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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 6-K**

**Report of Foreign Private Issuer Pursuant to Rule 13a-16 or 15d-16  
under the Securities Exchange Act of 1934**

**For the Month of October, 2009**

**1-15240  
(Commission File Number)**

**JAMES HARDIE INDUSTRIES N.V.**

(Translation of registrant's name into English)

Atrium, 8th floor  
Strawinskylaan 3077  
1077 ZX Amsterdam, The Netherlands  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):  
Not Applicable

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):  
Not Applicable

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): Not Applicable

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### Safe Harbor Statement

The exhibits attached to this Form 6-K contains forward-looking statements. We may from time to time make forward-looking statements in our periodic reports filed with or furnished to the United States Securities and Exchange Commission on Forms 20-F and 6-K, in our annual reports to shareholders, in offering circulars, invitation memoranda and prospectuses, in media releases and other written materials and in oral statements made by our officers, directors or employees to analysts, institutional investors, existing and potential lenders, representatives of the media and others. Statements that are not historical facts are forward-looking statements and such forward-looking statements are statements made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. Examples of forward-looking statements include:

- statements about our future performance;
- projections of our results of operations or financial condition;
- statements regarding our plans, objectives or goals, including those relating to our strategies, initiatives, competition, acquisitions, dispositions and/or our products;
- expectations concerning the costs associated with the suspension or closure of operations at any of our plants and future plans with respect to any such plants;
- expectations that our credit facilities will be extended or renewed;
- expectations concerning dividend payments;
- statements concerning our corporate and tax domiciles and potential changes to them;
- statements regarding tax liabilities and related audits and proceedings;
- statements as to the possible consequences of proceedings brought against us and certain of our former directors and officers by the ASIC;
- expectations about the timing and amount of contributions to the AICF, a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;
- expectations concerning indemnification obligations; and
- statements about product or environmental liabilities.

Words such as “believe,” “anticipate,” “plan,” “expect,” “intend,” “target,” “estimate,” “project,” “predict,” “forecast,” “guideline,” “aim,” “will,” “should,” “continue” and similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements. Readers are cautioned not to place undue reliance on these forward-looking statements and all such forward-looking statements are qualified in their entirety by reference to the following cautionary statements.

Forward-looking statements are based on our estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties. Such known and unknown risks, uncertainties and other factors may cause our actual results, performance or other achievements to differ materially from the anticipated results, performance or achievements expressed, projected or implied by these forward-looking statements. These factors, some of which are discussed under “Key Information — Risk Factors” beginning on page 6 of the Form 20-F filed with the US Securities and Exchange Commission on 25 June 2009, include, but are not limited to: all matters relating to or arising out of the prior manufacture of products that contained asbestos by current and former James Hardie subsidiaries; required contributions to the AICF and the effect of currency exchange rate movements on the amount recorded in our financial statements as an asbestos liability; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which we operate; the consequences of product failures or defects; exposure to environmental, asbestos or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; the success of research and development efforts; reliance on a small number of customers; a customer’s inability to pay; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; our proposal to transform to a Dutch “SE” company and transfer our corporate domicile from The Netherlands to Ireland to become an Irish “SE” company; compliance with and changes in laws and regulations; currency exchange risks; the concentration of our customer base on large format retail customers, distributors and dealers; the effect of natural disasters; changes in our key management personnel; inherent limitations on internal controls; use of accounting estimates; and all other risks identified in our reports filed with Australian, Dutch and US securities agencies and exchanges (as appropriate). We caution you that the foregoing list of factors is not exhaustive and that other risks and uncertainties may cause actual results to differ materially from those in forward-looking statements. Forward-looking statements speak only as of the date they are made and are statements of our current expectations concerning future results, events and conditions.

**EXHIBIT INDEX**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Title page and disclaimer
99.2	Manufacturing
99.3	Market tour
99.4	HardieZone
99.5	Trim
99.6	Repair and Remodel
99.7	ColorPlus
99.8	Interiors
99.9	Research and Development
99.10	USA Business

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**James Hardie Industries N.V.**

Date: Thursday, 1 October 2009

By: /s/ Russell Chenu

Russell Chenu  
Chief Financial Officer

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James Hardie 2009  
USA Investor/Analyst  
Tour  
29 September – 1 October 2009



## Disclaimer



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- expectations concerning dividend payments;*
- statements concerning our corporate and tax domiciles and potential changes to them;*
- statements regarding tax liabilities and related audits and proceedings;*
- statements as to the possible consequences of proceedings brought against us and certain of our former directors and officers by the Australian Securities & Investments Commission;*
- expectations about the timing and amount of contributions to the Asbestos Injuries Compensation Fund, a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;*
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US Manufacturing

Dave Kessner, VP Manufacturing

30 September 2009



**Manufacturing is a key enabler in achieving James Hardie's business strategy, through:**

- Meeting market reliability standards in regards to quality and service
- Continuing to fund growth initiatives through the returns generated by operating high efficiency/low unit cost facilities
- Adopting technologies to effectively support our product leadership position
- Creating a sustainable manufacturing model through a planned organizational approach

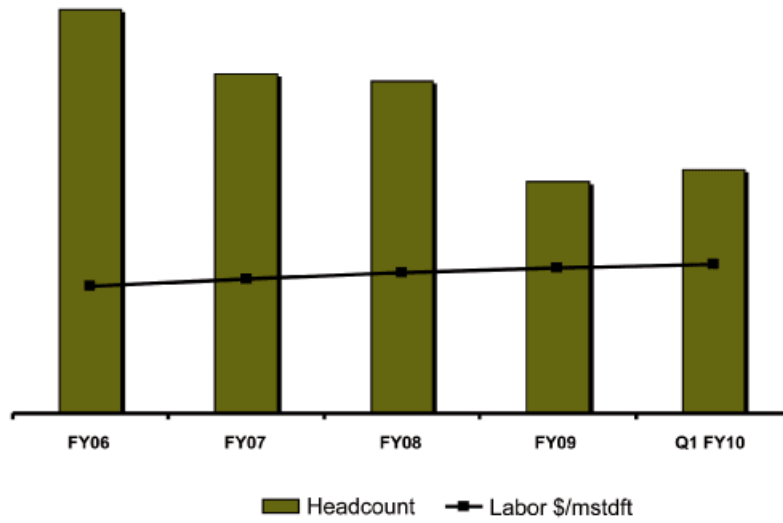


- Manufactured cost equation:  $\$ \text{ spent} / \text{ volume produced}$
- High focus on numerator in equation above since denominator (volume) is out of our control
- Focus on treating all costs (except depreciation, tax and insurance) as variable
- Minimize waste
- More complex product mix and higher amount of SKUs resulted in shorter production runs

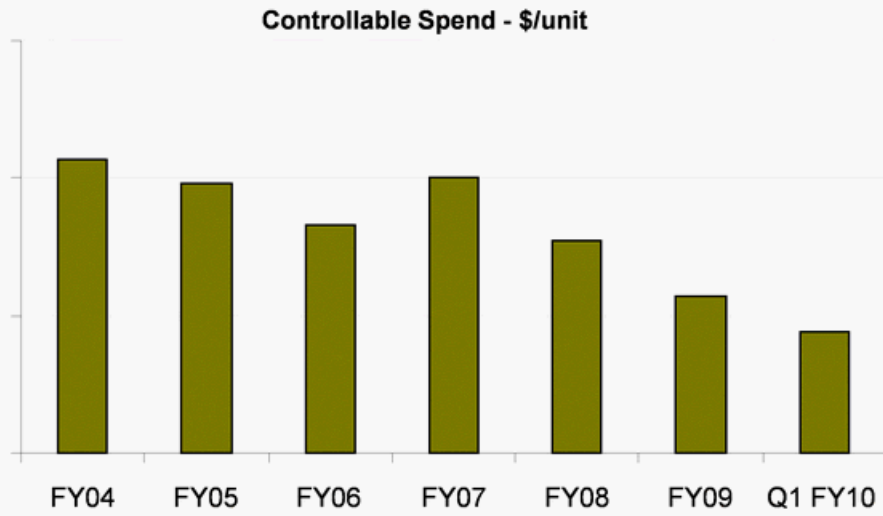
**Key Areas of Success:**

1. Direct labor per unit remains relatively flat
2. Compressible spend per unit remains relatively flat
3. Negotiated reductions in key raw material prices
4. Opportunities for savings in energy usage
5. Experimented with alternative materials to reduce cost and maintain quality
6. Developed better model for matching supply and demand and allowing flexibility
7. Improved ability to manufacture more complex SKU mix
8. JH conversion cost metrics has enabled better internal plant benchmarking

Upward trend is function of product mix changes, not volume reductions



Improved focus on getting more value for every \$ of maintenance spend



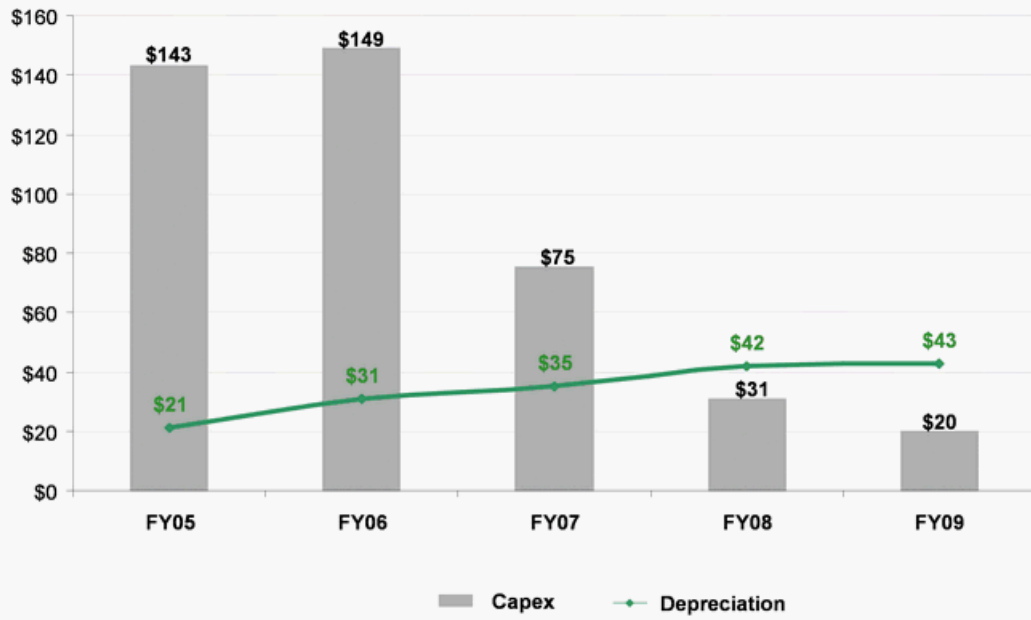
- Currently operating at approximately 35% of capacity
- Model enables ability to flex up or down relatively quickly and cost effectively (+/- 200 mmsf)
- Do not anticipate new flat sheet plant capacity for 3-5 years
- We will invest in additional C+ capacity, expect \$5-15 million per annum over next 3-5 years
- Will continue to have maintenance capex in the range of \$5-15 million/year
- Will likely have other investments to support new products
- Time needed to either ramp-up existing production lines or re-commission closed plants is minimal



# USA – Capital Expenditures



US\$ Millions



- Zero to Landfill program launched in FY08
  - Goal has been to reduce waste at the sheet machine
  - Cross Functional Project Teams
- Facilities currently operating at record yield levels

### Pulp:

- NBSK at unsustainable low levels in past 3 quarters but currently trending up
- Continue to blend different types of pulp

### Cement:

- Have had success in negotiating lower prices in several markets
- Demand remains low and probably will stay low in the short term

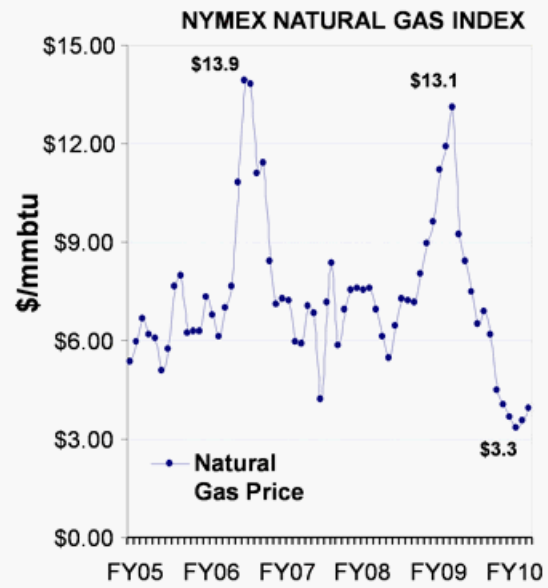
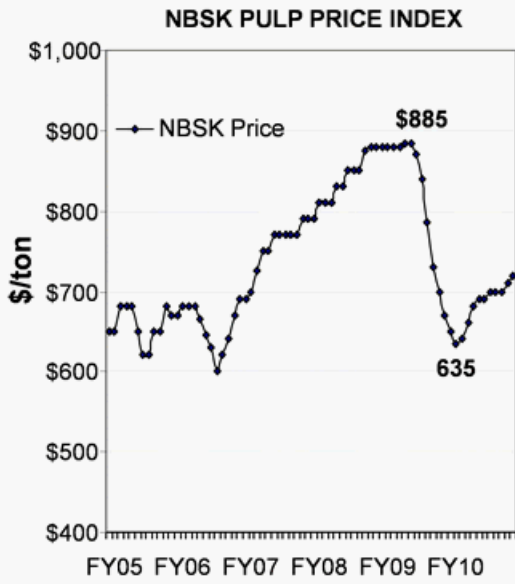
### Utilities:

