

**BLUESCOPE
STEEL**

Coated and Building Products Australia
Analyst Site Visit
Port Kembla

Noel Cornish
21 June, 2004

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Coated and Building Products Australia - Analyst Site Visit



Business Reporting Segment

Coated and Building Products Australia

- Springhill, Port Kembla
- Western Port, Hastings
- Service Centres
- Packaging Products, Port Kembla
- Lysaght Australia

Business Overview

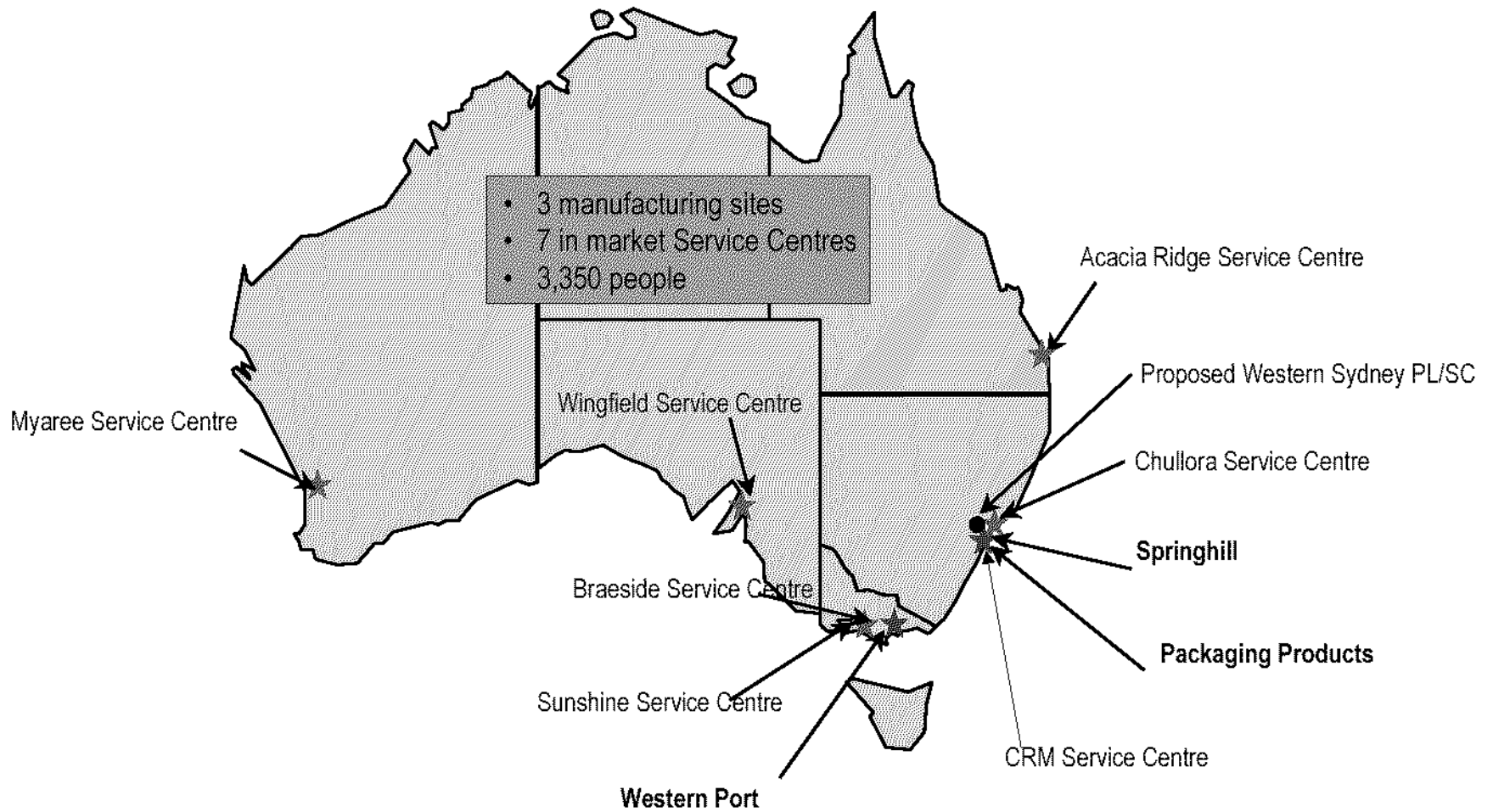
- Pre-eminent supplier of metallic coated and painted steel in Australia
- Network of world class facilities
- Stable of leading brands & products
- Portfolio of markets both domestic and export
- Well developed channels to market via in-house distribution, sales & service network, as well as strong customer partnerships
- Focus on customer service & manufacturing excellence, safety and the environment.

