



Klöckner & Co SE

A Leading Multi Metal Distributor



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Spain

Capital Market Days 2010

Comercial de Laminados

klöckner & co multi metal distribution

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Key figures

2009

Sales	€265m
Turnover	451 Tto
Stocks end of year (included raw material)	78 Tto
Market share in Spain	No. 2 market
Employees end of year	599

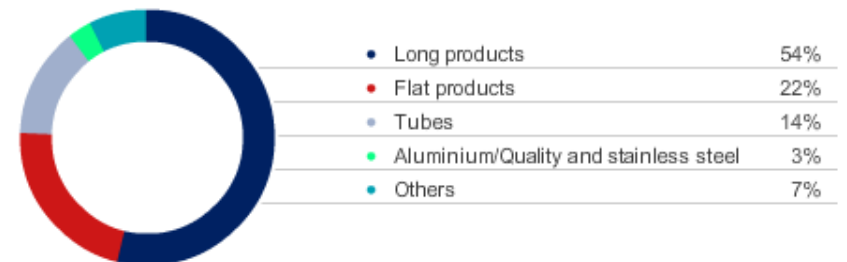
Main product groups

Sections & Merchant bars
Reinforcing steel
Tubes & Profiles
Sheets
Plates
Special Steel


Sales by industry



Sales by product

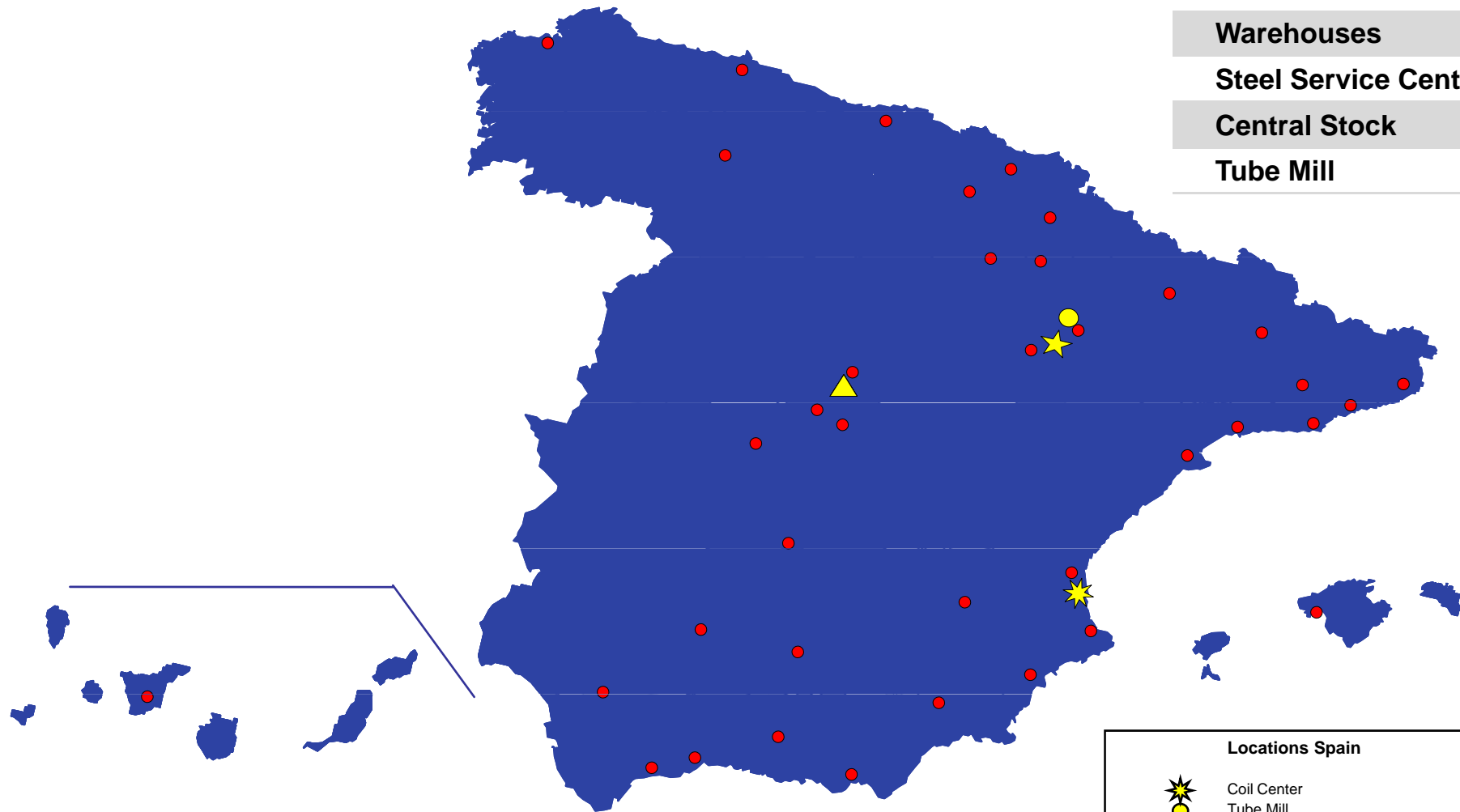


