

**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 September, 2011

1-15240
(Commission File Number)

JAMES HARDIE INDUSTRIES SE

(Translation of registrant's name into English)

**Europa House, Second Floor
Harcourt Centre
Harcourt Street, Dublin 2, Ireland**
(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

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Safe Harbor Statements

This Form 6-K contains forward-looking statements. James Hardie may from time to time make forward-looking statements in its periodic reports filed with or furnished to the SEC, on Forms 20-F and 6-K, in its annual reports to shareholders, in offering circulars, invitation memoranda and prospectuses, in media releases and other written materials and in oral statements made by the company's 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:

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- projections of the company's results of operations or financial condition;
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- statements regarding tax liabilities and related audits, reviews and proceedings;
- statements as to the possible consequences of proceedings brought against the company and certain of its former directors and officers by the Australian Securities and Investments Commission (ASIC);
- expectations about the timing and amount of contributions to the Asbestos Injuries Compensation Fund (AICF), a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;
- expectations concerning indemnification obligations;
- statements about product or environmental liabilities; and
- statements about economic conditions, such as economic or housing recovery, the levels of new home construction, unemployment levels, changes or stability in housing values, the availability of mortgages and other financing, mortgage and other interest rates, housing affordability and supply, the levels of foreclosures and home resales, currency exchange rates and consumer confidence.

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Forward-looking statements are based on the company's current expectations, estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties, many of which are unforeseeable and beyond the company's control. Such known and unknown risks, uncertainties and other factors may cause 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 "Risk Factors" in Section 3 of the Form 20-F filed with the US Securities and Exchange Commission on 29 June 2011 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, any shortfall in the AICF and the effect of currency exchange rate movements on the amount recorded in the company's financial statements as an asbestos liability; governmental loan facility to the AICF; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the company operates; 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; possible increases in competition and the potential that competitors could copy the company's products; 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; compliance with and changes in laws and regulations; the effect of the transfer of the company's corporate domicile from The Netherlands to Ireland to become an Irish SE including employee relations, changes in corporate governance and potential tax benefits; currency exchange risks; dependence on customer preference and the concentration of the company's customer base on large format retail customers, distributors and dealers; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; possible inability to renew credit facilities on terms favorable to the company, or at all; acquisition or sale of businesses and business segments; changes in the company's key management personnel; inherent limitations on internal controls; use of accounting estimates; and all other risks identified in the company's reports filed with Australian, Irish and US securities agencies and exchanges (as appropriate). The company cautions 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 the company's current expectations concerning future results, events and conditions.

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EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
Exhibit 99.1	US tour presentations

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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.

Date: Thursday, 22 September 2011

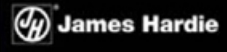
James Hardie Industries SE

By: _____ /s/ MARCIN FIREK
Marcin Firek
Company Secretary

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<u>Exhibit No.</u>	<u>Description</u>
Exhibit 99.1	US tour presentations



ColorPlus Supply Chain
Ryan Sullivan



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AGENDA

- Why Supply Chain is critical to James Hardie
- Past to current day Supply Chain
- Supply Chain Strategy and Systems
- Execution Update
- Go Forward

Why Supply Chain is critical to James Hardie



SUPPLY CHAIN BARRIERS – NEW PRODUCT GROWTH

Barriers limit pace of new James Hardie products adoption

- Catch-22: channel won't get behind new products without builder demand; builders reluctant without strong channel support
- Higher channel margins—partly to cover inventory costs, partly because new products are considered a specialty item
- Transition from old product generations to new generation causes disruption in the channel
- SKU range growth in prime and color create channel inefficiency

SUPPLY CHAIN BARRIERS – COLORPLUS GROWTH

Supply Chain Barriers limit growth of ColorPlus

- Job site waste due to standard supply chain minimum order amounts: can't return excess or use it on next job as with primed product
- Very long lead times for non-stocked orders due to order requirements
- Limited access: only readily available in a small minority of dealers in some key markets with scale (direct trucks)
- Order requirements limit ability for many channel partners to participate cost effectively (full truck)

SUPPLY CHAIN BARRIERS – MARKET STRATEGY

- James Hardie market strategies are requiring advanced Supply Chains to deliver on customer value proposition and gain access
- **Cemplank Strategy**
 - Short lead-time
 - Less than Truck Load (LTL)
- **Multifamily Strategy**
 - Direct to job site
 - Short lead-time
 - Less than Truck Load (LTL)
- **Commercial – Direct to job site bundle**
- **Increased service requirements of key accounts**

SUPPLY CHAIN BARRIERS – OPPORTUNITY

- Overcoming these Supply Chain Barriers enables
- Market share growth
- Category share growth
- Increased trim and accessory attachment
- Increased ColorPlus adoption
- Faster new product adoption
- More aligned channel partners

Past to Current Day Supply Chain

JAMES HARDIE SUPPLY CHAIN NETWORK – 1990s



JAMES HARDIE SUPPLY CHAIN NETWORK – 2000s



JAMES HARDIE SUPPLY CHAIN NETWORK – 2010s



FUTURE STATE SUPPLY CHAIN

The future Supply Chain of James Hardie will be:

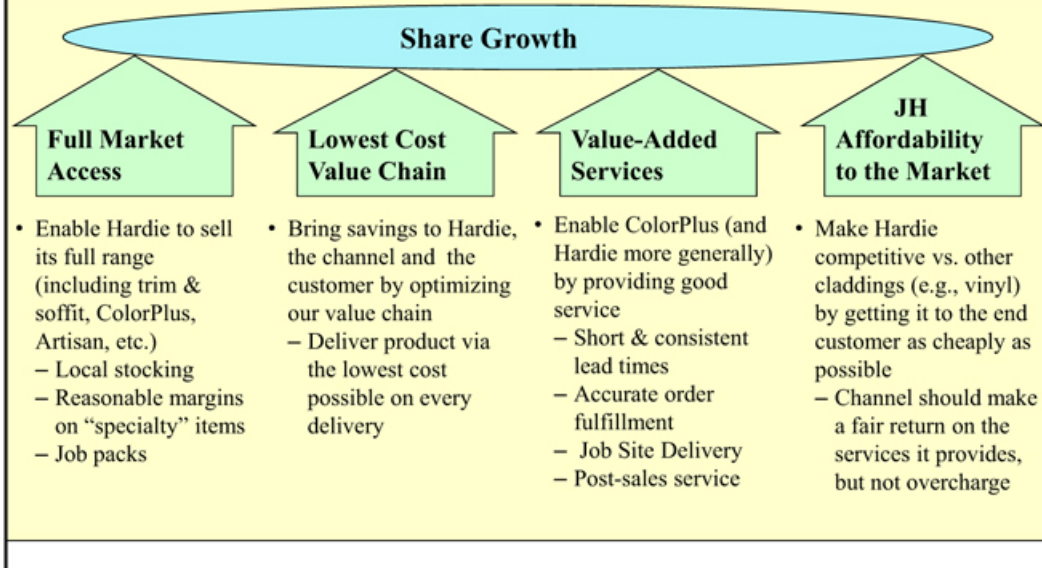
- Multiple Supply Chains (programs) configured for specific customer and product segments – all aligned around core principles
 - Full market access
 - Low-cost value chain
 - Value added services
 - James Hardie affordability to the market
- Internally linked from quote through delivery
- Integrated with key customer accounts
 - Physical – VMI (Vendor Managed Inventory)
 - Information – IT
 - Services – Division of responsibility within value chain

JAMES HARDIE SUPPLY CHAIN NETWORK - FUTURE



- JH Plant
- ColorPlus
- Freight Reloads
- VMIs
- C+ Reloads
- Retail VMIs

Supply Chain Strategy and Systems

CHANNEL STRATEGY OBJECTIVES
Channel Objectives That Support Share Growth


KEY SUPPLY CHAIN PROGRAMS

To execute our strategy there are a few key Supply Chain Programs:

- ColorPlus Job Packs

- Vendor Managed Inventory (VMI)

- Less than Truck Load orders (LTL)

- Channel Interface Systems

WHAT ARE JOB PACKS?

