# **INVESTORS AND CAPITAL MARKETS DAY**

October 15-16, 2015



## INVESTORS AND CAPITAL MARKETS DAY

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#### NEW YORK PALACE HOTEL

455 Madison Avenue, New York, NY 10022.

#### AGENDA OF THE DAY: October 15

#### Thursday, October 15th

08.30 a.m. Registration and breakfast

09.00 a.m. Welcome and opening remarks, Mr. Carlos Lora-Tamayo, Head of Investor Relations

Introduction, Mr. Bernardo Velázquez, CEO of Acerinox

Presentations by Acerinox

Stainless Steel is our world, Mr Daniel Azpitarte, Commercial Director of Acerinox

NAS: The benchmark stainless steel player, Ms. Mary Jean Riley, NAS Vice President, Finance and Administration

NAS strategy in the American market, Mr. Chris Lyons, NAS Vice President, Commercial

10.30 a.m. Coffee Break

11.00 a.m. Presentations by Acerinox

2015: The great paradox, Mr. Miguel Ferrandis, CFO of Acerinox

Conclusion & Open Panel Session, Mr. Bernardo Velázquez, CEO of Acerinox

01.00 p.m. Lunch Cocktail

02.00 p.m. Transfer to JFK airport

02.30 p.m. Transfer to LaGuardia airport

## **PLANT TOUR**

October 16, 2015

#### NORTH AMERICAN STAINLESS FACILITIES

6870 Highway 42 East, Ghent, Ky 41045-9615

AGENDA OF THE DAY: October 15-16

#### Thursday, October 15th

09.00 p.m. Dinner at Belterra Hotel

#### Friday, October 16th

08.00 a.m. Bus from Belterra Hotel to NAS facil	cilities	facil	S	NAS	to	9 I 1	ote	-Н	Iterra	Вe	trom	Bus	a.m.	18.00	(
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08.30 a.m. Welcome to NAS, Cristobal Fuentes, CEO of NAS

08.45 a.m. Plant tour

11.45 p.m. Drinks and Sandwiches

12.30 p.m. Transfer to Cincinnati airport

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# STAINLESS STEEL IS OUR WORLD

#### DANIEL AZPITARTE

Commercial Director of Acerinox

#### **ACERINOX: STAINLESS STEEL PRODUCER**

World leader producer

International from our origin

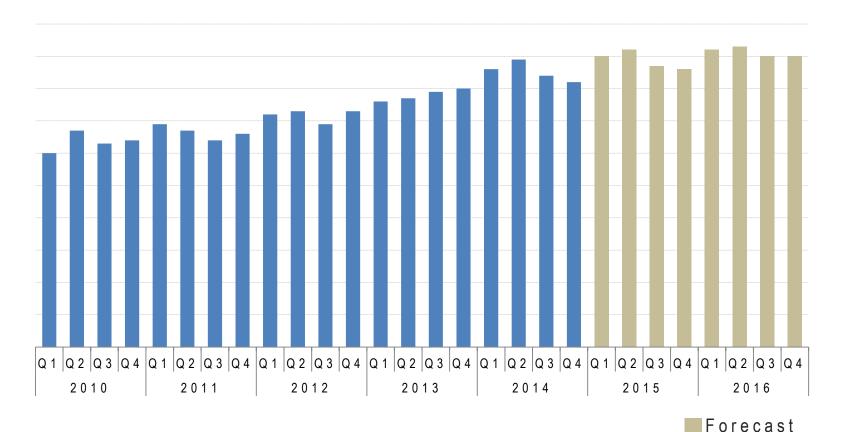
4.4 billion EUR turnover in 2014

6,800 people in 5 continents

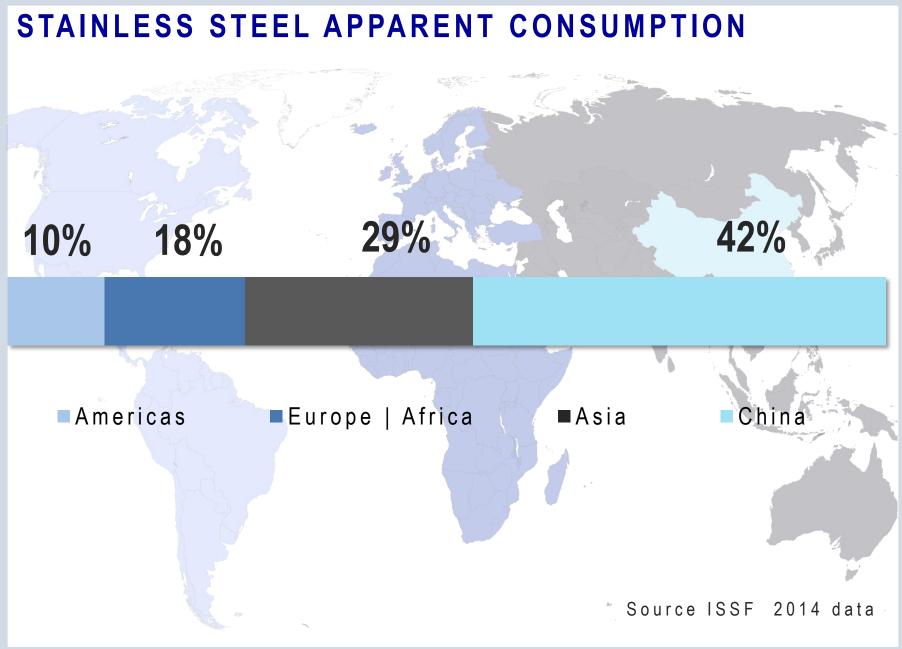
3.5 million Mt, melting capacity

# Stainless steel is our world

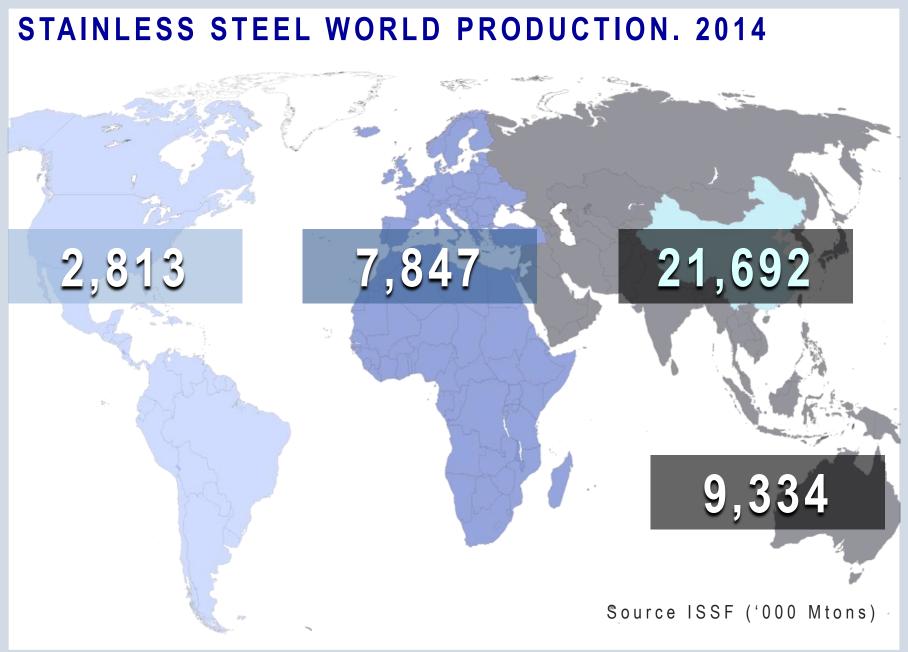
#### STAINLESS STEEL APPARENT CONSUMPTION

