

Orica Mining Services

Europe, Middle East and Africa (EMEA)

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President

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Content



Orica EMEA

Products

Orica EMEA Market

Main Competitors

Mining Services

**ORICA Europe, Middle East and Africa (EMEA) is organised in 5 subregions.
The EMEA HQ is located in Troisdorf, Germany**

- Europe; [Continental Europe; incl. UK, Ireland and Baltics]
HQ Troisdorf, Germany**
- Middle East & Africa; HQ Johannesburg, Republic of South Africa**
- Nordics; HQ Oslo, Norway**
- CIS (Commonwealth of Independent States); HQ Moscow, Russia**
- Turkey Joint Venture; HQ Ankara (included in Europe numbers)**

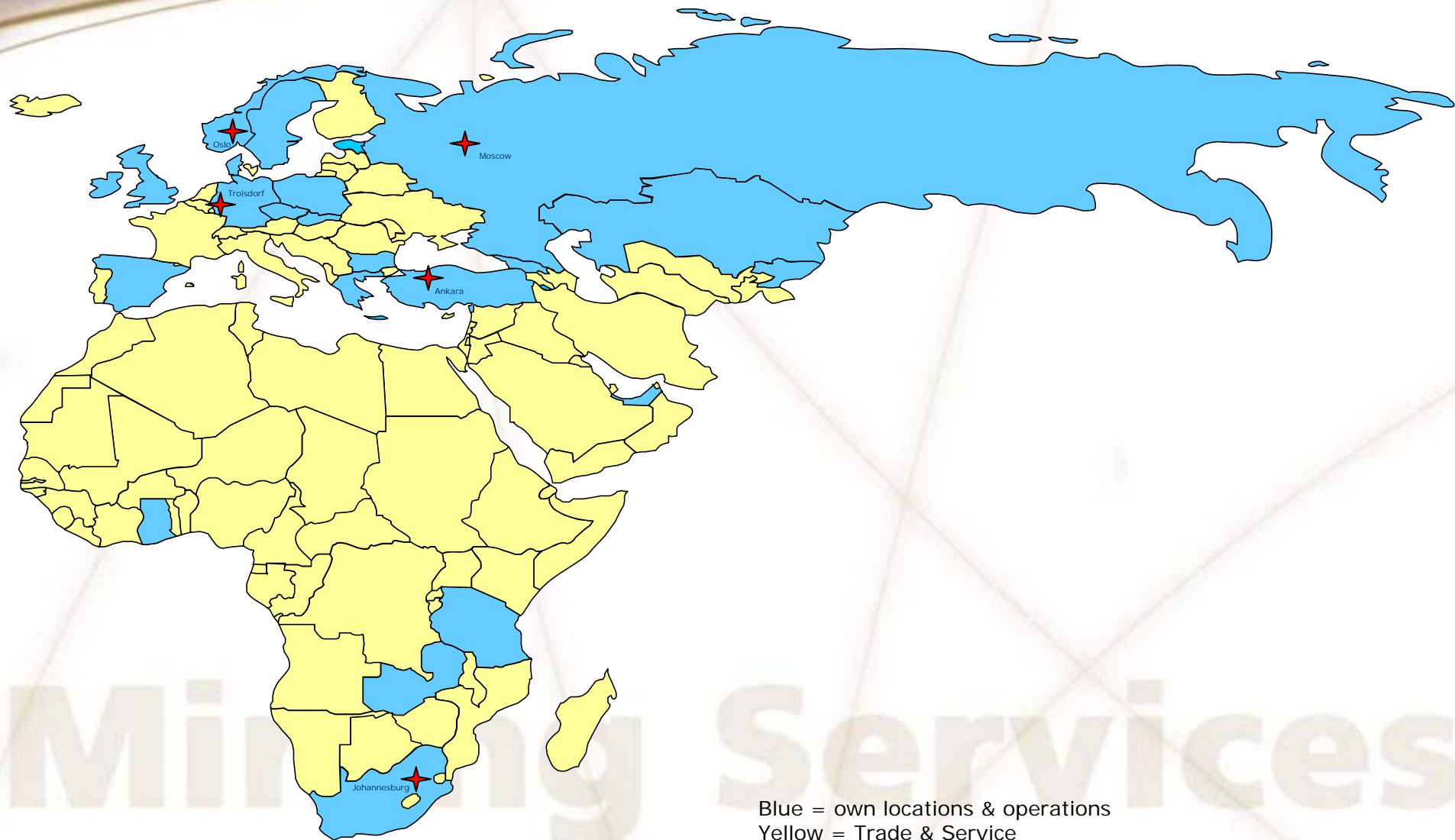
Orica EMEA



- 1872 people
- 18 different languages
- 5% of employees speak English as a first language
- Time shift -1 to + 11 GMT
- 212 bulk underground and surface units
- 6 packaged plants
- 7 bulk emulsion production plants
- Global IS plant in Gyttorp, Sweden
- More than 3000 Customers in total in the region
- 24 operating countries, selling to 35 countries



