: NS BlueScope Coated Products

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May 2015

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Summary

- Leading ASEAN presence with in-market manufacturing in high growth markets
- Premium branded metal coated and painted steel products in competitive markets
 - Fit-for-purpose products across a range of applications
 - Strong channels to market
- Highly capable team, with local market knowledge
- Broad growth opportunities
 - Organic construction market growth
 - Product mix improvements
 - New products for home appliance steel markets



Agenda

NS BlueScope Coated Products – Introduction

Macroeconomic & Construction Sector Overview

Markets & Footprints

Product Brands & Channels

Business Direction

Financial Drivers & Performance

Summary



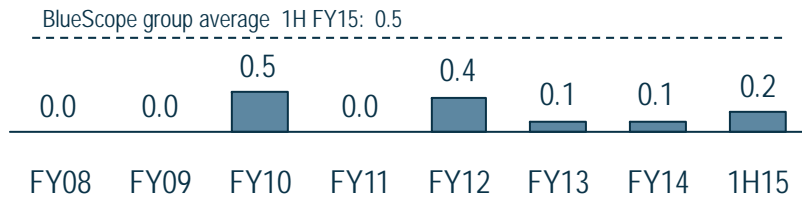
NS BLUESCOPE COATED PRODUCTS – INTRODUCTION

Safety

World class performance; striving for zero harm

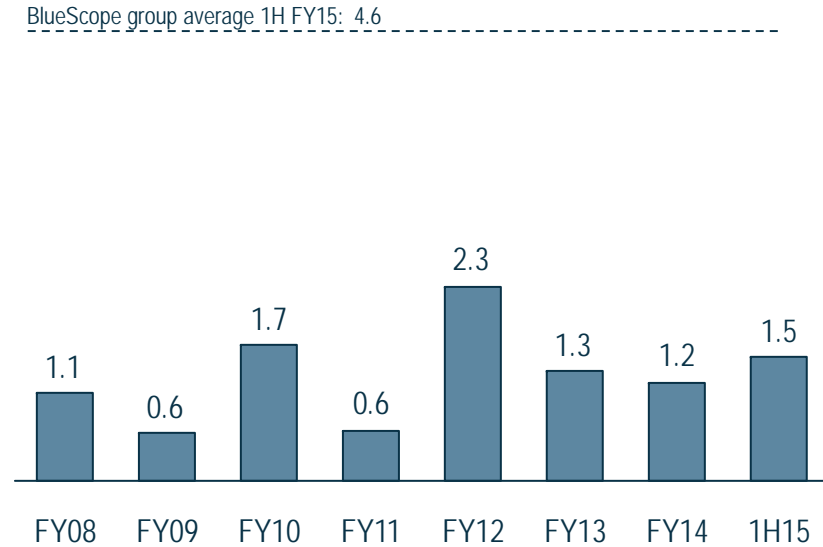
Lost time injury frequency rate

Lost time injuries per million man-hours worked



Medically treated injury frequency rate

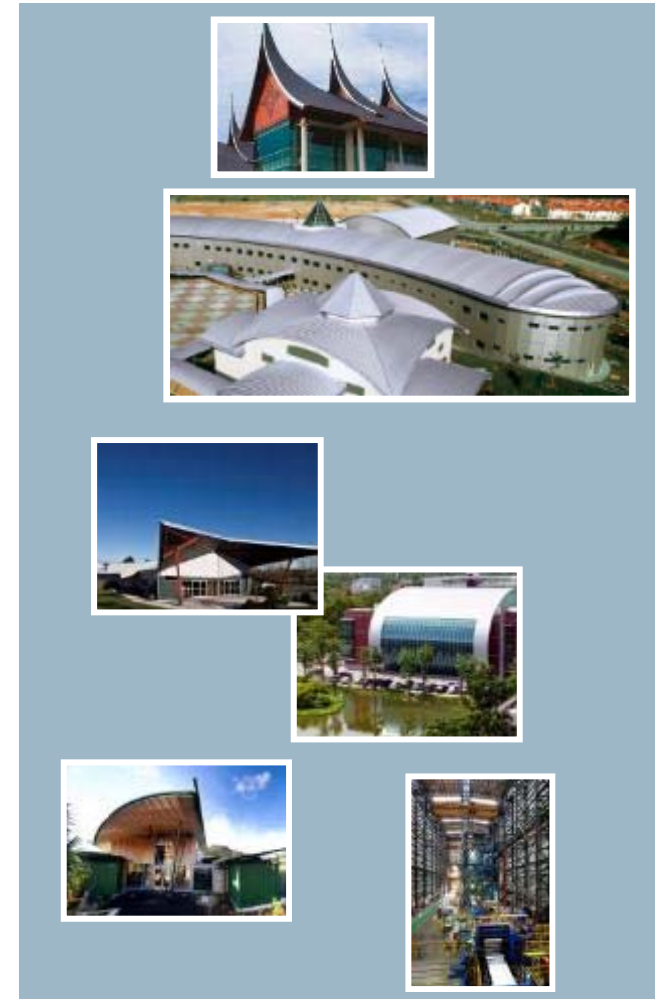
Medically treated injuries per million man-hours worked



Note: Data prior to FY2012 includes Building Solutions ASEAN operations and China but excludes North America operations
Data from FY2012 includes North America operations and excludes Building Solutions ASEAN operations and China

NS BlueScope Coated Products – overview

- Comprises the building products businesses in Southeast Asia and North America which have similar product manufacturing and market characteristics
 - Operates metallic coating and painting lines in Thailand, Malaysia, Indonesia, Vietnam and North America
 - LYSAGHT® roll-forming facilities in Indonesia, Malaysia, Thailand, Vietnam, Singapore and Brunei primarily service the building and construction industries across ASEAN
 - North American business offering steel deck, roofing and siding products to the West Coast building and construction industry
- Attractive market growth across our footprint
- Premium sustainable metal coated and painted steel building products used in residential and non-residential building and construction
 - Products are specifically designed and locally manufactured for individual geographical markets
- Focused on expanding position as technology leader

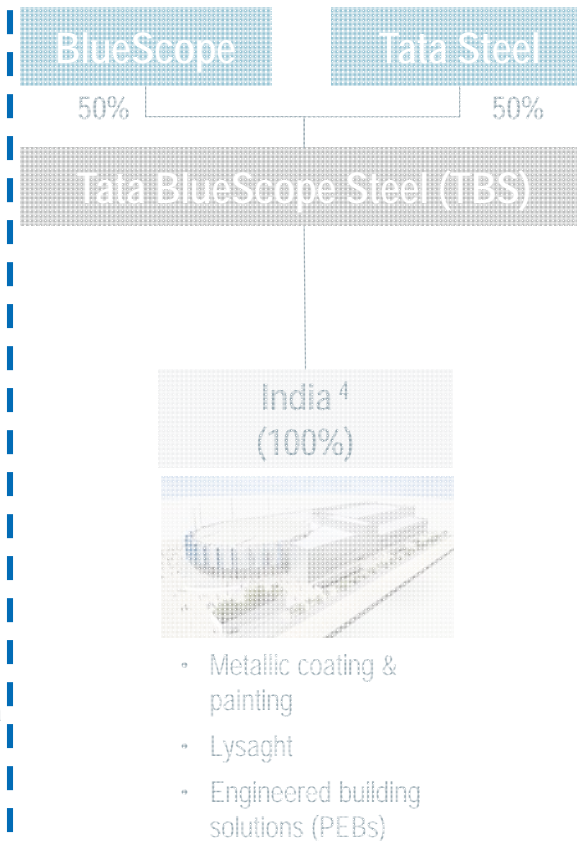


Business structure and geographic footprint

Focus of this presentation:



Also in BlueScope's Building Products segment:



