



HYDRO

Attractive market positions and customers

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- 1 Lithography

- 2 Foil

- 3 Beverage Can

- 4 General Engineering

Global No.1 in Lithographic sheet

Position

- World market leader in plain aluminium strip for offset printing plates with
 - more than 50 years of experience
 - three dedicated finishing lines
 - two dedicated cold rolling mills
- Preferred supplier through differentiation

Success factors

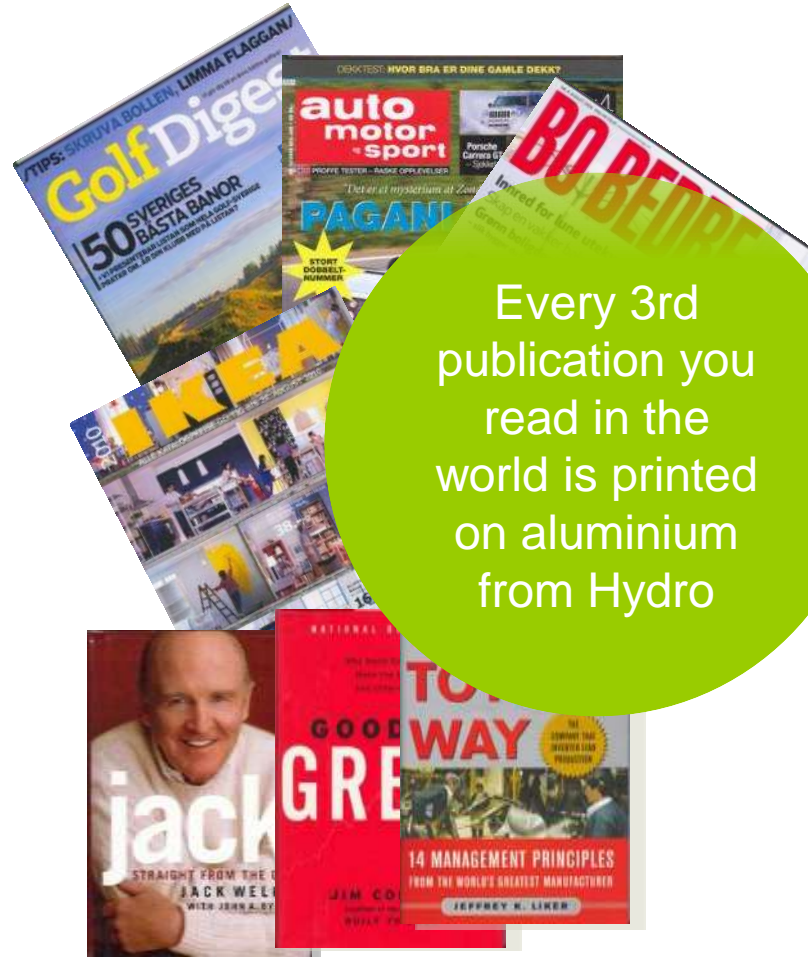
- Technical services
- Supply chain solutions
- Product properties
 - optimum surface
 - exact flatness
 - extremely tight thickness tolerances
 - tailored mechanical properties



How is lithographic sheet used?

Offset printing of

- Newspapers
- Magazines
- Commercial
- Advertising
- Books
- Catalogues
- Directories
- Packaging
- ...



Every 3rd publication you read in the world is printed on aluminium from Hydro



Every 2nd publication you read in Europe is printed on aluminium from Hydro

Lithographic sheet – market & customers

Market & customers

- World annual growth approx. 1%, despite e-device penetration
 - Packaging, magazines and commercial driving growth while advertising stagnating and newspapers, books and catalogues declining