Job packs are to-the-piece orders of ColorPlus, ordered for one house or project, that are assembled by James Hardie and sold and delivered direct to channel partners

Job Packs Defined

- Ordered to the piece—not ordered in full/mid/mini quantities
- May include any combination of siding, trim, soffit, fascia
- Should include touch-up, caulk and other accessories
- Any channel partner can place an order— no sales rep required
- Job pack is cross-docked through the channel to the jobsite
- LTL orders enabled – customer does not need to fill an entire truck

WHY JOB PACKS?

Job Packs are an initiative in support of our on-going strategy of product differentiation

- Since its introduction, ColorPlus has been a critical aspect of our differentiation strategy
- Market adoption of ColorPlus is slowed by supply chain issues
 - The channel has lacked fast, affordable, full access to ColorPlus
 - Attachment rate on accessory products has been lower than expected
- Further, we are evolving from selling individual products to selling an attractive, low maintenance full wrap exterior
- Job packs solve many supply chain roadblocks for ColorPlus

JOB PACK IMPACT ON SUPPLY CHAIN

- Substantially reduce the amount of ColorPlus product that must be stocked by the channel
- Provide easy access to the full color and product range
- Eliminate jobsite waste on non-stocked SKU's
- Increase efficiency through the supply chain
- Reach a broader set of channel partners thereby increasing access for contractors

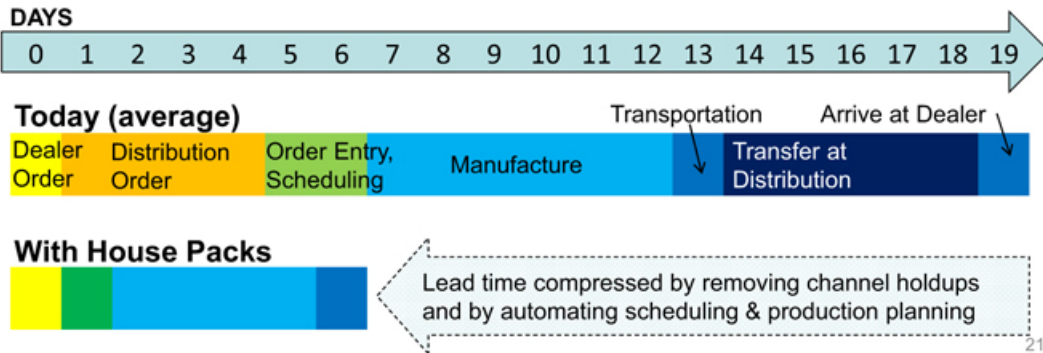
REDUCED LEAD TIMES

Our end state ColorPlus Job Pack lead time will be 5-8 business days from order to receipt by dealer

- Today contractor experienced lead time ranges from three to six weeks

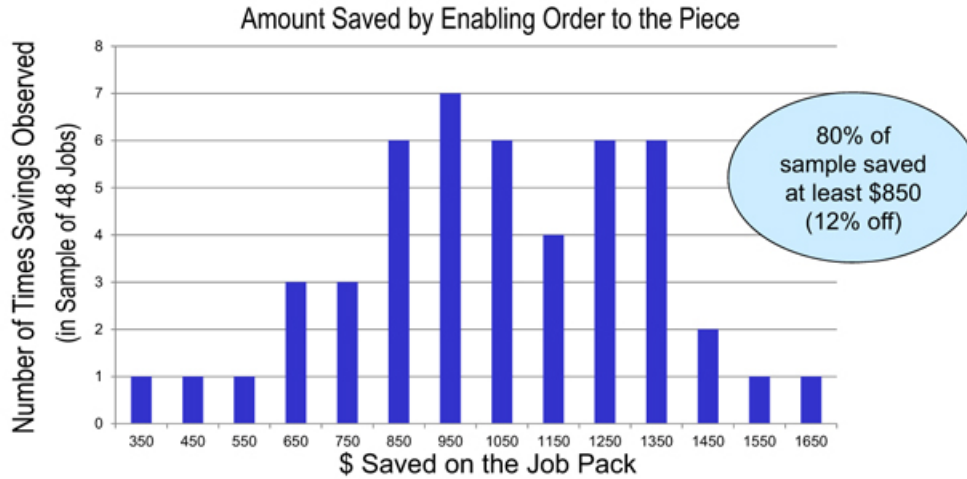
ColorPlus Timeline: From Order to Delivery

Today vs. with Job Packs



JOB SITE WASTE REDUCTION

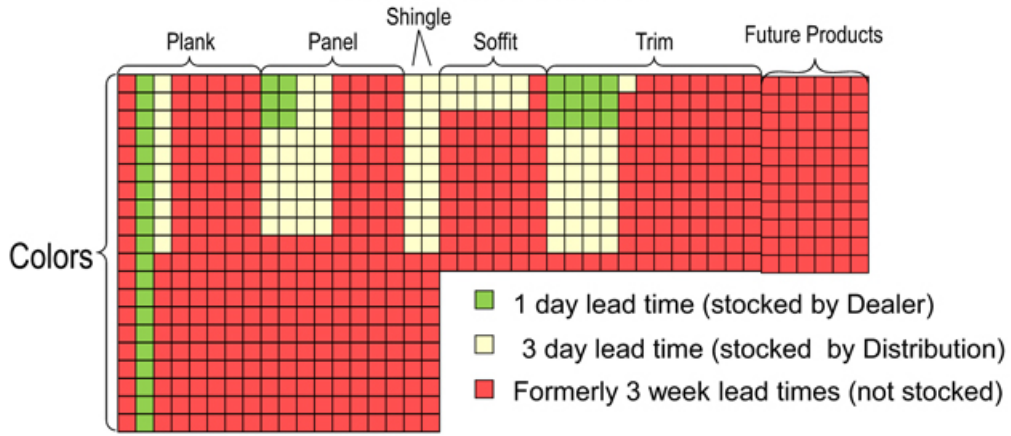
Job packs cut waste by allowing the builder to order exactly what they need as opposed to fixed pallet quantities