Orica EMEA



Orica EMEA



Greenland



Iceland

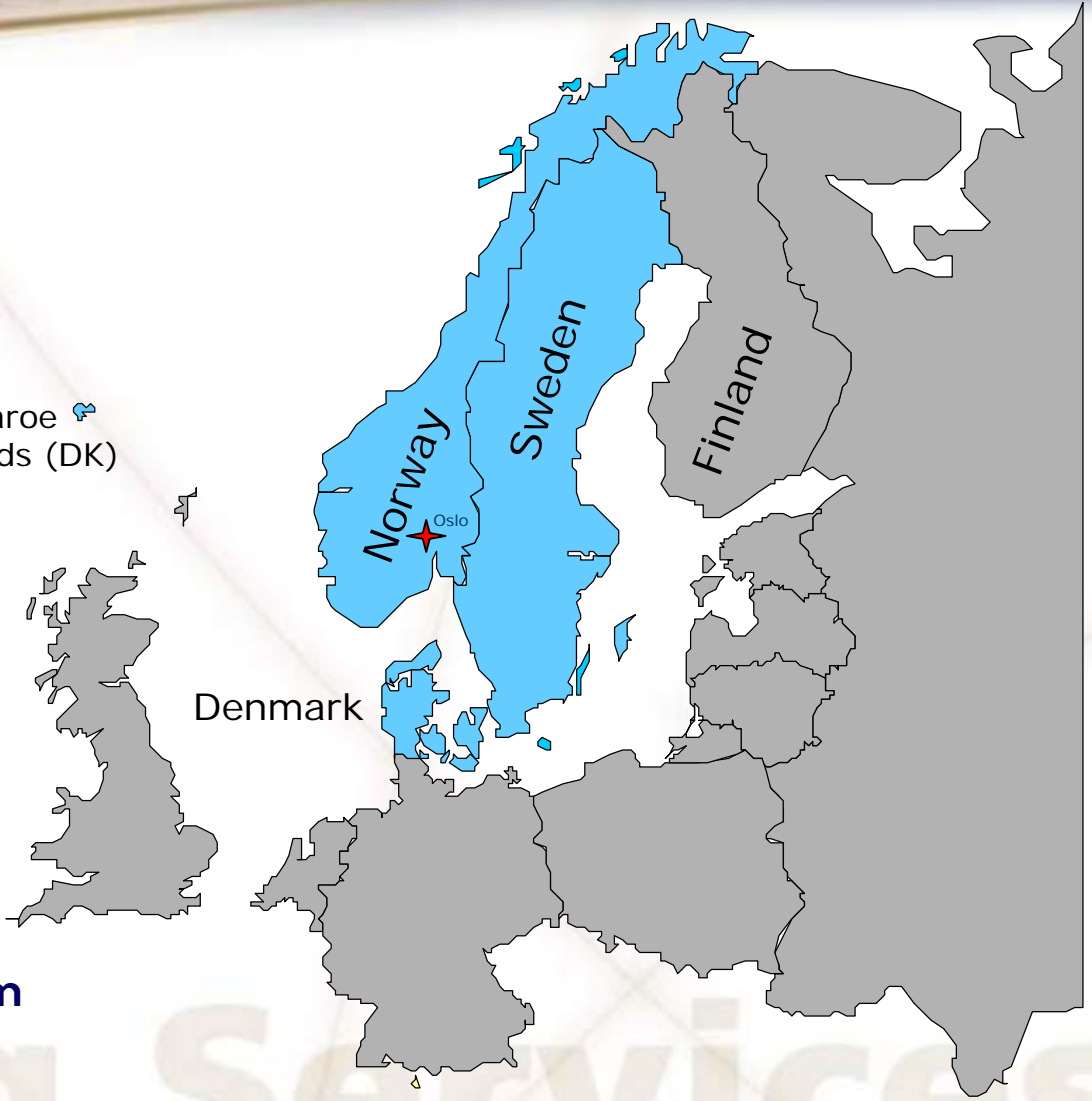
Nordics

Norway

Sweden

Denmark

Faroe Islands (DK)