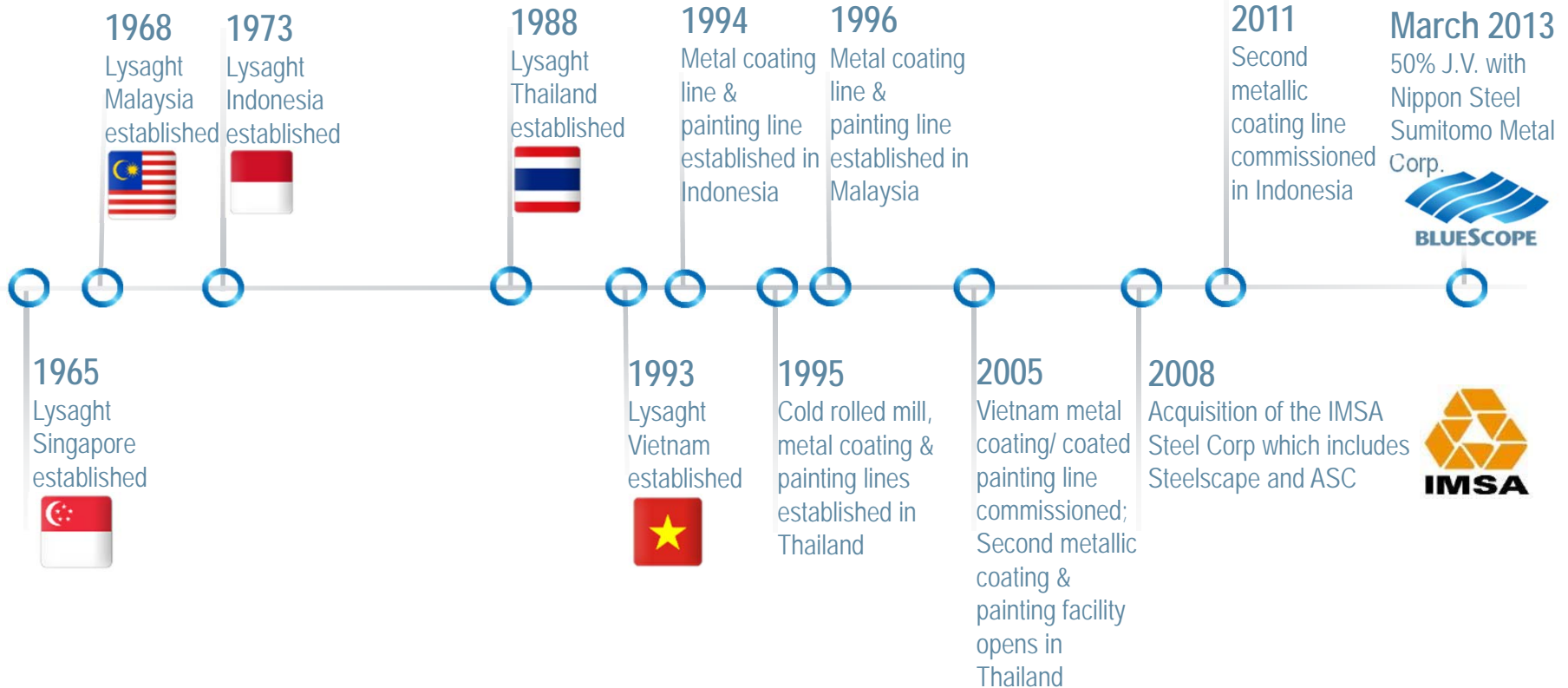
Notes: (1) Nippon Steel & Sumitomo Metal Corporation (NSSMC)

(2) 20% partner in Thailand is Loxley Public Company

(3) Includes Singapore and Brunei. BlueScope Steel owns 100% of the steel coating business and 49% to 60% of rollforming (Lysaght) businesses in Malaysia and Brunei

(4) TBS joint venture encompasses SAARC region (India, Sri Lanka, Bangladesh, Pakistan etc.)

History & key milestones



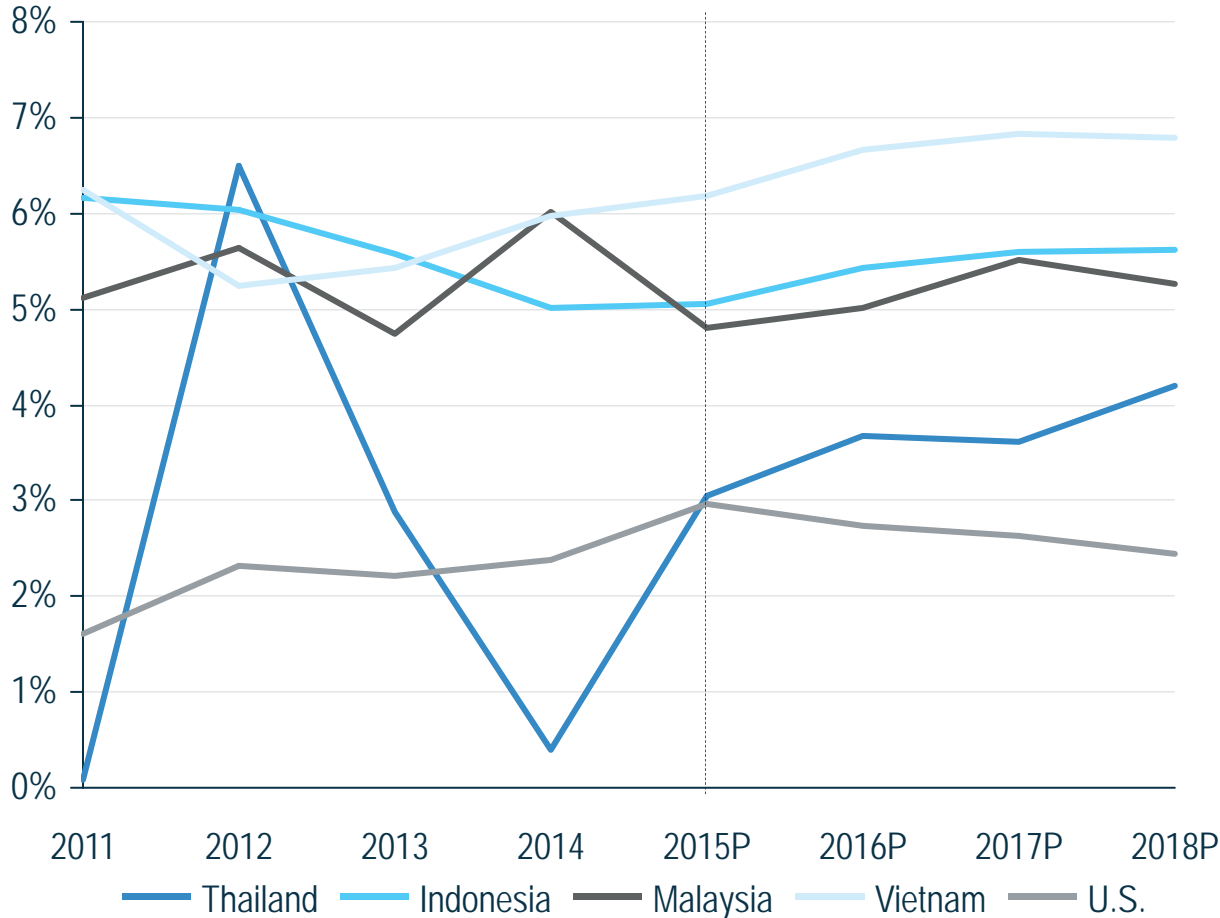


MACROECONOMIC & CONSTRUCTION SECTOR OVERVIEW

Good growth momentum across our key markets

Projected real growth in gross domestic product

Annual % change, calendar years



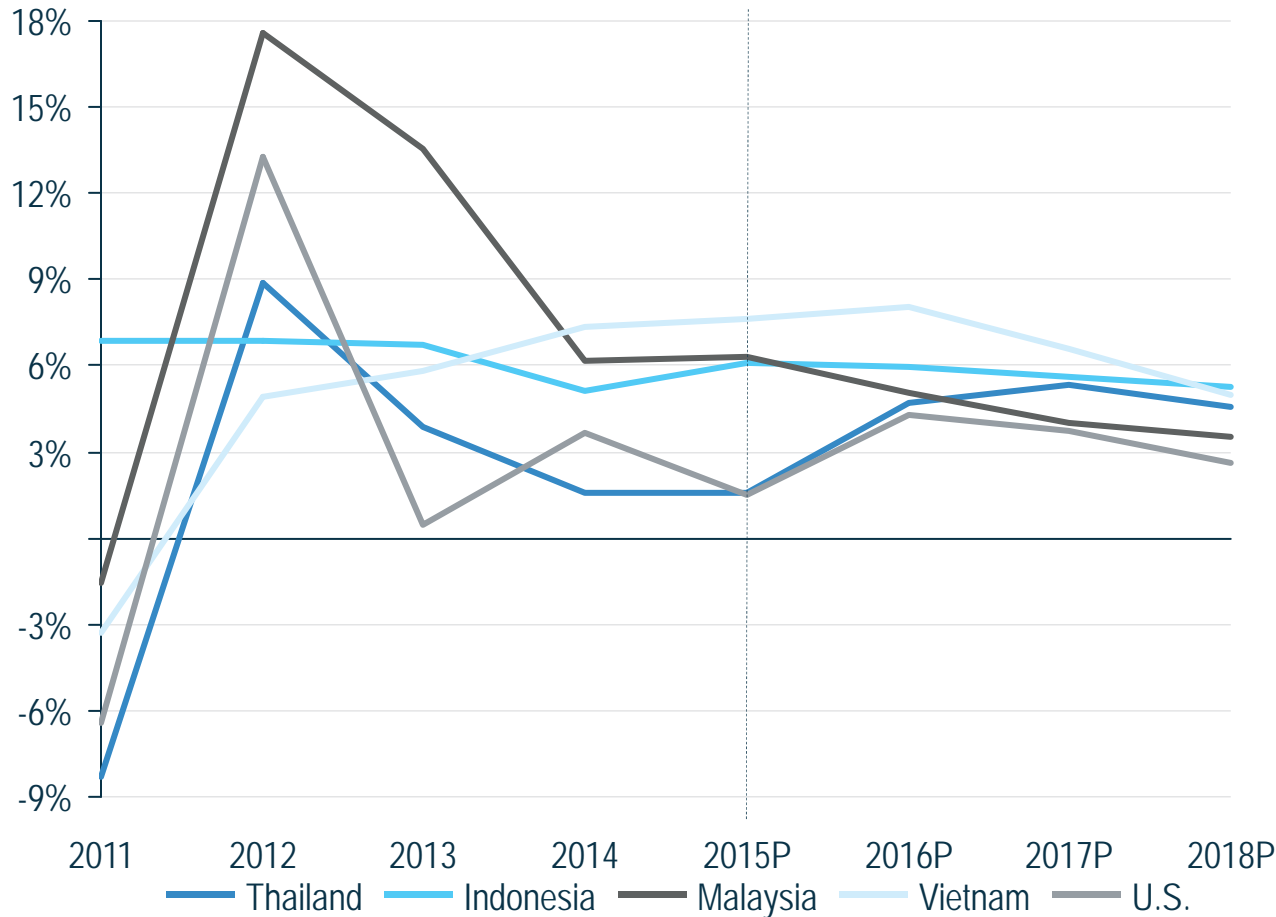
- ASEAN GDP growth between 3-7% p.a. from CY2015 across key markets due to rising affluence, improved political stability & macro management
- US economy is expected to grow at 2-3% annual rate on the back of strong economic fundamentals