- Natural gas prices very low currently
- Expected to remain low in the short term

### Other raw material:

- Prices have also trended down as a result of weak economic conditions

# NBSK Pulp Index and Natural Gas Index



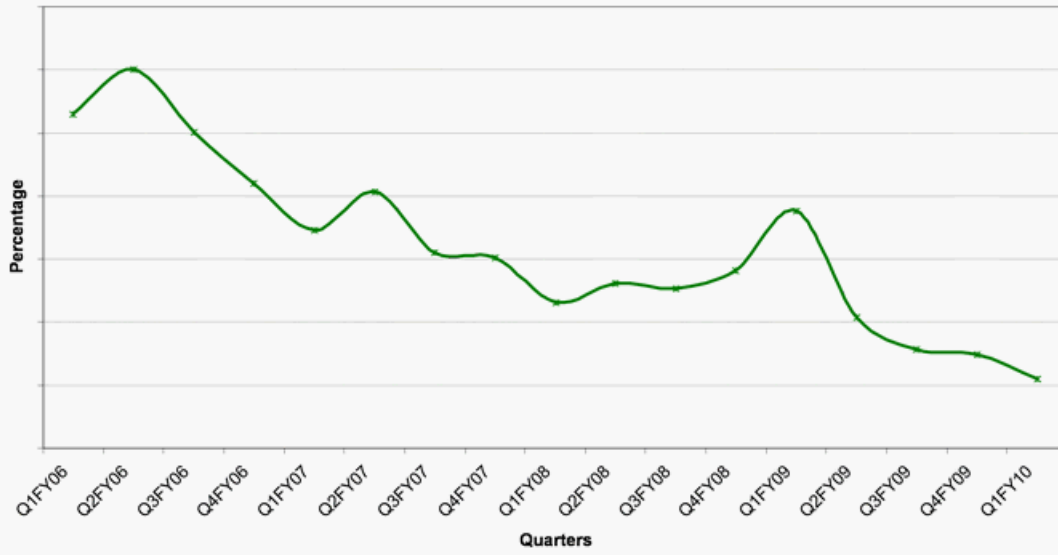
	FY 07	FY 08	FY 09	YTD
Incident Rate (IR)	2.7	2.8	2.2	1.3
Severity Rate (SR)	46	55	64	1.9

*Goal = 2 and 20*

**Key Safety Initiatives:**

- 90% of injuries behavioral based. Programs focused on impacting behaviors
- Pre-shift stretching program to reduce risk of strain to employees
- Increased focus on plant housekeeping to reduce trip/slip hazards

# Plant Labor Turnover



- Raw materials expected to slowly increase as macro-economic conditions improve
- Unit cost of goods sold expected to benefit from higher volume as market comes back
- Will leverage lessons from the downturn to keep compressible spend low as volume increases
- Modest upside on labor overhead (plant management team)



**Salt Lake City Market Tour**

**Brian Holte, VP General Manager**

**- Western Division**

**1 October 2009**







- Population: 1.95 million
- 36<sup>th</sup> largest metro area in US
  - Includes 5 counties West of Wasatch range and is home to 76.1% of Utah's population
  - Home ownership rate is 70%
  - Median home price is \$217,000
- Salt Lake City's Little Cottonwood Canyon receives over 500" of snow annually
- Salt Lake City is Utah's capital and largest city with a population of 185,000 at an elevation of 4,330 feet



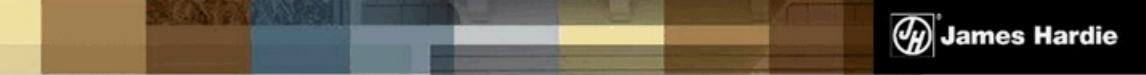
- **Location:** Midvale, UT
- **Start Date:** September, 2008
- **Total Opportunity:** 2+ mmsf ColorPlus® Siding and Trim over 3 sites
- **Build Out:** ~ 3 years
- **Project Story:**
  - Primed fiber cement was incumbent
  - ColorPlus® value proposition aligned well with “Buy and Hold” developer’s first NC project
  - Combination of high paint costs and channel efficiencies made a compelling economic argument



- **Location:** Salt Lake City
- **Issue:** The traditional dealer channel is unable to meet the inventory demands necessary for ColorPlus in UT
- **Need:** A partner to aggregate volume in a single location
- **Solution:** Weyerhaeuser SLC
  - Well aligned with local builders
  - Understand "job-pack" mechanics
  - Have had inventory for six months
  - 84 SKUs and 250 msf on the ground at any given time



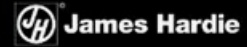
- **Builder:** Woodside Homes
  - Third largest builder in UT
  - Priced from, \$252,000 to \$365,000
- **Location:** Farmington, UT
- **Developer:** Woodside
- **Project Scope:** 25 additional homes in this development
- **Project Story:**
  - 4 year old project that began clad nearly exclusively in stucco
  - Primed fiber cement was an \$8000 option
  - HHP enabled ColorPlus® to be a nominal upgrade to the buyer (\$800)
  - 22 of last 25 homes built are full wrap ColorPlus®, in the development's most successful year to date



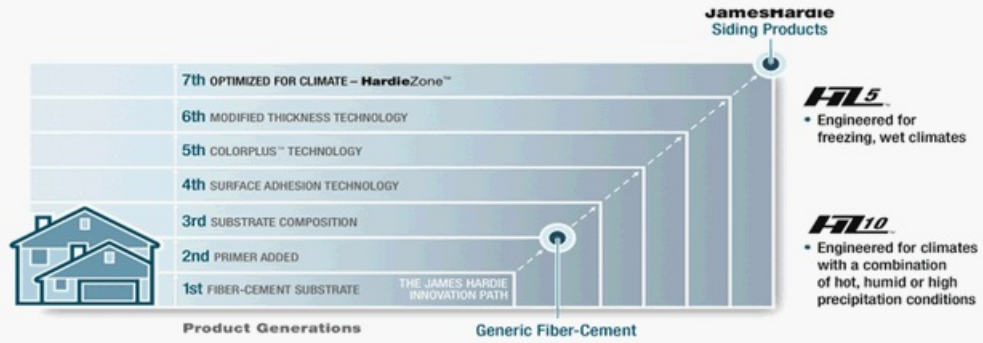
**HardieZone™ System**  
John Dybsky  
Product Brand Manager  
1 October 2009



## 2<sup>nd</sup> Generation vs 7<sup>th</sup> Generation



The HardieZone™ System represents a logical extension of Hardie technology: “one size does not fit all”



The **HardieZone™** System

Drive homeowners' preference for James Hardie branded products by positioning HardieZone™ as the complete siding solution for region specific climatic challenges



No matter where you live, now you can own a home with an exterior that's ideally suited for its local climate. The HardieZone™ System offers siding with specific performance attributes relative to the climate where a home is being built.

- Siding, trim and soffit package all engineered for specific climate
- ColorPlus® Technology for low maintenance and enduring beauty
- Peace of mind protection from single source manufacturer

The **HardieZone™** System



### Homebuyers:

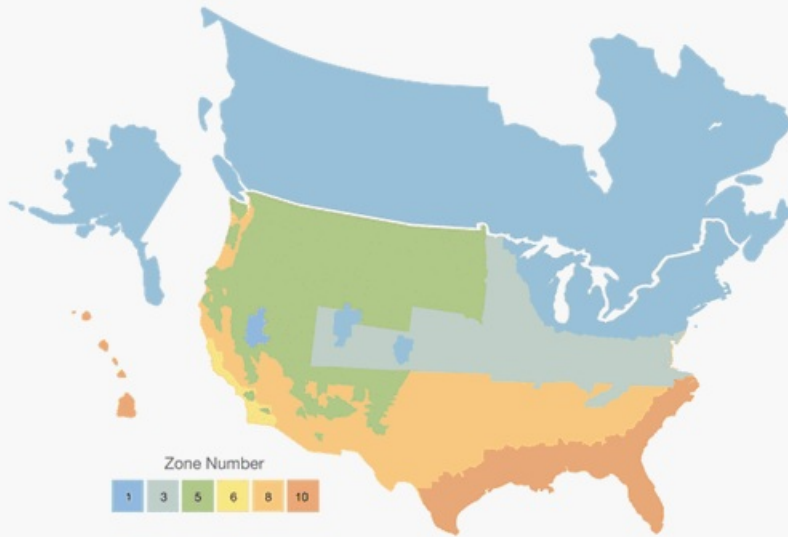
- Understand and embrace the HardieZone™ System
- Are excited about the pre-painted concept and 15-year warranty
- Identified wood trim, soffit and fascia as a point of ongoing maintenance frustration
- Are willing to pay extra for the HardieZone™ System
- Will seek out builders using the HardieZone™ System



## Geographic zones based on 8 climatic variables

- Temperature range
- UV
- Humidity
- Rainfall
- Snow
- Hail
- Hurricane (high wind load)
- Topographical factors

The **HardieZone**™ System



The **HardieZone**™ System

Two Product Lines Emerged



The **HardieZone**™ System

**HZ5**<sup>TM</sup>



- Extreme seasonal temperature variation
- Freezing temperatures
- Snow and ice

The **HardieZone**<sup>TM</sup> System

HZ5

 James Hardie

**HL5**<sup>TM</sup>



**Substrate engineered for performance**

- Resists damage from snow and ice
- Resists damage from excessive moisture
- Resists damage from freezing temperatures
- Maintains dimensional stability
- Non combustible

The **HardieZone**<sup>TM</sup> System

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## **HL5**<sup>™</sup>

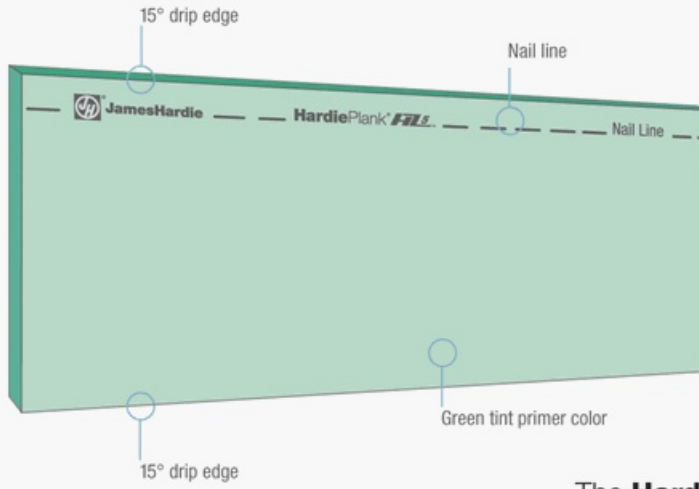
### **Paintable surface engineered for performance**

- Superior paint adhesion
- Moisture resistant surface



The **HardieZone**<sup>™</sup> System  
11

**HZ5**<sup>TM</sup>



The **HardieZone**<sup>TM</sup> System





**HZ10 Climates:**



- High humidity
- Dry heat
- High precipitation

# **HL10**<sup>TM</sup>

## **Substrate engineered for performance**

- Resistant to damage from moisture
- Resistant to cracking, splitting, rotting and swelling
- Dimensional stability
- Broadest industry coverage in high wind and hurricane areas
- Non combustible
- Termite resistant