Revenue 2007: 270 A\$m
Employees 2007: 654

Blue = own locations & operations
Yellow = Trade & Service

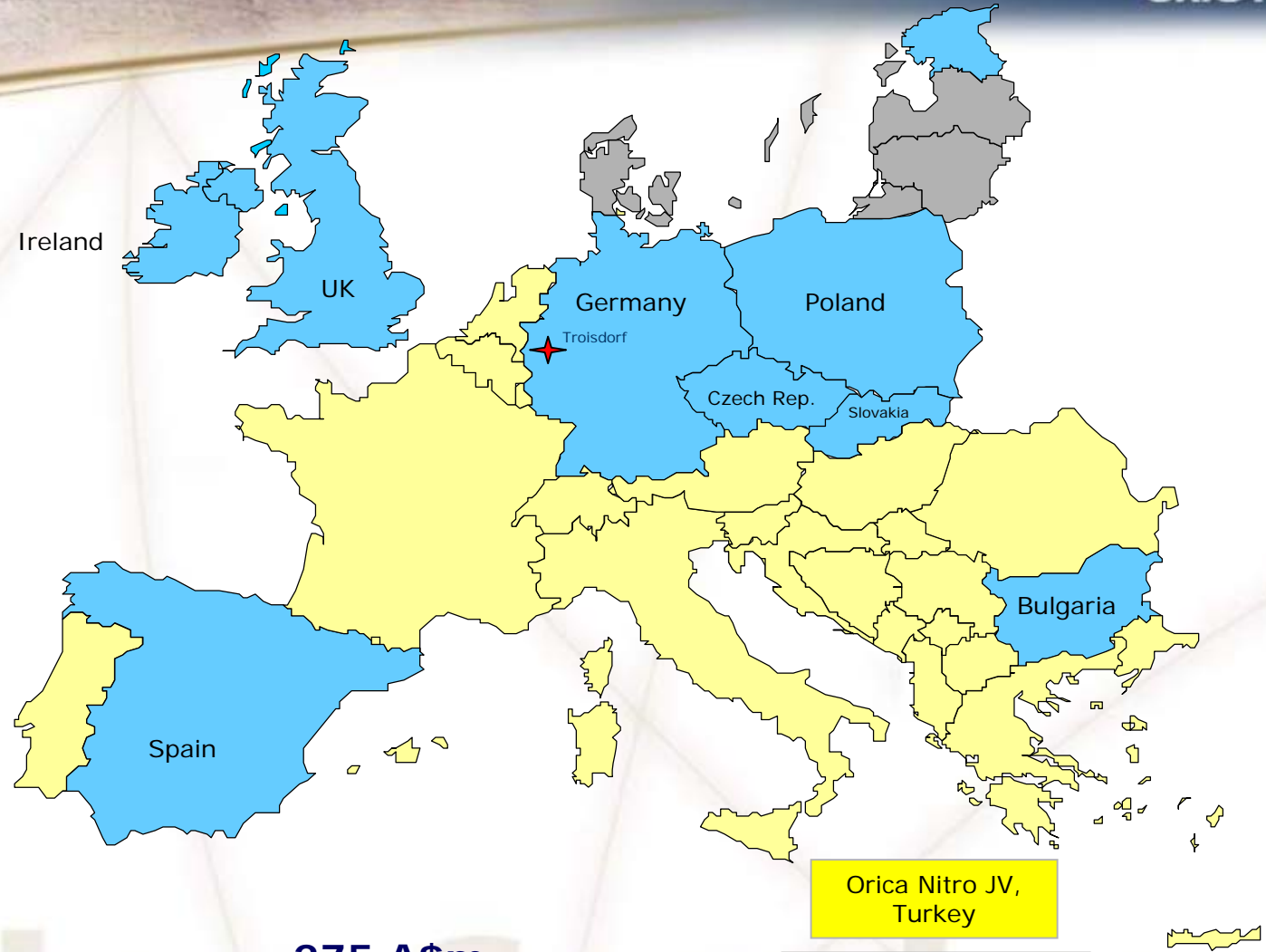
Orica is Market Leader

Orica EMEA



Europe

- Germany
- UK
- Ireland
- Spain
- Bulgaria
- Poland
- Czech Rep.
- Slovakia
- Estonia



Revenue 2007 including Turkey: **275 A\$m**
Employees 2007 including Turkey: **793**