Source: IHS Global Insight

Positive non-residential construction market outlook

Projected real growth in non-residential construction work done

Annual % change, calendar years



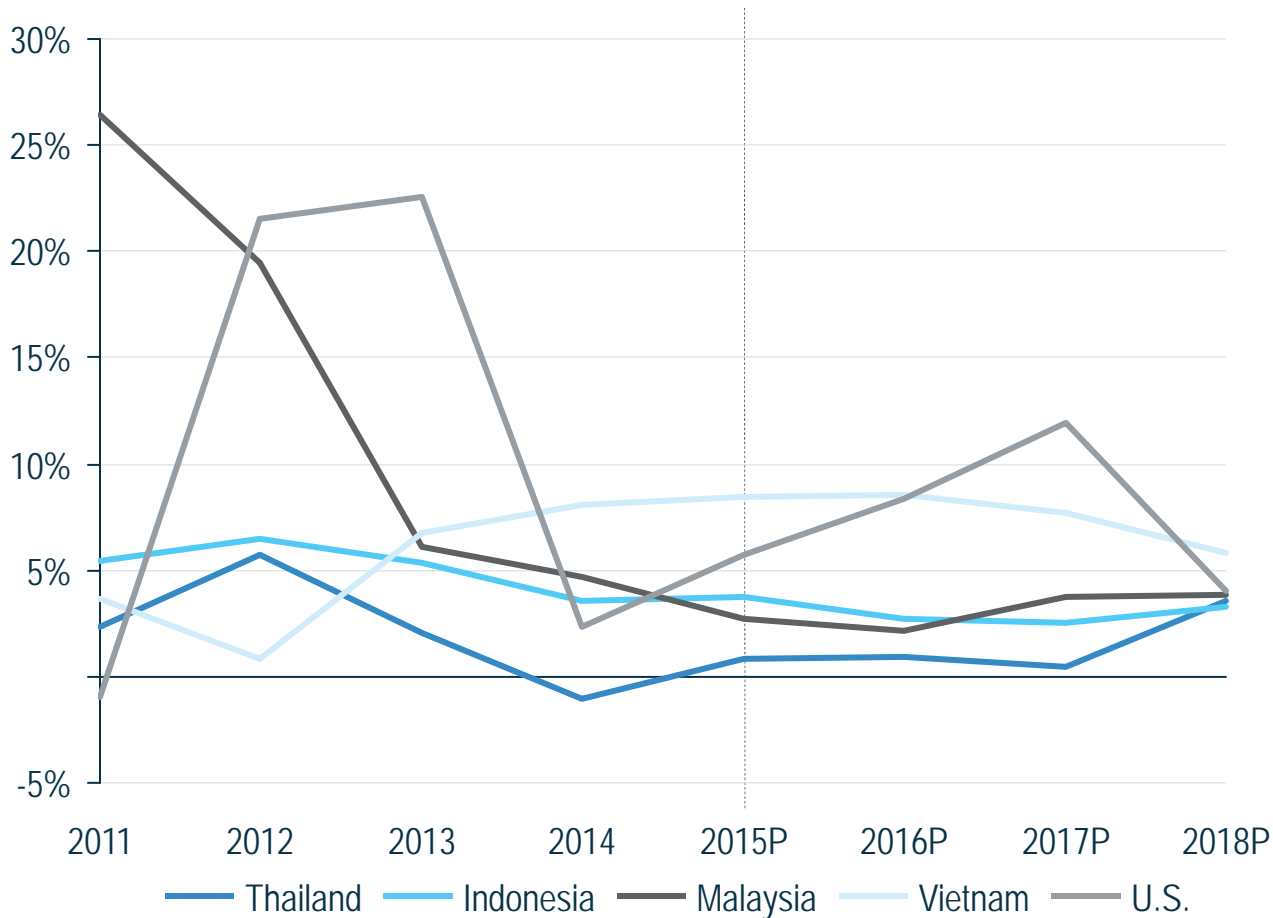
- IHS Global Insight forecast strong real growth in ASEAN of between 2-8% p.a. driven by growing government spending on infrastructure and foreign direct investment
- Positive outlook in the US

Source: IHS Global Insight

... so too in residential construction

Projected real growth in residential construction work done

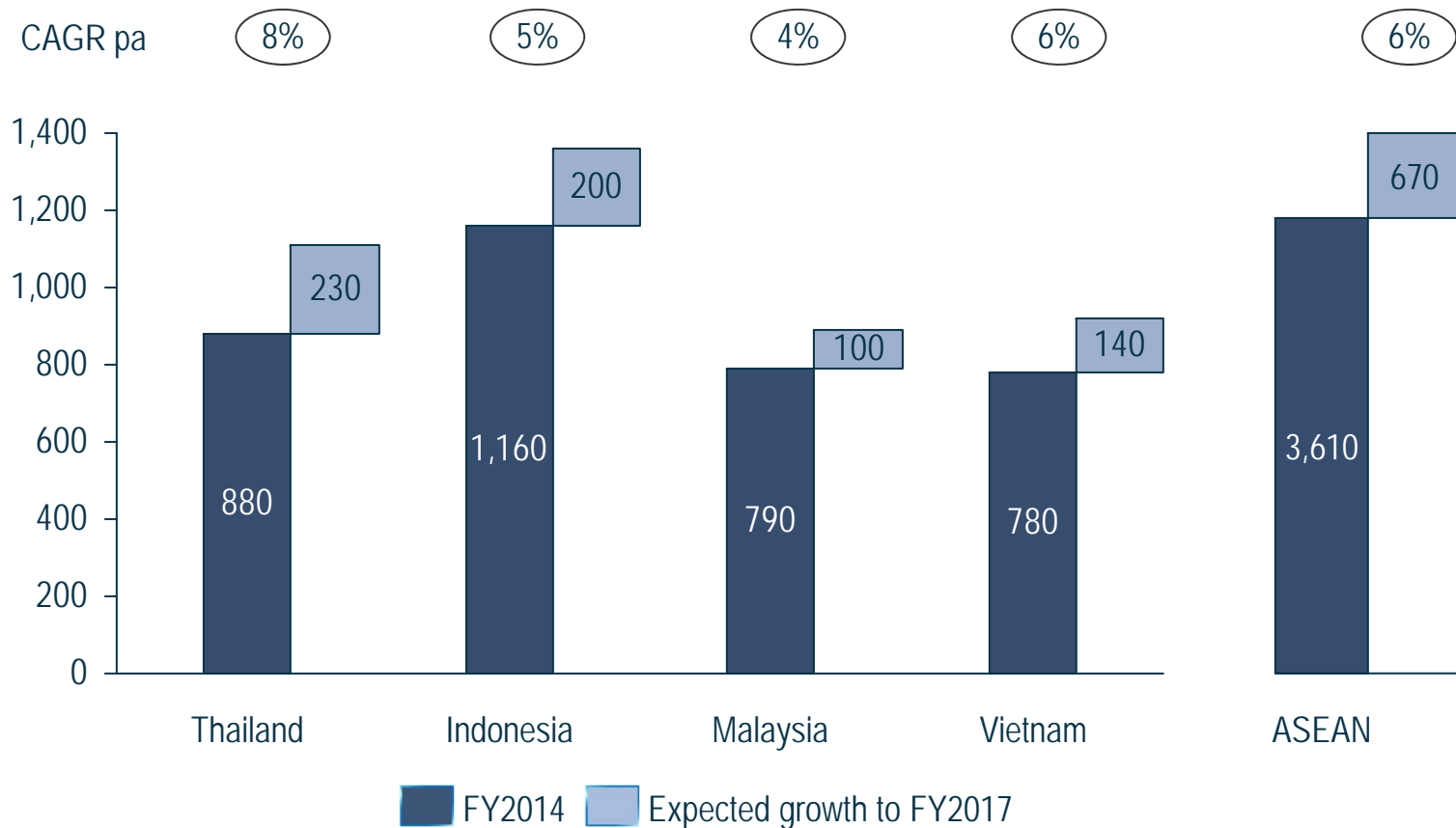
Annual % change, calendar years



- IHS Global Insight expects ASEAN to continue to grow
- US market – pent-up demand is expected to pick up in years ahead