FAR BROADER ACCESS TO PRODUCTS

Job packs dramatically increase access to non-stocked SKU's

Chicago ColorPlus SKU's

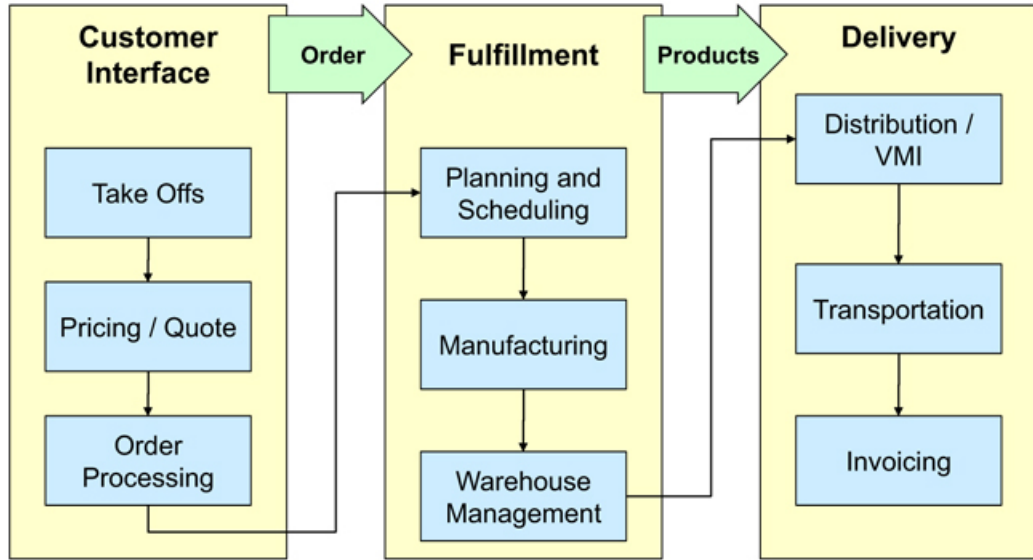


JOB PACK SCOPE

Goal: Shift majority of our ColorPlus Single Family R&R and New Construction volume to Job Packs

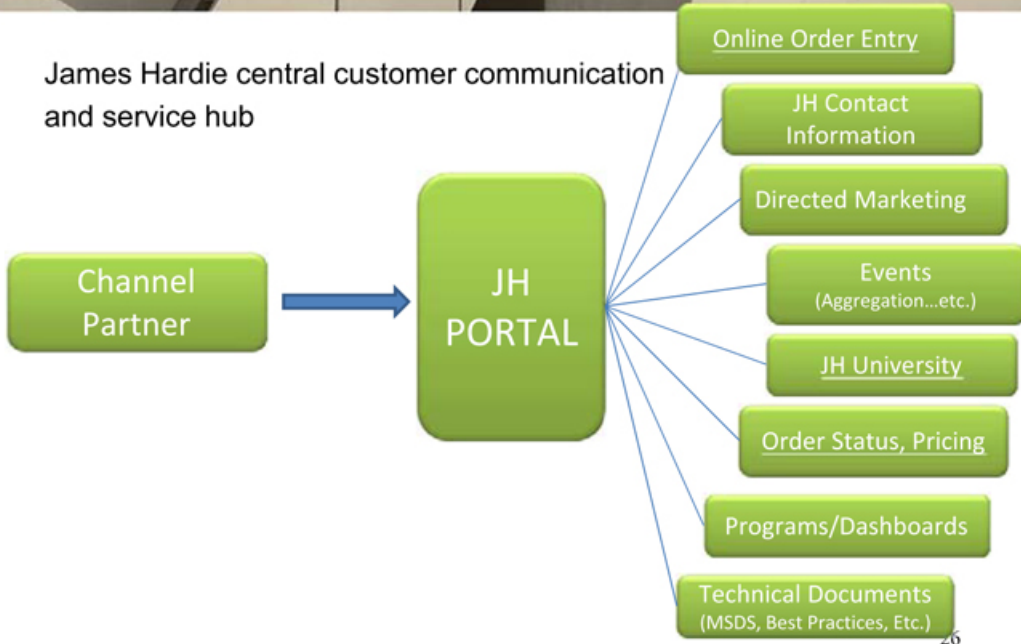
- MF volume through standard process
- Remaining flows through traditional channel in full pallet / full truck
 - Short lead time service – walk in business
 - Fill-ins – advance service offering by channel
 - Inventory for key customers of channel partner

SUPPLY CHAIN FLOW

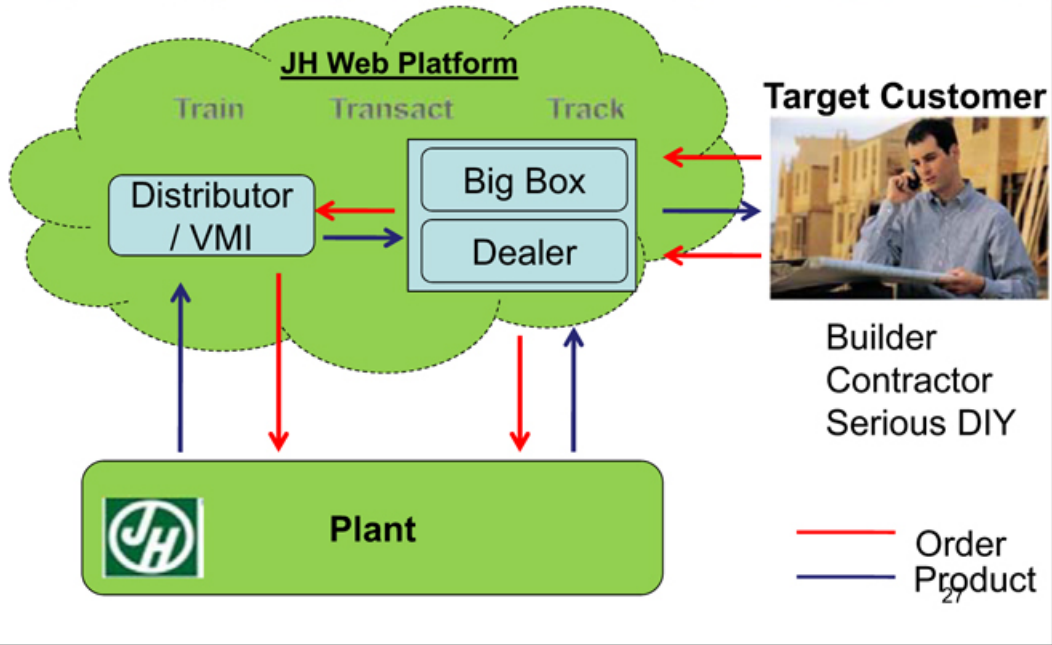


STREAMLINE COMMUNICATION – CUSTOMER PORTAL

James Hardie central customer communication and service hub



FUTURE STATE VALUE CHAIN – ONLINE ORDER ENTRY AND TRACKING



ONLINE ORDER ENTRY – PROJECT VALUES

In order to be successful our designed solution must:

- Be easy to use
- Deliver validation & guided selling
- Eliminate biggest causes of errors/holds and minimize others
- Be flexible to accommodate business changes quickly
- Provide options to minimize channel effort redundancy
- Be scalable
- Be secure