The **HardieZone**<sup>TM</sup> System  
14

# **HL10**<sup>TM</sup>

**Paintable surface engineered for performance**

- Superior paint adhesion
- Moisture resistant surface



The **HardieZone**<sup>TM</sup> System

HZ10

 **James Hardie**

**HL10**<sup>TM</sup>

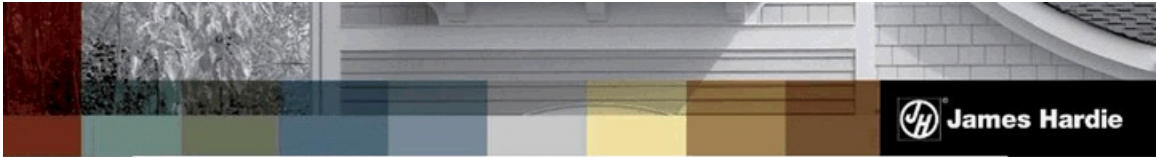
**HardiePlank**<sup>®</sup> Lap Siding

**HL10**<sup>TM</sup> *Engineered for Climate*<sup>™</sup>

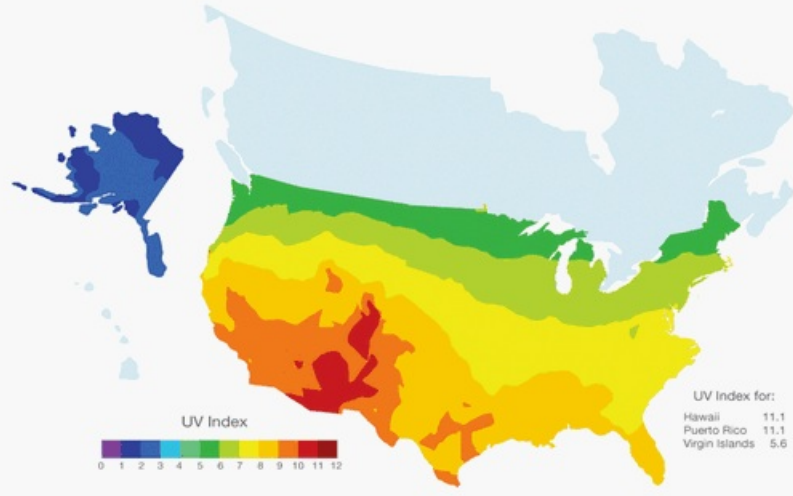
 **JamesHardie**

Keep Dry and Flat Prior to Installation [www.jameshardie.com](http://www.jameshardie.com) 1-800-9-HARDIE

The **HardieZone**<sup>™</sup> System  
16



### UV Index Climatological MEAN for June



The **HardieZone**™ System  
17



## Takes **HL10** to an even higher level

Factory controlled finish for maximum consistency and durability

Resists peeling, chipping, cracking or marring

Color retention and fade resistance with high levels of UV exposure experienced in zones 6-10

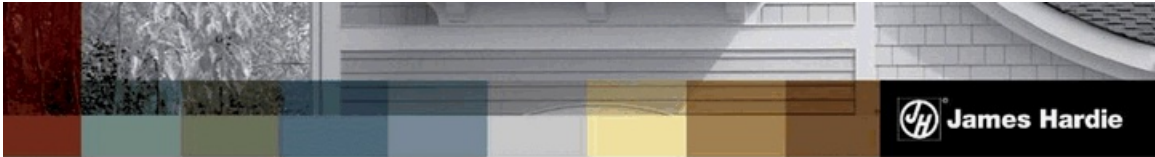
**HardiePlank® Lap Siding** 

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**HL10** *Engineered for Climate®*

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Almacene este producto bajo techo  
 Ce produit doit être entreposé à couvert  
 This Product Must Be Stored Under Cover [www.jameshardie.com](http://www.jameshardie.com) 1-800-9-HARDIE



## Our Best Warranty



The **HardieZone**™ System



High moisture markets

High UV markets





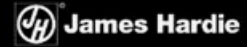
Coastal climates



Extreme climates



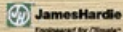
Co-Branded Ad



If there were a universal climate,  
a universal siding would make sense.



Introducing The HardieZone™ System by James Hardie. Gone are the days of one siding fits all. Now we offer specific product lines that are engineered for your distinct climate. To see how we're changing the way the building industry views a home exterior, visit jameshardie.com.



Engineered for Climate™



ColorPlus Technology

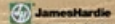


Order in each area of the country  
quit. Now here in this industry  
it is all, whether in corner of  
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[www.peachtreeresidential.com](http://www.peachtreeresidential.com)

408.536.7250



Engineered for Climate™

### Southern Living- Georgia Living section

Nov 09 8/25/09

Dec 09 9/24/09

Feb 09 11/24/09

Apr 09 1/26/10

- THE HARDIEZONE™ SYSTEM
- WHY JAMES HARDIE
- REQUEST INFORMATION
- NEWS & EVENTS

Request a Quote:  
Get a free no-obligation quote from local preferred installers.

Where to Buy:  
Locate your local Dealer / Remodeler / Builder

Green Practices:  
Find out what makes

Entering a zip code into this search box... →

## Introducing the HardieZone™ System

No matter where you live, now you can own a home with an exterior that's ideally suited for its local climate. The HardieZone™ System offers siding with specific performance attributes relative to the climate where your home is being built. So while other siding companies offer a one-siding-fits-all solution, James Hardie gives you the ability to get the right siding for your climate every time.

### We've Taken Luck Out of the Equation

We based The HardieZone™ System on the eight individual climate variables that primarily affect long-term performance of siding. Using these factors, we arrived at ten distinct climatic zones. Though different, we found common variables in certain regions, allowing us to engineer the HZ5 product line for zones 1 through 5 and the HZ10 product line for zones 6 through 10.



### What's My HardieZone?

Don't leave something as significant as building a home to chance. Enter your zip code below to learn which line of HardieZone siding products is right for your local climate.

ZIP CODE    
Enter your zip code, e.g. 02001.

- TEMPERATURE RANGE
- UV
- HUMIDITY
- WINDFALL
- SNOW
- HAIL
- HURRICANE
- TOPOGRAPHICAL FACTORS

The **HardieZone™** System

- THE HARDIEZONE™ SYSTEM
- BUY JAMES HARDIE
- REQUEST INFORMATION
- NEWS & EVENTS

**Request a Quote**  
Get a free no-obligation quote from local preferred installers.

**Where to Buy**  
Locate your local Dealer | Distributor | Installer

**Green Practices**  
Find out what makes James Hardie Green



**HD5. Engineered for Climate™**

Fights cold, snow, ice and wind.

The HD5™ product line lets you sleep easy in climate with freezing temperatures, extreme temperature swings, windstorms, and snow and ice. To ensure its beauty matches its durability, we've engineered the surface for superior performance, proven superior paint adhesion and moisture resistance. So you aren't getting on either end, perform under cold, heavy climates. You're getting an exterior engineered to last.

- Resists damage from freezing temperatures
- Resists damage from snow and ice
- Resists damage from windstorms
- Resists damage from moisture
- Resists damage from mold, mildew and staining
- Resists damage from acid rain
- Resists damage from salt crystallization
- Resists damage from insect damage
- Resists damage from graffiti
- Resists damage from vandalism
- Resists damage from fire
- Resists damage from fire



**Unprecedented Peace of Mind**

With no contract, The HardieZone™ System siding can withstand the rigors of the harshest American climate, with a 10-year limited warranty. The additional 10-year limited, transferable warranty offers unprecedented product coverage for the entire 20 years.

© James Hardie. All rights reserved.

- THE HARDIEZONE™ SYSTEM
- BUY JAMES HARDIE
- REQUEST INFORMATION
- NEWS & EVENTS

**Request a Quote**  
Get a free no-obligation quote from local preferred installers.

**Where to Buy**  
Locate your local Dealer | Distributor | Installer

**Green Practices**  
Find out what makes James Hardie Green



**HD10. Engineered for Climate™**

Defies blistering sun, hurricane-force winds and sheets of rain

Even when Mother Nature isn't very motherly, the HD10™ product line allows your exterior to stay beautiful for decades. The siding was engineered for areas with hurricane force winds, salt air or other coastal weather risks, humid heat or the Deep South. Engineered specifically for these climates, HD10 boards resist cracking, splitting, rotting and peeling, season after hot, humid, tropical storm season.

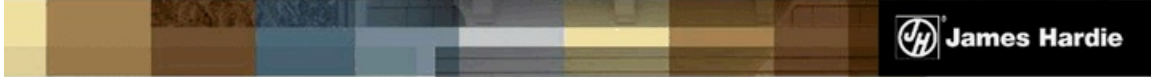
- Resists damage from moisture
- Resists damage from mold, mildew and staining
- Superior performance in high wind and hurricane areas
- Resists fading and staining
- Complete solution available in 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000

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**Unprecedented Peace of Mind**

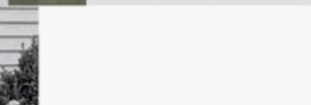
With no contract, The HardieZone™ System siding can withstand the rigors of the harshest American climate, with a 10-year limited warranty. The additional 10-year limited, transferable warranty offers unprecedented product coverage for the entire 20 years.

© James Hardie. All rights reserved.



 **James Hardie**

USA Trim  
Sean Gadd, General Manager –  
Trim  
1 October 2009



- Strategy
- Trim US market size and split
- Why Trim is important
- Value proposition
- Manufacturing
- Current business performance
- Product development
- Technology development

## Strategy

Establish HardieTrim® as the dominant trim of choice on James Hardie sided homes

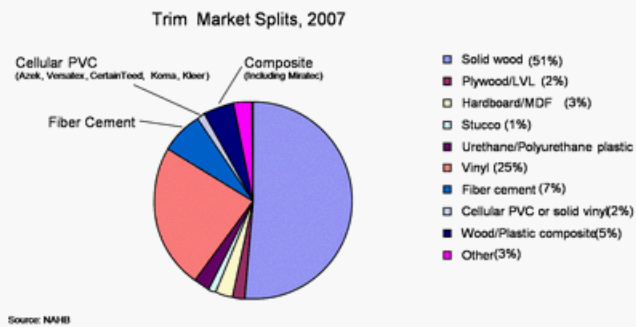
## Strategic objectives

- 90% Category share on James Hardie sided homes
- 100% Trim on the home

## Strategic Initiatives

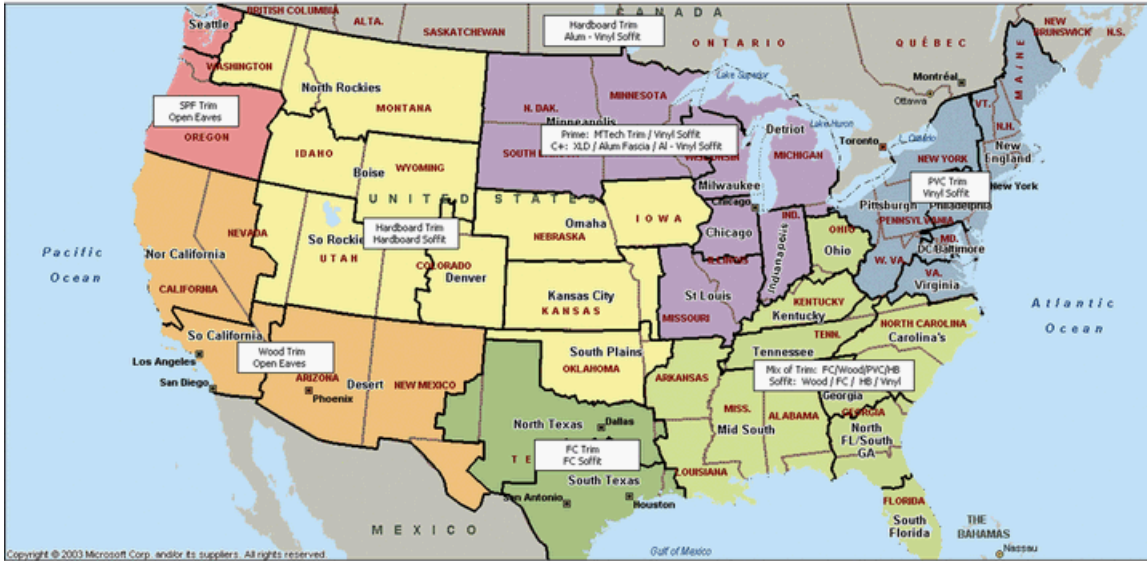
- Full wrap Trim solution for all segments
- Product mix shift
- Best practice installation
- Product development

- The US trim market represents approximately 1 billion square feet
- James Hardie holds (NAHB 2007)
  - ~7% market share
  - ~15% non-wood share and
  - ~95% category share