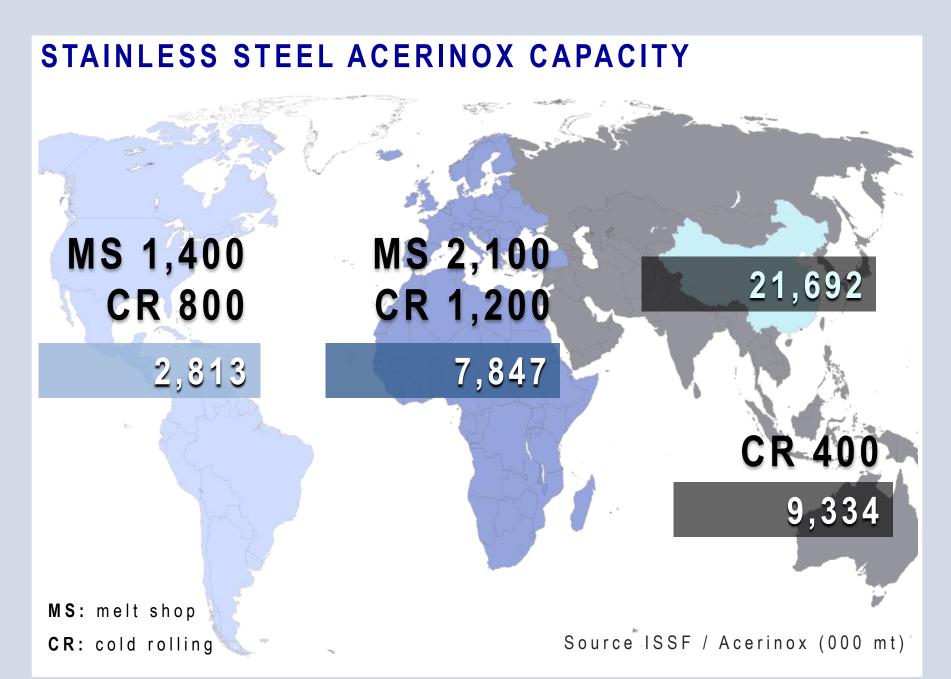


Source ISSF 2014 data

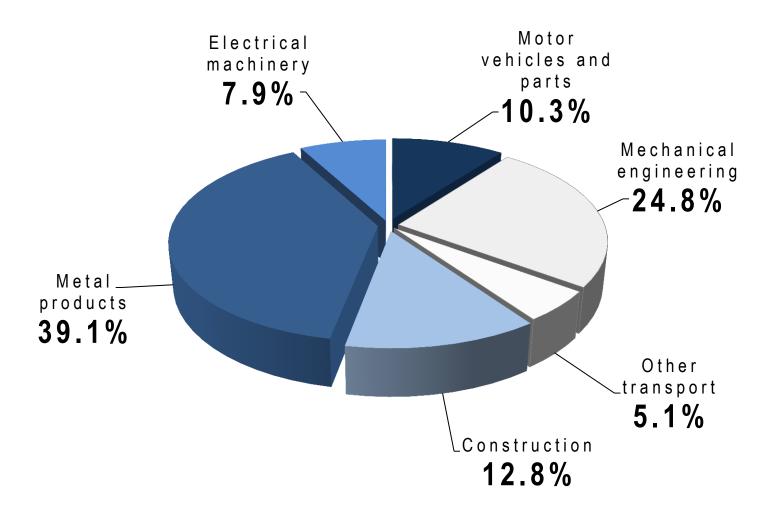


# STAINLESS STEEL WORLD PRODUCTION. 2014 ~Source ISSF ('000 Mtons)





#### STAINLESS STEEL USED BY SECTOR

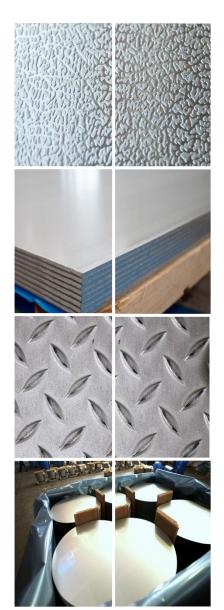


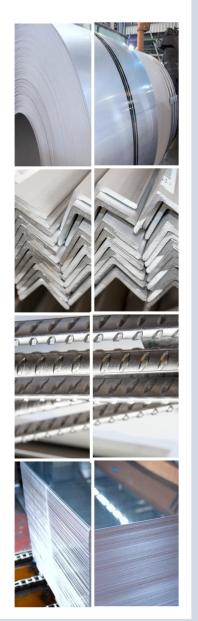
Source ISSF 2014 data

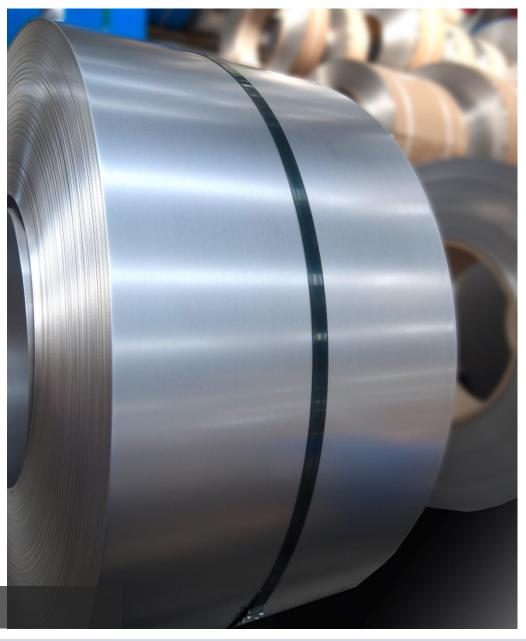
### **ACERINOX PORTFOLIO**



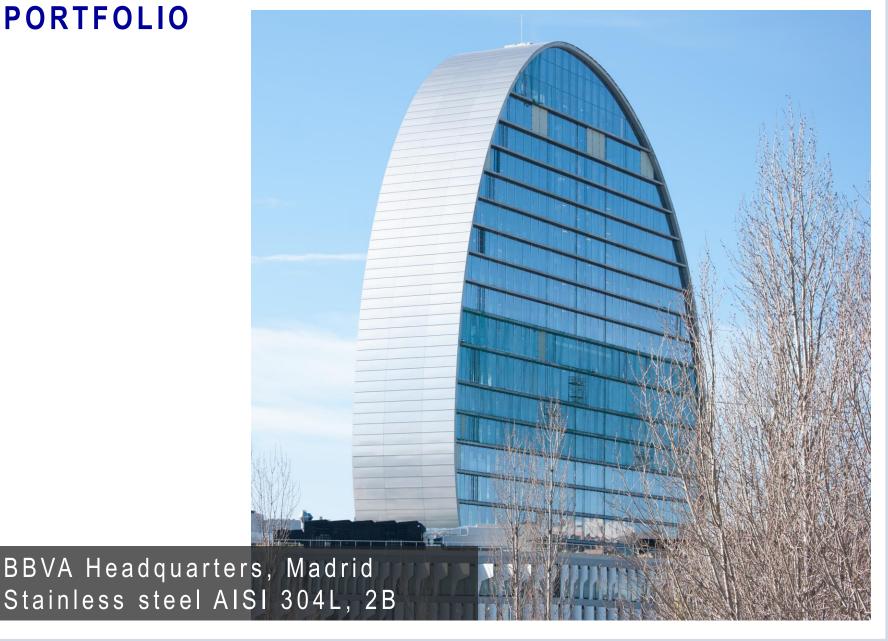


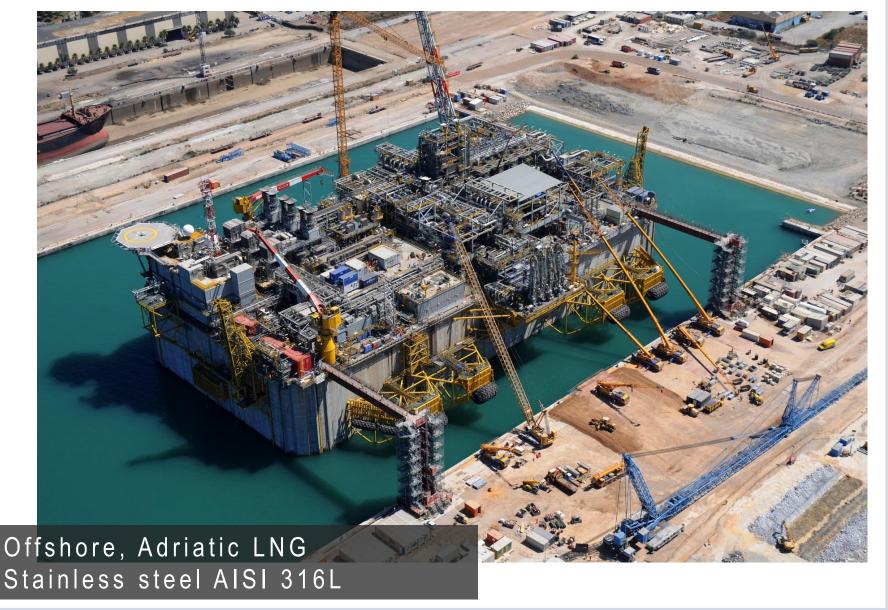




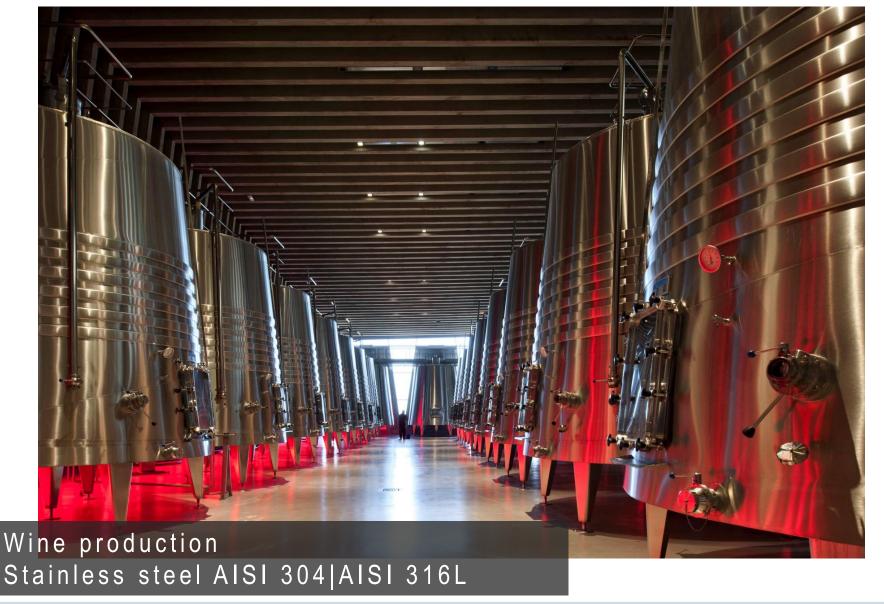


Coil & sheet



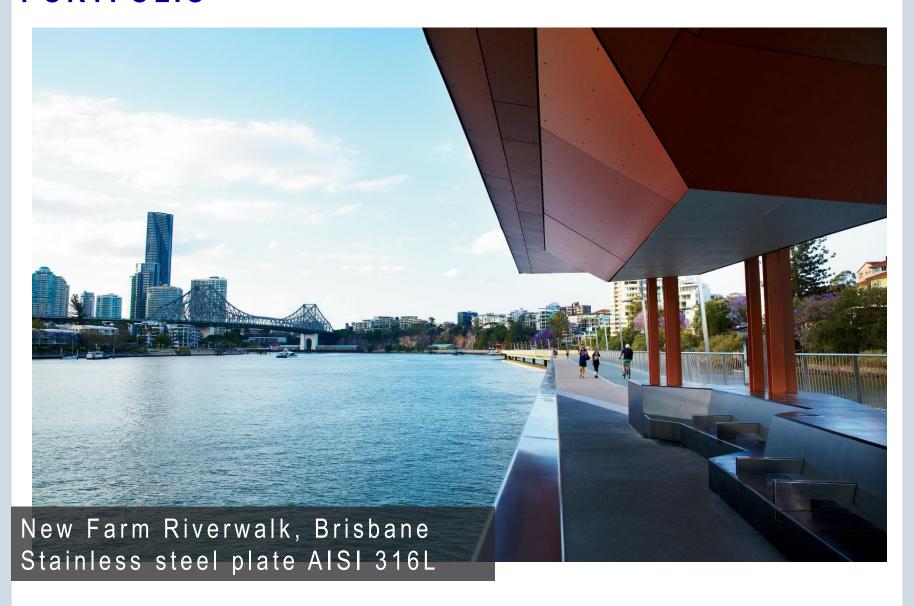








Plate







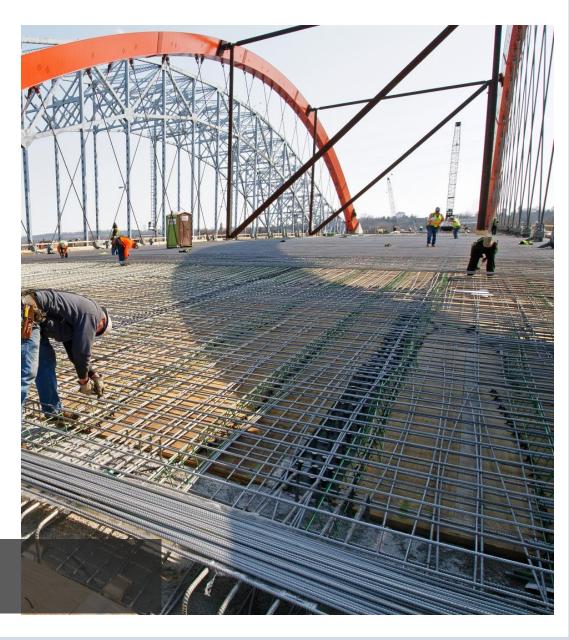
Billet



Stainless steel flanges AISI 304-316-DUPLEX



Reinforcement bar

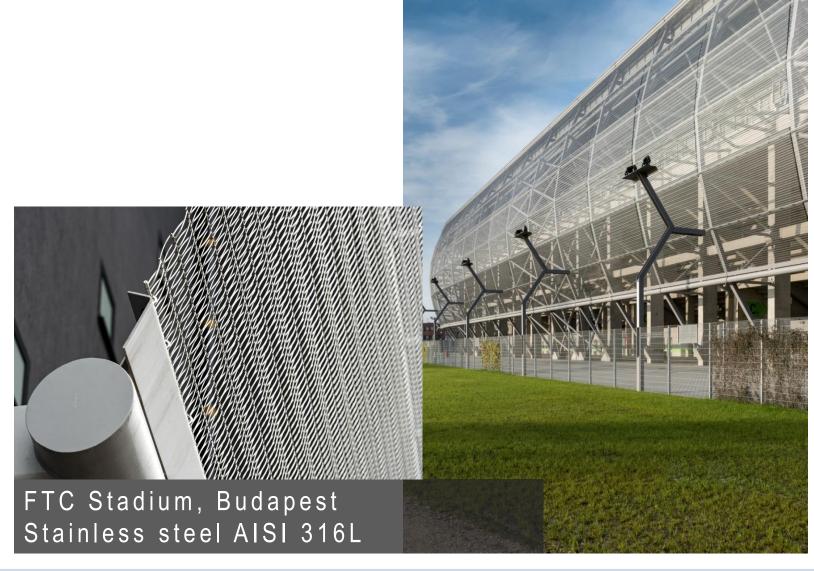


New Jersey bridge Duplex 1.4462





Wire



#### **SUSTAINABILITY**

Driving force to industrial evolution

A better world for future generations:

**S**ecurity

Health

Environment

Development



1 Low environmental impact

Fabrication process:

Reducing slags

Recovering valuable resources

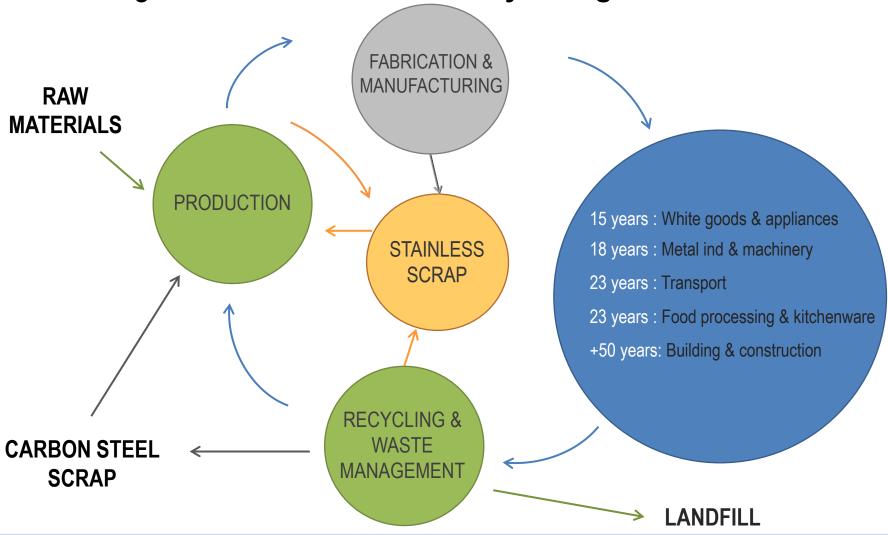
Control of emissions

Control of water spills

Raw material selection



2 Long-life: functional recycling

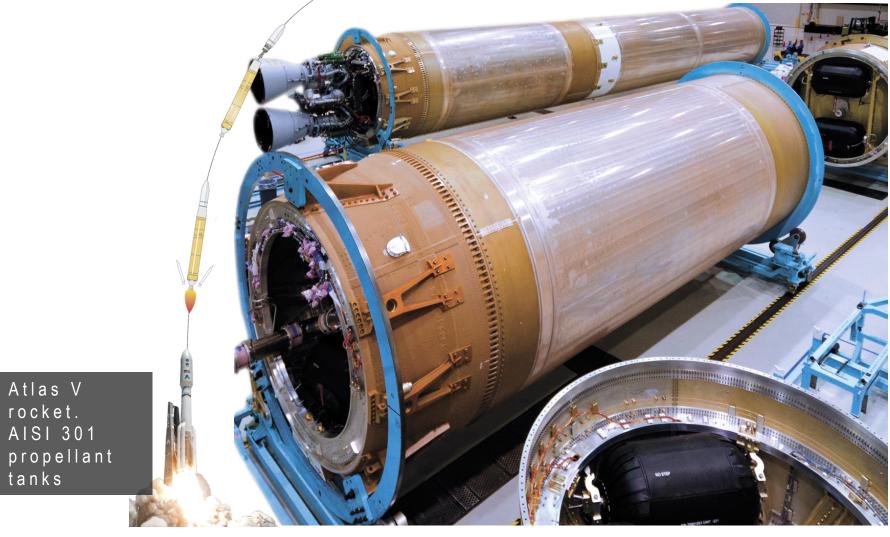




3 Adaptable to new developments

Plants

3 Adaptable to new developments





# **INVESTORS AND CAPITAL MARKETS DAY**

October 15-16, 2015





## NAS: The Benchmark Stainless Steel Player

### **MARY JEAN RILEY**

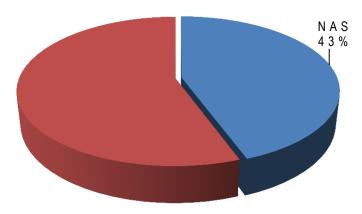
NAS Vice President, Finance and Administration