Competitive Advantages

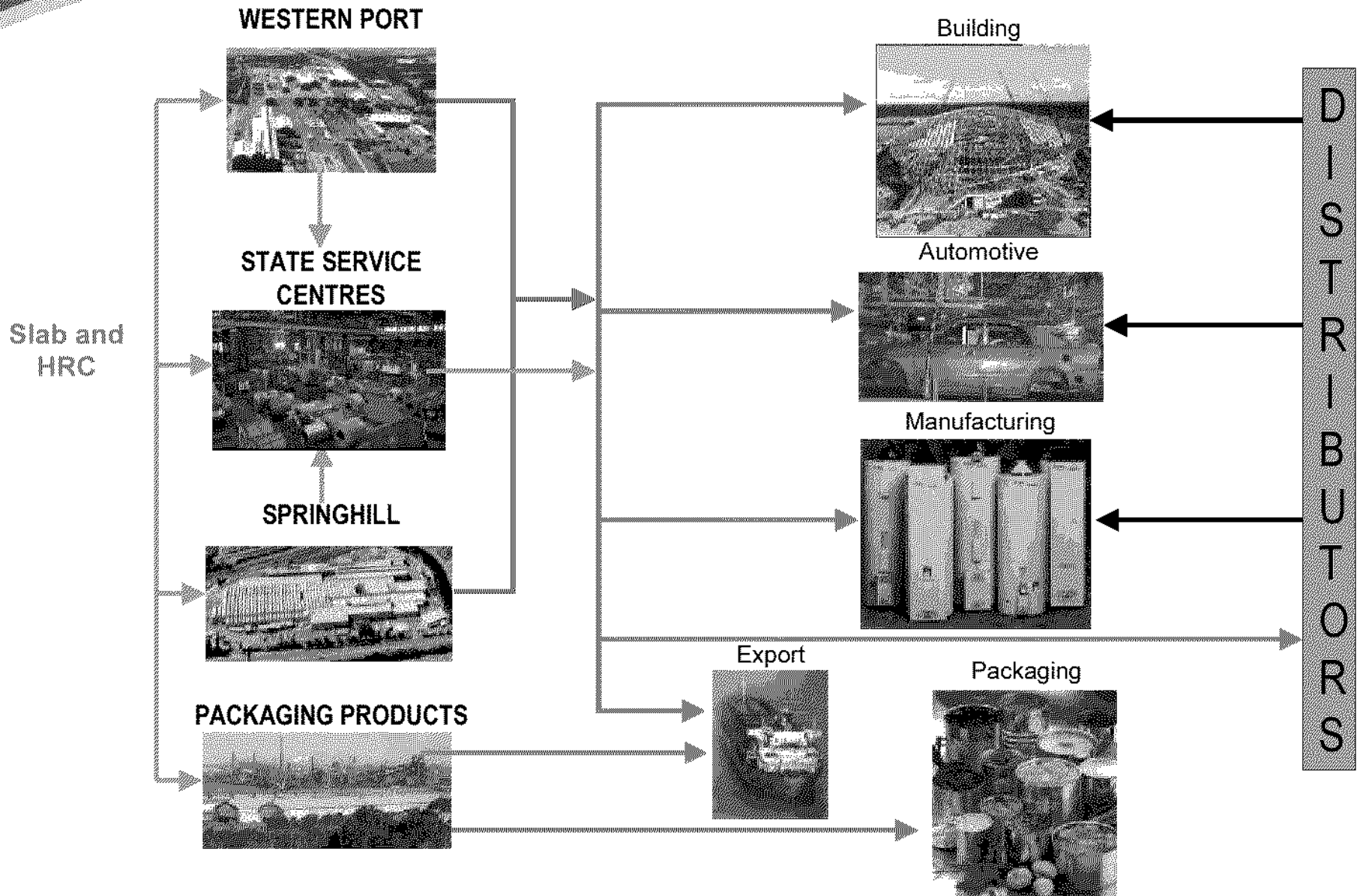
- Strong brand recognition
- Strong customer focus and relationships
- New Products and Services
- Professional and skilled staff with extensive industry experience
- Excellent in-house research and development capabilities
- Leadership in E-Commerce
- Strong alliances with other industry participants
- Part of a strong, vertically integrated steel supply and value chain