3.6mtpa addressable demand expected to grow to 4.3mtpa over next three years

FY2014 to FY2017 coated steel demand in construction (ktpa)



Source: IPSOS Research, Internal estimates





MARKETS & FOOTPRINTS

Our footprint in Thailand

- Only domestic coated producer with strong local brands and standards
- Leading premium market position in Projects and Retail market
- Expansion into new Home Appliance market with SuperDyma
- Three manufacturing facilities:
 - CRC mill (350ktpa), metallic coating (350ktpa) with in-line painting capability, and painting (90ktpa) facilities at Map Ta Phut (150km south of Bangkok)
 - Market channels with manufacturing capability in Rangsit (near Bangkok) and Khon Kaen (northeast Thailand)



Metal coating & painting facility, Map Ta Phut



● NS BlueScope Lysaght

● Metallic coating and painting facility



Macroeconomic & Market Environment – Thailand

Macroeconomic highlights

- Southeast Asia's second largest economy with population size of c. 68.9 mil
- Resilient economy despite political events
- GDP is expected to continue to grow at 3-4% driven by large industrial and services sector, fixed investments & infrastructure growth, FDI growth in manufacturing and tourism
- One of ASEAN's highest GDP per capita levels reflecting a well developed and affluent consumer market
- Improving wealth & growing middle aspirational middle class
- Centre of ASEAN Economic Community (AEC) – integral hub to connect ASEAN

Coated addressable market highlights

- NS BlueScope Thailand business is the only domestic ZnAl coated steel producer
- Rapid increase in number of roll-formers in Thai market in last five years
- High metal sheet conversion from galvanised iron (GI)

Thailand projects



Armed Forces Development Command



DHL Warehouse



Nissan Showroom



BSP Motorsport



Bed Supper Club



AsahiKasei Factory

Our footprint in Indonesia



- Strong presence in projects market with opportunity to grow in retail market
- New MCL installed in 2011 to support retail market growth
- Eight manufacturing facilities:
 - Midstream metallic coating (285ktpa) with in-line painting capability, and painting (50ktpa) facilities in Cilegon (near Jakarta)
 - Market channel (BlueScope Lysaght) facilities in Cibitung (near Jakarta), Surabaya (Java), Medan (Sumatera), Palembang (Sumatera), Semarang (Java), Pekanbaru (Sumatera) and Makassar (Sulawesi); Sales rep. office in Balikpapan

- NS BlueScope Lysaght
- Metallic coating and painting facility



Metal coating & painting facility, Cilegon



Macroeconomic & Market Environment – Indonesia

Macroeconomic highlights

- Southeast Asia's largest economy with population size of c. 250 mil
- Improving political stability is attracting FDI, though lower oil and gas export prices poses challenges
- Fuel subsidy cuts, successfully implemented as global oil price plunged, will provide funding for public spending
- Fuel and rice subsidies lowered, impacting retail channel spend (cost of rice now 15%-20% higher than last year)
- Household spend is expected to grow strongly due to rising wages and workforce size
- Economic development is rapidly moving out to other regions apart from Greater Jakarta, e.g. Sumatera, East Java

Coated addressable market highlights

- Coated products domestic steel market faces strong competition from local and imported products; opportunity to improve anti-dumping measures
- Large and fragmented retail market segment with long supply chains
- Project market segment to benefit from growing FDI, government investments in infrastructure development, and trend towards mixed development projects and integrated cities
- Current market activity flat

Indonesia projects



IKEA Alam sutera, Tangerang



Traditional architecture with style and strength, Sumatera



Indonesia International Expo Centre – biggest convention hall in ASEAN

Our footprint in Malaysia, Brunei & Singapore



- Leading player in premium Projects market with opportunity to grow in Retail
- Upgrading MCL to include inline painting technology to support growth in Retail market – to be commissioned in 2H CY2015
- Expanding presence in East Malaysia
- Six manufacturing facilities:

- NS BlueScope Lysaght
- Metallic coating and painting facility



Metal coating & painting facility, Kapar

- Midstream metallic coating (150ktpa) and painting (75ktpa) facilities in Kapar (near Kuala Lumpur)
- Market channel (BlueScope Lysaght) facilities in Shah Alam (Malaysia), Sabah & Sarawak (Borneo Malaysia), Singapore and Brunei



Macroeconomic & Market Environment – Malaysia

Macroeconomic highlights

- Population of c. 30m; ASEAN's second highest GDP per capita levels
- Lower energy prices leading to moderating growth forecast of 4-5% (vs. previous 5-6%)
- Consumer spending, one of Malaysia's biggest growth drivers, also expected to slow due to introduction of goods & services tax from April 2015
- Faster implementation of large, multi-project investment program to 2020 to cushion slowdown

Coated addressable market highlights

- NS BlueScope Malaysia is the only domestic producer of ZnAl
- Relatively mature steel market in ASEAN
- Domestic market is competitive with traditional galvanised iron / pre-painted galvanised Iron players moving into zinc-aluminium products and influx of imports from China, Vietnam and Taiwan
- Growing trend for "green building" features (e.g. thermal reflection or solar panels) which reduce operating costs, improve indoor environment and are socially responsible

Malaysia, Brunei and Singapore projects



Hibiscus Water Chalet, Port Dickson



Kuching International Airport, Sarawak



Coca-Cola Bottling Plant



Proton City Admin Building

Our footprint in Vietnam

- Leading player in premium Projects market with large opportunity to grow in Retail
- Developing channels to extend market reach
- Newest midstream coating facility in ASEAN
- Three manufacturing facilities:
 - Midstream metallic coating (130ktpa) and painting (50ktpa) facilities at Phu My in Ba Ria Vung Tau province (south of Ho Chi Minh City)
 - Market channels (BlueScope Lysaght) facilities in the south at Dong Nai province (near Ho Chi Minh City) and in the north at Ha Tay (near Hanoi)



Metal coating & painting facility, Phu My



- NS BlueScope Lysaght
- Metallic coating and painting facility

Macroeconomic & Market Environment – Vietnam

Macroeconomic highlights

- ASEAN's third most populous country c. 93m people, with young population (median age of 29 years)
- Popular destination in ASEAN for investment – relatively low labour cost, high literacy rates and skilled workforce, stable political environment
- Export oriented economy; domestic demand is weak due to tightened monetary policy to tame double-digit inflation
- Rising middle class driving consumer spending growth

Coated addressable market highlights

- Highly competitive domestic steel market
 - Seven local ZnAl producers
 - Excess production capacity
 - Key competitors having CRC, galvanised iron, galvalume and painting capability
 - Lack of entry and trade barriers
- Large residential retail segment
- NS BlueScope Vietnam has well known brands and good channels to market

Vietnam projects



Coca Cola Factory



Honda Factory



Bridgestone Factory



Nestle Factory

Our footprint in North America

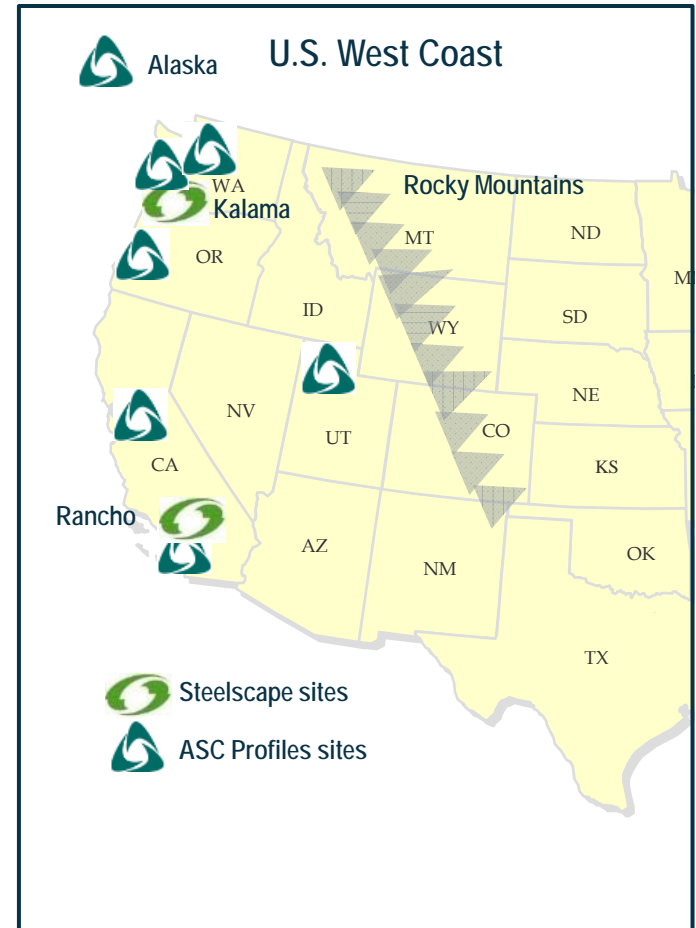
- Business consists of Steelscape (metal coating & painting) and ASC Profiles (building panels) which has merged since 2012
- Employs ~600 staff
- Steelscape has two manufacturing sites:
 - Kalama, WA (pickle line, cold rolling mill, metal coating line and paint line)
 - Rancho Cucamonga, CA (metal coating line and paint line)
- ASC (AEP Span, ASC Building Products and ASC Steel Deck) has seven manufacturing facilities