## NORTH AMERICAN STAINLESS (NAS)

North American Stainless was founded in 1990 and holds a position of leadership in the North American Stainless Steel Market. Our focus is only Stainless Steel and as such we are the experts in our industry.

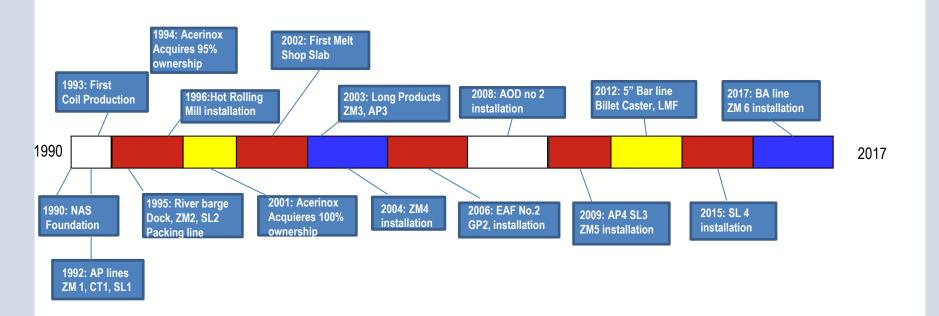
We achieved and maintain this leadership position due to a number of advantages that we have over our competition, domestic and foreign.

U.S. Melt Shop Production



Source: American Iron and Steel Institute (AISI), as of June 30, 2015

## HISTORY TIME LINE



We have undergone multiple phases of expansion to become the largest fully integrated Stainless Steel Producer in the United States

Our plant sits on 1400 acres in Carroll County Kentucky.

Being a greenfield project, we have been able to plan the plant layout in order to maximize efficiencies in the production process.



#### · Central Location:

Our location in Northern Kentucky, with access by road, rail and river transportation was chosen in order to have quick access to the majority of our customers

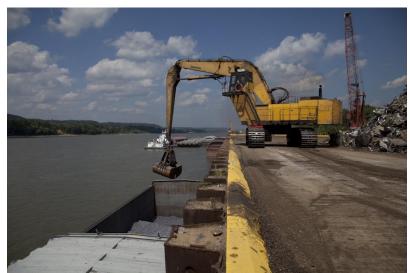


From our location in Ghent, Kentucky we are within one day of 60% of the stainless consumption areas

Barge Dock on the Ohio River:

We can receive Raw Materials and transport Finished Products by road, rail, and water with our location on the Ohio River





#### · One Site Location:

NAS is the only Stainless producing mill in North America to have all the production facilities required to produce stainless situated in one location.