Excellent Regional Coverage



Product Flow and Channels to Market



Metallic Coated and Painted Value Added Products

“Making the Right Choice”

- The premier painted steel solution since 1966.
- Most recognised residential roofing material brand in Australia (Source: Consumer Contact Co).
- Consumer preference is fuelling increased demand for COLORBOND® steel fencing and roofing.
- New colour range launched in 2003 to offer increased design flexibility to match home building trends.
- COLORBOND® steel technology enhanced to provide “new for longer” performance (2003).
- A family of products for a variety of applications and environments(Eg: Garage Doors, Metallic Finishes, Coolroom Panels).
- 6 millionth tonne in 2004.

Colorbond®

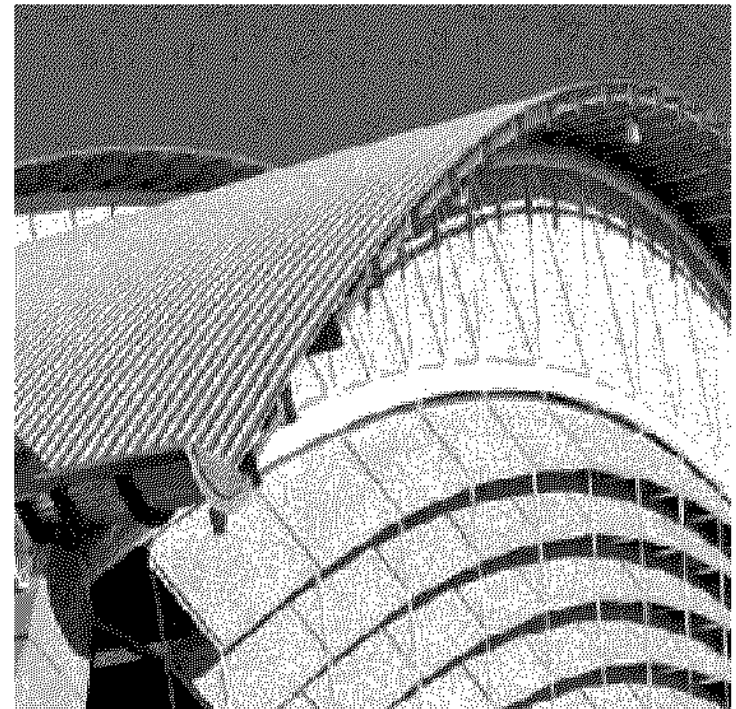


Metallic Coated and Painted Value Added Products

“Don’t risk your reputation”

- Continued process and product innovation from launch in 1976.
- Enhanced technology in ZINCALUME® steel is planned for launch in late 2004.
- Most trusted and proven brand in roofing for the Commercial & Industrial Building market.
- Most versatile product offering outstanding performance in a variety of uses. Eg: residential house framing
- 11 millionth tonne in 2004.

Zincalume®



Olympic Equestrian Centre

Metallic Coated and Painted Value Added Products

“Don’t risk your reputation”

- High tensile, galvanised coated steel
- Dependable, trusted brand used in light gauge structurals for commercial customers
- Complements the total steel solution. GALVSPAN® steel is the framework for metal cladding
- Strength to weight ratio is 60% greater than traditional hot rolled steel
- Specified as the framing material for major retail chains including Bunnings & McDonalds
- Product is designed into structures via the engineering design community. GALVSPAN® steel is supplied with the assurance of a warranty not offered with other competitive products.