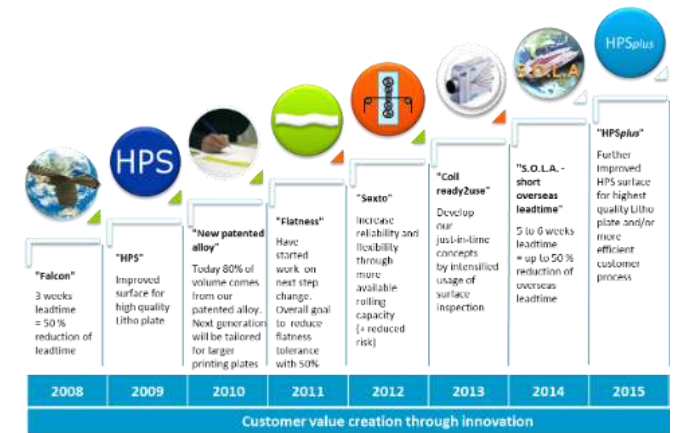
FUJIFILM

Kodak

AGFA 

Ambition

- Defend global No 1 position
- Strengthen reputation as market leader with regard to dedication, know-how, quality, innovation and service
- Benchmark in technical service, supply chain solutions and product innovation



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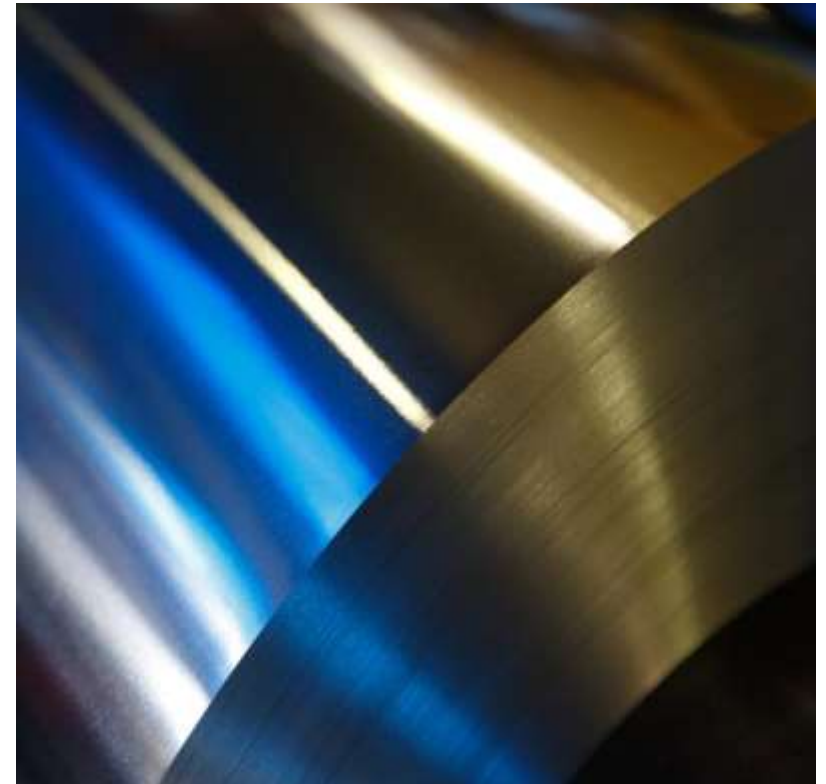
Global No.1 in foil

Position

- Global leader for thin gauge foil and surface critical foil
- Integrated and secure supply position with global reach
- State of the art equipment and high focus on quality

Success factors

- Coverage of complete foil spectrum, by gauge and width
- Thinnest gauges for converting applications possible → down to 5 μ m
- High running reliability on our customers equipment



How is product Foil used?

Aluminium foil is the ultimate barrier, protecting filled goods in packaging from

- Light
- Humidity
- Oxygen

Thereby

- Saving Food or preventing food waste
- Reducing the carbon footprint
- Extending the shelf life of sensitive products



Broad uses of foil



Aluminium foil for flexible food packaging



Plain aluminium foil for aseptic packaging applications



Aluminium foil for flexible medical and pharmaceutical packaging

Foil – market & customers

Market & customers

- Worldwide growth plain foil 2-3% in line with GDP
- European market stable, growing by ~1%
- China exports increasing in Asia and Americas
- Global customers trying to leverage improved Chinese quality

Ambition

- Defend global No 1 position in high end plain foil segments
- Benchmark for Liquid aseptic foil applications
- Remaining the largest external supplier to all major multinational converters





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Leading European position in Beverage Can

Position

- Global market actor with an European production base
- No. 3 in Europe
- Quality leader for end-stock in all global markets (75 % non-EU exports)