- One Site Location: As a fully integrated Mill we have several advantages
- ✓ No logistical problems from product movement between sites
- ✓ Lower cost of production with all processing in one location
- ✓ More efficient production planning resulting in better lead times
- ✓ Lower cost of Working Capital, less inventory being required
- ✓ No outsourcing of Hot Rolling, Polishing or Slitting, NAS has all these processes in house
- ✓ Exclusive manufacturing of Stainless Steel Products with no conflicts with production scheduling or processing other alloys.

#### One Site Location:

- ✓ Production of both Flat and Long Products in one location
- ✓ Capability to Cast both slabs and billets in our Melt Shop reduces the cost of production of these products

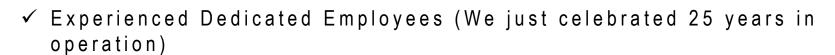






## UNION FREE AND EXPERIENCED WORK FORCE

- ✓ More efficient operations
- ✓ Flexibility in where employees work
- ✓ Cross training among numerous production lines











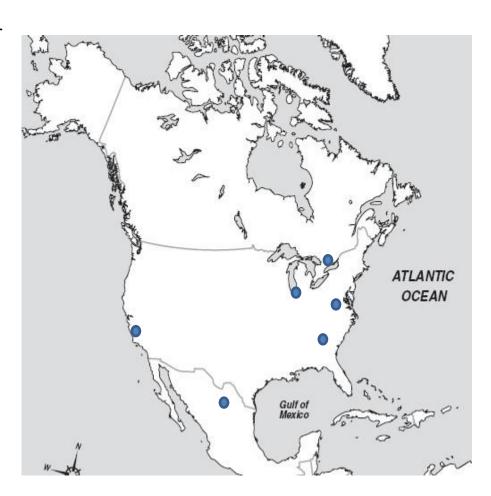




## **WAREHOUSE NETWORK**

NAS has developed Warehouses around the country, as well as in Canada and Mexico

- ✓ Material closer to customers
- ✓ Improved on time delivery
- ✓ Allows customers to improve their Working Capital by having material close to their facilities
- √ Finishing Capabilities in most locations



Minooka, Illinois



Agua Mansa, California



Guelph, Ontario (Canada)



Pendergrass, Georgia



Wrightsville, Pennsylvania



Monterey, Mexico



## PROXIMITY TO STAINLESS STEEL SCRAP SUPPLIERS



## RAW MATERIALS

- ✓ Most of NAS Ni and Cr Consumption is in the form of Scrap
- ✓ NAS has the ability to use a very high scrap percentage; discounted Nickel and Chrome units in scrap vs primary Nickel and Chrome units
- ✓ NAS uses and melts raw materials at a high rate which is more cost effective than Ferro-alloys or pure metals
- ✓ Short delivery time on raw materials due to NAS geographical location
- ✓ Due to NAS proximity to the stainless steel scrap markets and the fact that we have to purchase low amounts of Ni and Cr allows us high flexibility to adjust to the continuous stainless steel grade mix changes in the market







## PRODUCT RANGE

We have one of the largest product range of all of the North American Stainless Steel producers. We are the only producer that melts both flat and long products thus we are able to offer to the market a one stop shop option for most of the stainless products that our customers need.

In products such as Angles, we are the only North American producer while in other products such as rebar we have over 95% of total production.

We hold a dominant position in products made in austenitic grades (grades with Nickel content) and have a growing presence in both ferritic grades and duplex grades.

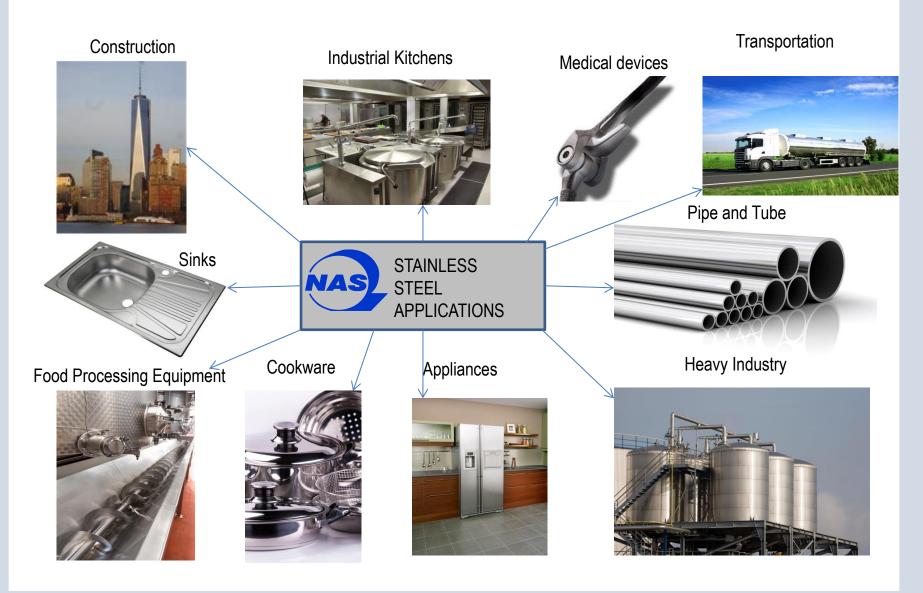








## STAINLESS STEEL APPLICATIONS



## SUSTAINABILITY

- Master Level Member of Kentucky Excellence in Environmental Leadership
  - ✓ Requires annual environmental audit
  - ✓ Five projects promoting environmental stewardship
  - ✓ Establishment and compliance with environmental management plan
- ☐ Recycle & Reuse
  - ✓ Use of slag byproduct as lime
  - ✓ Use of refractory brick as dolomitic lime
  - ✓ Use of laundering program for PPE, rags and oil absorbent pads and rugs
  - ✓ Use of rewind paper at polish and pickling lines
  - ✓ Extensive Recycling Program of:
    - > Cardboard
    - > Paper
    - > Metal
    - > Plastic
    - > Used Oil



## **DOMESTIC PRODUCER**

NAS has an advantage over imports in numerous infrastructure projects in the U.S. which require stainless steel to be of U.S. origin.

As the main U.S. Producer of Stainless Steel Reinforcement Bar (Rebar) we are taking full advantage of U.S. origin requirements in order to participate in a number of construction projects



## NORTH AMERICAN STAINLESS (NAS)

We are part of the ACERINOX Group of companies. By being part of the larger group we benefit from economies of scale at time of purchasing our raw materials. This also enables us to offer products to the market that at present are not part of our product range, such as BA Products, which we currently import from Acerinox and sell in the U.S.



## **EXPANSION OF PRODUCT LINE: BA**

## Bright Annealed Finish

In order to expand our product line offering, we are currently building a Bright Annealed (BA) production line with scheduled completion late next. Year. This line will enable us to offer to the market the bright finish, consumed mainly in the appliance, transportation, construction and Food Handling Industries.

The total investment on the line and accompanying cold rolling mill will be 127 million dollars. With an expected output of 80,000 Tns annually NAS will become the leading supplier in the U.S.



## NAS: THE BENCHMARK STAINLESS STEEL PLAYER

- ✓ Full Integration Flat and Long Products
- ✓ Central Location Advantages for both Customers and Raw Materials
- ✓ Maximum Efficiency in Production
- ✓ Low Production Costs
- ✓ Efficient Working Capital
- ✓ No need for Outsourcing
- ✓ Union Free Work Force
- ✓ Experienced Work Force
- ✓ North American Warehouse Network
- ✓ Acerinox Global Network

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# NAS strategy in the American Market

**CHRIS LYONS** 

NAS Vice President, Commercial

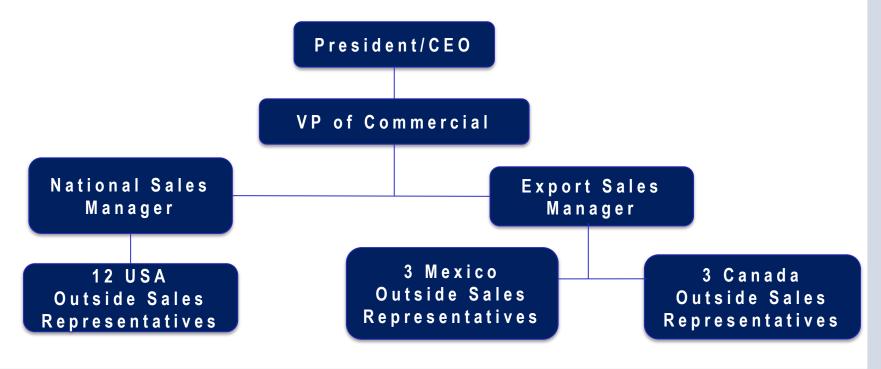
## NAS STRATEGY IN THE AMERICAN MARKET

Primary focus to the North American Market:

promote the sale of a diverse product mix at a competitive market price and short manufacturing cycle

## NAS STRATEGY IN THE AMERICAN MARKET

- Lean Sales Management Structure accompanied by wide geographic coverage
  - Built with the idea to promote speed to the market



## TARGET MARKET

## Distribution (75%)

- Transactional oriented
- Contract oriented



## ○ Direct OEM (25%)

- Automotive exhaust systems
- Appliance
- Pipe & Tube
- o Sink
- Rebar fabricators



- One-Site fully integrated process which provides the best cost structure, leadtime, and manufacturing flexibility in North America
- Proven performance record with customers in regard to reliability of quality and delivery performance
- 25 year history of customer relationships and clear knowledge of expectations, demands, and product ingenuity
  - 1,388 employees with 13,049 years of employment at NAS

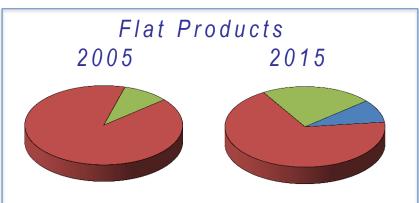
- Commitment and focus solely on "stainless steel" products which does not waiver as other markets fluctuate (ie. carbon steel, electrical steel, high nickel alloys)
- Multiple key production lines providing certainty of continued manufacturing in the event unexpected maintenance is required
  - Two EAF furnaces, two AOD's, four anneal and pickel lines, five (soon to be six) z-mills, seven (soon to be eight) slitter lines, and seven cut to length lines.