Metal coating & painting facility, Kalama, WA



Metal coating & painting facility, Rancho Cucamonga, CA



Macroeconomic & Market Environment – United States

Macroeconomic highlights

- Economy is healthy and expected to grow at 2-3% annual rate
- Unemployment rate now close to 5% with economy approaching full employment
- Industrial production is expanding, with PMI pointing to ongoing strength in manufacturing
- Consumer confidence and spending getting significant boost from lower gas prices and strengthening labour market

Coated addressable market highlights

- Positive outlook for the construction market – all construction sectors anticipated to expand over the next three years
- Declining price of steel spurred temporary stock adjustments throughout the industry – several US mills took capacity out of the market
- Drop off in steel prices along with record high import levels has generated concerns about potential trade actions on imported steel
- Growing trend for “green building”, including higher reflectivity standards and solar solutions

North America projects

New 49ers Stadium
Santa Clara CA



SFO San Francisco
International
Airport



Spirit Bay,
Vancouver Island



PRODUCT BRANDS & CHANNELS

End use applications

Products	Primary end-use markets	Applications
<p>Painted (incl. pre-painted COLORBOND® steel)</p> 	<p>Building and construction</p> <ul style="list-style-type: none"> Industrial & commercial projects (premium market) Government Residential projects Residential retail SME / manufacturing Agriculture 	<ul style="list-style-type: none"> Structural sections Structural decking Roofing Walling Architectural panels Residential framing
<p>Zinc/aluminium alloy-coated steel (e.g. ZINCALUME® steel)</p> 	<p>Building and construction</p> <ul style="list-style-type: none"> Industrial & commercial projects (premium market) Government Residential projects Residential retail SME / manufacturing Agriculture 	<ul style="list-style-type: none"> Structural sections Structural decking Roofing Walling Architectural panels Residential framing
<p>Galvanised (including GALVSPAN® steel) and special zinc finishes</p> 	<p>Building and construction</p> <ul style="list-style-type: none"> Industrial & commercial projects (premium market) Government Residential projects Residential retail SME / manufacturing Agriculture 	<ul style="list-style-type: none"> Structural sections Structural decking Roofing Walling Architectural panels Residential framing
<p>SUPERDYMA® steel</p> 	<p>Building and construction, home appliance</p>	<ul style="list-style-type: none"> Structural sections Home appliances such as refrigerators, air-conditioners, washing machines

Note: SuperDyma® manufacturing will replace galvanised steel manufacturing

Leader in building market brands (coated & painted products)

Product Specification

PROJECTS	    	Zn-Al Coating Mass of 200g/m ² or 150g/m ²
	    	100g/m ² or 90g/m ²
RETAIL	 	90g/m ² or 70g/m ²
	 	
	 	50g/m ²

Leader in building market brands (roll-formed products)

LYSAGHT KLIP-LOK®



LYSAGHT® SMARTRUSS™



ASC BUILDING PRODUCTS SKYLINE ROOFING®



LYSAGHT BONDEK®



LYSAGHT® Purlins



AEP SPAN DESIGN SPAN®hp



Channels to market – ASEAN (Projects)

Customer channels



- PEB
- Roofing Contractors
- Main Contractors
- Installers
- Consultants
- Rollformers

Market / end user segments

I&C Projects

Government

Residential Projects

Market / end user sub-segments

- Local large I&C
- Japanese & Other FDI
- Agriculture
- Mining
- Energy

- Transport, energy
- School, hospital

- Villas & Townships
- Condominiums
- Residential estates/ Gated residential communities
- Low-rise apartment

Channels to market – ASEAN (Retail)

Customer channels



Blue Privilege Program Retail



Market / end user segments

Market / end user sub-segments

Distributors
Hardware Stores/
Retailers

Residential
Retail

SME

- Detached houses
- Bungalows

- Agriculture
- Food
- Fabrication
- Small & Medium businesses
- Shophouses

Channels to market – North America

Customer channels

Market / end user segments

Loyalty Programs

ASC Profiles: Open House



Customer Appreciation Event



Contractors

Designers

Architects

Lumberyards

Distributors

Builders

Steel Fabricators

Hotels

Offices

Industrial facilities

Retail

Amusement/Recreation

Education

Healthcare facilities

Religious

Residential

Agricultural / Farming

Institutional Buildings

Government Buildings

Solar projects

Home appliance market: products

- Targeting white goods market e.g. air conditioners, refrigerators

SUPERDYMA®

- Highly corrosion-resistant **coated steel sheet** developed by NSSMC
- Coating composition consisting of zinc as the main substrate in combination with aluminium (about 11%), magnesium (about 3%) and a trace amount of silicon
- Corrosion resistance more than three times better than conventional galvanised steel sheet
- Chromate-free and eco-friendly

VIEWKOTE®

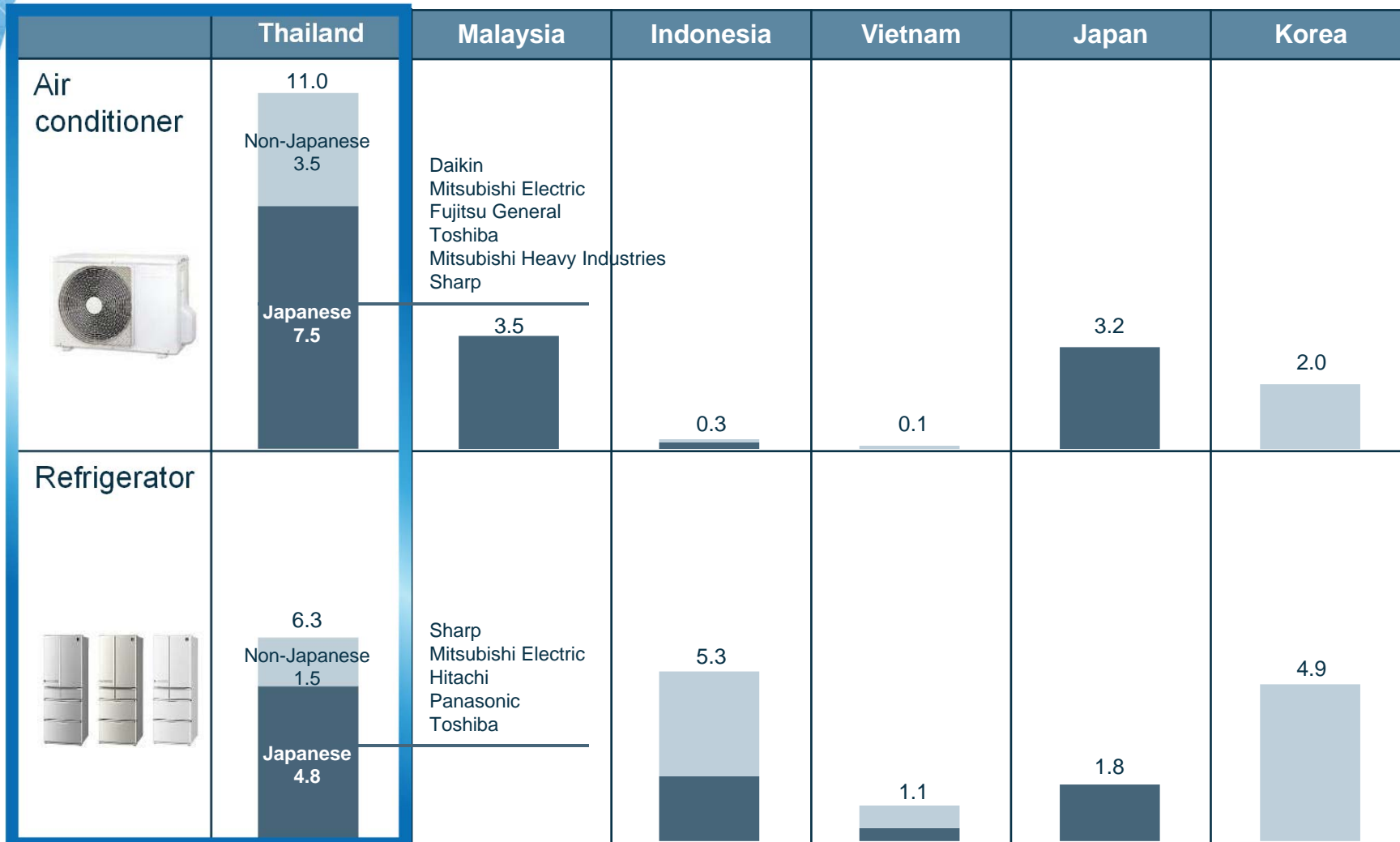
- High quality **prepainted steel sheet** for home appliance
- Pebbled surface like that of an orange peel by special beads in the coating
- Embossed finish is available
- Chromate-free and eco-friendly

VALUE PROPOSITION

- **Relationship with NSSMC valued by customers**
- **Integrated local manufacturing process in Thailand**
- **Short delivery lead time**
- **Reduced coating mass / increased corrosion resistance**

Home appliance market (2013)

(Million units)



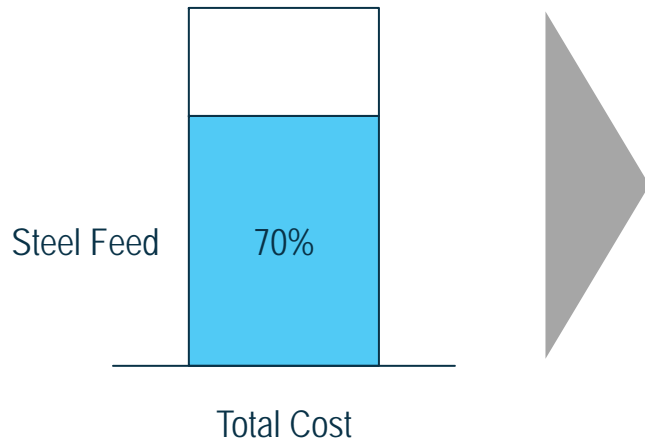
Source: Fuji Chimera Research Institute, Inc.