Success factors

- High level of expertise in our technical customer service, supported by the material analysis and simulation experience in our R&D.
- Recycling of > 40 kt customer process scrap
- New UBC recycling line with latest sorting technology starting early 2016 –capacity ~50 kt

Beverage Can – market & customers

Market & customers

- Expected market growth 2014-2020 (World 4-5 % / Europe 2-3 %)
- Further volume potential from body stock steel line transfer in Europe within the next years
- Direct customer = global can maker
- End customer = global fillers

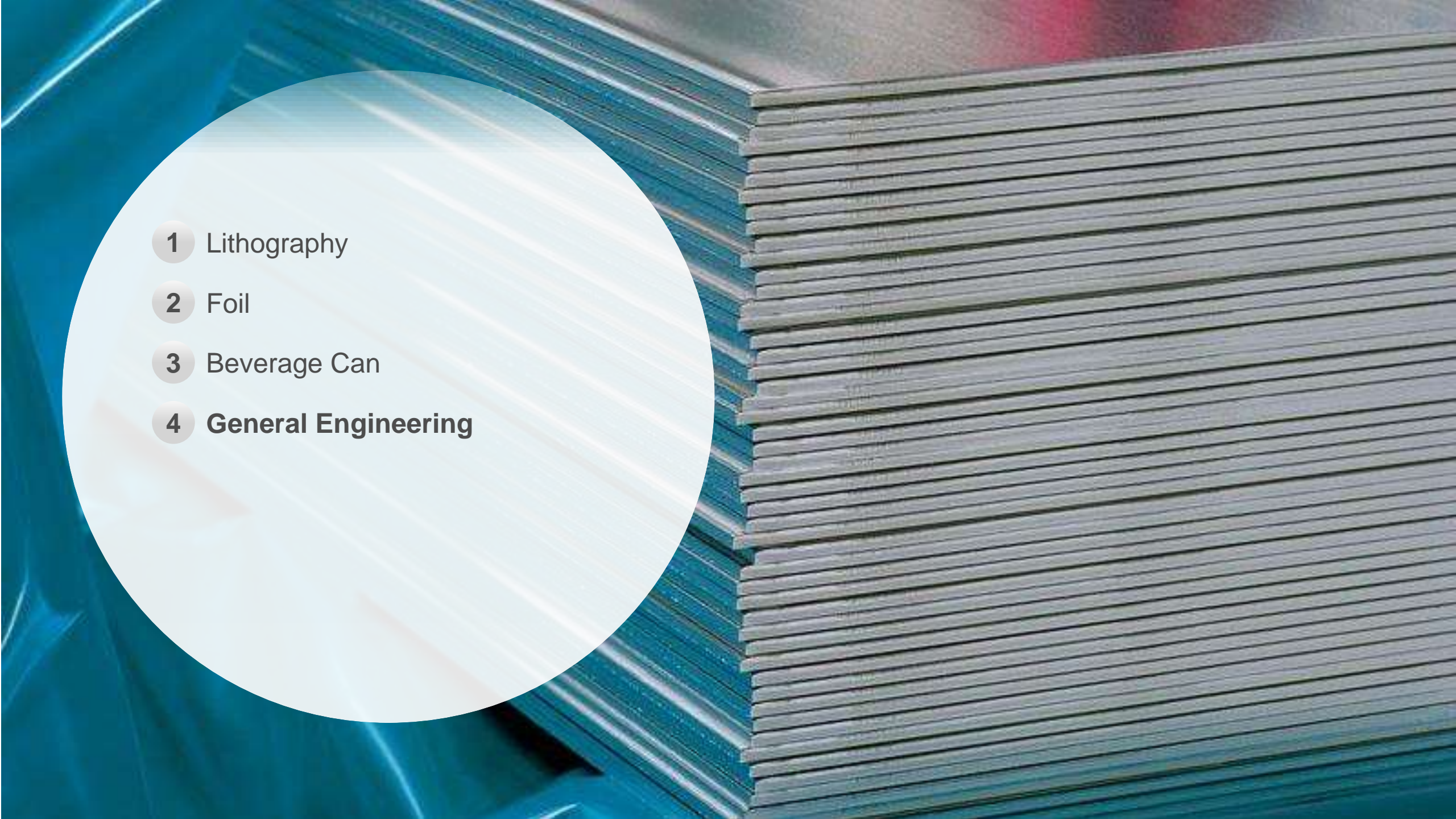


REXAM



Ambition

- Maintaining No. 3 market position in Europe
- Outperform the market growth
- Technical innovations – close cooperation with customers on alloy and surface developments