 Diverse range of products makes NAS a "one stop shop" for customers

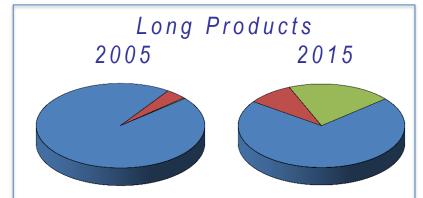
- ✓ Flat
  - ✓ Multiple grades, finishes, thickness, widths
- √Long
  - ✓ Cold Drawn Bar, Peeled Bar, Angle, Wire Rod, Rebar



- Diverse range of products
  - Evolution of NAS sales by alloy



- 300 series represented 90.46% in '05 but only 68.17% in '15
- 200 series not produced in '05 but 9.1% in '15
- 400 series represented 9.54% in '05 but increased to 22.57% in '15



- 300 series represented 95.67% in '05 but only 70.78% in '15
- 400 series represented 4.02% in '05 but increased to 8.91% in '15
- Rebar grades increased from 0.31% in '05 to 19.63% in '15

## SELLING ADVANTAGE vs IMPORT COMPETITION

- Manufacturing cycle
  - NAS 3 to 5 weeks vs Import of 12 to 16 weeks
    - Promote customer ability to control inventory in line with the movements in the market as demand expands and contracts.
    - Promote customer ability to align price of incoming inventory with market movements.
- Buy American impact
  - Import buying requires multiple vendor inventories to also support customer needs which require "Made in America".
    - Eliminating the import spends removes the necessity of dual inventories thus reducing total inventory levels and increasing turns.
- NAS product mix extends beyond scope of Import offering therefore mitigating negative impact to profit in order to compete direct with Import.

## IMPACT OF BRIGHT ANNEAL INVESTMENT

- Drives greater diversity into product mix
- Enters NAS into new market without supplanting any existing sales.
- US consumption currently supported by 70% foreign producing mills.
- Industries served
  - Appliance (washers and dryers)
  - o Tank Trailers
  - Automotive Trim
  - o Kitchen equipment





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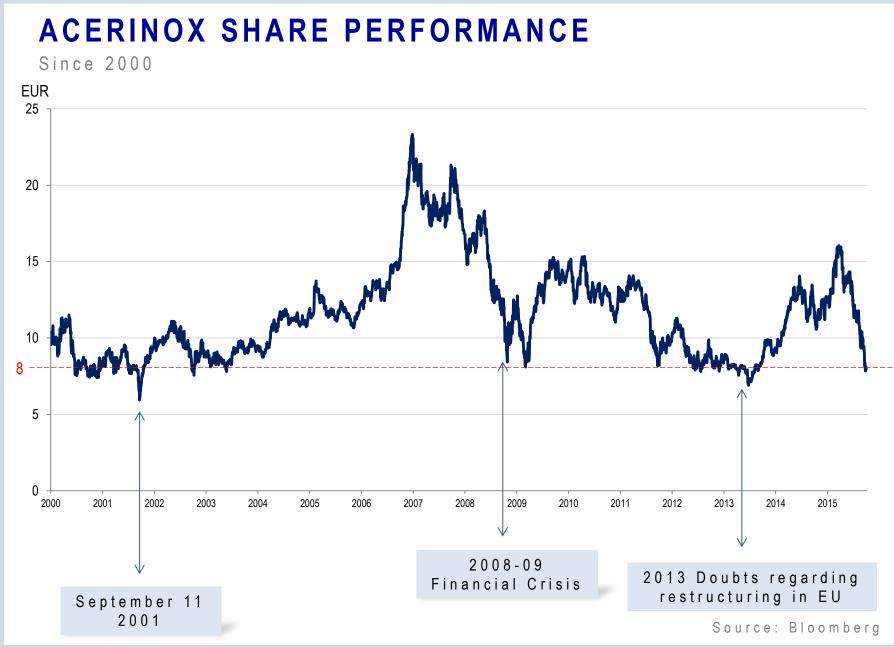


## **MIGUEL FERRANDIS**

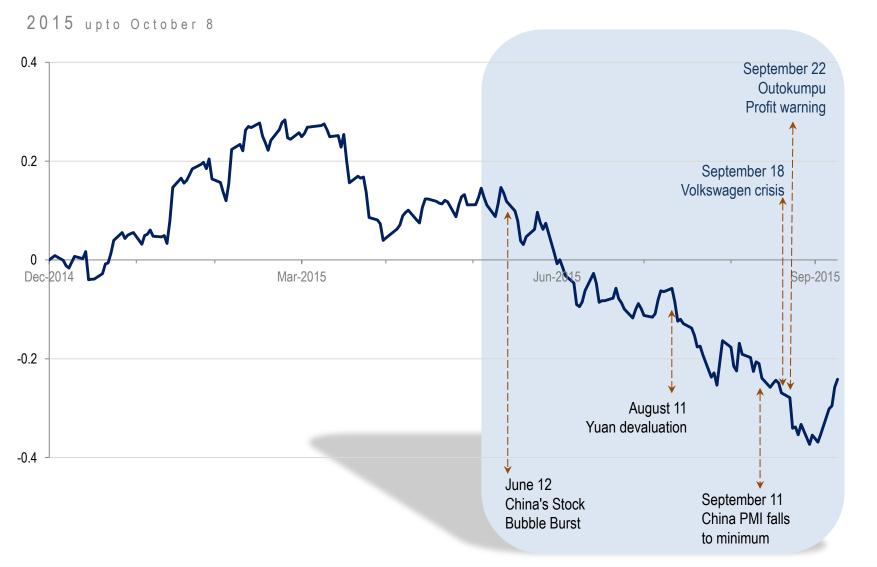
CFO of Acerinox

## PARADOX I

Acerinox stock has experienced an excessive correction



## ACERINOX SHARE PERFORMANCE HAS BEEN SHAKEN BY EXTERNAL FACTORS SINCE JUNE



Paradox I

Acerinox stock has experienced an excessive correction...

### PARADOX II

... even though it is stronger after the crisis...

#### **IMPROVEMENT PLANS**

2008-2014

FIXED COSTS REDUCTION: 110 million EUR / year

Personnel expenses: 54 million EUR / year

Maintenance: 45 million EUR / year

Others: 11 million EUR / year

#### **IMPROVEMENT PLANS**

2008-2014

#### VARIABLE COSTS REDUCTION

TARGET ACHIEVED:

2009-2010 Excellence Plan I

73%

97 Million EUR / year

2011-2012 Excellence Plan II

59%

52 Million EUR / year

2013-2014 Excellence Plan III

88%

53 Million EUR / year

#### **EXCELLENCE PLAN IV 2015 - 2016**

TARGET 2015-2016 **70 million EUR** 

ACHIEVED up to June '15: 57%

38 million EUR

Chemical composition

Inventories

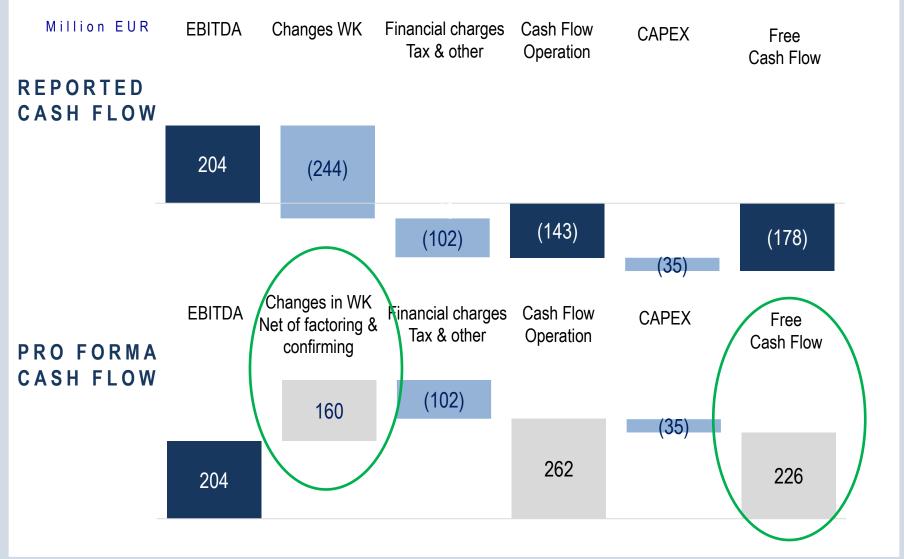
Delivery times

Bahru Stainless

#### IMPROVEMENT PLANS

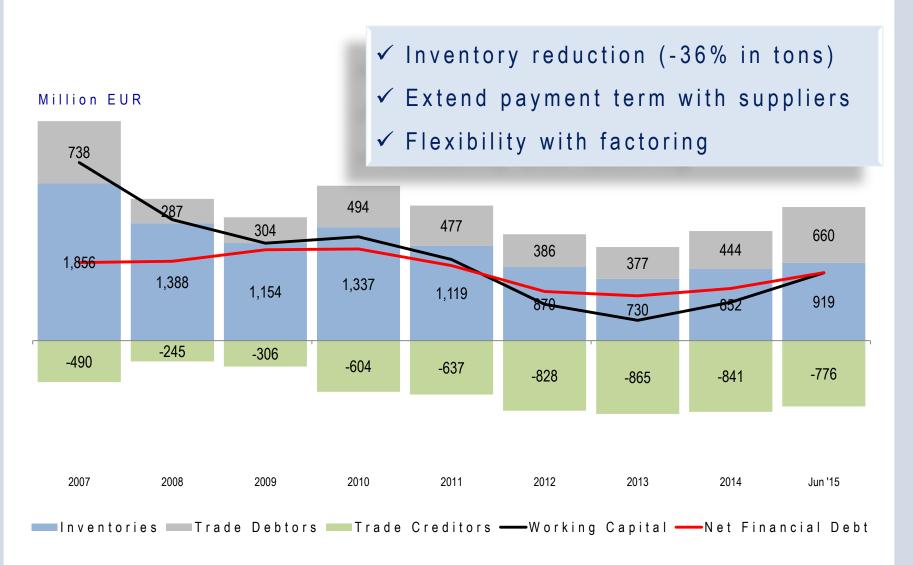


# POSITIVE CASH FLOW GENERATION IN H1 2015 EXCLUDING WORKING CAPITAL TOOLS



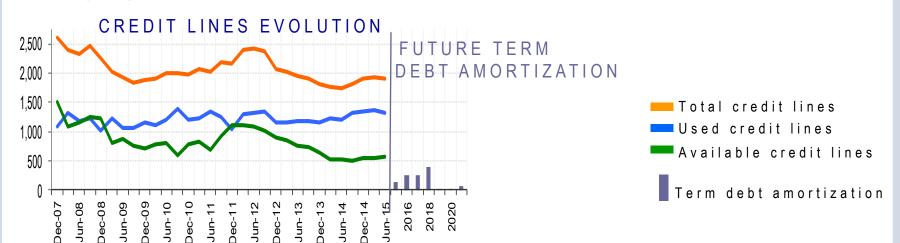
#### FOCUS IN IMPROVING WORKING CAPITAL:

#### 1.7 billion EUR reduction since 2007



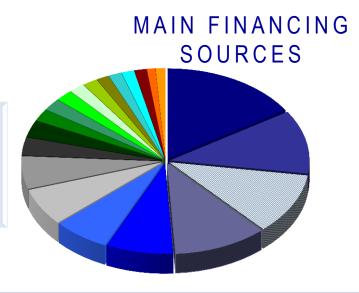
#### STRONG BALANCE SHEET

Million EUR



Net debt stabilized at  $\pm$  800 million EUR Cost of term debt 2.7%

Diversified funding sources



Paradox I

Acerinox stock has experienced an excessive correction...

... even though it is stronger after the crisis...

## PARADOX III

...and we keep on being the benchmark player in the industry: the premium remains justified...

#### MAIN REASONS FOR THE PREMIUM (I)

✓ Already commented

- ✓ Best and most efficient plant in the world
- ✓ Market leadership in USA
- ✓ Wide range of products
- ✓ Ongoing cost savings
- ✓ Financial strength

#### MAIN REASONS FOR THE PREMIUM (II)

- Best geographical asset distribution
- Smart investing in growing markets
- New level of competitiveness in Acerinox Europa
- Flexibility of Columbus
- Future growth in Bahru Stainless
- Increasing capacity utilization
- Stable shareholders
- Consistent strategy

#### **ACERINOX AND PEERS**

H1 2015

Million EUR

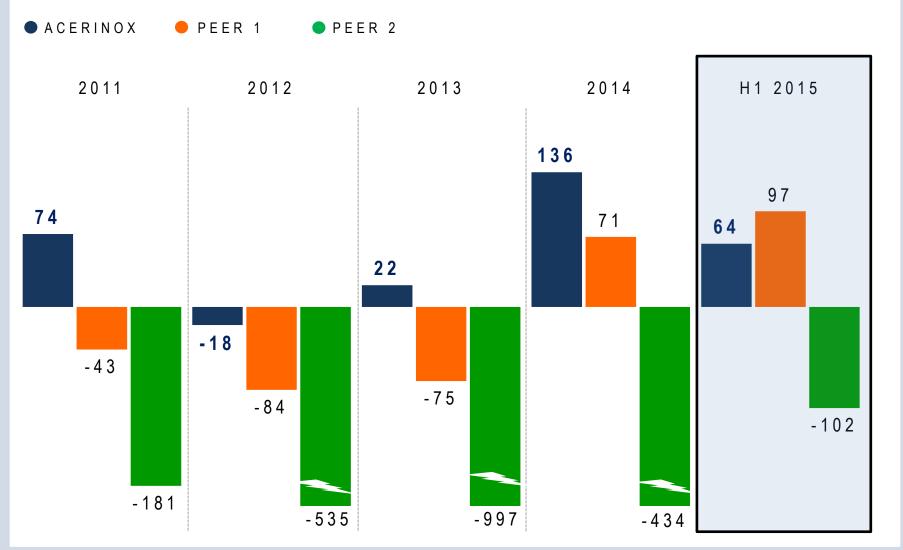
		AMERICAN		EUROPEAN	
	<b>Acerinox</b>	1	2	1	2
Net sales	2,315	3,062	1,910	1,827	3,462
EBITDA	204	135	82	222	120
EBIT	121	36	-2	152	-36
Result before Taxes	96	-278	-2	129	-111
Result after Taxes	64	-324	-6	97	-102
Net debt	801	2,116	1,135	406	2,116

BLUE FIGURES: STAINLESS STEEL DATA GREEN FIGURES: COMPANY/GROUP DATA

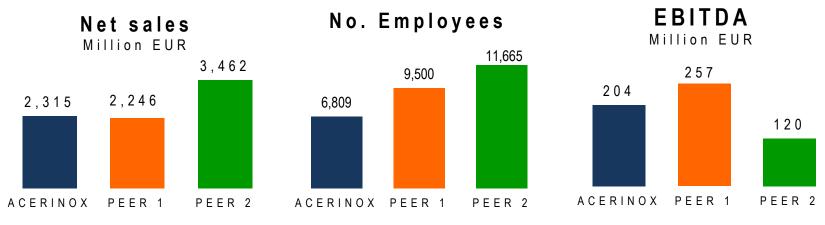
#### ACERINOX AND MOST COMPARABLE PEERS

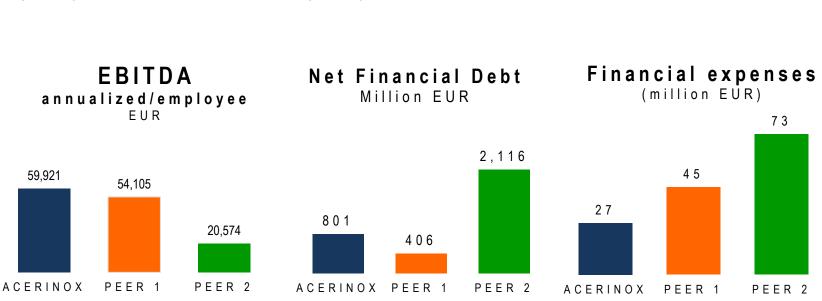
Million EUR

#### Result after taxes and minorities

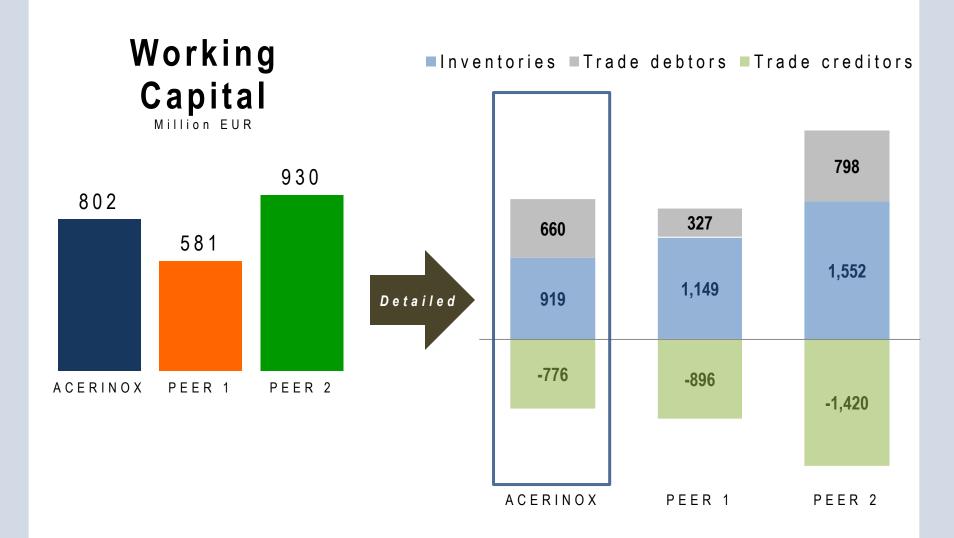


#### ACERINOX AND MOST COMPARABLE PEERS H1 2015





#### ACERINOX AND MOST COMPARABLE PEERS H1 2015



Paradox I

Acerinox stock has experienced an excessive correction...

... even though it is stronger after the crisis..

Paradox III

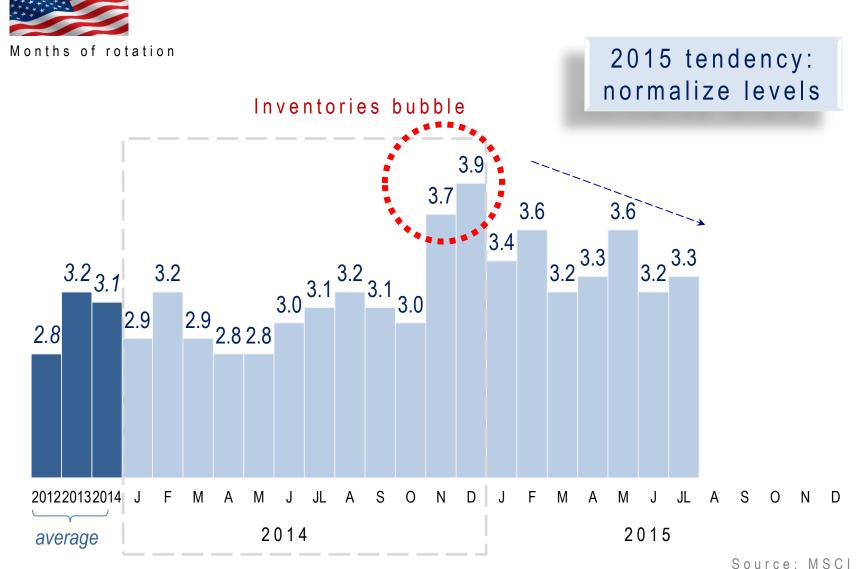
... and we keep on being the benchmark player in the industry: the premium remains justified

## PARADOX IV

... and market fundamentals are robust...