Supply of steel feed

- A significant focus of the business is to ensure the operations are supplied with quality and competitively priced steel feed
- Hot rolled coil (720ktpa)
 - North America and Thailand
 - Predominantly supplied by BSL and NSSMC with additional requirements from other local and import suppliers
- Cold rolled full hard (520ktpa)
 - Indonesia, Vietnam and Malaysia
 - Predominantly supplied by external local and import suppliers



Steel Feed Cost in Building Products

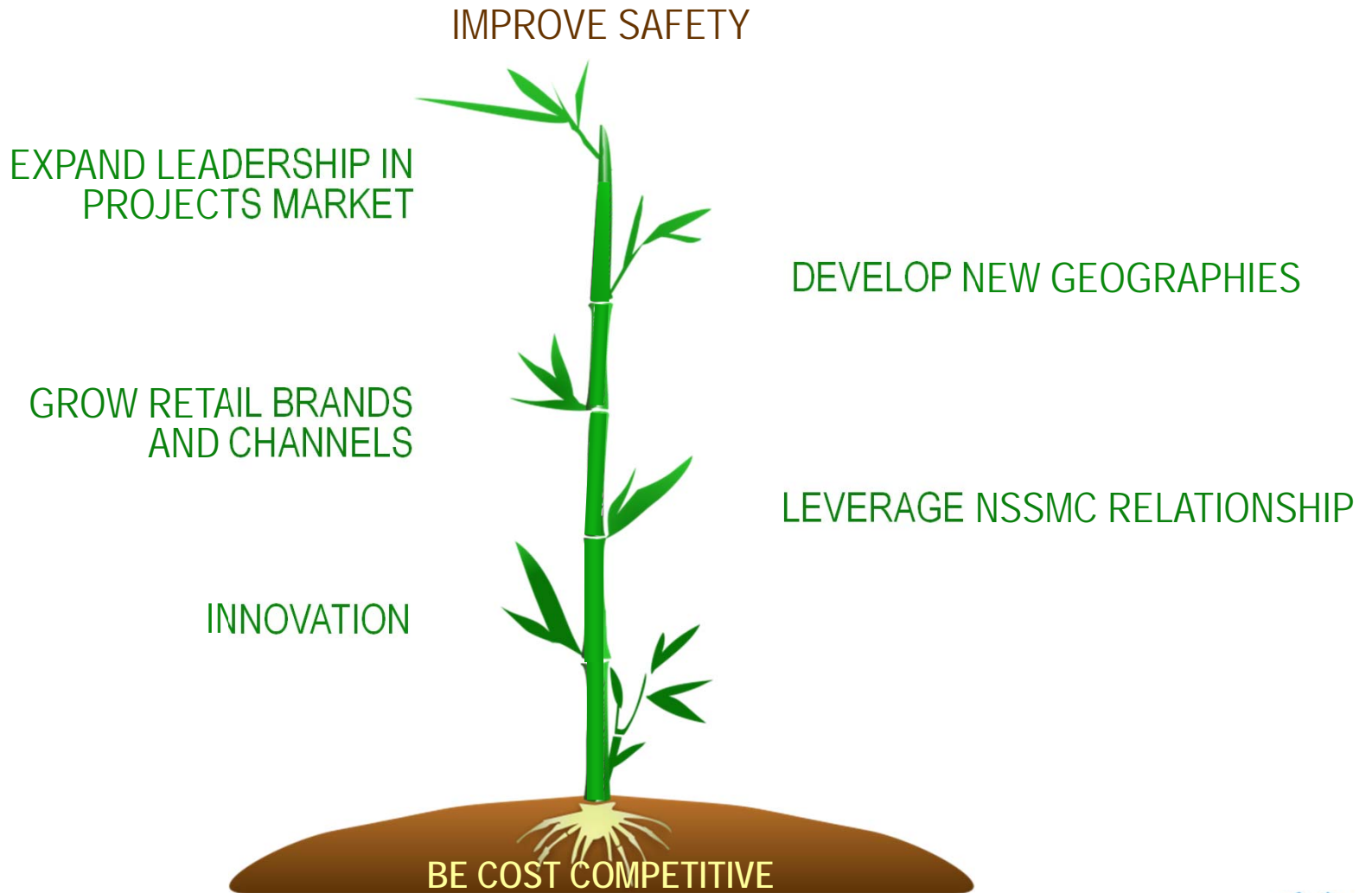


Managing through steel cycles with competitive and flexible steel sourcing



BUSINESS DIRECTION

ASEAN strategy



Expand leadership in projects market

Strategic objective	<ul style="list-style-type: none">• Increase market share through midstream and Lysaght business
Initiatives	<ul style="list-style-type: none">• Expand Lysaght product offer• More specification marketing• Turnkey Supply & Install offer• Promote sales to Japanese contractors• Green certification

Grow retail brands and channels

Strategic objective	<ul style="list-style-type: none">• Develop retail brands and channels to increase share of fast-growing residential and SME segment, and improve margins
Initiatives	<ul style="list-style-type: none">• Zacs® brand growth• Recruitment of Zacs Stores and BlueScope Authorised Dealers• Dealer and Contractor Loyalty Program• Capacity expansion

Innovation

Strategic objective	<ul style="list-style-type: none">• Develop and promote cutting edge products to maintain technology and brand leadership
Initiatives	<ul style="list-style-type: none">• ASEAN Innovation Centre• SuperDyma®• Enduroframe®• New finishes• Kliplok Optima™• Composite deck• Solar framing

Develop new geographies

Strategic objective	<ul style="list-style-type: none">• Asset-light entry to new geographies to maximise opportunity and maintain high growth trajectory
Initiatives	<ul style="list-style-type: none">• Myanmar• Philippines

Working with NSSMC

- Strong, long-standing relationship with NSSMC through many technical collaborations (over 65 projects since 1970)
- Successful first two years for the NS BlueScope Coated Products joint venture
- Both companies are leaders in steel coating and manufacturing
- NSSMC has substantial size and global reach, including across the ASEAN markets
 - Sophisticated manufacturing technologies
 - Competitive product line-up
 - Trusted customer relationships
 - Brand and reputation as a manufacturer of high value added steel products
- Access strong NSSMC technology development capabilities and substantial R&D base
- Access to a broader range of customers in new product areas
 - Developing relationship with home appliance market and customers
 - JV capable of accessing product development work of both parent companies
- Access to high quality and stable substrate supply

Working with NSSMC (ctd)

Opportunities in progress

- New products and solutions for customers utilising NSSMC's comprehensive solution technologies
 - Home appliance segment applications of SuperDyma® and VIEWKOTE® will be priorities
 - SuperDyma® applications in Building & Construction
- Stable procurement of coil feed substrates and enhancing consistency of quality and competitiveness of JV products by using substrates that are manufactured under NSSMC's integrated quality control system
- Expanding reach of existing JV business & products to existing Japanese FDI participants in ASEAN through NSSMC linkages and network.
- Improved funding costs

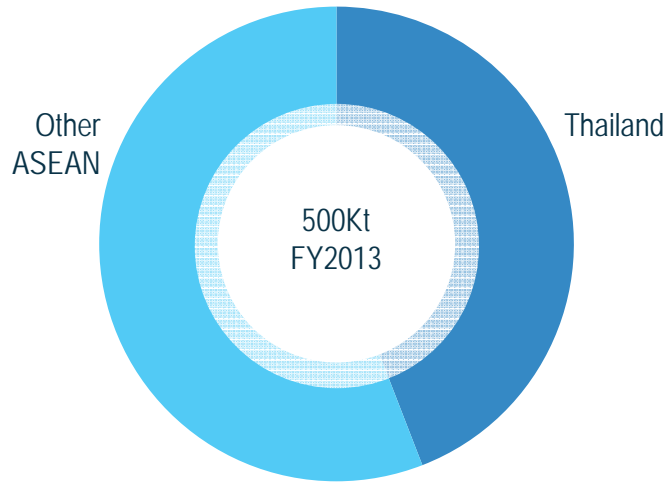
Further opportunities for review and quantification