Orica is joint leading supplier

Blue = own locations & operations
Yellow = Trade & Service

Orica EMEA



CIS

- Russia
- Kazakhstan
- Kyrgyzstan

Revenue 2007: 12 A\$m
Employees 2007: 255

Growth Opportunity

Blue = own locations & operations
Yellow = Trade & Service

Mining Services

Orica EMEA



Middle East & Africa

RSA

Ghana

Tanzania

Zambia

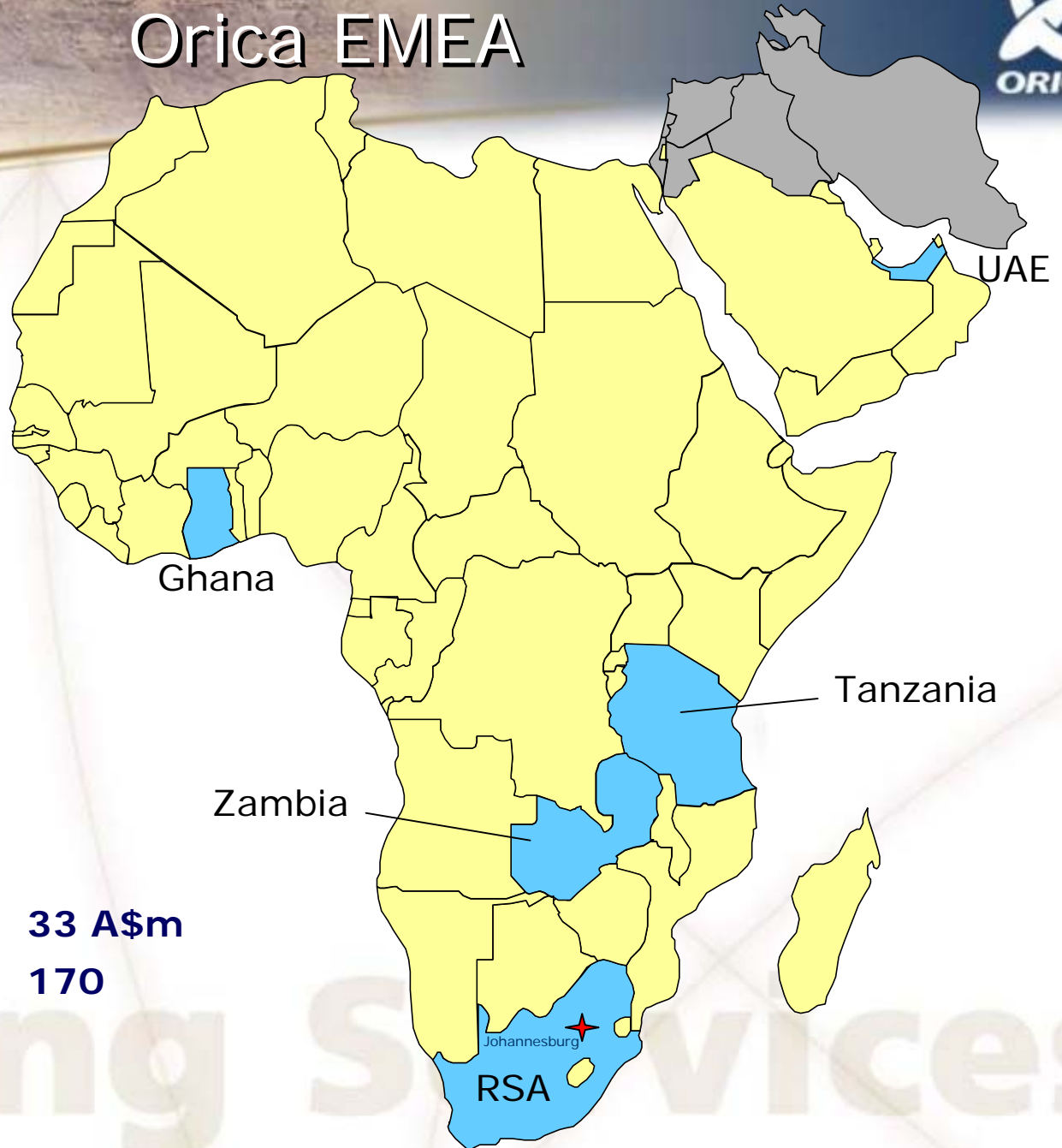
UAE

Growth Opportunity

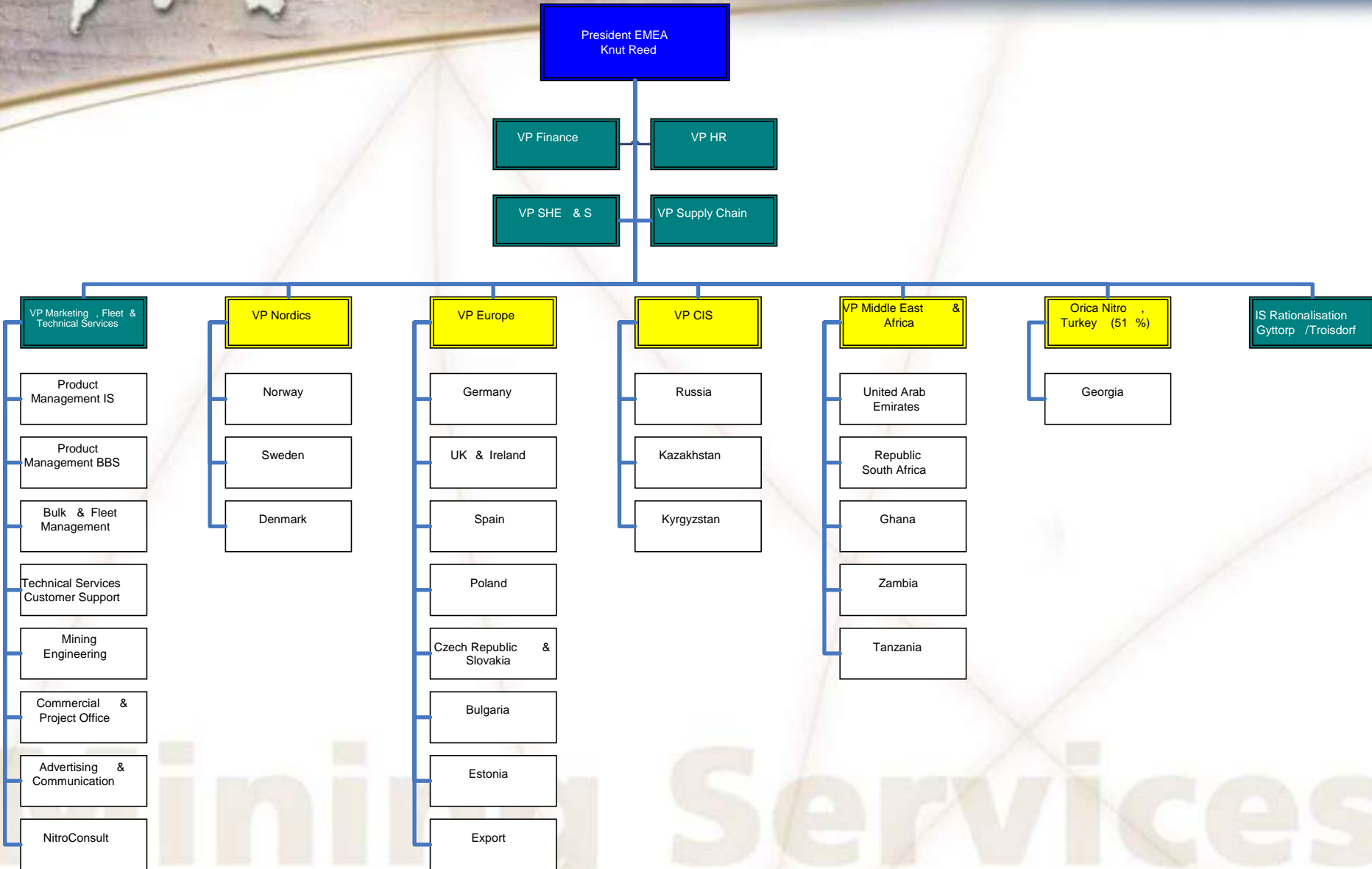
Revenue 2007: 33 A\$m

Employees 2007: 170

Blue = own locations & operations
Yellow = Trade & Service



Orica EMEA



Content



Orica EMEA

Products

Orica EMEA Market

Main Competitors

Mining Services

Products



Gyttorp

- Global IS plant for electric and non-electric detonators
- Capacity ~50m units
- Products:
 - Elemented caps
 - Delay compound
 - Delay element
 - Shell and delay sleeves
 - Initiation element
 - Pack Out
 - Fuse heads
 - Shock Tube extrusion
 - Electrical Assembly
 - Nonel and Exel Assembly
 - Blasting machines