Historic milestones of Spain

Year	Milestones
1954	Foundation of CdL in Sabadell (Barcelona)
1954 1965	Foundation of subsidiaries
1974	Acquisition of PEASA Zaragoza (Tube Mill)
1989	Constitution of Cortichapa (Flat Service Center)
1997	Klöckner acquires CdL 
2001	Acquisition of KAI (Aluminium distribution center)
2006	Acquisition of Aesga (Special Steel distribution center)
2007	Start-up of Epila Long Processing Center (Zaragoza)



Locations



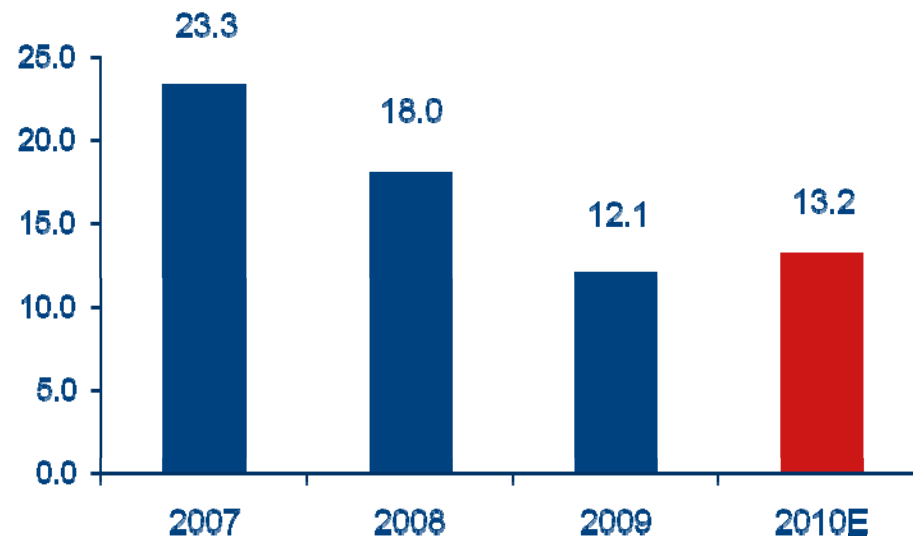
Warehouses	38
Steel Service Center	1
Central Stock	1
Tube Mill	1

Locations Spain	
	Coil Center
	Tube Mill
	Central Stock
	Headquarters
	Warehouses