(just the momentum is weak)

#### STAINLESS STEEL INVENTORIES AT DISTRIBUTORS



#### FLAT PRODUCT IMPORTS



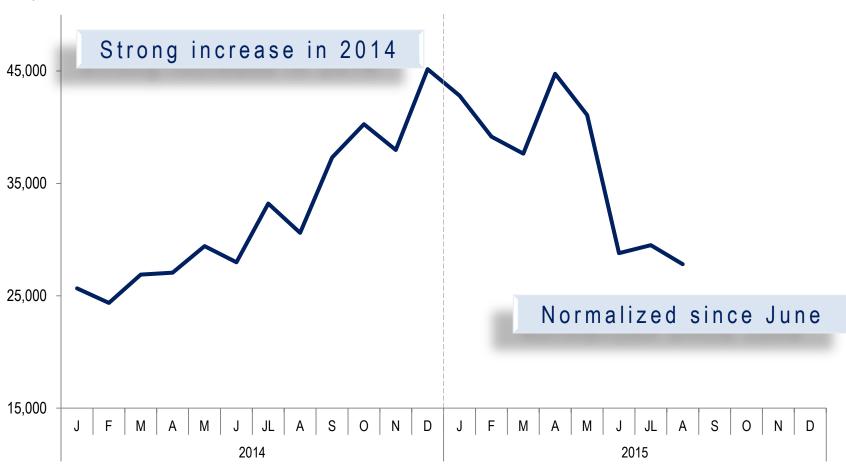
#### IMPORT PENETRATION



#### **COLD-ROLLED IMPORTS**







Source: US Dept. Commerce

#### ROBUST REAL DEMAND IN THE UNITED STATES



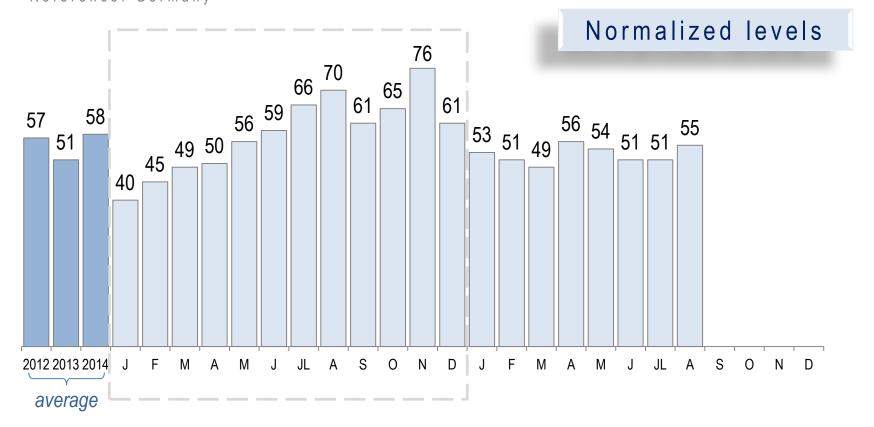




#### STAINLESS STEEL INVENTORIES OF COLD-ROLLED



Days of rotation Reference: Germany

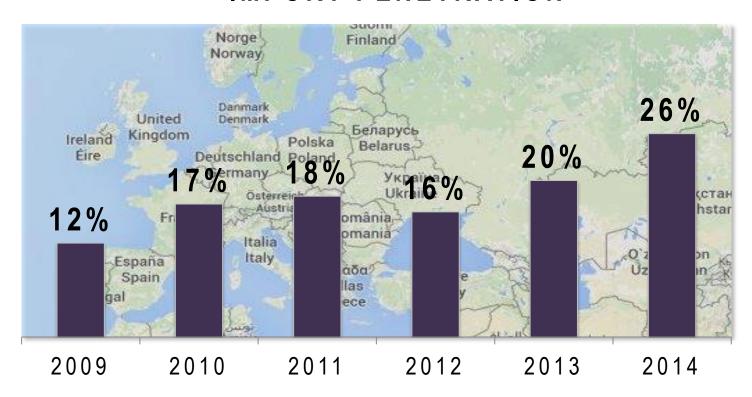


Source: EHV

#### FLAT PRODUCT IMPORTS



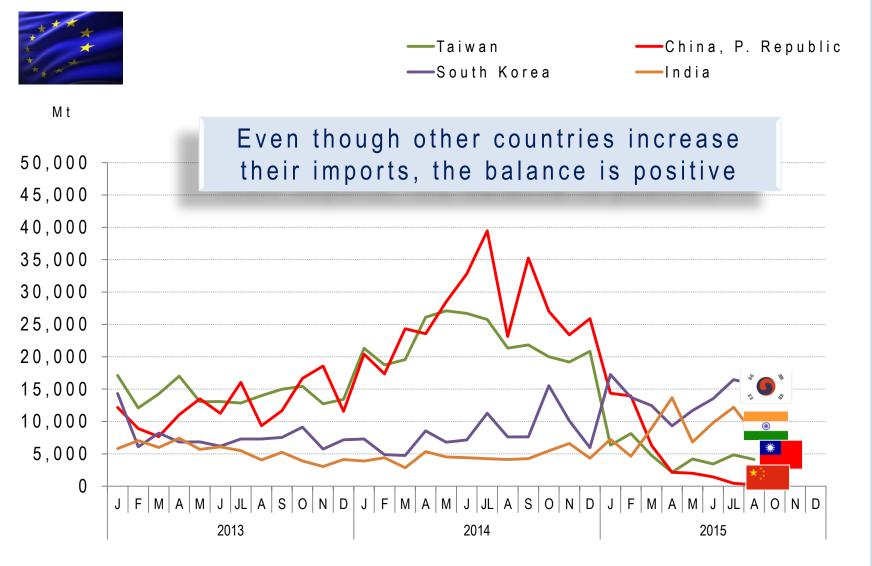
#### IMPORT PENETRATION



#### **COLD-ROLLED IMPORTS: CHINA & TAIWAN**



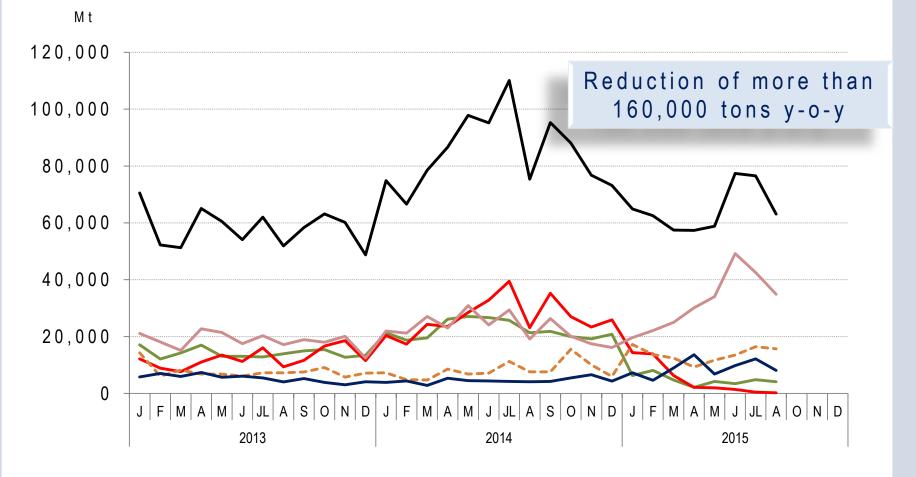
#### **COLD-ROLLED IMPORTS: MAIN COUNTRIES**



Source: EUROFER

#### **COLD-ROLLED IMPORTS**





Source: EUROFER

#### RECOVERY OF THE DEMAND IN EUROPE



Source: EUROFER, estimated figures for 2015





HOUSEHOLD APPLIANCES +3%

## THE GREAT PARADOX

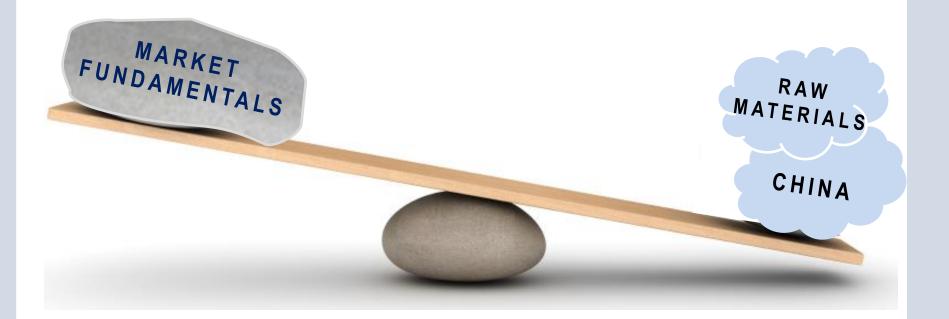
ACERINOX STRENGTH BENCHMARK IN THE STAINLESS

GOOD
FUNDAMENTALS
OF THE
MARKET

Why is the momentum weak?