# 7 Regional Market Differences

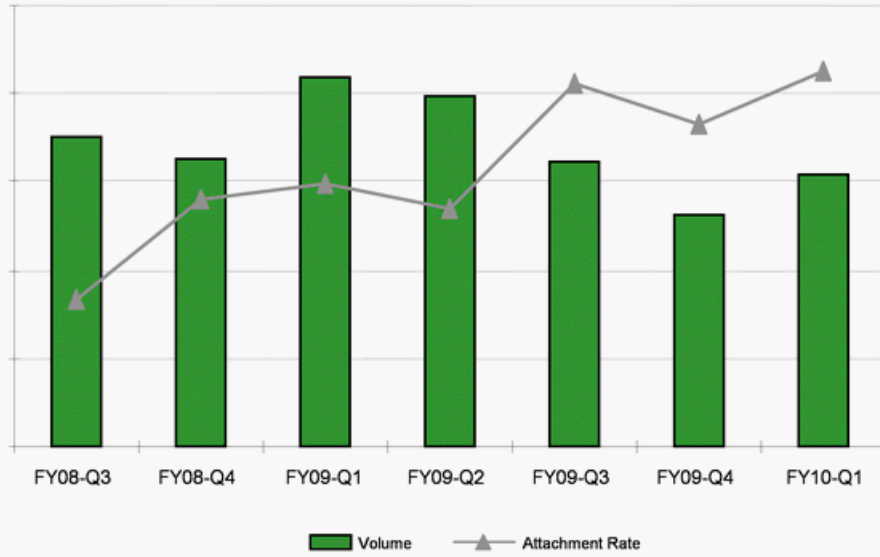


- Based on weather condition, such as humidity, UV, temperature fluctuation

- Trim can make up to 25% of a home in terms of SQFT
- Trim enables Hardie to fulfill the low maintenance value proposition of a full fiber cement exterior home
- Trim enables the C+ bundle by removing the site painter
- Trim enables a differentiated look through design

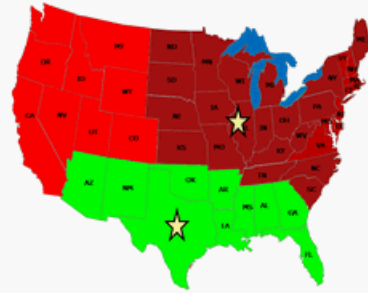


### Trim Volume & Attachment Rate

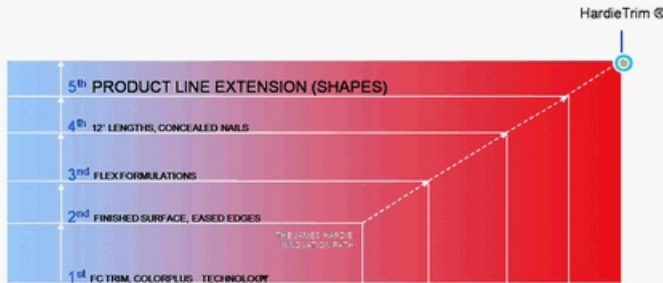


- Value proposition against wood and wood composites
  - Full wrap fiber cement exterior
  - Common maintenance cycles
  - Common substrates, common look
  - Reduced life cycle costs (does not twist, rot or warp)
  - Single sourced warranty
- Value proposition against PVC
  - Full wrap fiber cement against a vinyl home
  - Look and beauty of wood with the durability of fiber cement
  - Reduced life cycle costs (does not twist, rot or warp)
- Value Proposition of Color Trim and full wrap exterior HardieZone™

- Three Technology Trims to match climactic requirements of the US
- Competing against very expensive PVC solutions and inexpensive wood solutions which are driven by strong discounting
- Manufactured in three plants:
  - Cleburne
  - Peru
  - Developing capability in Reno



- 5/4 textured board
- Fascia
- 12' Trim lengths on all technologies
- Crown Molding and other shapes



- ⊙ Engineered for freezing wet climates
- ⊙ 12' lengths
- ⊙ HardieTrim® Concealed Nails
- ⊙ HardieTrim® Fascia
- ⊙ HardieTrim® Crown Molding

- Trim Technology enables JH to move down the innovation path that we are on due to the technology that we have
- It's important for us to continue to innovate to grow our product opportunity and help it deliver the market opportunity
- We believe we have an advantaged position with our siding and Trim package so we think we should have Trim on every house
- We are 1/3 of the way there

- Full wrap Trim solution for all building segments
- Product mix solutions to the builder
- Best practice installations on Trim to provide a better looking home
- Continued product development to build greater opportunity in the market





 **James Hardie**

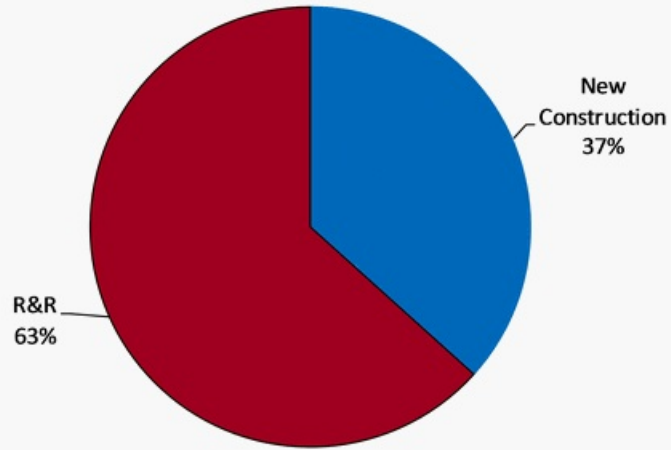
**Repair & Remodel**  
**Jeff Chastain, Sales Manager –**  
**Rocky Mountain Region**  
**1 October 2009**



1. Market Overview
2. James Hardie Repair and Remodel Progress Update
3. Summary/Go Forward

## Repair and Remodel Market Overview

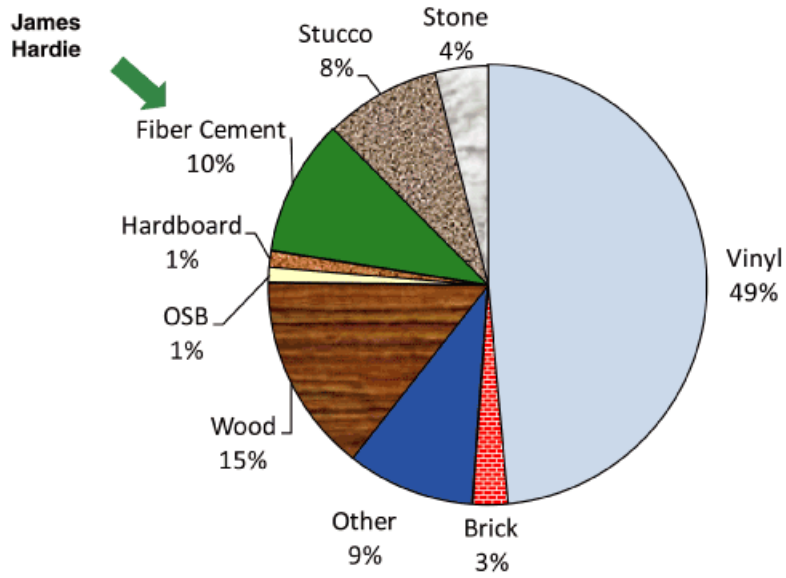
# R&R Opportunity Exceeds New Construction



NAHB Data 2007

As measured in square feet 4

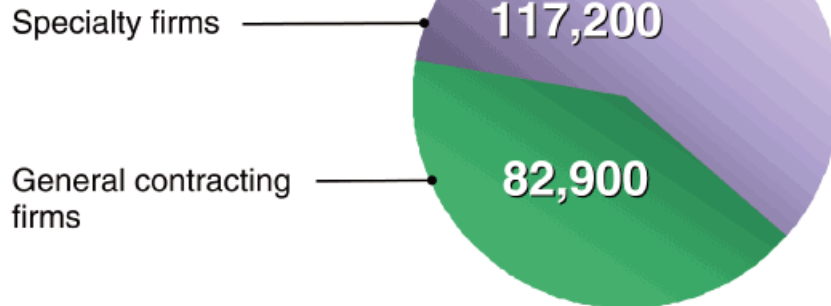
# Overall R&R Market Opportunity



NAHB Data 2007

**The core 200,000+ remodeling firms:  
41% general contractors, 59% specialty contractors**

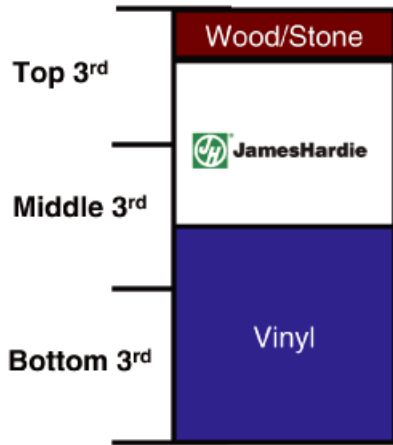
**200,100 firms with a payroll and with 50% or more  
of their business in residential remodeling**



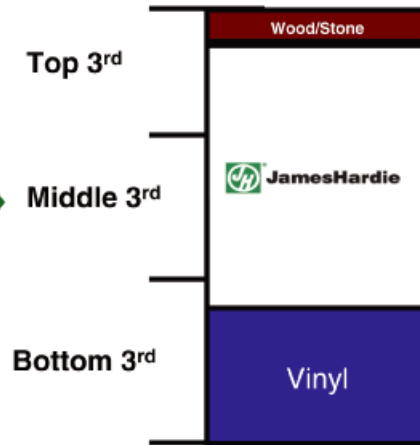
Source: Harvard Joint Center Tabulations of the 2002 Census Construction Industries (2007).  
Excludes firms with less than \$25,000 in annual revenues

- 22,000 of the 117,200 specialty contractors are exterior replacement specialists – roofing, siding, windows
- James Hardie targets a relationship with the top 15 - 20% of these specialty contractors via Website Contractor Program and other means – requires JH resource build
- Will reach the balance of the market via aggregation events, technology and marketing

**Terminal Share without  
JH direct intervention**

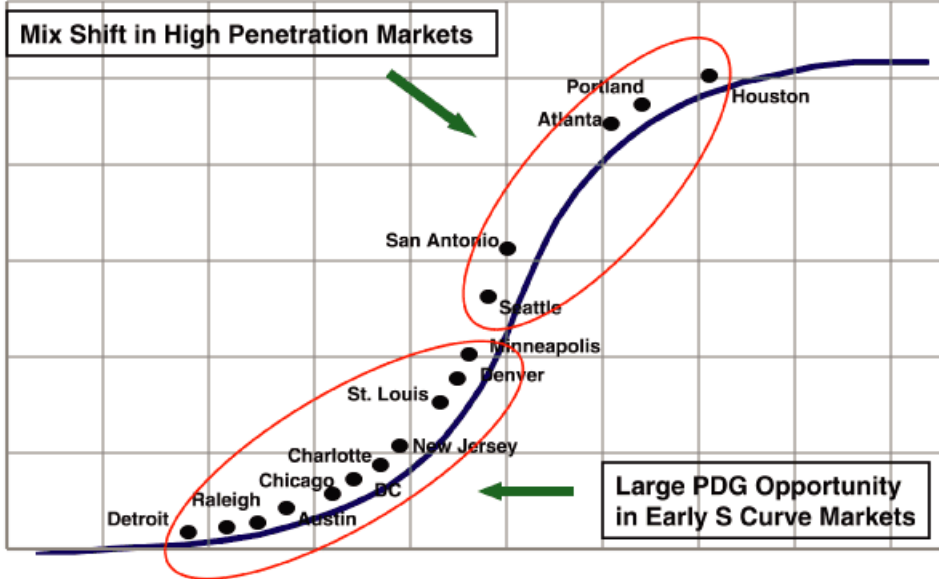


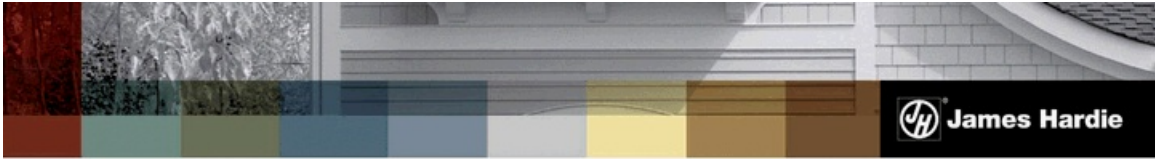
**Terminal Share with JH  
direct intervention**





### Penetration Curve





# James Hardie Repair and Remodel Progress Update

- Business Strategy - ***Switch the preference from vinyl to fiber cement by directly communicating the benefits and affordability of James Hardie to the consumer***
- Strategic Objectives
  - Get into the home via education, contractor and both
  - PDG (terminal share > 35%)
  - Category share (90%+)
  - Attachment rates
- Strategic Initiatives
  - Organizational alignment and knowledge
  - Repeatable systems/STP/APEX
  - Scaled, aligned program creates wake
  - Primed to C+
  - Integrated marketing plan

continued

... ***directly communicating the benefits and affordability of James Hardie to the consumer.***

- We believe:
  - 2/3 of Americans can afford James Hardie when presented with an affordable option
  - most American homeowners making a re-side choice would buy James Hardie over vinyl when presented with an affordable option

- James Hardie Organization
- Website Contractors Program
- Consumer Awareness
- James Hardie Siding Center

- Build staff and organizational knowledge in Segment
- Full staff of Regional R&R Segment Managers
- Field Sales focus – currently over 60 reps with R&R responsibility – plan to add up to 60 more
- Segment specific training tools, application of knowledge, targets and measures
- Acquiring new contractors every week and tracking via APEX



- Re-launched program in December 2008
- Set program requirements around goals and measures aligned with James Hardie strategies
- Contractor "attachment rates" for C+, Trim and Wrap and Job Tracker Reporting



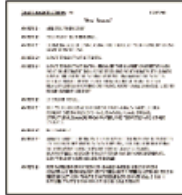
- Website Contractor Value Proposition
  - Credibility in the home with consumers
  - Exposure and impressions via web listing
  - Business building blocks
  - Members only website
  - Consumer leads





- 250 Website Contractor Partners – quality and strategy of Contractor Partner is key – expanding monthly
- Website leads are up – provide qualified consumer leads for Contractor Partners
- Tools to assist Contractor 1) Get into the home and 2) Sell effectively in the home to the consumer

To help get the contractor in the home...