Products



IS Products



Non-Electric Detonators



Electric Detonators



Products



Bulk & Packaged plants



Bulk plant



Packaged plant

Mining Services



Products



Delivery Systems



Products



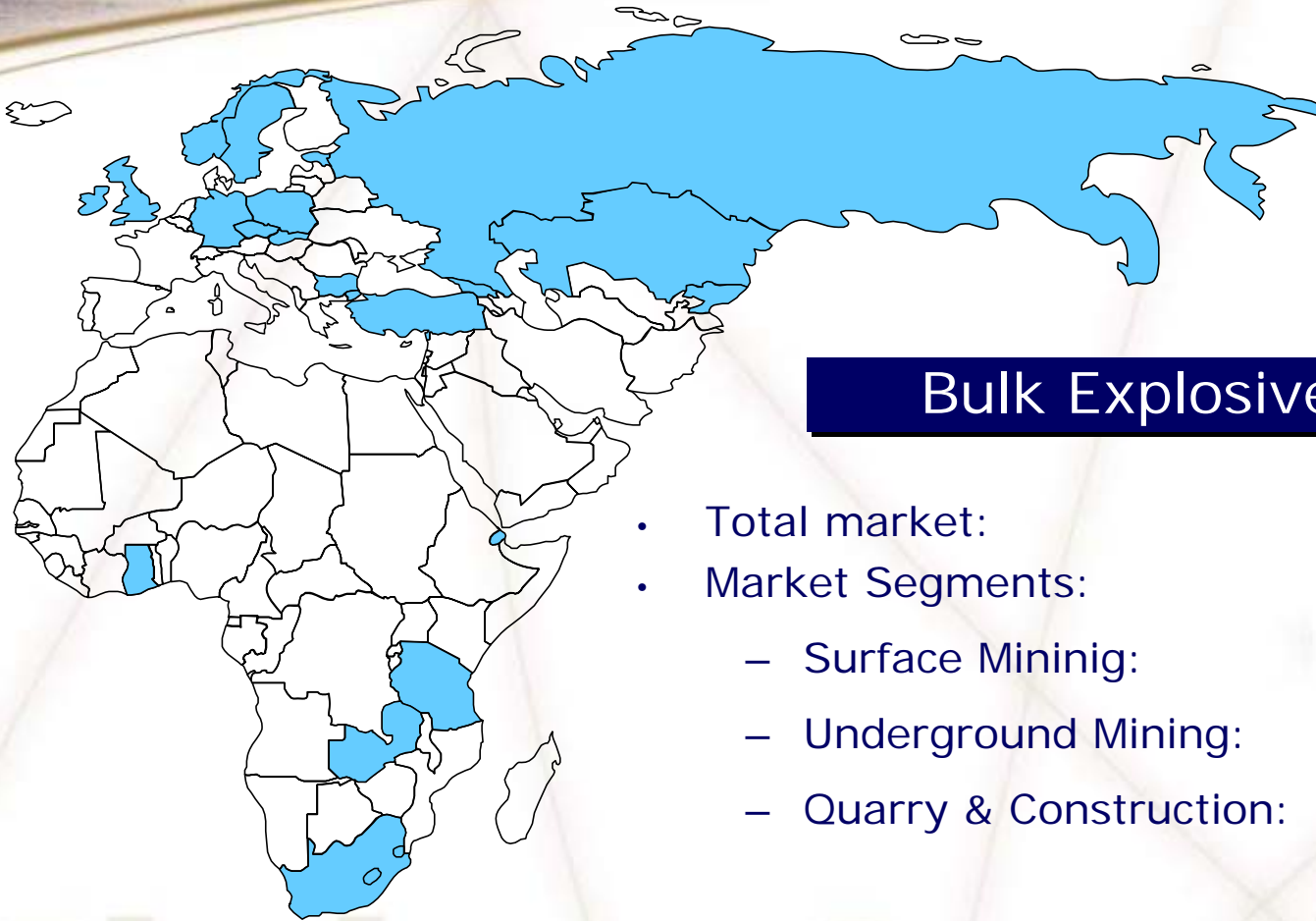
Technical Service & Customer Support

- **Blast Based Service**
- **Technical Support**
- **Customer Training**
- **Laser Measurements**
- **Vibration Measurements**
- **Blast Design with SHOTPlus-i**