Galvaspan®



Dunc Grey Velodrome, Sydney

Markets

Domestic

- Building – strong market position
 - Top 5 customers: Lysaght, Stramit, Fielders, Metroll, Stratco
- Automotive
 - GM Holden; Toyota; Ford & Mitsubishi
 - Auto component manufacturers
- Manufacturing
 - Electrolux & Rheem
- Packaging
 - Visy & Amcor

Distribution

- Smorgon; OneSteel; Coil Steels Group & Southern Steel Group

Export

- Top countries – Americas, SE Asia, China, South Africa, Middle East & Mediterranean

Customer Value Proposition - Elements

Product Quality

- Performance proven over time
- Wide range available
- Warranty protection
- Constantly revitalised to meet customer needs

Product Brand Strength

- Market recognition and demand
- Ingredient branding
- Trademark protection

Market Position

- Market development
- Innovation
- Customer relationships

Supply Chain Performance

- Secure and stable supply
- Tailored for customers
- Short lead times
- Superior delivery performance

Service Excellence

- Technical support
- Problem resolution
- Training and literature

In-Market Experience

- Industry knowledge
- Local expertise
- Skilled Account Management

Corporate Strength

- Financial strength
- Reputation for integrity



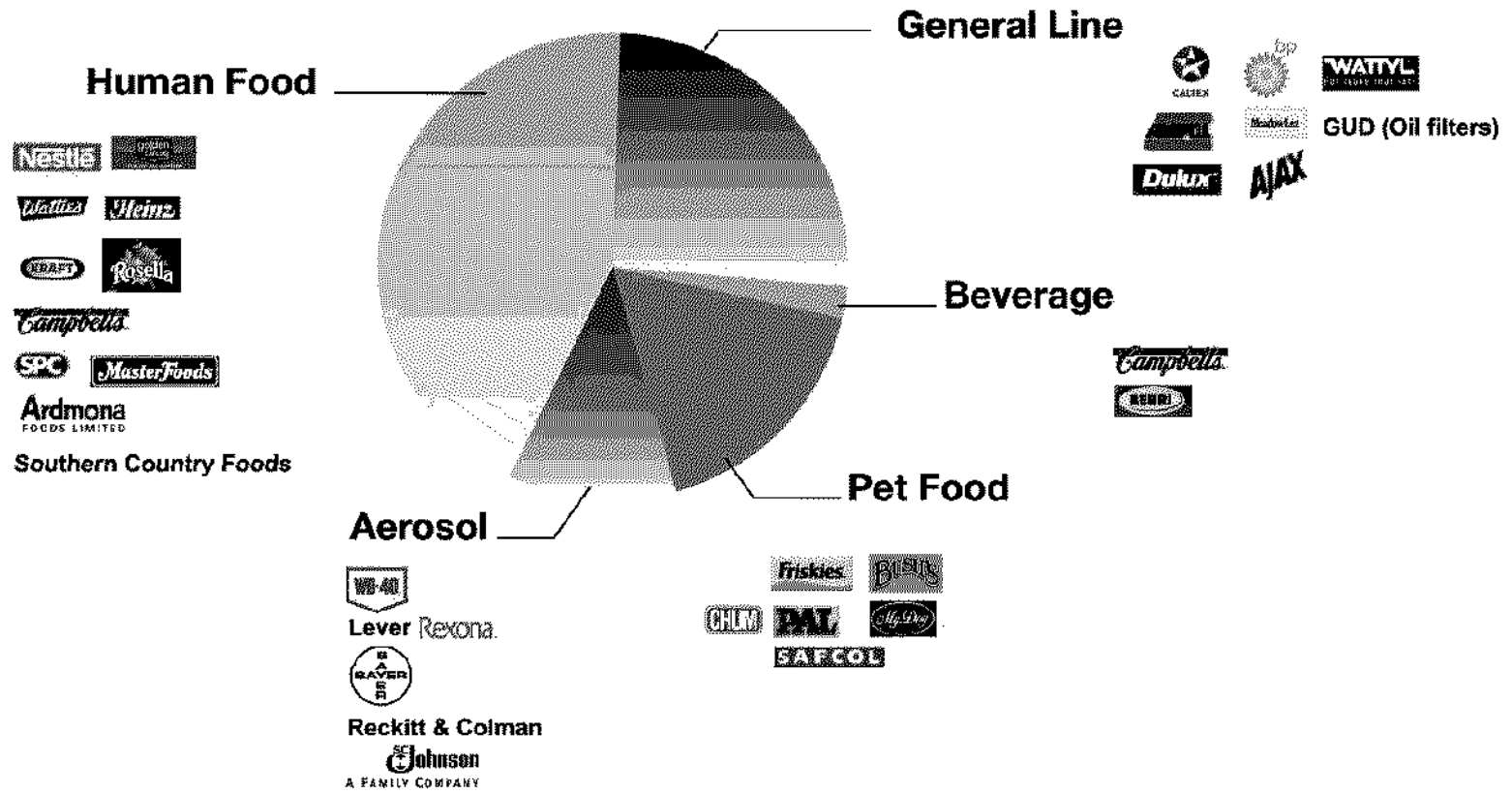
Market Trends and Opportunities

- Market opportunities. For example:
 - Commercial Roofing and Walling
 - Residential Roofing
 - Residential Fencing
 - Structural Decking
 - Water Tanks