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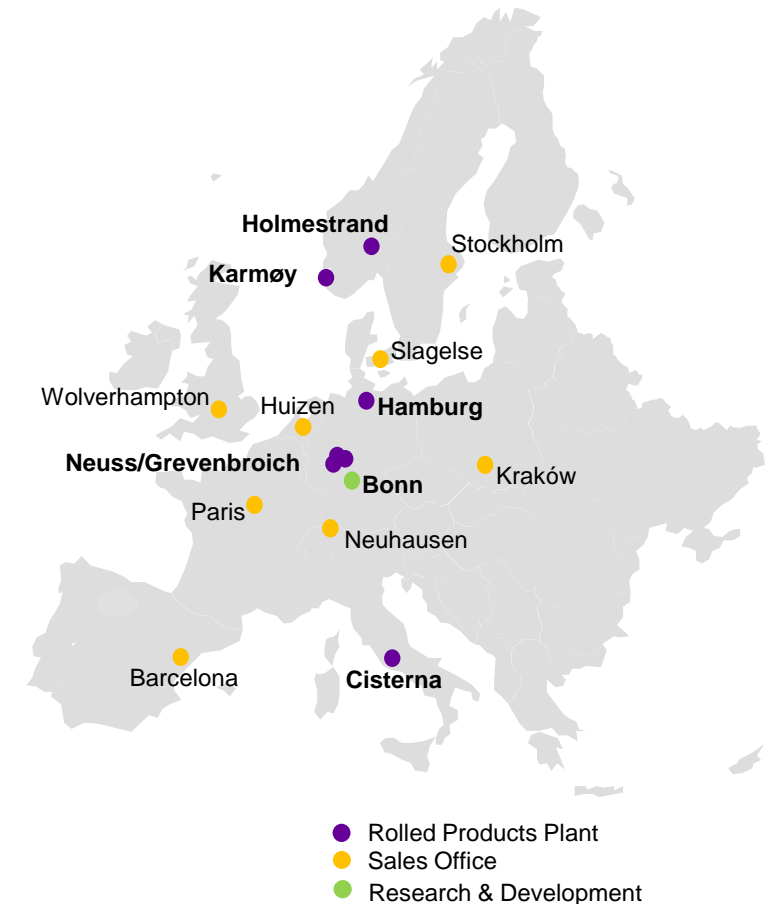
No 1. position in Europe in general engineering

Position

- General Engineering is covering all FRP-segments that are outside the main applications in packaging, automotive and lithography.
- Hydro is No 1. in Europe
- Widest product portfolio (from 5 rolling mills)
- Close to the customer – most local sales presence in Europe.

Success factors

- Standard products allocated to most suitable rolling mill (cost optimization).
- Tailor-made products to cover profitable niche markets.
- High quality products.
- Good service due to local sales organization selling for the whole rolling mill organization.



What are general engineering products used for?

Shate

- Silos and silo trailer
- Products up to 12 mm thick and 2 500 mm wide

MLT*

- Our brand Hytubal.
- R&D work on surface interaction
- Knowledge transfer from packaging applications

Trafo

- Our brand: Hydec 1070
- Copper substitution
- Competition with rolling mills and service centers
- Short-lead-time concept (1-3 weeks delivery)

Customized products:

- Example Superforming
 - Hot forming of Al-sheet
 - Tailor-made alloy
 - Front section of train is made from one part.



* Multi layer tube product

General Engineering – market & customers

Market & customers

- Relevant market is Europe
- 2 supply channels
 - distributors
 - end users
- 4 key end markets (transportation, building/construction, industrial, consumer durables)

Ambition

- Maintain No. 1 position in Europe
- High grading of product portfolio
- Guaranteeing base load volumes for plants
- Cost competitiveness for standard and special products.