Mining Services

Products

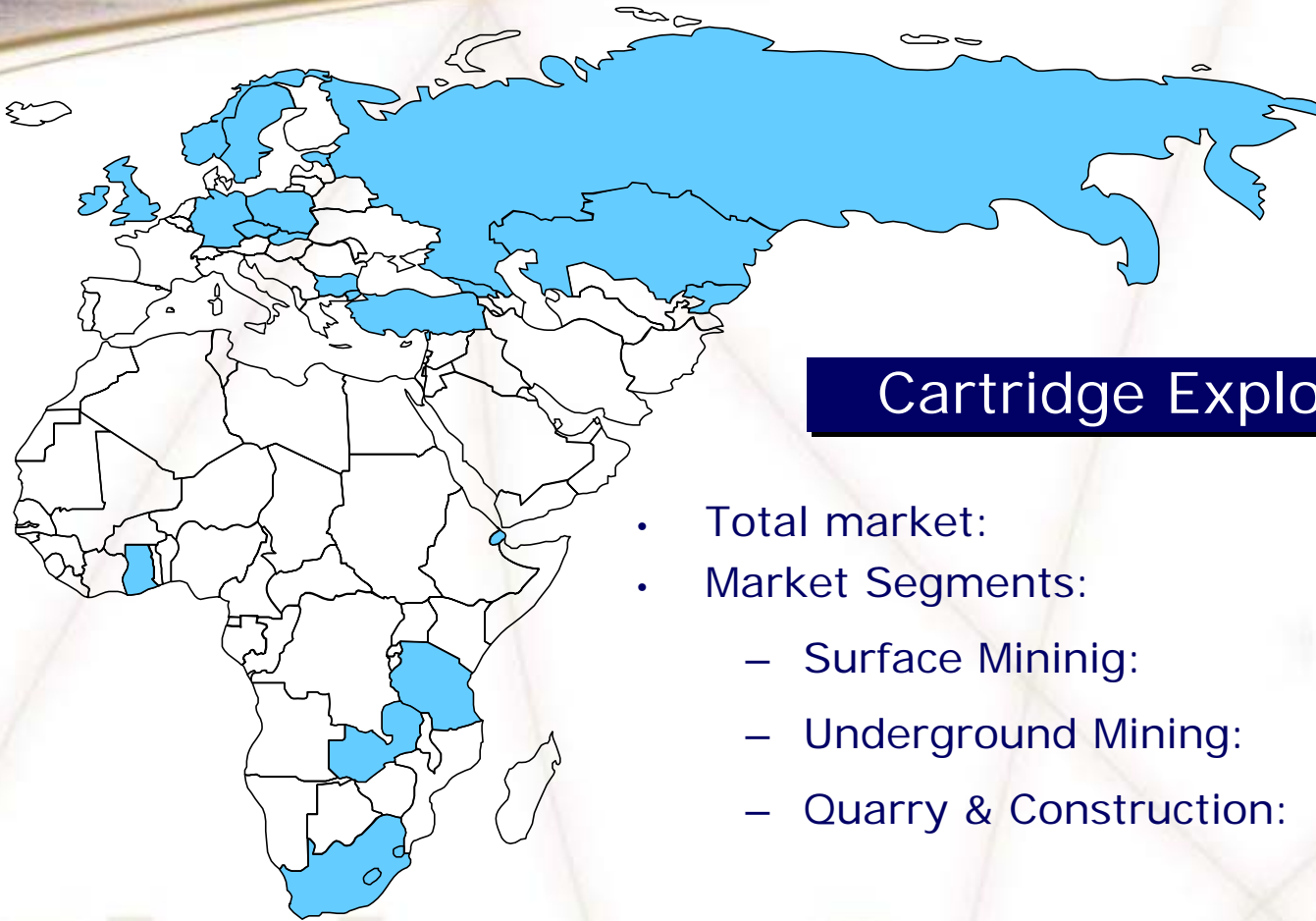


Bulk Explosives in EMEA

- Total market: > 1,5 mio. t
- Market Segments:
 - Surface Mining: > 800.000 t
 - Underground Mining: > 400.000 t
 - Quarry & Construction: > 300.000

Mining Services

Products



Cartridge Explosives EMEA

- Total market: < 1,0 mio. t
- Market Segments:
 - Surface Mining: > 500.000 t
 - Underground Mining: > 250.000 t
 - Quarry & Construction: > 200.000

Mining Services



Content



Orica EMEA

Products

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Orica EMEA Market



Markets

EMEA has several channels to market, ranging from direct sales to end customers selling via competitors in selected markets

Products

Bulk and IS (Nonel and electronic detonators) are the main products. It is predicted that bulk will outgrow IS

Geographic

EMEA has operations in 24 countries, with a vision to establish operations in another 10 countries by 2012

Distinctive Competences

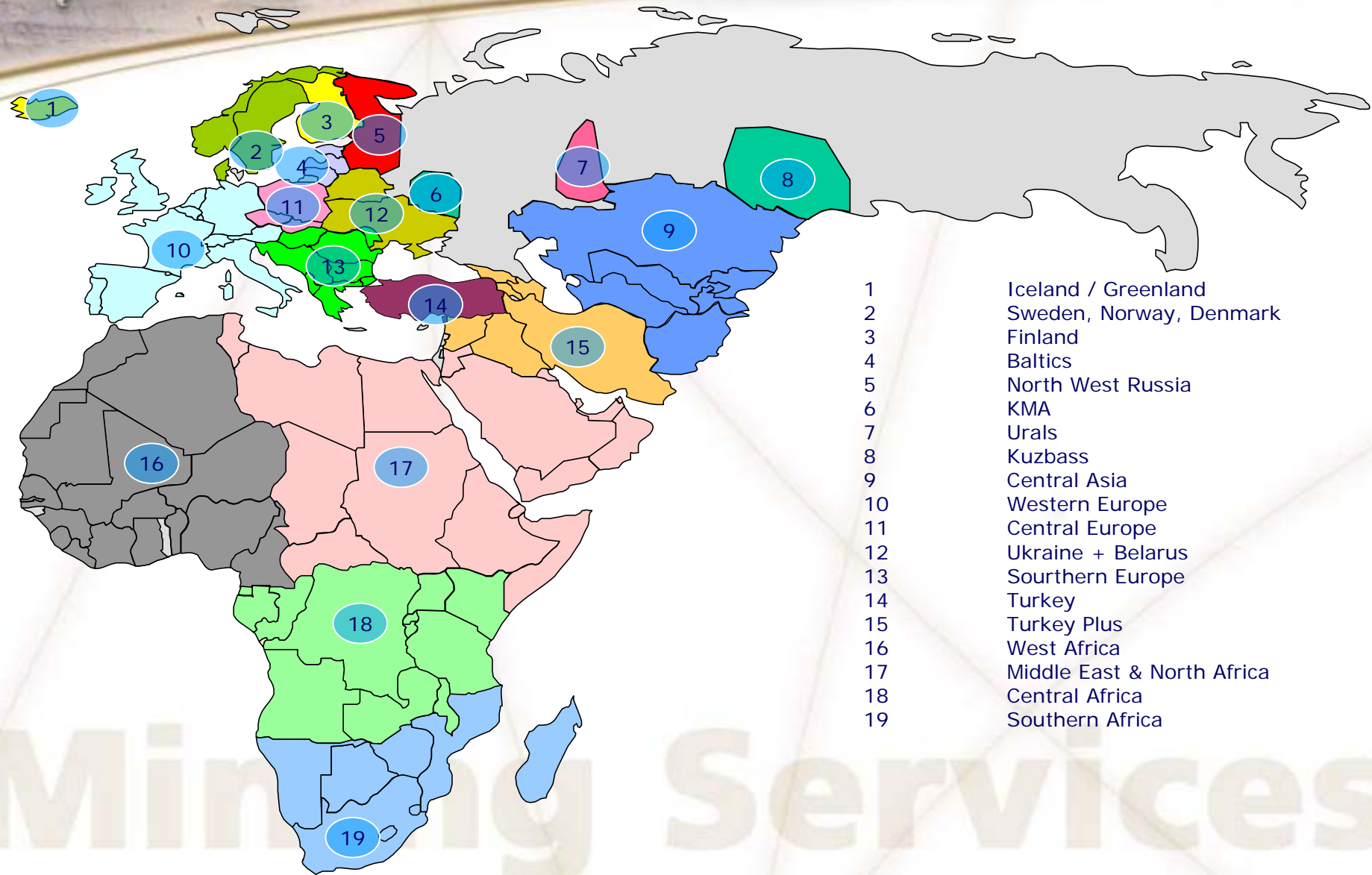
- Technology for bulk delivery systems
- Technical know-how to solve difficult and complex problems
- Distribution in key areas
- Unique features
 - Electronic detonators
 - Balance sheet

2007 Revenue distribution

Distrib.	27%
End User	73%
Coal	1%
Metals	14%
Oil Shale	4%
Quarries/Civil	42%
Other	39%
IS/EBS	37%
BBS	2%
Bulk	28%
Packaged	22%
Out of Region	11%
Nordics:	39%
CIS:	5%
Europe (inc Turkey):	47%
MEA:	9%

By domestic market not exports from ...