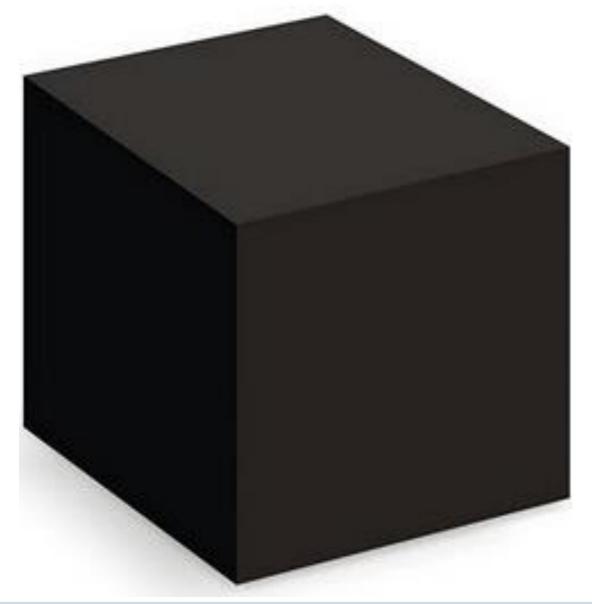
#### CERTAINTIES

#### UNCERTAINTIES



## **CHINA**







# The lack of visibility and the uncertainties of what is behind the slowdown are eclipsing positive facts

#### **CHINA: POSITIVE INPUTS**

Shanxi Taigang sanction for pollution (29-Apr)

China's stainless flat steel exports down 19% y-o-y (June)

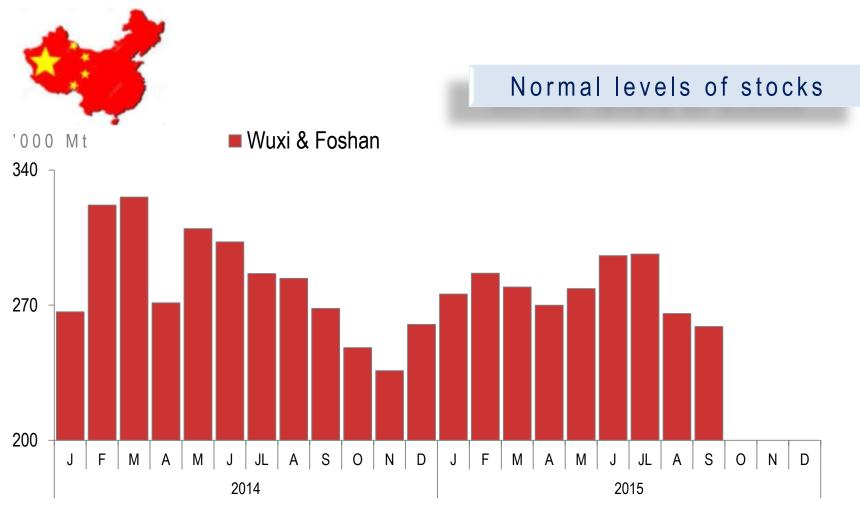
MIIT tightens the requirements of energy to promote energy efficiency and is stricter in emission standards (27-may)

Baosteel Stainless may switch to a cost pricing method, namely, negotiating its selling price with buyers on the basis of production costs. (10-sep)

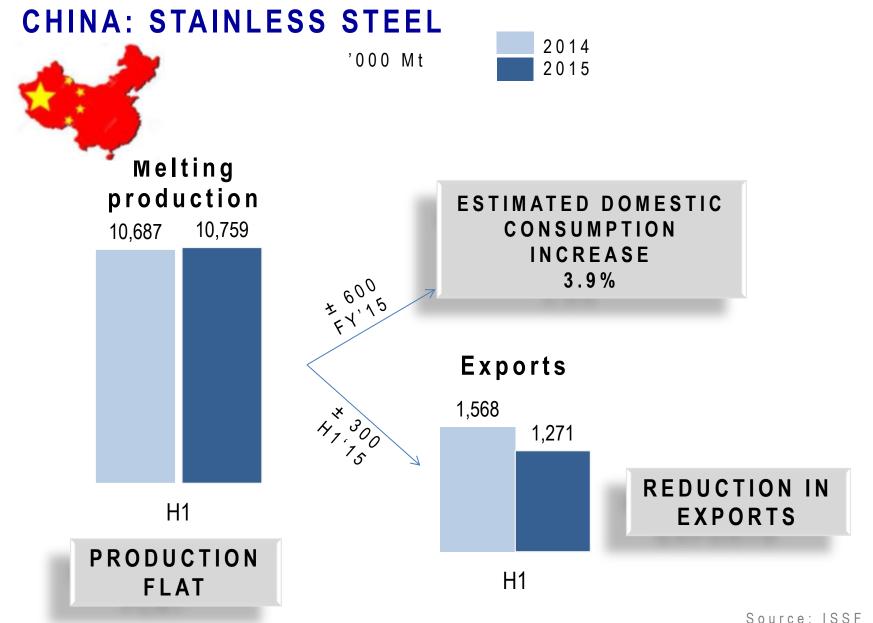
Chinese stainless production increase **0.7%** in H**1** 

Source: Platts, ISSF

#### CHINA: STAINLESS STEEL INVENTORIES



Source: 51BXG

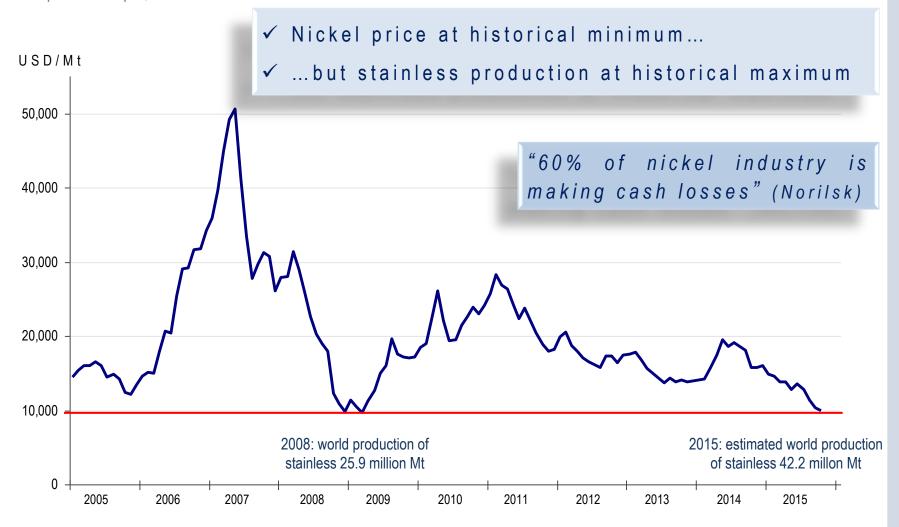


# Over reaction in the nickel sentiment



#### NICKEL: HISTORICAL PRICE IN THE L.M.E.

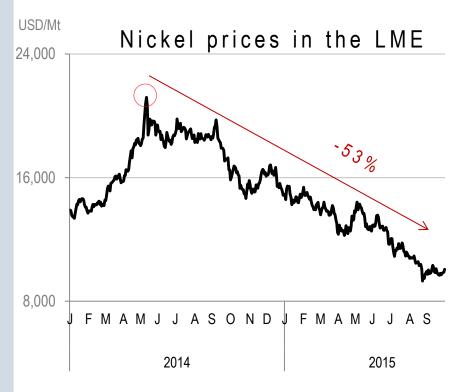
Up to Sept, 2015



Source: Bloomberg

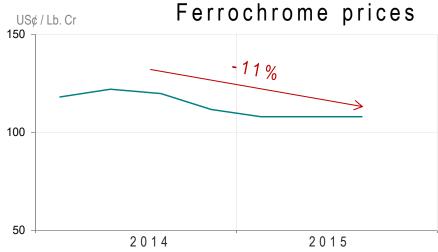
#### NICKEL AND FERROCHROME PRICES

Up to Sept 30, 2015



Nickel has corrected since Sept 2014 due to:

- Strong USD
- Over concern on the slowdown in Chinese growth rates



But the different trend in nickel and ferrochrome demonstrate the speculative pressure on nickel price

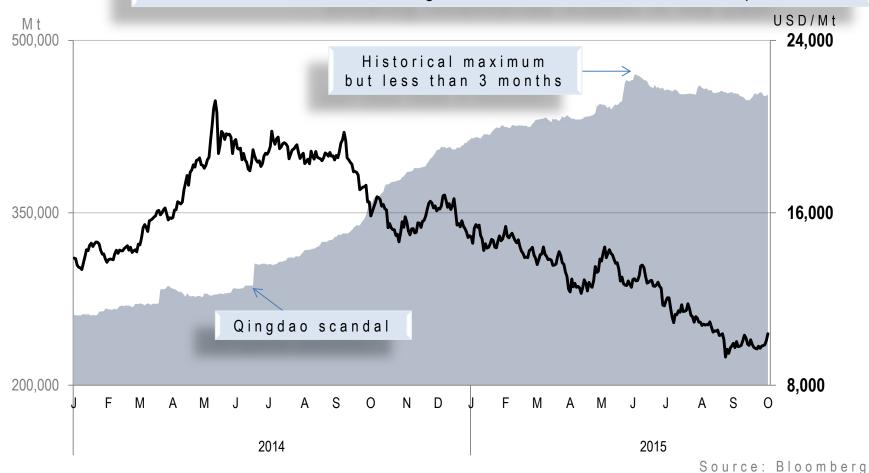
Source: Bloomberg, MB

#### NICKEL: INVENTORIES AND PRICES IN THE L.M.E.

Up to Sept 30, 2015

Nickel inventories in the LME warehouses reached their peak in June 2015...

... showing inventories hidden in the past



#### REASONS FOR OUR CALM

 High cost nickel producers are forced to cut production



- Chinese NPI production is in decline as a consequence of:
  - price
  - cost of production with Philippine ore
  - tightening environmental regulation in China
- "Real demand for primary nickel is expected to reach record high of 1.31 million Mt in 2015" (ERAMET)
- Limited downside risk from these levels
- Just with some indications of nickel price stabilization, the stainless market shall reactivate

# SOONER THAN LATER THE LOGIC WILL PREVAIL

NORMALIZED INVENTORIES

IMPORTS DOWN

ROBUST U.S. DEMAND

> **EUROPEAN RECOVERY**

LIMITED DOWNSIDE NICKEL

INDUSTRY

RAW

CHINA



# **INVESTORS AND CAPITAL MARKETS DAY**

October 15-16, 2015





# BERNARDO VELÁZQUEZ CEO of Acerinox

#### **CONSISTENT STRATEGY**

- Long term oriented
- Experience & skills
- Global presence
- Financial strength
- Improving productivity in Bahru Stainless
- Optimizing Group capacities
- Organic growth
- Investment oriented to high added value products
- Our strategy is consistent but flexible
- Targeting excellence

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