Radio Scripts



Print Ads



Craigslist Postings



Door Hangers



Direct Mail Postcards



Email Blasts



Trade Show Graphics

To help the contractor sell effectively in the home...



In-Home Presentation Book



Consumer Brochure



Cost vs. Value



Hardie vs. Vinyl / Wood



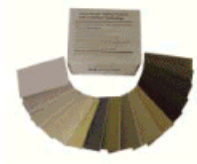
C+ vs. Sell Sheets



Product Bi-Fold



ColorPlus Quad Fold



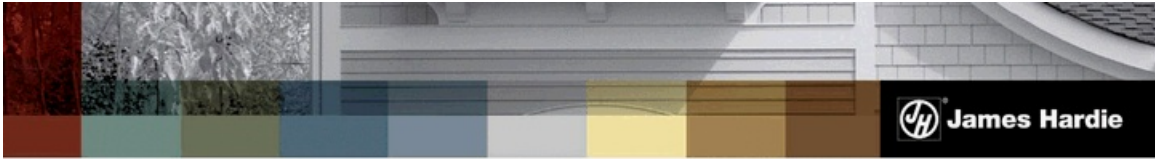
Samples

- Consumer leads generated to increase awareness and provide qualified leads to Website Contractors
- Leads generated across many spectrums – emphasis on SEO as consumer education dynamics shift
- Consumer leads are well up vs. historical trends
- Over 100% increase in Home Show activity



## **JamesHardie**SidingCenter

- Infrastructure continues to provide headwind
- Positive marketing carryover – ColorPlus® and New Construction
- Bringing in larger, more sophisticated R&R contractors
- Able to compete across all price strata – vinyl fighter
- Lead generation, jobs and revenue all continue to grow
- Continues to provide unmatched credibility with professional contractors across US



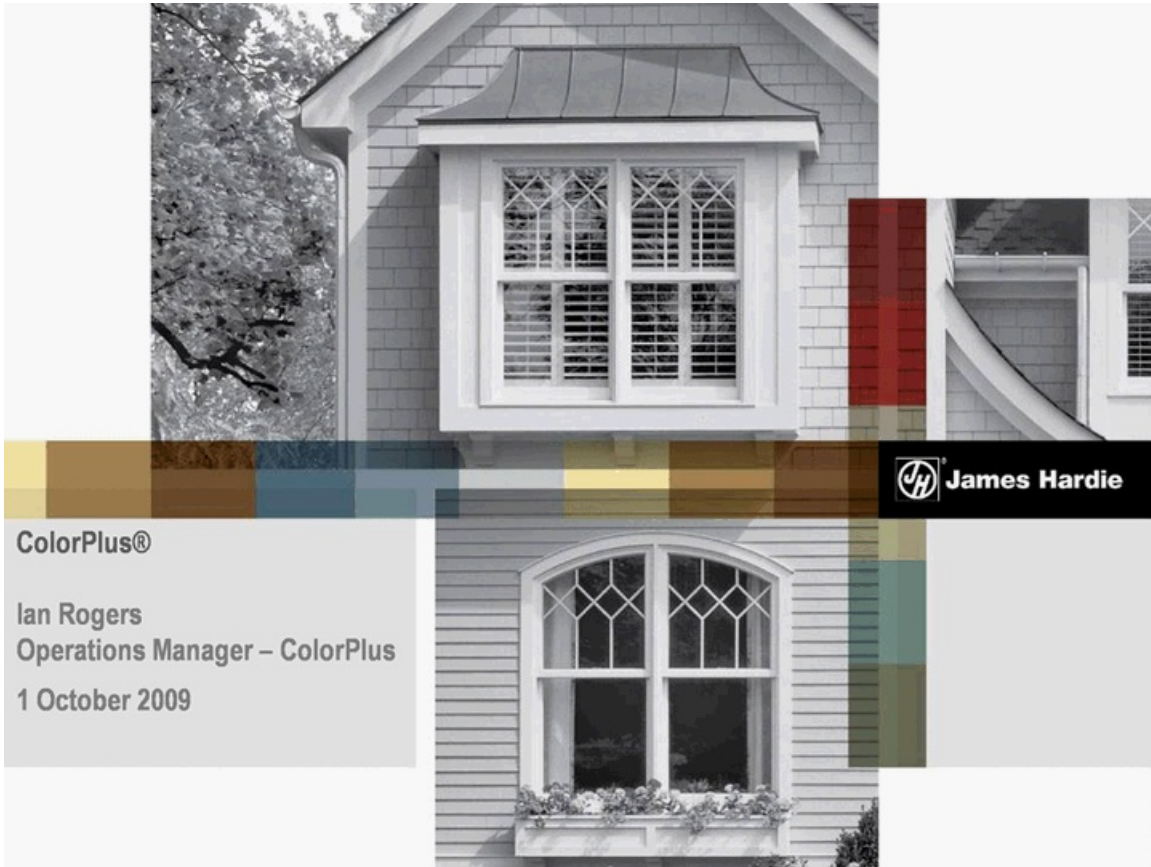
## Summary and Go Forward

- R&R Segment opportunity is largest opportunity for JH and growing
- R&R is harder to get, harder to lose
- Early assumptions and positions have been proven out
- James Hardie organizational ability greatly improved
- Website program and consumer influence are gaining traction
- Scale and speed are next challenges

### Path to Success

- Continue to build organizational capability
- Scale successful Website Contractor program
- Small Contractor information and preference program
- Build on consumer awareness and preference
- James Hardie is in the home when decision is made





ColorPlus®

Ian Rogers  
Operations Manager – ColorPlus

1 October 2009



- C+ game plan in vinyl markets
- C+ growth update
- Market development model in primed markets
- C+ operating model to deliver world class manufactured costs
- C+ supply chain

“Establish James Hardie with C+  
Technology as the Market Standard for  
fiber cement”

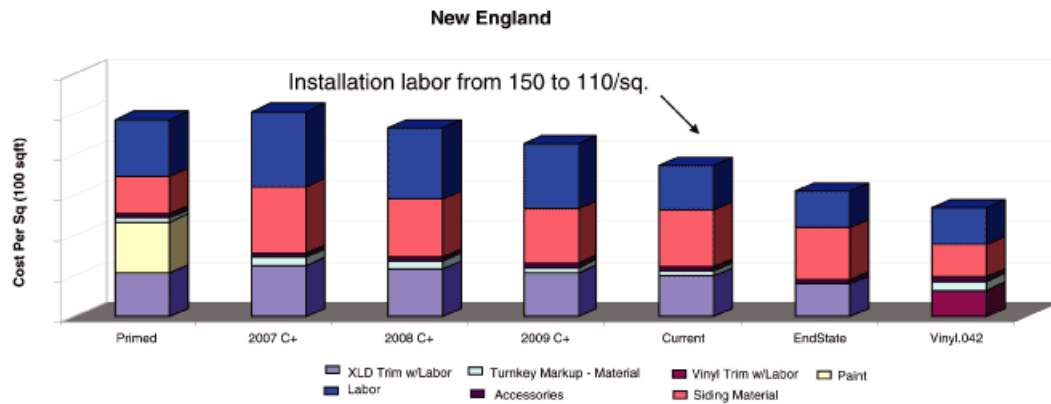
Penetrate Vinyl Markets by optimizing the supply chain closing the installed cost to vinyl to an affordable gap

- Eliminate the site painter through C+ full wrap solution
- Reduce the complexity and improve the efficiency from Hardie to the builder

Increase the revenue per home through C+ full wrap differentiating home fronts

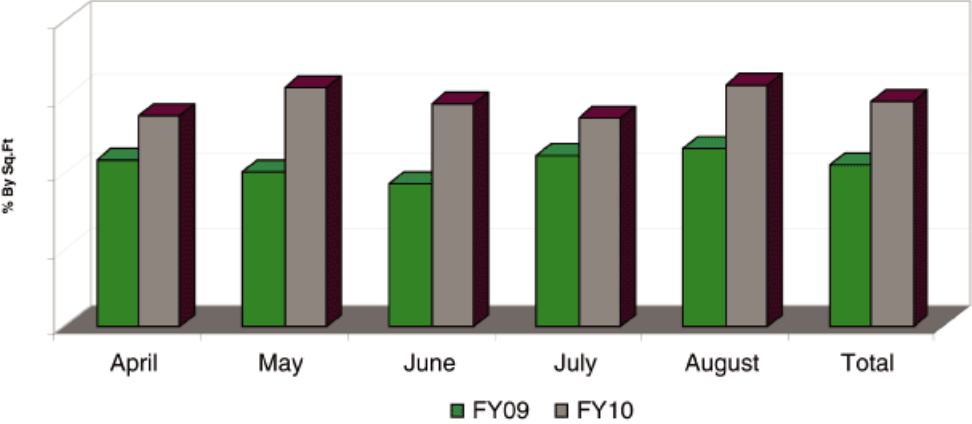
- Differentiation through shingle, board and batten, panel
- Trim and soffit Attachment

- Continued closing the gap to vinyl through more efficient installation practices, creating visibility within installer turn-key, leveraging locally trained and operated sub contractors
- Increasing affordability allows us to “move left” into lower price point segments, increasing the number of target homes



C+ mix is shifting towards Board and Batten, Heritage and Panel strengthening our position against stucco and brick through differentiated front architecture

YOY Comparison % of Front Side Architectural Detail (Heritage, Board and Battens)

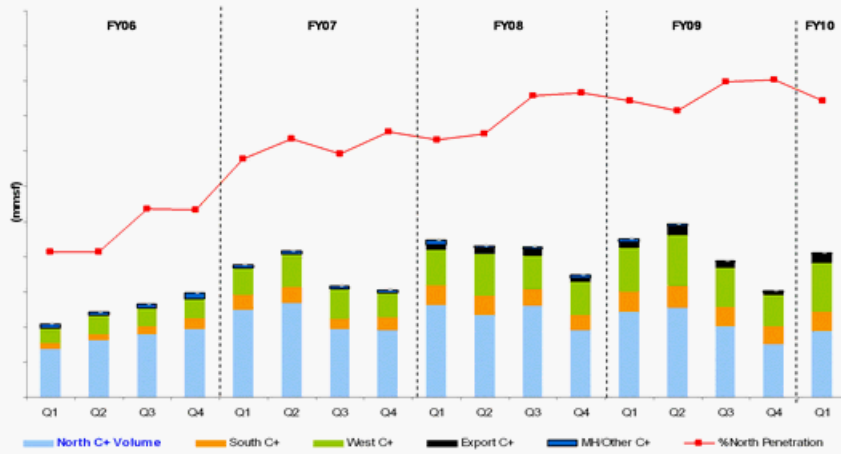


Differentiated Front Side Architecture

 James Hardie



Continued C+ penetration growth, with volume holding, through the down market



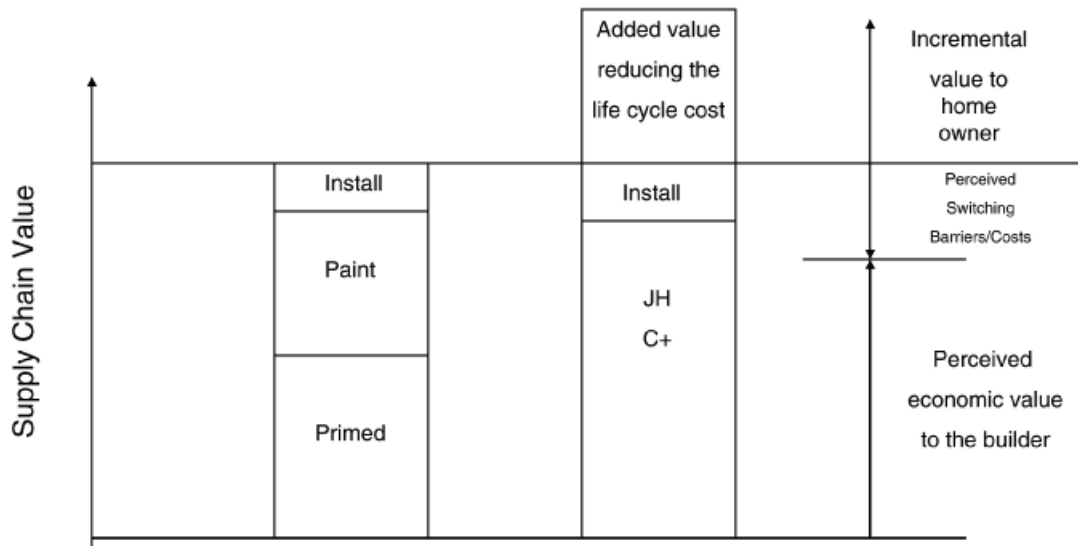


## C+ Penetration in Primed to Color Markets



- Provide a complete, affordable, James Hardie C+ full wrap exterior that delivers on the consumer need for an affordable low maintenance exterior
- HardieZone™ + ColorPlus + Job Pack quantities = The ultimate affordable siding solution