Orica EMEA Market

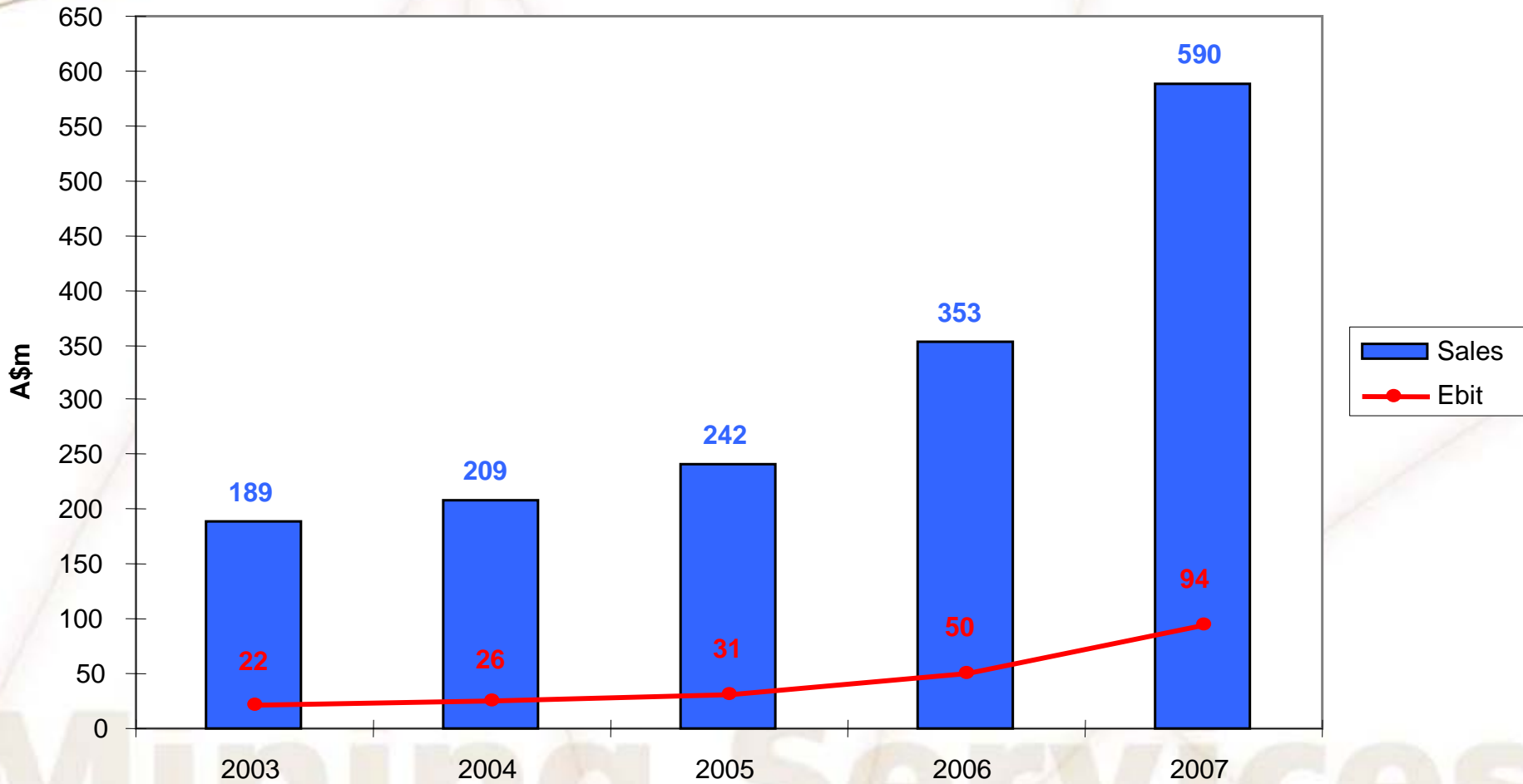


- 1 Iceland / Greenland
- 2 Sweden, Norway, Denmark
- 3 Finland
- 4 Baltics
- 5 North West Russia
- 6 KMA
- 7 Urals
- 8 Kuzbass
- 9 Central Asia
- 10 Western Europe
- 11 Central Europe
- 12 Ukraine + Belarus
- 13 Southern Europe
- 14 Turkey
- 15 Turkey Plus
- 16 West Africa
- 17 Middle East & North Africa
- 18 Central Africa
- 19 Southern Africa