- Further reach of existing JV business & products to existing Japanese FDI participants in ASEAN through NSSMC linkages and network. Opportunity will grow as Japanese manufacturing continues to develop in ASEAN
- Pursuing growth in other countries in the ASEAN region
- Sharing production support resources in ASEAN with NSSMC's existing presence, and achieving best-of-breed productivity and performance
- Accelerate market entry of next generation COLORBOND® and ZINCALUME® into Asia
- Development of new demand for non-automobile applications such as agriculture, energy-related and electric appliance applications (JV excludes automotive segment)

Working with NSSMC (ctd)

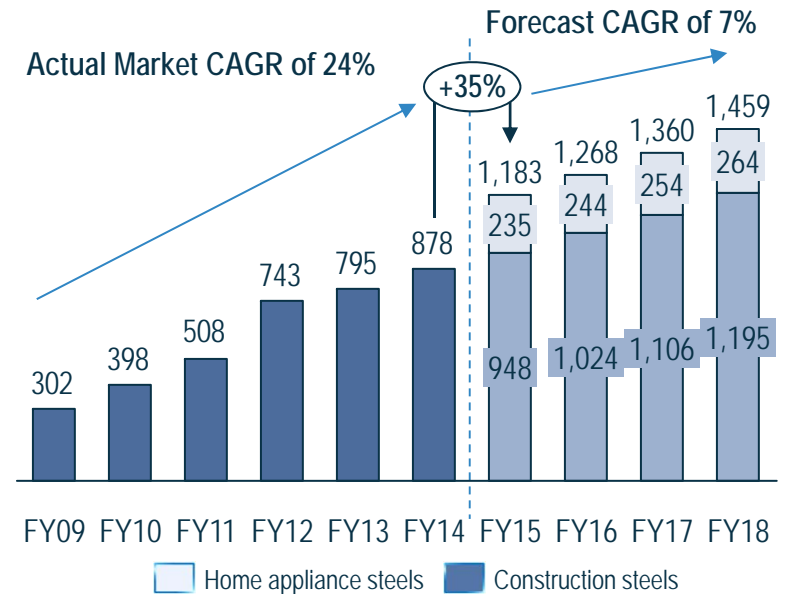
Home appliance painted and coated steel opportunity

500Ktpa opportunity in ASEAN coated home appliance steels



Source: customer surveys

Large and growing addressable market in Thailand



Source: Iron Steel Institute Thailand (ISIT 2013/14), IPSOS Market Study 2013, NSBST Marketing

- Commenced sales of VIEWKOTE® – sold 5Kt in 1H FY2015 in what is a 40-55Kt market



- Sales of SuperDyma® to home appliance sector to commence in 2H FY2016



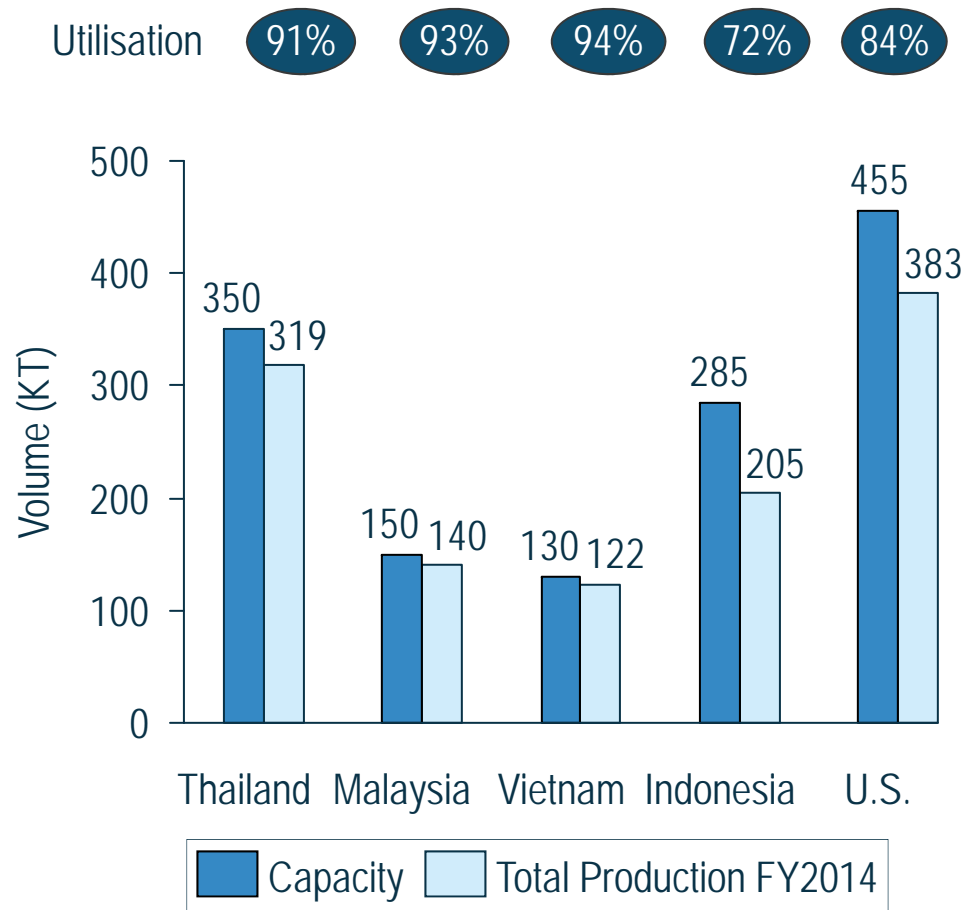
North America strategy

Differentiate through new products & services	<ul style="list-style-type: none">• Specialty finishes• In-line painted, sheds, concealed wall panels, solar framing, specialty decking• Service improvements, specification marketing
Grow residential brands & channels	<ul style="list-style-type: none">• Consumer branding, partnerships with developers and associations• New channels, regional roll-formers
Expand into new segments & geographies	<ul style="list-style-type: none">• SuperDyma®• Aluminium toll-painting• Agri shade and shelter market
Align assets, operations & supply chain	<ul style="list-style-type: none">• Optimise operational footprint• Reduce supply chain complexity and costs

People & Safety

ASEAN coating capacity & utilisation

Generally high capacity utilisation across all sites except Indonesia



- Further capacity for earnings growth through mix improvements (margin and volume throughput benefit)
- Evaluating adding capacity in Thailand – potential to add fit-for-market coating and painting line

Notes:

- Capacity is calculated based on current production mix
- Production volume varies from disclosed despatch volumes through inventory movements and external sourcing of a small volume of product that BlueScope does not manufacture

Indonesia performance improvement initiatives

- Product mix
 - Strategies being pursued to improve product mix
- Customer portfolio & market offer
 - Expand customer base
 - Improve understanding of value proposition
 - Measures to improve loyalty
 - Lysaght focus on iconic projects
- Manufacturing excellence
 - Simplify product offer
 - Improve manufacturing and maintenance planning
- People
 - Improve productivity and efficiencies across business
- Cost base
 - Steel feed
 - Cost management program in place
 - Optimise energy consumption



