



BlueScope Building Components Australia

Investor Briefing Day

16 November 2016

BlueScope Steel Limited. ASX Code: BSL

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BlueScope Building Components – Summary

- Manufactures and distributes a wide range of steel building products using BlueScope's market leading brands
- Delivers superior value for our customers through:
 - Innovative and quality products
 - Construction solutions
 - Exceptional people
 - Leading brands
 - Excellent service
- Profitable business with cost structure that delivers acceptable returns. Fielders acquisition is delivering returns above cost of capital invested
- Valuable channel to market and connection to customers for the broader ASP business
- Key focus areas:
 - Product innovation – for example SlimFlor decking solution
 - Innovating in how we support our customers – for example online ordering tool



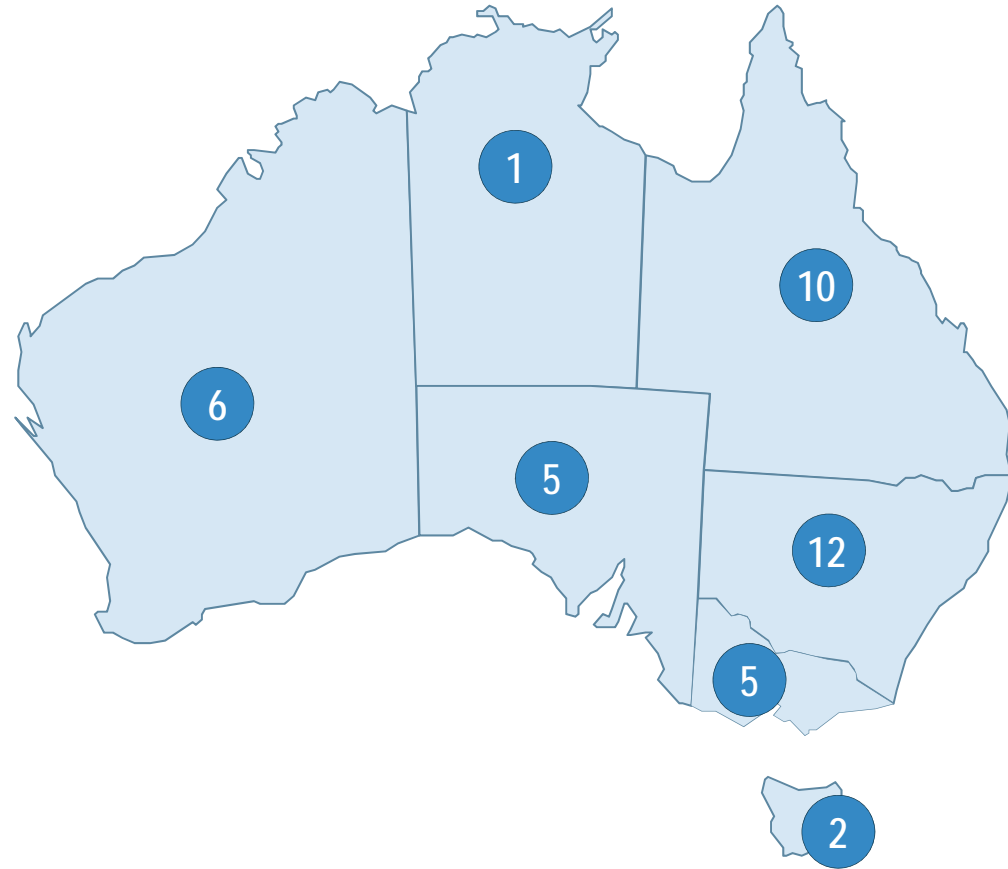
Better sheds. Bigger choice.