Planned for launch in Q4 FY12

Execution/Results Update

CURRENT JOB PACK MARKETS



Standard Markets Current Job Pack Markets

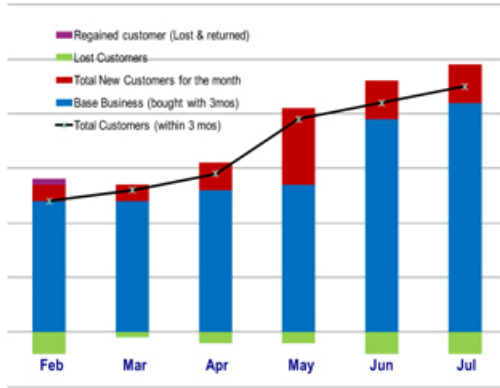
JOB PACK ADOPTION



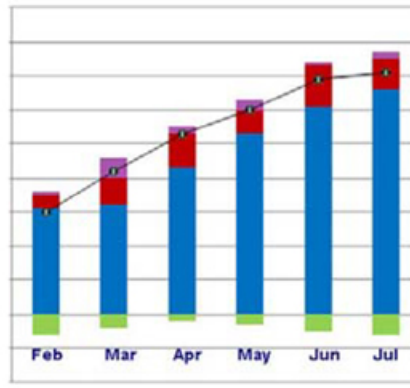
Job Packs have seen rapid adoption in all markets launched to date

JOB PACKS – MARKET ACCESS

Florida Market

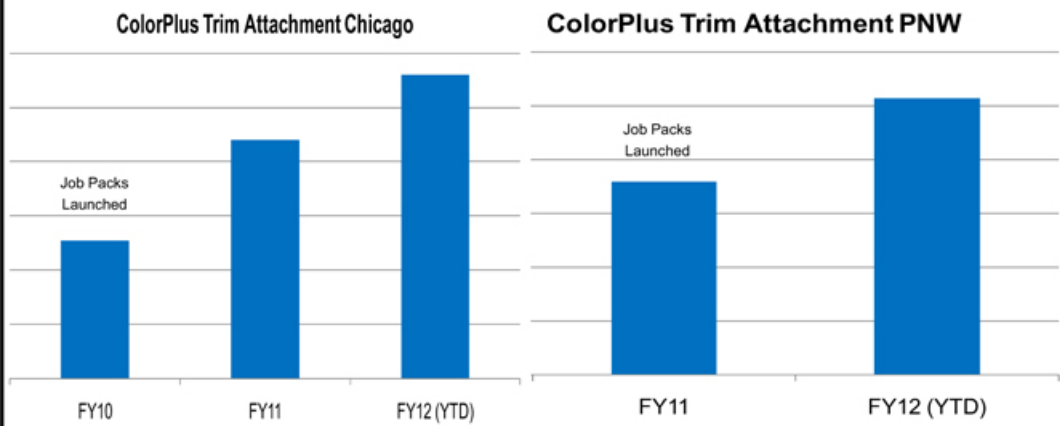


Chicago Market



Job Packs continue to gain wider market access

JOB PACKS – ACCESSORY ATTACHMENT INCREASES



Job Packs help to increase accessory attachment in low penetration markets

Go Forward

GO FORWARD

In the next 12 months we will deliver on a number of key elements:

- Channel Interface launch – Q4
- ColorPlus Manufacturing capability enhancements – Q1
- Additional Job Pack markets – on going
- VMI network expansion – key markets

CURRENT JOB PACK MARKETS



Summary

SUMMARY

- The James Hardie Supply Chain is developing from a base manufacture model to an advanced value chain to support and drive market initiatives
- Job Packs continue to expand and grow while driving expected value in the market
- Continued development and investment will be required for the next few years to advance supply chain capabilities and efficiency

Questions and Answers

Channel Strategy & Management

Robb Rugg

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AGENDA

- Channel Strategy Review
- Channel Objectives
- Distribution Review & Approach
- Dealer Approach

CHANNEL STRATEGY REVIEW

We are reviewing and adjusting (where necessary) our channel strategy.

- Goal: greater alignment with our four channel objectives and greater consistency

Why is Hardie Revisiting its Channel Strategy?

- Ensure our channel approach fully enables JH and our channel partners to provide full market access, lowest delivered cost, value added services and affordability.
- Improve consistency of approach toward channel partners in North America

What Are the Main Components of Our Channel Strategy Review?

- Refine our distributor strategy
 - Best available partners by region
 - Programs & incentives that support the plan
- Refine our dealer strategy
 - Further alignment with segment & product leadership strategies
 - Increased communication, planning, training and coordination
 - Improved implementation efficiencies

CHANNEL STRATEGY OBJECTIVES

Four core goals: access, low delivered cost, value-add services and affordability.

- These four objectives are how the channel partners help JH to achieve market share growth

Channel Objectives That Support Market Share Growth



CHANNEL STRATEGY – DISTRIBUTION

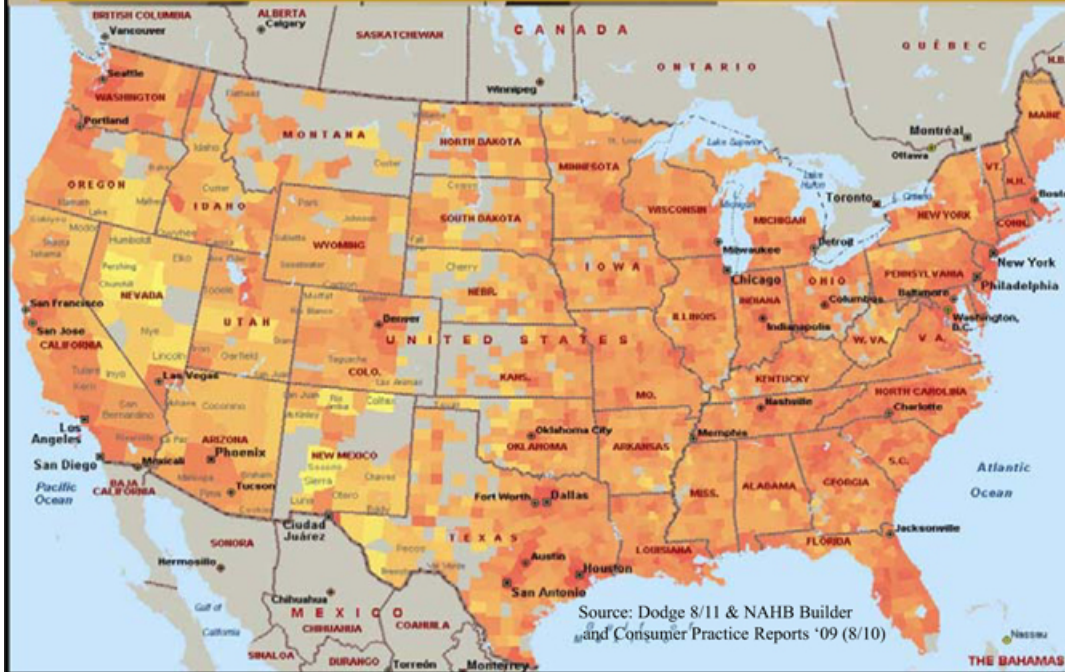
Driving toward a consistent distribution strategy

- Each strategy component shaped by the four core objectives

Distribution Strategy

	Market Access	Low Cost Chain	Services	Affordability
Primary sales responsibility with James Hardie coordinated with Distribution Partners			✓	
Dual distribution in all markets	✓	✓	✓	✓
Pick best of breed in each region	✓	✓	✓	
Pay for specific function and/or performance			✓	
Hold James Hardie & Distribution Partners accountable for joint planning, coordination & performance	✓	✓	✓	✓
Inventory management	✓			
Value based pricing				✓
Systems integration		✓	✓	