# Value Position Hurdle – Perception of the Builder



Deliver a better product at the right price

- Convert target builders with market influence in target market geographies
- Enabled by:
  - Material efficiency through accurate take off capability controlled by James Hardie and “Pick to Piece” quantities to job site
  - In market inventory, aggregated to one location to drive scale providing reduced lead times
  - Fully aligned supply chain
    - Distribution – Dealer – Builder
  - Installed to James Hardie exacting quality standards by trained installers, using recommended labor pool
- Leverage the “model home” as a James Hardie store front using SMP programs

- Clearly defined, communicated and understood C+ product management strategy for each target market
  - Tailored to the specific market dynamics, design preference, recoverable paint costs, geographic climate
  
- Fully aligned in market sales team working in partnership with the C+ program managers
  - Take offs
  - Install
  - Channel
  - SKU management

- Distribution partners carry pre-defined SKU list based on converted builders
- Pick to piece capability across all Standard SKUs
- Product mix pricing
- 48 hour availability to enable R&R customers

### Gaps

- Take off accuracy, order consistency
- Channel currently uses fill ins and returns
- Builders don't have good visibility on all of their costs by activity
- Installer preferences product/channel

## Examples of Success

- The Esprit Story – Denver – Primed to C+ conversion
  - Key development positioned against two other target builders
  - All homes gone C+, three new developments
  
- Woodside Story – SLC – 22 out of 24 home owners chose C + over stucco
  - C+ available as an option through the “model home” at a premium to stucco
  - Already having influence in the market
  
- DR Horton Story – San Antonio, Texas – Large scale builder using competitive fiber cement converted to C+

Provide best in class pre-finishing of James Hardie products

- Industry leading quality
  - Quality management system
- Technology development
  - Joint Technology Development Agreement
- Made to order – high service level delivery
  - Hybrid model, core inventory held in the plant
- Low cost position
- System designed around 20x20 model in three packaging configurations

## Enabled through Technology

### Coating

- Customer designed coaters to support James Hardie process
- Multi-stage coating process
- High paint transfer efficiency

### Paint handling

- Low waste color changes
- Industry leading color matching capability

### Production automation

- Lamination
- Product stacking and packaging
- Process control
- Warehouse management



## **Progress in 2009**

- New coater design from design concept to operating line
- WMS
- Quality management system

## **Supply Chain Efficiency**

- Easy to do business with
  - What can I order, How do I order, Where is my material?
- Multiple supply chain strategies

## **Texas Capacity**

- C+ sales volume is holding steady and penetration increasing year over year
- Continued success closing the on the wall cost in vinyl markets increasing competitive position with increased differentiation on the home fronts
- Market development model in primed markets is gaining traction with key influential builders now using C+ delivering the value
- C+ operating model continues to evolve, with new equipment designs, and focus on operating efficiencies delivering increased product complexity at a reduced cost with reduced reliance on Inventory
- C+ supply chain model development to build increased service to the builder to meet market specific needs



**USA Interior Products**

**John Strickland, Sales and  
Marketing Manager - Interiors**

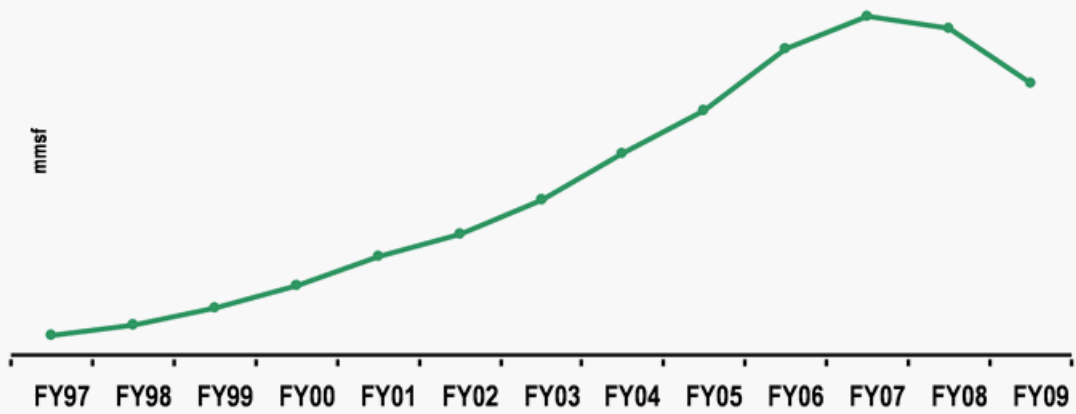
**1 October 2009**



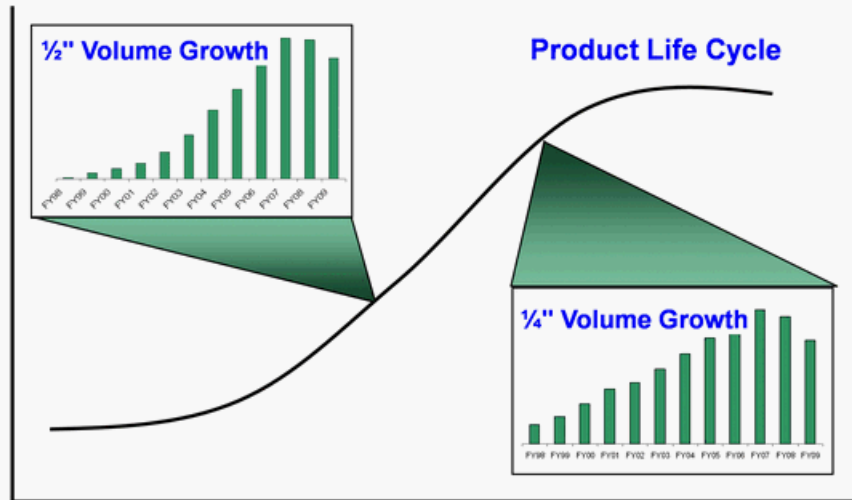
# James Hardie Interiors: Performance Trend



- Decade of growth
- Continue to target share growth in the down market

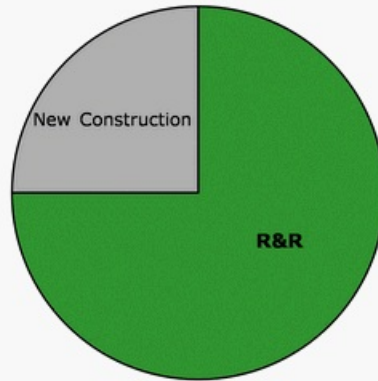


- Primary product (1/4") EZ Grid® is the category leader
- 1/2" HardieBacker® has grown the fastest in its category in recent years



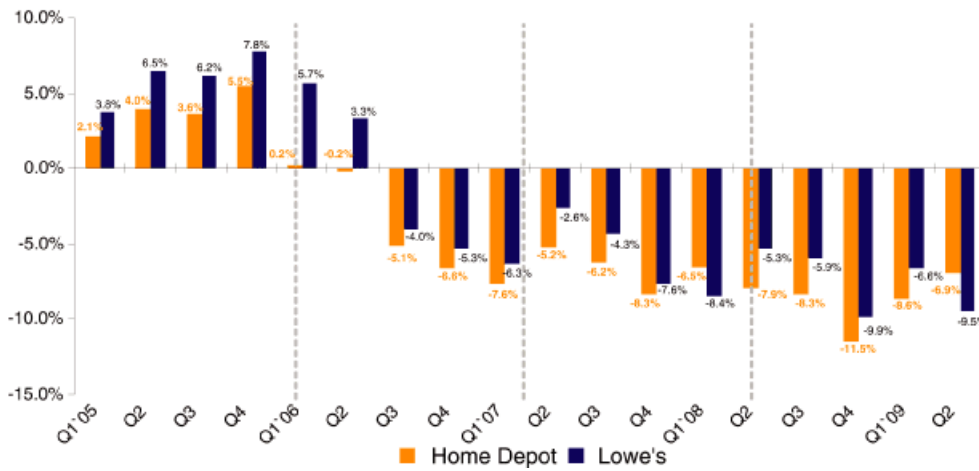
Repair & Remodel represents a significant portion of our volume

**Estimated JHBP Interiors Volume Split**



- Big Box same store sales as an index for R&R continues to slide; albeit less than Housing Starts
- Comparable same store sales decline in “underlayment” category was between 7-10% in Q2

Quarterly Same Store Sales Growth



## Product Features

### ¼" Product (substrate for tile floors, especially in wet areas)

- Leading seller
- Greater compressive & flexural strength
- Cement, but lighter & easier to handle than traditional cement boards
- EZ Grid® recessed fastener pattern
- Moldblock Technology™

### ½" Product (wet area tile substrate designed for wall use)

- Also used on floors when additional height is truly needed
- Lightweight compared to 3'x5' glass mesh boards
- Smooth surface can also be painted or papered
- Moldblock Technology™
- Superior workability - cuts cleanly and easily



## Advantages vs. Competitive Products

### The market prefers cement backerboard

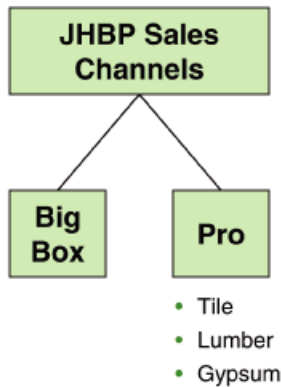
- “All Other” is primarily gypsum-based product
- Market prefers cement over gypsum for wet area use

### Cement competition is primarily glass mesh

- HardieBacker® more user friendly vs. glass mesh

## Company-Level Competitive Advantages

- Most innovative brand in the business
  - HardieBacker is the next generation cement board
  - Industry innovator (first ¼" cement board, lightweight formulation, Moldblock™, EZ Grid)
  - Track record of proven performance
  
- Leadership position
  - Brand strength and market acceptance as the leader
  - Multiple plants manufacturing backerboard; scale/learning curve plus logistics cost advantages
  
- Only dedicated sales force in the industry
  - Focused sales approach that competitors do not possess



- Aligned our Big Box and Pro Interiors sales forces under united regional management
  - 3 regional Interiors Segment Managers collaborating with regional RSMs to drive overall execution
- Sales coverage focused on large volume metro areas where our share lags our national average
- Focused on our highest potential market/product opportunities
  - Converting traditional product holdouts (especially ½” glass mesh on floors)
  - Continue to convert green board and other gypsum based products used in wet area wall applications
- Defend our high share position on ¼” HardieBacker

## Key Challenges / Opportunities



- Building share in down, relatively price-sensitive, market
- Next generation floor/wall products



 **James Hardie**

**Research and Development**  
Ryan Sullivan, Director – R&D  
1 October 2009



Focus on Safety to achieve goal of:

- Incident rate of 2
- Severity rate of 20

We focus not only on safety within our building or team – but also how we can impact safety across the business

R&D FY09

Incident Rate – 0.00

Severity Rate – 0.00

R&D FY10 (YTD)

Incident Rate – 0.00

Severity Rate – 0.00

- Do not enter any area which is bound by red or yellow caution tape
- Do not touch any moving equipment or ovens
- No food or drinks in laboratories
- PPE
  - Hard hat
  - Safety glasses with side shields
  - Steel-toed safety shoes (may be waived for tours)
  - Long pants (no shorts)
- No smoking except in designated smoking areas (tour guides can point these out as needed)

- The fire alarm is a series of loud beeps through the PA system
  - Some areas also have flashing lights overhead during a fire alarm
  
- In case of an alarm, walk to the nearest exit. Tour guides should lead the way to the nearest exit
  
- Once outside the building walk to the small building by the parking lot to the north of the main office
  
- Groups should assemble in the parking lot near the small guard shack building for head count



- Overview of R&D – US and AUS
- Recent accomplishments
- Focus going forward
- Tour summary

**Enable James Hardie Product Leadership Strategy**

- Advancement of Fiber Cement – Job 1
  - Developing technology to advance industry leading manufacturing capability
  
- New Product Development – Job 2
  - Turning technical expertise into new fiber cement differentiated products
  