Australia's largest rollforming group

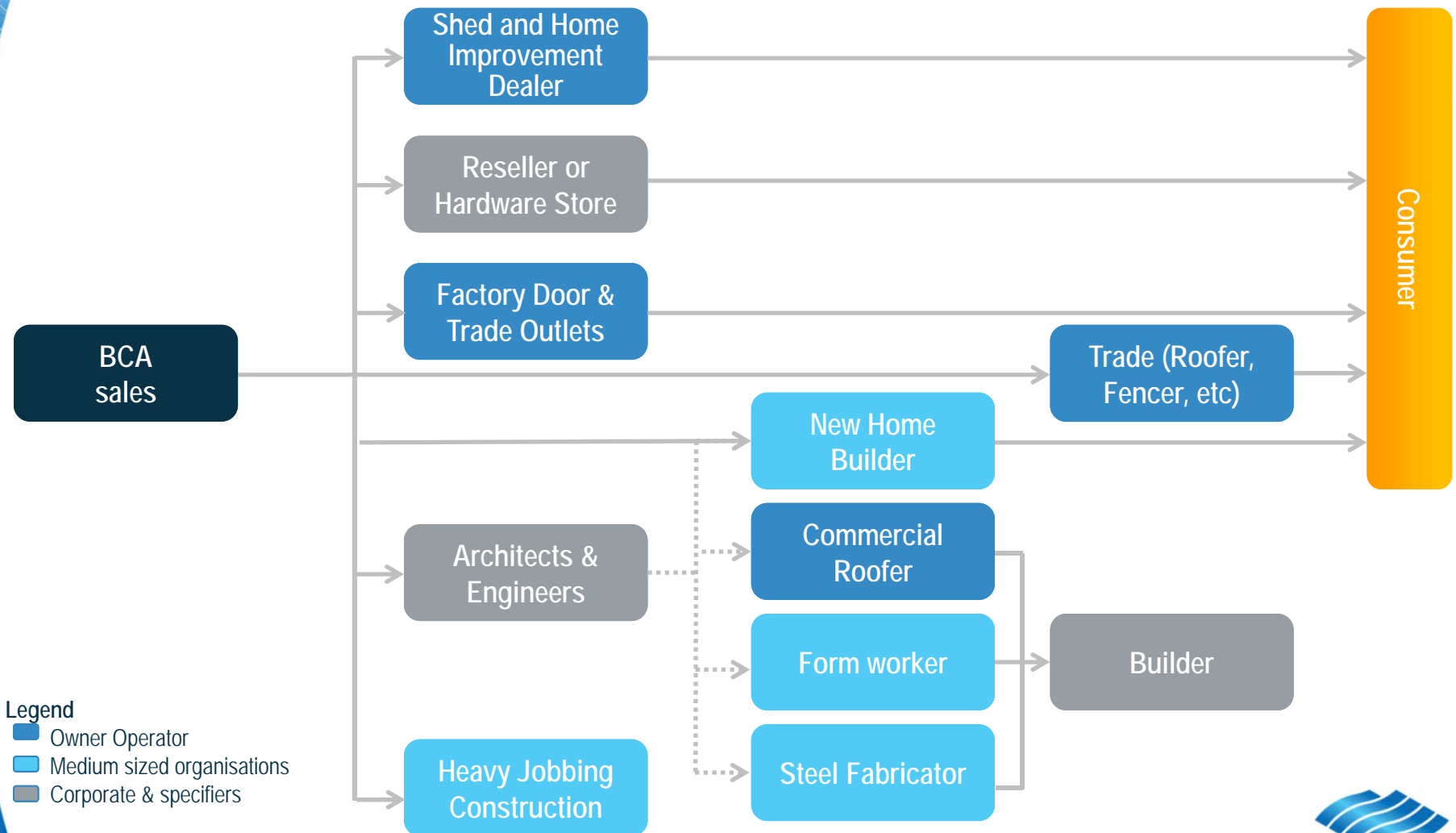
Australian sites

- 1,150 employees (excluding contractors)
- 41 sites
- Over 50% of sales are in COLORBOND® steel
- Significant market presence across all states in Australia
- Ranbuild and Endurance sheds and structures



Multiple channels to market

- Access to a wide variety of markets including Commercial, Industrial, Architectural as well as Residential and the Hardware/Trade sectors



Brand Strategy – The Customer Experience

- Each of the BlueScope Building Products brands have different brand heritage, attributes and distinct strengths and qualities in their own right that customers and specifiers identify with
- This strong brand loyalty influences their specification and purchasing decisions between the respective BlueScope Building Components brands and also against competitor brands
- The retention and ongoing investment in these individual brands ensures that we maximise our choice for the customer and provides the basis for a unique customer experience and builds long-term relationships



LYSAGHT

FIELDERS

permalite

KITELEYS
ROOFING & BUILDING SOLUTIONS SINCE 1957

RANBUILD
Better sheds. Bigger choice.