STARTS DENSITY



POPULATION DENSITY



SUMMARY

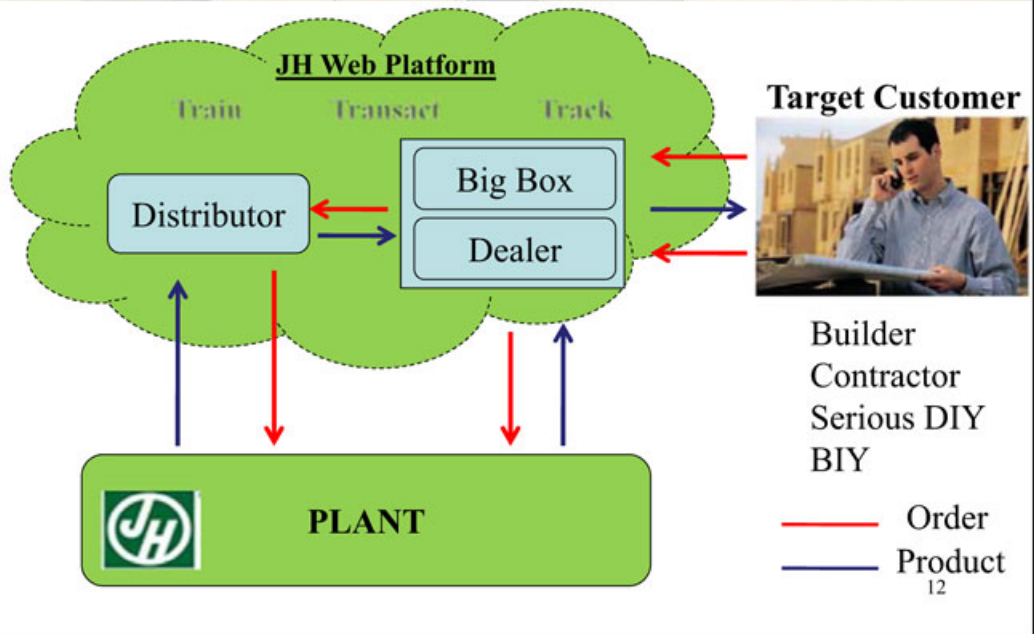
- Mapped out U.S. based on starts and population
- Pure Non-Metro or Metro exception vs. the rule
- Base case Distribution Model is mature Metro with supplemental Non-Metro component for added function(s)
- Increasing James Hardie sales involvement with dealers coordinated and complimentary with Distribution efforts

Dealer Approach

DEALER APPROACH

- Continue to drive primary demand with builder, contractor and owners
- Educate, train and go to market with dealer partners in a planned, complimentary and coordinated manner
- Cost effectively deliver differentiated product, systems and services to the marketplace

FUTURE STATE VALUE CHAIN – JAMES HARDIE INFRASTRUCTURE



STRATEGY EXECUTION ROADMAP – NEXT FIVE YEARS

Timeline	0 – 3 Years	3 – 5 Years
Objective	Easy to do Business with – “Simplify”	Build the Infrastructure – “Connect”
Deliverables	<ul style="list-style-type: none"> • Customer Service improvement • Online Order Entry platform • Channel Management team • Job Pack capability • Guided Selling (Boxes) • Estimation Tool • Visualizer 2.0 • Partner Training (portal) 	<ul style="list-style-type: none"> • R&R Contractor integration • Builder integration • Dealer/Distributor integration • Coordinated marketing (social media, channel support, traditional, etc) • Variable pricing

SUMMARY

- Channel, both Distribution & Dealers, being viewed and treated as important strategic partners
- Strategically important to market share growth; provides full market access, low-cost, value-add services and affordability as core objectives
- Increasing sales resources and infrastructure to support the channel strategy

ORGANIZATION – CHANNEL FOCUS

- Building a channel focused sales organization
- Organization will work with channel partners to develop and implement strategic growth plans
- Hardie, channel partners and marketplace will get market access, low-cost value chain, value-add services and affordability

Questions and Answers

Product North Strategy
Sean Gadd



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- statements as to the possible consequences of proceedings brought against the company and certain of its former directors and officers by the Australian Securities and Investments Commission (ASIC);
- expectations about the timing and amount of contributions to the Asbestos Injuries Compensation Fund (AICF), a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;
- expectations concerning indemnification obligations;
- statements about product or environmental liabilities; and
- statements about economic conditions, such as economic or housing recovery, the levels of new home construction, unemployment levels, changes or stability in housing values, the availability of mortgages and other financing, mortgage and other interest rates, housing affordability and supply, the levels of foreclosures and home resales, currency exchange rates and consumer confidence.

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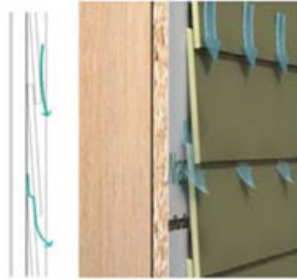
AGENDA

- What is the 3-product strategy
- Why the 3-product strategy is important
- Market opportunity
- Market approach
- Results
- Go forward

WHAT IS THE 3 PRODUCT STRATEGY

- As the leader in Fiber Cement, with our product leadership position and advances in technology, we position James Hardie as the superior **exterior** solution for cladding to builders, contractor and developers
- HZ5 markets in the North and Canada
- Delivering on our brand promise
 - Durability
 - Low maintenance
 - Design
- Through the benefits of a **Complete James Hardie ColorPlus Exterior** to the marketplace
 - HZ5 HardiePlank™
 - HardieTrim™ NT3
 - New HardieShingle™
 - *All with the superior ColorPlus paint finish*

3 PRODUCTS – HARDIEPLANK HZ5 LAP SIDING WITH IMPROVED DRIP EDGE



- Superior moisture shedding
- Clean lines
- More durable edge

3 PRODUCTS – HARDIETRIM NT3 BOARDS



Concealed fasteners

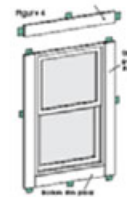
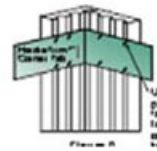
- virtually eliminates touchup
- speeds up installation

12' Lengths (5/4" and 4/4")

- reduces seams
- reduces waste

Back groove

- reduces weight
- increases strength



3 PRODUCTS – NEW HARDIESHINGLE® SIDING



Authentic wood shingle appearance

- New tab dimensions
 - 5 different widths
 - Reduces waste

- Improved pattern variation
 - 2 different panel types

- New texture
 - More authentic look

- Available ColorPlus individual shingles

COMPLETE JAMES HARDIE COLORPLUS EXTERIOR

Complete range of products with ColorPlus® Technology.