Orica EMEA Market



Financial Performance



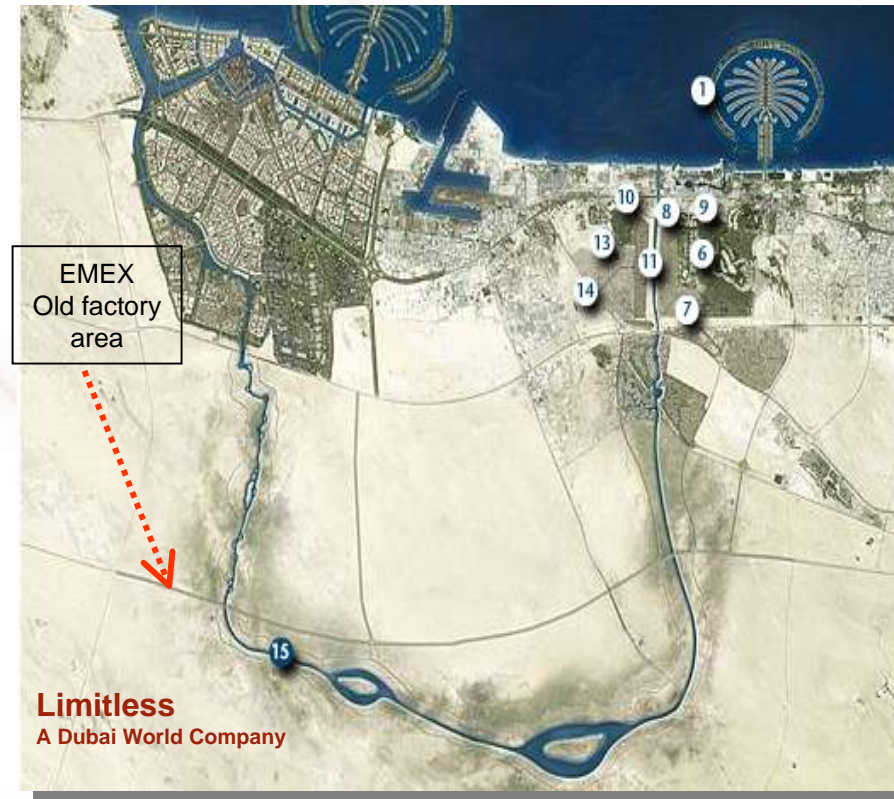
Actual results to March 2008: Sales A\$m 291; EBIT A\$m 45

Geographic Strategic initiatives

- **Maintain and Protect privileged positions**
 - in Norway, Sweden, Germany, UK, Estonia and Turkey through operational efficiency, distribution networks and customer intimacy
 - Differentiation
- **Selectively Grow in Continental Europe**
 - through M&A to increase geographic reach and distribution (not IS capacity) and expand distribution networks through a clear channel strategies
- **Aggressively Grow in CIS and Africa**
 - through targeted selection of customers and markets
 - differentiation through superior products, services and supply chain
 - by leveraging on our global business
 - and being quick and responsive and willing to take calculated risks

Opportunities

- Arabian Canal Project, Dubai
- Mining industry in CIS and Africa
- EU investments in Eastern Europe
- Infrastructure and mining in Nordics
- Orica technologies and technical support
- Orica's global footprint and operations



Content



Orica EMEA

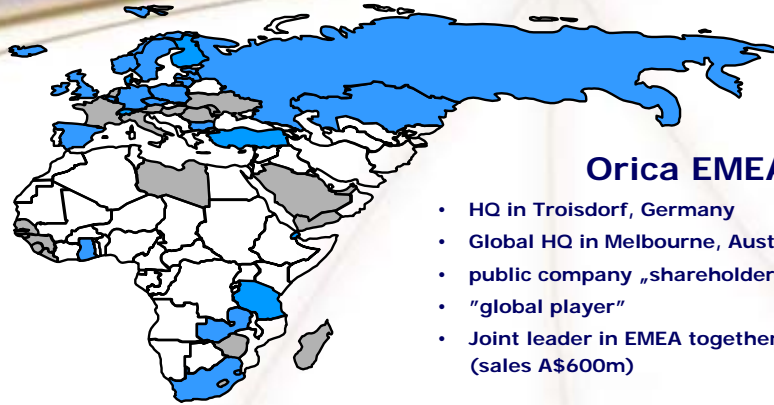
Products

Orica EMEA Market

Main Competitors

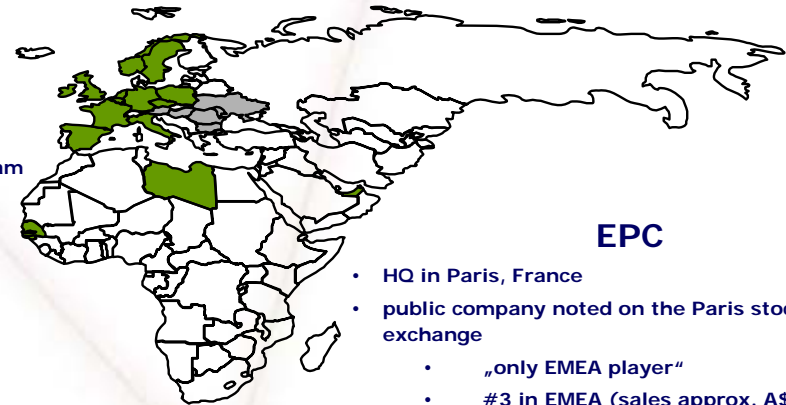
Mining Services

Main Competitors



Orca EMEA

- HQ in Troisdorf, Germany
- Global HQ in Melbourne, Australia
- public company „shareholder company“
- "global player"
- Joint leader in EMEA together with Maxam (sales A\$600m)



EPC

- HQ in Paris, France
- public company noted on the Paris stock exchange
 - „only EMEA player“
 - #3 in EMEA (sales approx. A\$300m)
 - E. J. Barbier owns 64,22% of the share capital.
 - Nobel 5.01% of the share capital



Maxam

- HQ in Madrid, Spain
- non-quoted „public company“
- "management owned"
- "global player"
- Joint leader in EMEA together with Orca (sales approx. A\$600m)
- Company Description: Manufacture and trade in explosives for industrial and mining use; ammunition loading systems; sports cartridges



Conclusion



- **Excellent geographic footprint to fuel growth**
- **Continue to pursue core strategy and expand in emerging markets**
- **Leading industry in innovation and technology**
- **Quality team; proven track record**
- **Serving a robust and growing sector**
- **Delivering sustainable value**

Mining Services