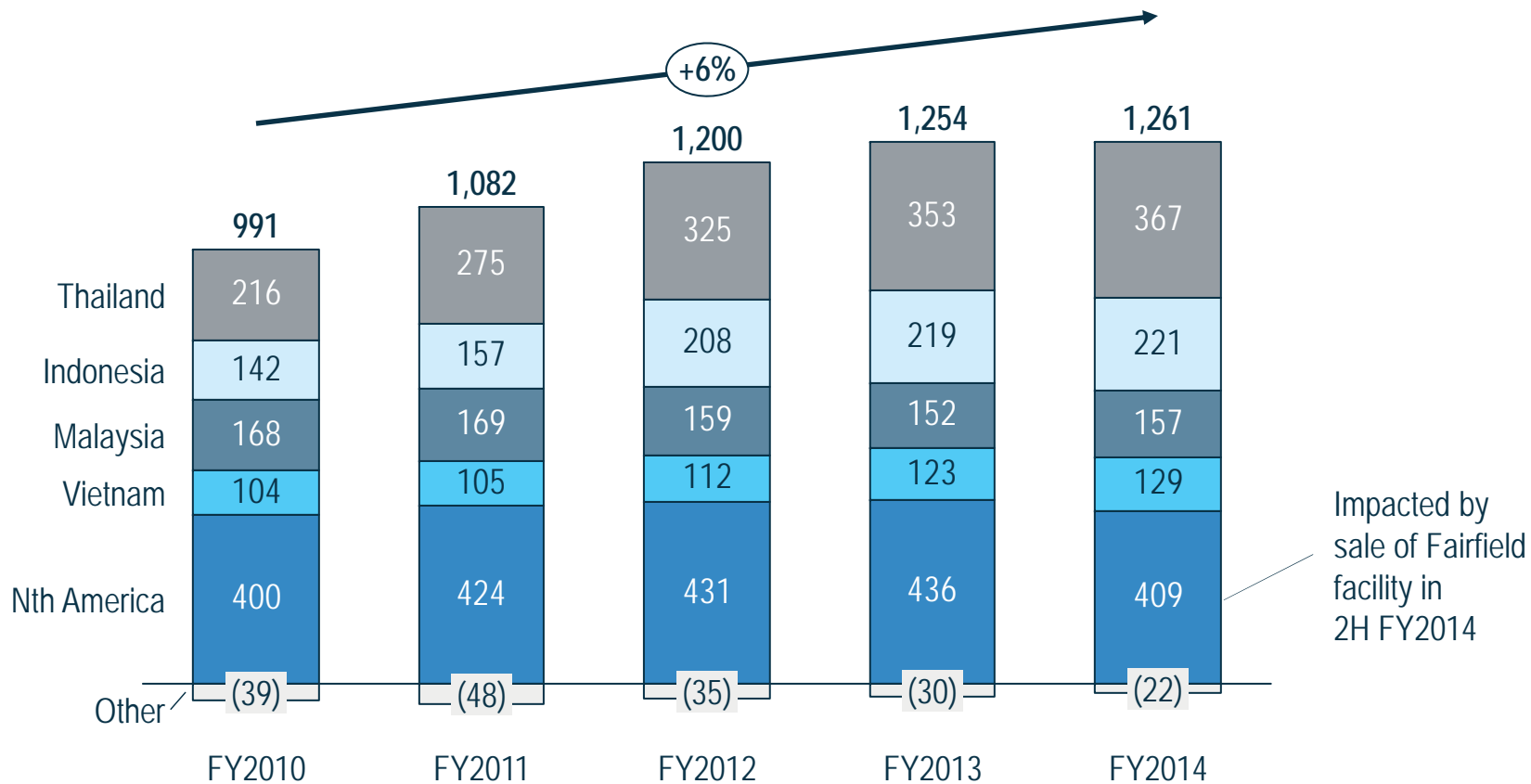
FINANCIAL DRIVERS & PERFORMANCE

Core business drivers

- The main financial performance drivers of the segment are sales volumes and margin made on end-product over input feed. The latter is influenced by the level of local and import competition in each nation in which we operate
- Volume and top-line growth driven by:
 - Increased sales into new segments, eg home appliance market, residential/retail
 - Best-in-class technology (including in-line painting), quality, product range and R&D capability
 - Increased capacity utilisation in optimised network of facilities through seeding and load balancing
 - Increase in available capacity through thicker gauge-mix and overall equipment effectiveness (OEE) improvements
 - People, processes and systems geared for growth
- EBITDA margin driven by:
 - Product-mix improvement towards higher value-added and painted products
 - Greater pull-through of Tier 1 products through expansion of Lysaght and Ranbuild and development of aligned channel partners
 - Cost competitiveness through growing scale, strategic sourcing, in-line painting and yield improvements
- Risks:
 - Strong import and local competition
 - Political and regulatory risks
 - Foreign exchange and macroeconomic risks

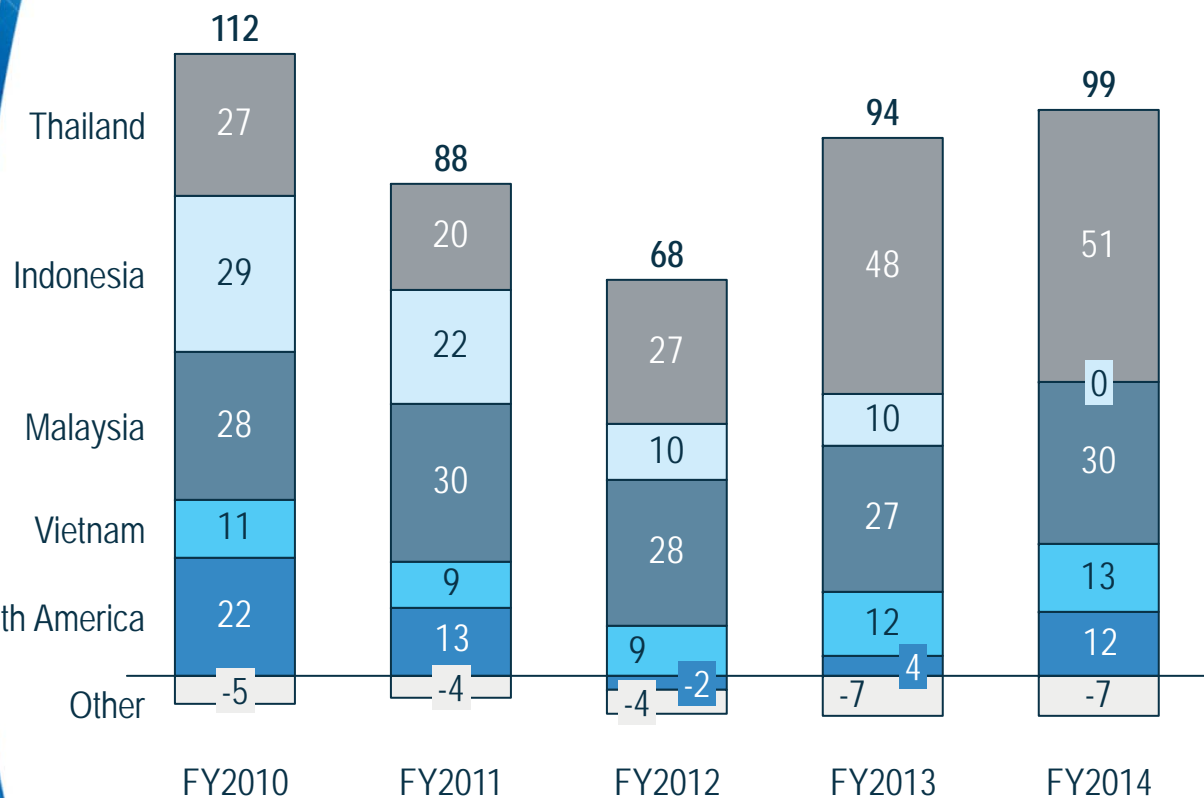
Overall volume grew at 6% CAGR from FY2010 to FY2014

NBCP Sales Volume (kt)



EBIT declined from FY2010 to FY2012 mainly due to Indonesia & North America. Growth trajectory has resumed

Underlying EBIT (\$M)



FY2011 vs FY2010:

- Impact of import competition on spread in the ASEAN market coupled with unfavourable FX movements

FY2012 vs FY2011:

- Indonesia's MCL2
- Thailand floods
- Unfavourable FX movements

FY2013 vs FY2012:

- Strong Thailand performance: product innovation and successful sales, marketing and operations initiatives
- North America negatively impacted by negative spread trend
- Commencement of Coated Products joint venture

FY2014 vs FY2013:

- Turnaround in North America post restructuring and improved market conditions
- Steady growth across ASEAN except for Indonesia which was adversely affected by Rupiah depreciation against the USD and intense domestic and import competition

1H FY2015 Performance, 2H FY2015 direction

1H FY2015 Performance

- Overall (vs 1H FY2014): improvements in Indonesia, partly offset by softer results from Thailand, Vietnam, Malaysia and North America
- Thailand: retail segment strong, but project market weakness continued from 2H FY2014 following the period of political instability. Overall volumes softer.
- Indonesia: very competitive market. Focus is on improving channels, pricing and competitiveness
- Malaysia: volumes strong; margins slightly lower
- Vietnam: volumes weaker – FDI and credit growth remain slow
- North America: seasonally stronger, and better underlying volumes

2H FY2015 direction

- Recent falling steel prices
 - margin pressures, particularly in North America
 - some volume impact in falling steel price environment
- Commissioning of Malaysia's low cost in-line painting expansion on its metal coating line expected end of 2H FY2015
- On track for SuperDyma® commissioning in 1H FY2016, with product sales commencing in 2H FY2016

Growth and development initiatives in each nation

Thailand

- Develop and launch new products including SuperDyma® for home appliance markets
- Enhance customer loyalty / specification
- Develop SME / retail product & brands, expand channels
- Possible capacity expansion

Indonesia

- Grow project market volume through expanded customer base and partnership with loyal customers
- Develop retail brands and broaden channels
- Reduce cost base

Malaysia

- Increase premium product mix with in-line painting in operation
- Grow domestic share via retail strategy, loyalty programs and Pre-Painted Galvanised Iron penetration

Vietnam

- Grow SME market to expand project market leadership
- Increase influence in retail channel through branded stores
- New products and finishes

North America

- Differentiate through new products & services
- Expand into new segments & geographies
- Grow residential market



SUMMARY

Summary

- Leading ASEAN presence with in-market manufacturing
- Premium branded metal coated and painted steel products in competitive markets
 - Fit-for-purpose products across a range of applications
 - Strong channels to market
- Highly capable team, with local market knowledge
- Broad growth opportunities
 - Organic construction market growth
 - Product mix improvements
 - New products for home appliance steel markets





QUESTIONS



Investors' Visit to ASEAN Sites – May 2015

Pack 1: NS BlueScope Coated Products

Sanjay Dayal – Chief Executive, Building Products
Matthew Coghlan – CFO, NS BlueScope Coated Products

May 2015