- Low maintenance
- Same maintenance cycle
- Single source limited warranty protection



WHY THE 3 PRODUCT STRATEGY IS IMPORTANT

- Delivers on James Hardie's brand promise, creating more value along the value chain
- Fortifies the ColorPlus™ value proposition – removes the need for the painter at the site and delivers a superior finish
- Re-invigorates our HZ5 messaging to the entire supply chain
- Builds competitive advantage – complete exterior versus siding
- Increases average selling price
- Increases revenue and margin dollars per home

NORTHERN MARKET OPPORTUNITY

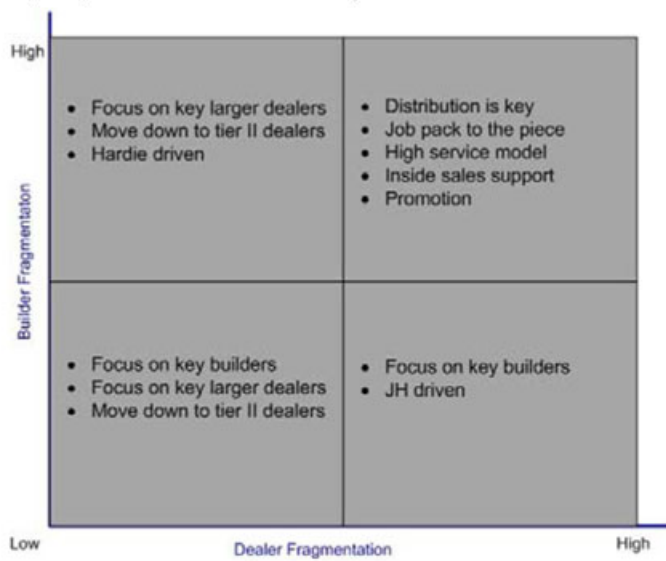
- Large opportunity
 - 300 million sqft between shingle and trim
 - 1 billion sqft of siding
 - Trim and shingle penetration sold through the value of color and full wrap in all segments

COMPETITION IN THE NORTH



STRATEGY – MARKET APPROACH

Approach, dependent on market dynamics



4 Ps

Product

ColorPlus Complete Exterior:

HardiePlank™

HardieShingle™

HardieTrim™

**Place**

Delivering positioning through channel

4 step process:

1. Dealer stocking / accepting of supply chain
2. Developing dealer relationships
3. Educating contractors with the dealer
4. Converting contractors with dealers to full wrap ColorPlus exterior

Promotion

- HZ5 messaging
- Product knowledge and education
- Dealer setups
- Dealer rep ride-alongs
- Contractor aggregation events
- Installation trainings

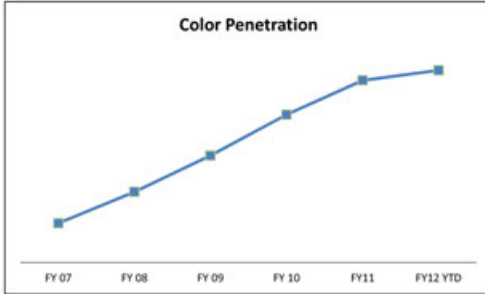
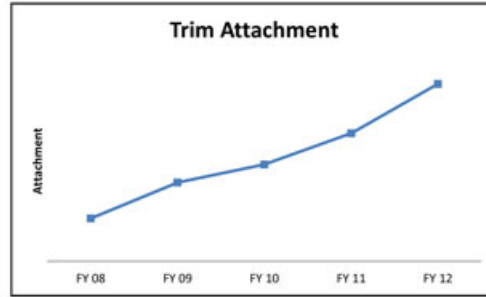
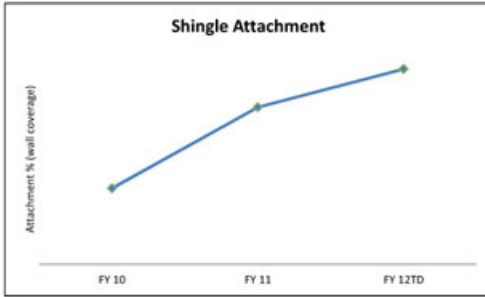
Price

- Value pricing

EXECUTION AND RESULTS TO DATE

- Northern HZ5 Markets and Canada
- Primary focus on large metro markets
 - DC/Baltimore
 - Philadelphia
 - New England
 - Minneapolis
 - Kansas City
- Began coordinated launch in FY12

NORTHERN MARKETS – RESULTS



GO FORWARD

- Continue our product development strategy

- Deliver our brand promise to all segments of the market and all price bands
 - Continue to further develop our range of products
 - Creating value all along the value chain

Questions and Answers



Repair & Remodel Segment
David Donofrio



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OVERVIEW

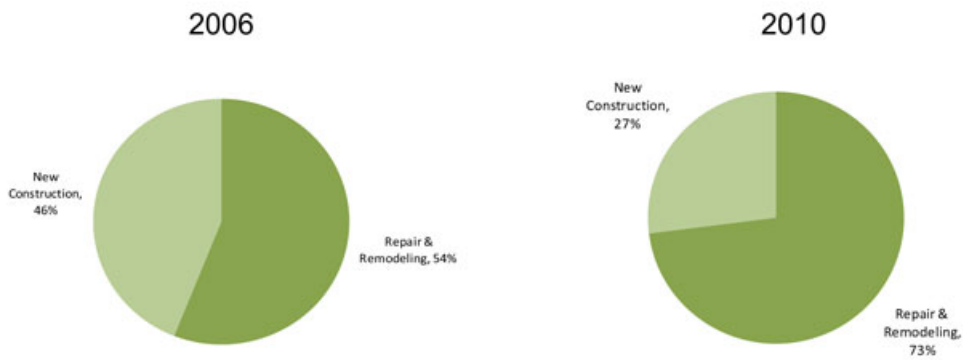
- Market/Strategy Review
- James Hardie R&R Execution Update
- Summary and Go Forward
- Questions and Answers



Repair & Remodel Market Overview



R&R OPPORTUNITY CONTINUES TO GROW VS NEW CONSTRUCTION



Source: NAHB

Total Value in USD 5

R&R SEGMENT STRATEGY

- Business Strategy – Switch the preference from vinyl to fiber cement by directly communicating the benefits and affordability of James Hardie to the consumer


- ✓ 2/3 of Americans can afford James Hardie when presented with an affordable option

- ✓ Most Americans will choose fiber cement over vinyl when presented with an affordable choice

- ? James Hardie presented as the affordable option in all segments

R&R STRATEGIC OBJECTIVES

Objectives

- Get into home via education, contractor or both
- PDG (Market Share ~ 35%) 
- Category Share-90%
- Shift to Full Wrap- ColorPlus, Trim

Outcomes/Challenges

- ✓ James Hardie can impact seller and buyer behavior
- ✓ ColorPlus and trim attachment rates lead business
- ✓ Category Share is approx. 90%+
- ✗ Market fragmentation
- ✗ Early focus on scale contractors

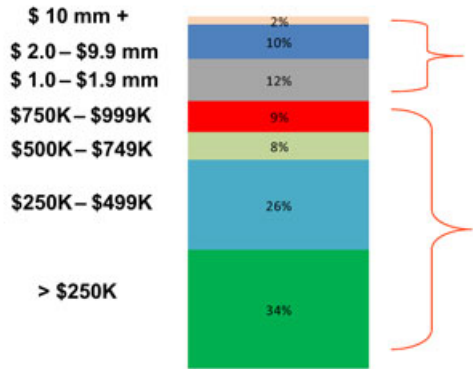
R&R SEGMENT STRATEGY, OBJECTIVES AND INITIATIVES