- Advancement of technology and science of building products – Job 3

**Two research and Development Centers – US and Australia**

- Both capable of end to end R&D
- Service local businesses plus global development efforts
- Head count
  - US – 77
  - AUS – 38

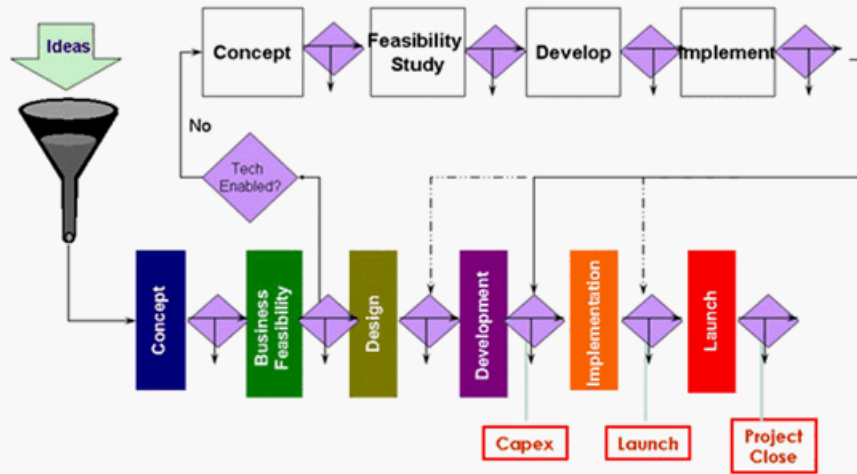
**Resources**

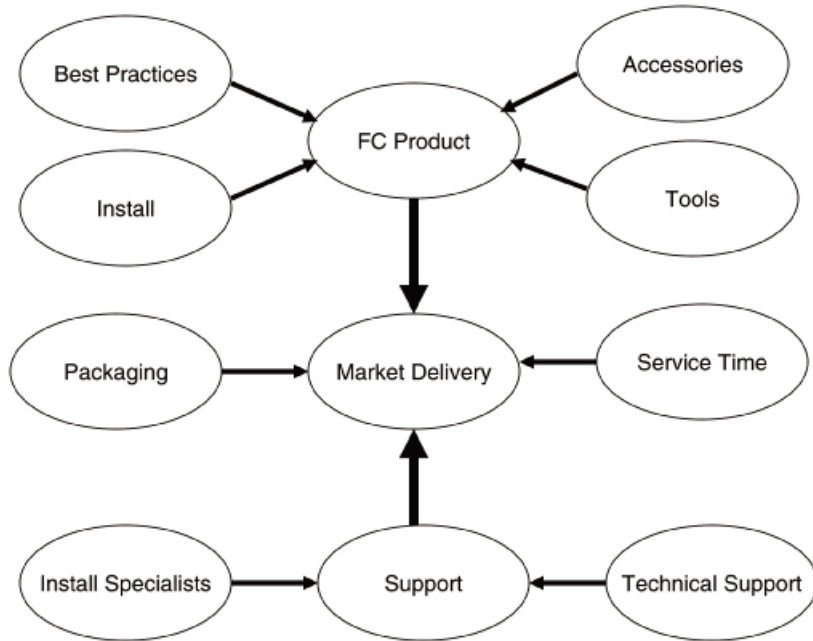
- Diverse organization of 115 scientist and engineers formed into multifunctional project teams
- Building science
- Material science
- Chemistry and Chemical Engineering
- Civil and Mechanical Engineering
- Electrical Engineering

**Service**

- 73% with greater than 5 years service
- 45% with advanced degrees
- Total # years of service for US R&D - **584 total years**

### Technology Development Process





- Coating System Improvements through new application systems and process control advancements
  - Improved quality
  - Improved yield
  
- Sheet Machine Process Control Advancement
  - Improved product smoothness
  
- Raw Material Advancement
  - Reduced number sole source raw materials
  - Development of new raw materials which will enable a combination of new product development and cost reduction

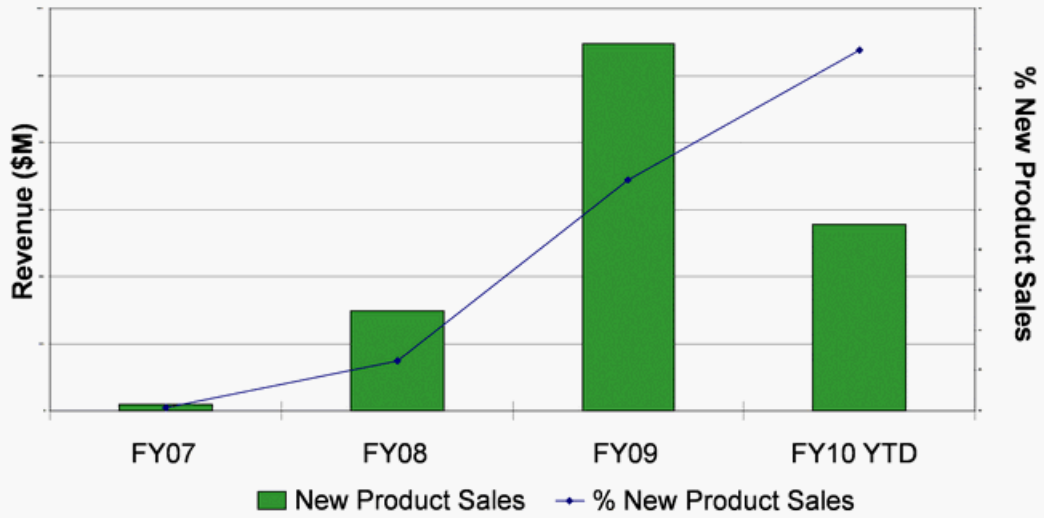
## Recent Accomplishments – New Products



- HardieZone™ System
- HardieWrap™ Weather Barrier
- Increased trim portfolio
  - Textures and length
  - Crown moldings
  - Blocks
  - Fascia
- Reveal Panel



New Product Growth since FY07





- Continue product development focus with well-executed launches
- Manufacturing optimization to enable cost reduction and capacity maximization

- Tour consists of 12 stations addressing some of the key areas of R&D:
  - Hardie innovation
  - Hardie sustainability
  - Hardie vs. competitive fiber cement
- At each station you will get to meet one of our scientists or engineers
- Tour is meant to be hands-on and interactive so please enjoy and don't hesitate to touch samples



USA Business

Scott Barnett, US Divisional CFO

1 October 2009



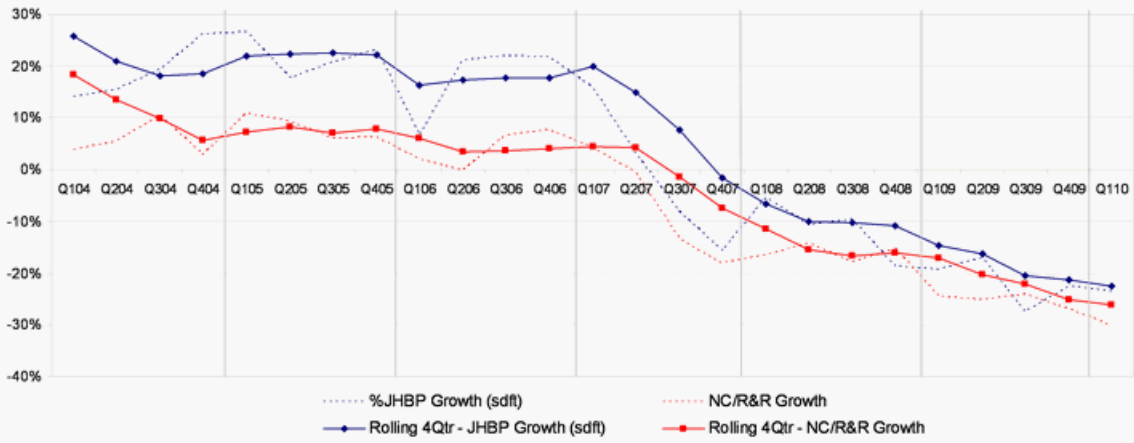
- **Job 1: Drive towards terminal market share while maintaining value pricing**
  - Primary Demand Growth
  - Product Mix Shift
  - Zero to the Landfill
  
- **Job 2: Extend the US fiber cement business model**
  - New products
  - New segments
  
- **Job 3: Move beyond US fiber cement**
  - Organic growth opportunity

- Product Leadership Strategy
- Value Pricing – driven by Product Differentiation
- Low Fixed Cost/High Capital Efficiency
- R&D investment
- Flat management structure
- Minimize non-strategic costs
- Manage all costs as variable (except DTI)

### Grow market for fiber cement by:

1. Increased focus on repair and remodel market
2. Increased focus in non-metro markets
3. New product development (i.e. panel)
4. Reach smaller decision makers directly with market development programs
5. Full wrap solution (soffit, fascia, trim)

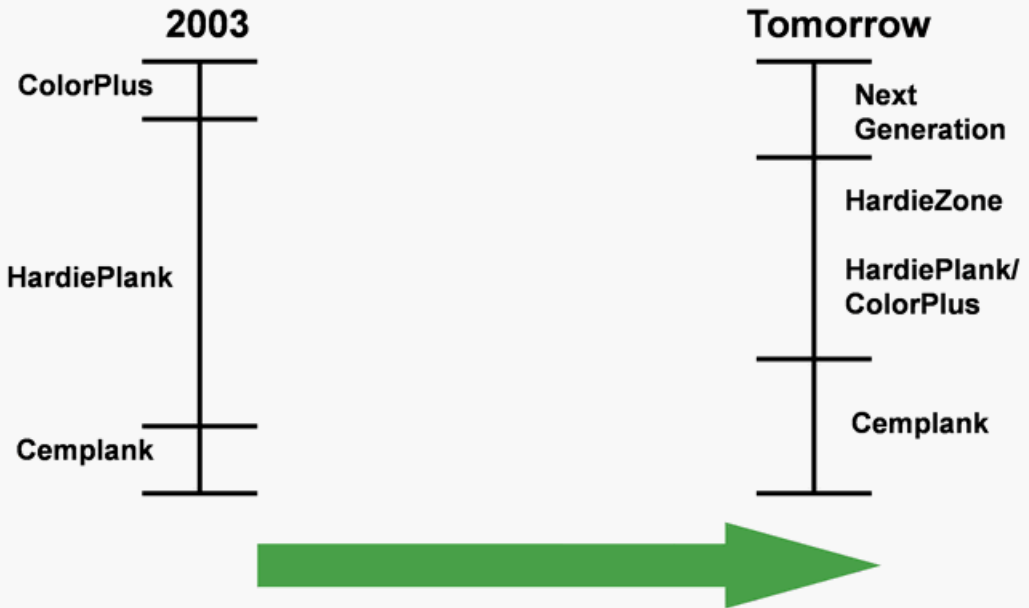
# Primary Demand Growth – USA FC



Sources: Dodge US addressable starts (SF & MF-low); US Census R&R \$ expenditures less CPI  
 Note:
 

- US Census discontinued their R&R \$ expenditures report in 2007
- 2008 R&R = avg. published Home Depot & Lowe's same store sales less CPI

# Product Mix Shift





1. Artisan® market development
2. C+ house packs in primed fiber cement markets
3. Gain back and maintain big builder share
4. Implement dual multi-family approach
5. Develop commercial market position

Up until mid 2006, US business model based primarily on growth:

- Strong engineering and construction focus to build new capacity
- Higher focus on throughput (denominator) vs. cost controls (numerator)
- Build support organizations to enable growth
- R&D investment to support product differentiation strategy
- Balance out demand with winter inventory builds

**Changes made in late 2006 to address the market decline**

***We developed 3 overarching goals for the business:***

- Increase market share in R&R
- Maintain or grow contribution margin per unit
- Reduce organizational cost by at least 10% per annum

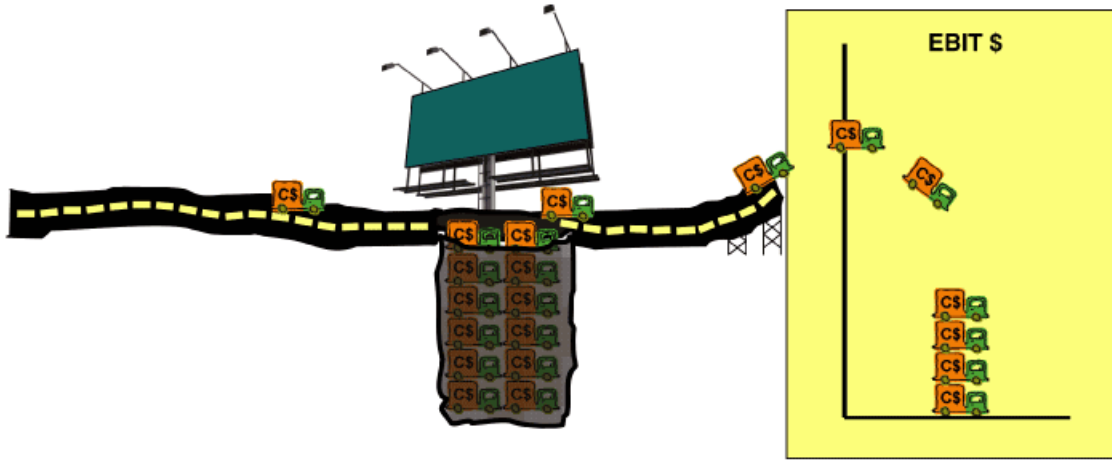
***In order to achieve the 3 goals above, we did the following:***