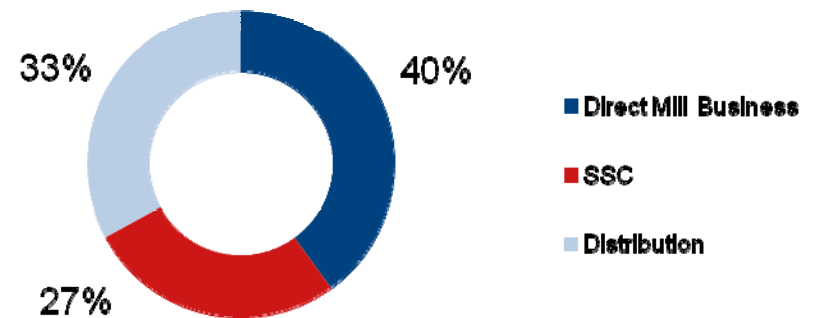
Market structure and our position

- **Steel Apparent Consumption (mio to) (*):**



(* Source: UNESID and RCG. Internal estimation)

- **Mill, SSC and Distribution market share (*):**









(* Source: RCG Market Study 2009)



Market structure and our position

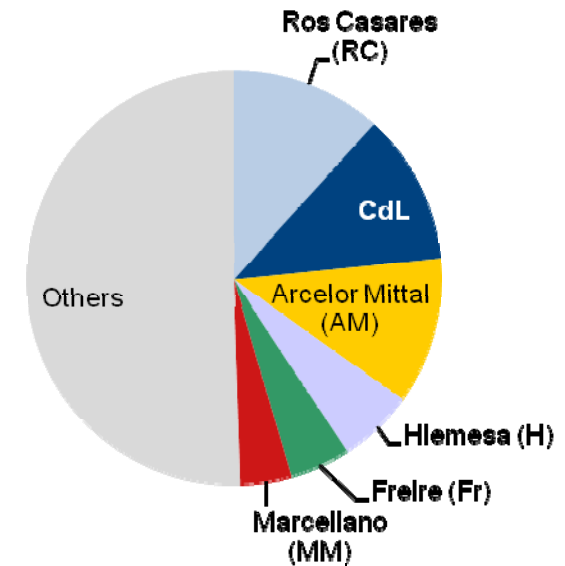
- Our 2009 market share (%):

Product	Market share
Flat	
Long	
Tubes	
Qual./Stainl.	
Aluminium	
Total	

 < 5%
  5-10%
  10-15%
  15-20%
  >20%

Sources: CdL Estimation

- Main competitors:



Wave 3 measures and their contribution so far

- Wave 3 project is focused on organic growth of our sales
- Target of 400 to per day

Project	Target
Increase our product range	90 to/day
Customer focus	198 to/day
Export to Klöckner	83 to/day
Special products	12 to/day
Satellite locations	13 to/day



Strategy Klöckner 2020: Impact on CdL

- Product portfolio strategy:
 - Tubes: Extend tube range in new applications and markets
 - Sprinkler tubes
 - Mechanical tubes
 - Structural hollow sections
 - Flat products: Focus in automotive
 - Upgrade Cortichapa (SSC Valencia)
 - Becker Stahl SC support
 - Heavy plate: Windpower business
 - Strategy with a key supplier
 - Special steel and aluminium: Integration in the current network



Sector outlook in Spain. Present situation: 2010 compared to 2009

- Construction (Source INE May 2010)
 - Residential: -16% of buildings
 - Public construction: -31% of buildings
 - Civil construction: -58% of euros invested
- Machinery (Source INE July 2010)
 - Industrial machinery and equipments: -1.6% of activity
- Automotive (Source ANFAC August 2010)
 - Number of car registrations: +23%
 - H1 expected to be stronger than H2



Key challenges for the upcoming years

- Clear leadership in the distribution market in Spain
- Reduce dependence on construction
- Balance the market segments with automotive and industry
- Strengthen our position in special steel and aluminium products
- Organization:
 - Specialize sales force
 - Improve technical know how
 - Become more international



Our symbol