James Hardie influences the decision in the home on both the Buyer (homeowner) side and the Seller (contractor) side

CONTRACTOR LANDSCAPE

Breakdown by Sales Revenue



Mean Contractor Rev: \$1.04 mm
Median Contractor Rev: \$450K

James Hardie internal

Top 24% of contractors:

- James Hardie primarily targets the Specialty Contractor while expanding to include influential Full Line Contractors
- James Hardie reaching out to top 15%+ of Specialty Contractors via Website Contractor Program
- Full Line Contractors influence markets with tear down and rebuilds

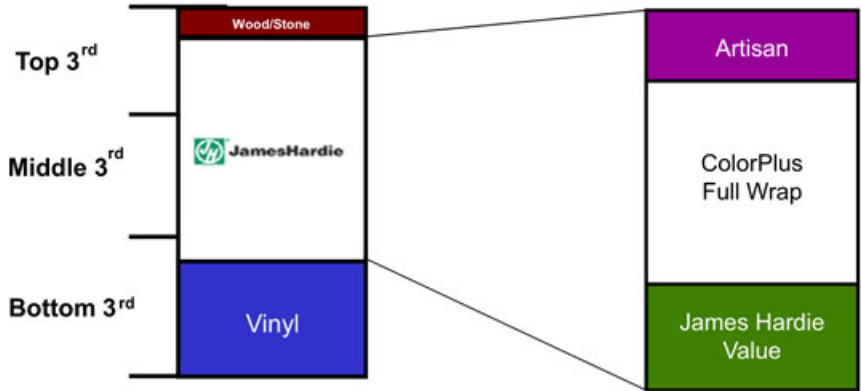
Bottom 76% of contractors:

- Fragmentation will be on-going challenge
- James Hardie will reach balance of the market with Aggregation Events and the Associate Contractor Program

JAMES HARDIE R&R PRODUCT TARGETS

Market Share with JH direct intervention

Distinct Product Targets in the Expanded Middle



Repair & Remodel Progress Update



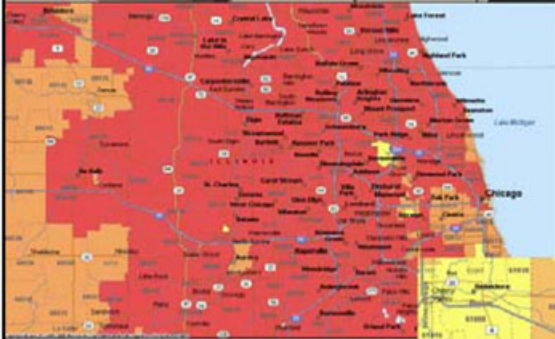
R&R PROGRESS UPDATE

- James Hardie Organization
- Creating the Standard
- Contractor Partnerships
- James Hardie Siding Center Update

R&R PROGRESS – JAMES HARDIE ORGANISATION

- Continue to build an R&R competency inside our organization – Segment Managers and a dedicated James Hardie Repair and Remodel sales force focusing on the top US market opportunities
- Field sales focus continues to shift – additional James Hardie rep sale force with significant R&R responsibility throughout the business
- Creation of R&R standard operating procedure to provide continuous training to drive internal competency around neighborhood targeting, contractor acquisition & contractor program adoption
- All reps measured on % design, conversion targets, deliverable footage plans, contractor program adoption targets

CREATING THE STANDARD – NEIGHBOURHOOD TARGETING

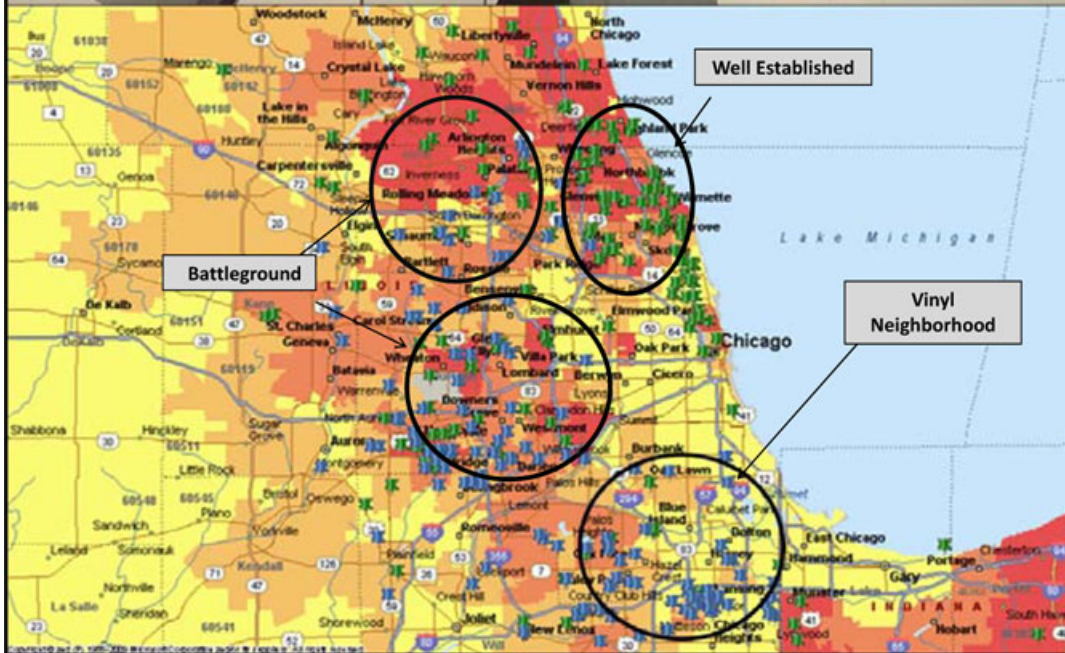


Original Hot Mapping evolved into a more refined view of the markets

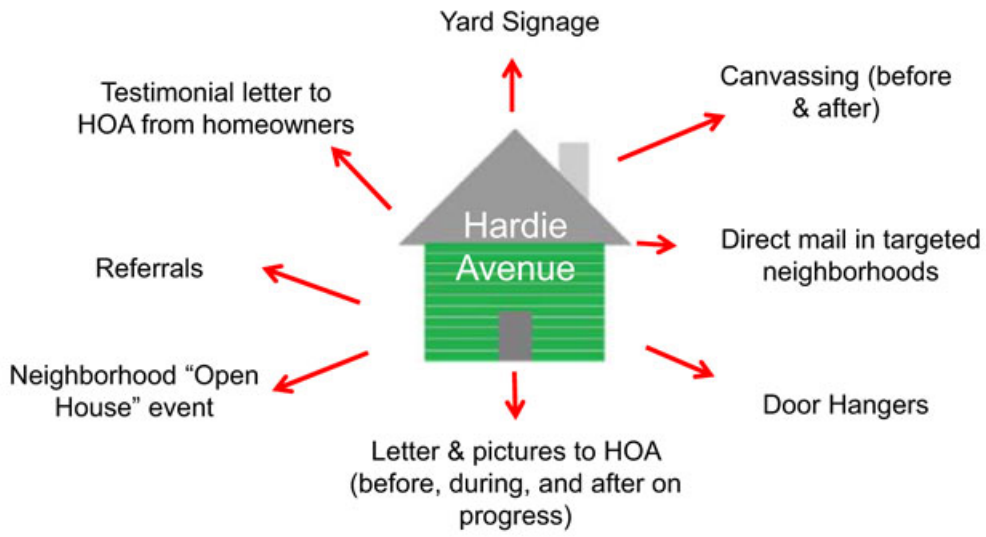


DRIVING THE STANDARD

Vinyl Hardie



STREET LEVEL TARGETING



HOA = Home Owners Association

STREET LEVEL TARGETING – CONTINUED

Neighborhood Events



Open Houses


Community Events



JAMES HARDIE CONTRACTOR PARTNERSHIP PROGRAMS

Our Objective is to develop a productive and mutually beneficial partnership with Contractors and Remodelers who want to build a better business and are looking to create a competitive advantage in the marketplace selling James Hardie® Siding.