- Redeploy significant engineering resources to other areas of the business (procurement, maintenance, cost initiatives) in order to retain expertise
- Reallocated sales resources from new construction metro focus to R&R and high contribution product opportunities
- Change organizational focus from “EP” growth to contribution per unit
- Balance supply through proactive shift reductions and down days
- Manage all costs as variable

***Management compensation plans realigned around these 3 goals in early 2007***

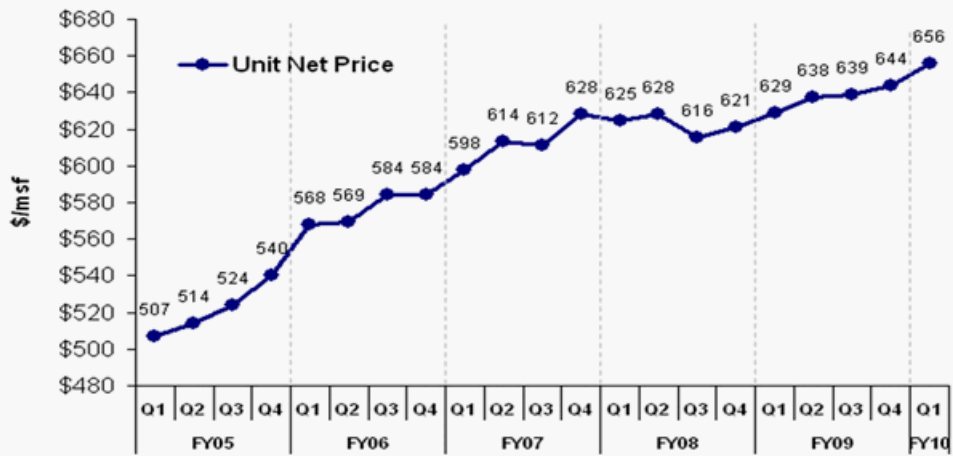
1. Primary Demand Growth
2. C+ Penetration
3. Net Price (\$/msf): Hold or grow from prior year levels
4. Organizational cost (SG&A, MG&A, R&D): reduce by 10% in each of FY 08, 09 and 10
5. Cash Manufacturing Cost: Increase material yield, optimize machine throughputs, reduce controllable spend, reduce energy usage, more efficient procurement
6. Optimize freight cost per mmsf

# Contribution Illustration

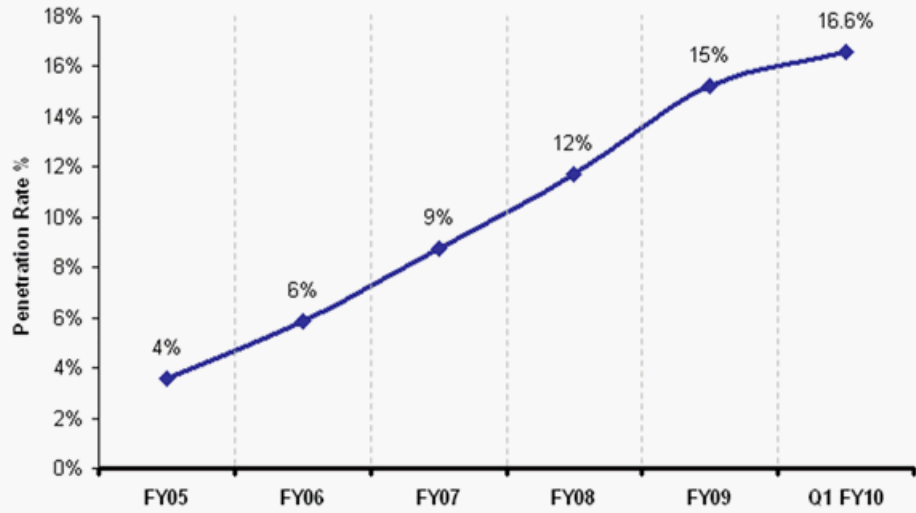


- Price continues to trend upward even as volume and revenue have been decreasing

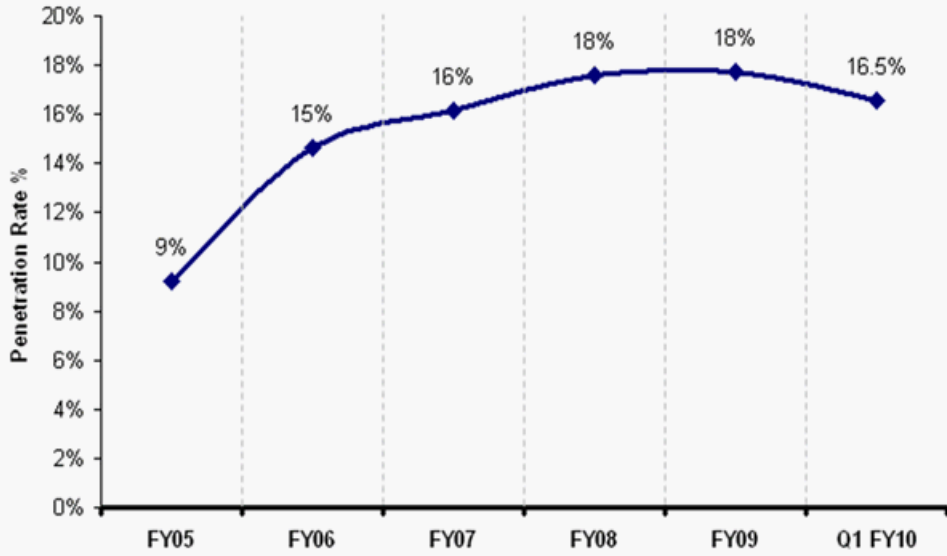
**NET SELLING PRICE - \$/MSF**



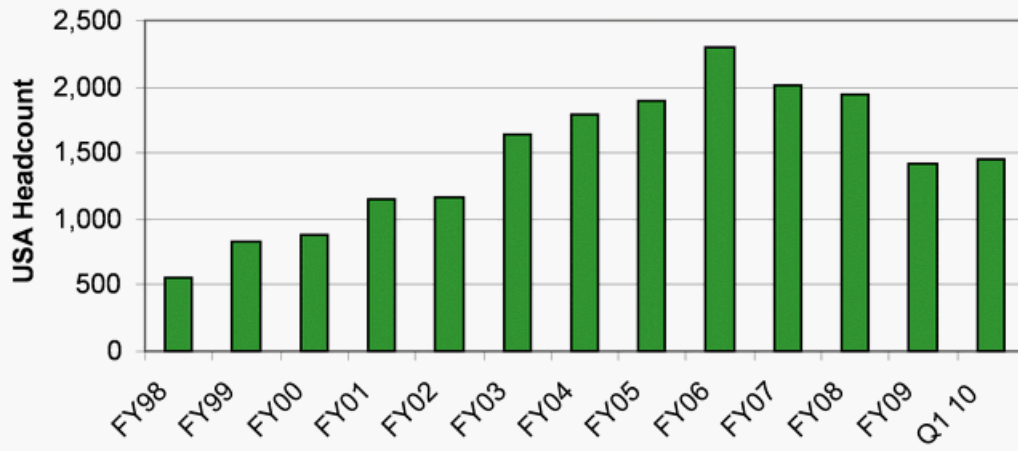
ColorPlus® penetration continues to ramp-up, increasing by 3 percentage points each year since FY06, and was up 2 points in Q1 this year



Cemplank penetration plateaued in FY08



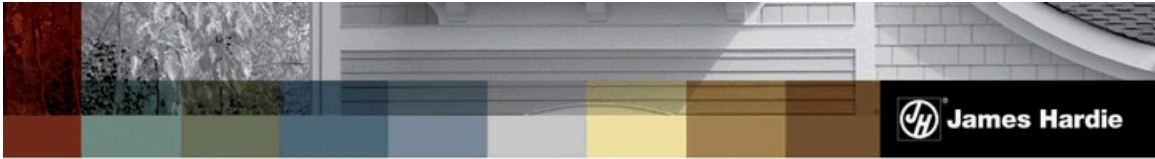




- Q1 FY10 increase driven by additions in the plants due to higher than expected production requirements

### Results:

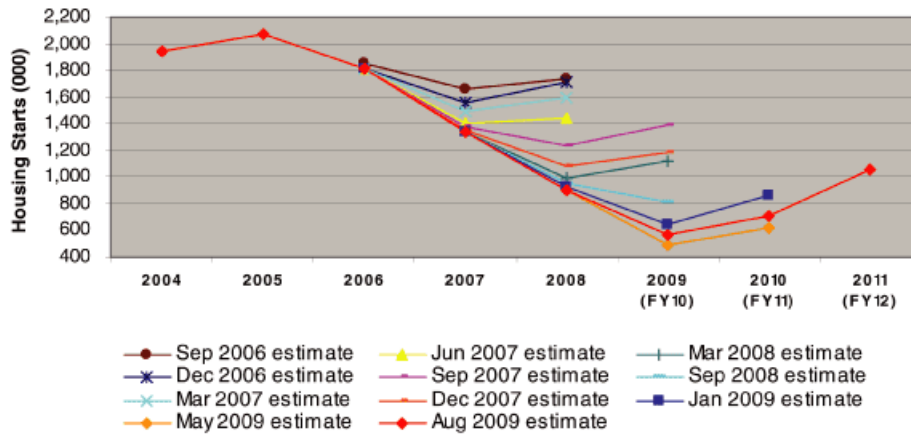
- FY 09 controllable spend down 19%
  - Strategic spend down 9%
  - Non-strategic spend down 26%
- We continue to invest in sales force, new product initiatives, business development and R&D
- We temporarily discontinued or reduced investment in branding, WAF, Artisan®
- *FY 10 controllable spend target of further 10% reduction*
  - Achievable mostly by maintaining end of FY 09 run rate, not further reductions



# FY 10 Outlook and Go Forward

- NAHB’s Housing Starts forecast was steadily eroding with each release until August 2009
- NAHB forecast of 2009 Housing Starts is down 36% from 2008 to 572k (incl. MF-high)

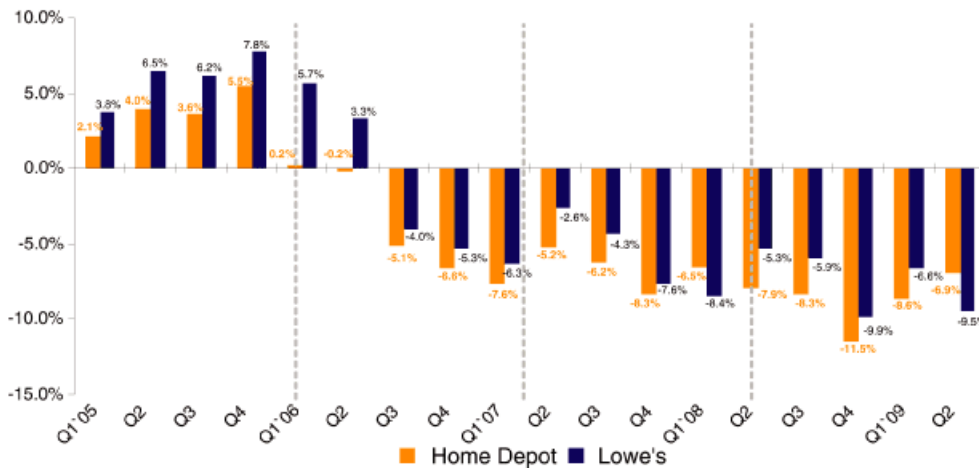
## NAHB - U.S. Housing Starts Forecasts



Source: NAHB Executive Level Forecasts - Total US Housing Starts (incl. SF, MF-low and MF-high)

- Big Box same store sales as an index for R&R continues to slide; albeit less than Housing Starts
- Comparable same store sales decline in “underlayment” category was between 7-10% in Q2

Quarterly Same Store Sales Growth



Our performance in a declining market has proven out our differentiated product strategy and company capability:

- Plants should be able to see leverage in maintenance spending and labor but will have to adapt to increasingly complex product mix. A lot of our plan success to date has been around minimizing rejects, maximizing raw material yield and eliminating wasteful spending
- Certain parts of the business will flex up (product marketing, manufacturing) but many should be able to manage the increasing size of the business at or near existing levels of manning/spending
- Focus will be on adding back value-creating costs but not adding back waste