BLUESCOPE

World-class research & technology



- Australia's largest Research & Development facility for cold formed building products
- History of product and systems innovation including BONDEK®, LYSAGHT KLIPIK® , Supa purlins and market leading design software
- Strong linkages with customers and key industry associations and Universities



Strong product differentiation and construction solutions



LYSAGHT

LYSAGHT

We're the people who brought custom orb to Australia over 150 years ago.



ROOFING SOLUTIONS

From the iconic CUSTOM ORB® corrugated roofing to innovative concealed fixed profiles there's a LYSAGHT® steel roofing product to suit every architectural style.



RAINWATER PRODUCTS

Providing the finishing touch to our roofing products is an extensive range of LYSAGHT® gutters, downpipes and flashings.



WALLING SOLUTIONS

Designed to complement our roofing products there's an attractive range of LYSAGHT® steel walling products for both commercial and residential applications.



HOME IMPROVEMENTS

Purpose designed to suit individual requirements these fully engineered kits provide the perfect solution to verandahs, patio's, carports and covered walkways.



FENCING SOLUTIONS

With a range that has evolved from the original NEETASCREEN® fence to now include a range of different profiles there's a LYSAGHT® steel fence solution for every Australian home.



STRUCTURAL PRODUCTS

In addition to C and Z section purlins Lysaght's structural range includes well known industry favourites such as BONDEK®, SUPAPURLIN® and TOPSPAN® products.





FIELDERS

The first selection in steel.

AngleCut™



An exclusive take off and manufacturing technology that enables roof sheeting to be pre-cut to the specific length of the building, delivered to site ready for installation

Centenary



Quality, and uniquely designed verandas, carports and patios set the standard in design, backed by a 25 year guarantee.

ARAMAX FreeSpan®



With its unique V-shaped profile, it allows for huge roofing spans of up to 20m with no purlins or girts, enabling the designer to meet the complexity of the building's design.

Dominator



Range of interchangeable fencing panels offers the flexibility to design a fence that suits a large range of customer styles. Range has been extended by our slat fencing product.

Finesse



The Finesse facade offer includes five profiles that have been designed to bring an high end look to roofing and walling projects.

KingFlor®



KingFlor® composite steel formwork offers greater strength, fire safety, design flexibility, faster installation and cost savings over conventional formwork methods.

FreeForm™



Meets the most demanding architectural requirements through the successful combination of outstanding functionality and stunning aesthetics.

Endurance



The Endurance range of sheds and garages provides for fully engineered and certified shed structures to be delivered to site in kitted form to the customer.



permalite

PERMALITE

The right choice for the toughest conditions.



Specialist Aluminium building products business for aggressive environments

Roofing and Walling

Offering the flexibility of six good looking profiles in a range of colours and finishes plus a full range of standard & custom flashings



Specialty Applications

Including floor planks & extruded aluminium sections for all applications



Purlins and Girts

In a wide range of sizes and profiles with a comprehensive range of brackets and accessories





Better sheds. Bigger choice.

RANBUILD

Better sheds. Bigger choice.

Ranbuild is a leading Australian supplier of steel buildings, sheds and covered areas.



COMMERCIAL

No matter the size there's a fully customizable Ranbuild commercial, industrial, hangar, shelter or covered open learning area to suit.



RURAL

With a range to suit hay sheds to machinery sheds, storage sheds and barns, there's a Ranbuild Rural building that's just right.



DOMESTIC

Anything from a storage shed, garage for your vehicle or boat, a secure workshop for your tools or an entertainment area for your family and friends.



EQUINE

From riding arenas, paddock shelters, stables or stalls, American barns and Aussie Barns to a specifically designed stable complex we have you and your investment covered.



BACKYARD SHACKS

A complete range of lifestyle options from a one bedroom studio or retreat through to 3 and 4 bedroom open plan weekenders.





KITELEYS

The New Roof and Roof Restoration Specialists
Supply and Fix Roofing



RESIDENTIAL

At Kiteley's we're experts in every facet of residential roofing and provide a complete package: roof, insulation, guttering and downpipes. The Kiteley's roofing solutions are ideal to provide all the advantages of a roof made from COLORBOND® steel.



COMMERCIAL

From the simplest structure to larger, complex projects. Our commercial team can handle all your roofing and walling needs backed by the very best equipment and industry safety practices.



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