- Steel now used to satisfy both function and aesthetics:
 - Internal features and finishes
 - walling, facades, ceilings, furniture
 - Home Improvements
 - steel penetrating the alterations and additions market

Packaging Products Market

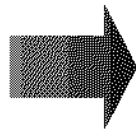


Facilities – Lysaght Product Flow & Market

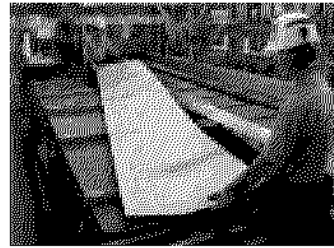
Receive Steel Feed



Receive coiled COLORBOND®, ZINCALUME® & GALVASPAN®



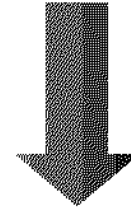
Coil in:
Rollforming Process



Manufacturing Facilities

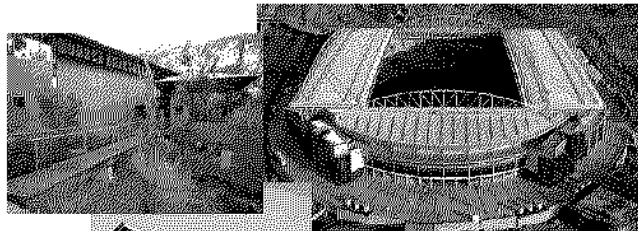
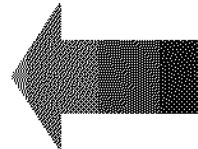


Lysaght®
Product; out



Distribution

Product despatch through the extensive sales network across Australia



Market use

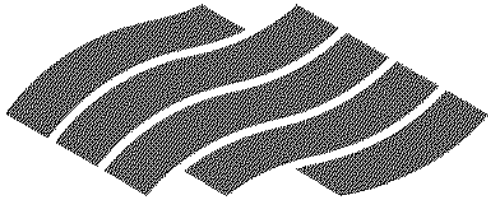


Business Strategy

1. Vigorously maintain existing market share
2. Introduce new downstream products and solutions
3. Drive for Manufacturing Excellence

Business Overview

- Pre-eminent supplier of metallic coated, painted steel and tinplate in Australia
- Strong brands with recognition and trust in the marketplace
- Well developed channels to market via in-house distribution, sales & service network, as well as strong customer partnerships
- Strong customer relationships and depth of market knowledge
- Network of world class facilities
- Coated steel technical and manufacturing expertise



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