Provide access to the latest job-site safety and installation best practice training, support in-home sales, as well as marketing and lead generation efforts, and help our partners track and measure their success along the way.



The image shows a brochure for the James Hardie contractor program, designed to look like a spiral-bound notebook. The top left corner features the James Hardie logo and the tagline "Take your business to the next level." Below this is a navigation bar with "Home / Why James Hardie / Contact Us". The main visual is a green chalkboard with white line drawings of construction workers and a strategic diagram. A white torn-paper effect separates the top from the main text area.

**In this knockdown competitive industry
you need skill and preparation to succeed.**

Everyone benefits from a trading partner. That's why we've created a contractor program that fits the needs of every business, no matter the size. By partnering with James Hardie, you'll have access to:

- Sales and lead generating tools to give your business a competitive edge
- Regular training opportunities on installation best practices, lead generation, and customer sales
- Measurement tools to track your progress along the way

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Website Demo

WHY JAMES HARDIE?



- Endorsement on James Hardie's website
- Preferred Remodeler logo & certificate
- Direct consumer leads via Request a Quote page
- Customized sales, marketing, & lead generation support
- Guild Quality customer satisfaction surveying (3rd Party)
- Personalized account on salesforce.com lead management website



ASSOCIATE CONTRACTOR PROGRAM

- Regular training opportunities on installation best practices, job-site safety, lead generation, and in-home sales.
- Access to sales, marketing, and lead generating tools to give your business a competitive edge.
- Measurement tools to track your progress along the way.
- Membership in the HardieRewards™ Program*



ALL CONTRACTORS & REMODELERS

- Samples & literature support
- Installation training via events

*Participation in the HardieRewards™ Program is limited to Associate Contractors only



The screenshot shows a webpage for a James Hardie webinar. At the top left is the James Hardie logo. To the right is the tagline "Take your business to the next level." Below this is a breadcrumb trail: "Home / Why James Hardie / Business Growth Webinars / Contact Us". The main heading is "Contractor Business Growth Webinars" with a small icon of two people shaking hands. The featured webinar is titled "Wednesday, September 21st - 1:00pm ET (10:00am PT) 5 Ways to Ensure Internet Marketing Will Work For Your Home Improvement Business...". It features a photo of Tom Audette, a man in a yellow hard hat and blue shirt holding a laptop. The text describes Tom as the Home Improvement Business Development Director for Three Deep Marketing, a 20-year industry veteran. It lists five key topics: 1. How to strategically design a website to generate leads; 2. How to optimize a website so that the search engines can find it; 3. How to drive visitors to your site through paid search and convert those visitors into leads; 4. How to measure the effectiveness of your online campaigns through Google Analytics; 5. Once you get a lead, how to effectively handle that prospect to maximize your opportunity to close a sale. A green button says "CLICK HERE TO REGISTER FOR THE WEBINAR". Below this is a section for "Upcoming Business Growth Webinars" with the date "OCTOBER 19, 2011" and the topic "Segmenting, Targeting & Positioning" with a sub-point "Mapping your target gen's & defining your customer". On the right side of the page, there is a vertical green bar with the text "PREFERRED BIDDING PROGRAM" and "ALUMNI CONTRACTOR PROGRAM".

JamesHardie Take your business to the next level.

Home / Why James Hardie / Business Growth Webinars / Contact Us

Contractor Business Growth Webinars

Wednesday, September 21st - 1:00pm ET (10:00am PT)
5 Ways to Ensure Internet Marketing Will Work For Your Home Improvement Business...

Tom Audette, Home Improvement Business Development Director for Three Deep Marketing, and a 20 year industry veteran will present 5 powerful ideas on how you can increase your online presence and jump start your sales results from the internet. Three Deep Marketing, one of the leading interactive agencies working in the home improvement industry today, counts several of the top US remodeling companies as clients. In this webinar, attendees will learn:

1. How to strategically design a website to generate leads
2. How to optimize a website so that the search engines can find it
3. How to drive visitors to your site through paid search and convert those visitors into leads
4. How to measure the effectiveness of your online campaigns through Google Analytics
5. Once you get a lead, how to effectively handle that prospect to maximize your opportunity to close a sale

[CLICK HERE TO REGISTER FOR THE WEBINAR](#)

Upcoming Business Growth Webinars

OCTOBER 19, 2011:
Segmenting, Targeting & Positioning
- Mapping your target gen's & defining your customer

PREFERRED BIDDING PROGRAM
ALUMNI CONTRACTOR PROGRAM

 **JamesHardie**SidingCenter

- 5 years into our learning experience in Denver
- Learn and understand the repair and remodel segment, how to generate leads, target specific areas and price points as well as understand the buying behaviors of our customers
- Build credibility with Professional Contractors across US as a reside expert
- Learning how to sell up and sell down
- Closed & transitioned business to Hardie Preferred Contractors September 2011

R&R PROGRESS ISSUES AND CHALLENGES

- Continue to build organizational competency
- Emphasis on target acquisition and neighborhood segmentation
- Grow Preferred Remodeler geographic presence
- Preferred Remodelers as an extension of JH in the home
- Create a bench of Preferred contractors thru Associate Contractor Program (ACP's)

R&R PROGRESS ISSUES AND CHALLENGES – CONTINUED

- Grow & Leverage “Associate” Program
- Ensure “benefits and affordability” message is carried into the home by Preferreds (boat) and Associates (wake)
- Leverage successful James Hardie positions with Neighborhood Events

Repair & Remodel Summary and Go Forward

JAMES HARDIE R&R SEGMENT SUMMARY AND GO FORWARD

- Original assumptions are valid – JH can and is having an impact in R&R; both the homeowner and contractor are positively impacted when JH is presented as an affordable option
- Organizational Shift – Dedicated R&R presence in top US opportunity markets – additional rep force with significant R&R responsibility throughout the organization
- Full Program and Package – Preferred Remodeler Program has robust offering; continue to focus and grow “Associate Contractor” program and drive contractor engagement and involvement

JAMES HARDIE R&R SEGMENT SUMMARY AND GO FORWARD

- Continue to convert the large middle market with Colorplus Full Wrap offering
- Drive into the upper and lower markets – proper product targeting and early, direct Hardie sales involvement
- Benefits and affordability message in the home continue to be key
- Scale and speed continue to challenge

Questions and Answers

Non-Metro Segment
David Donofrio



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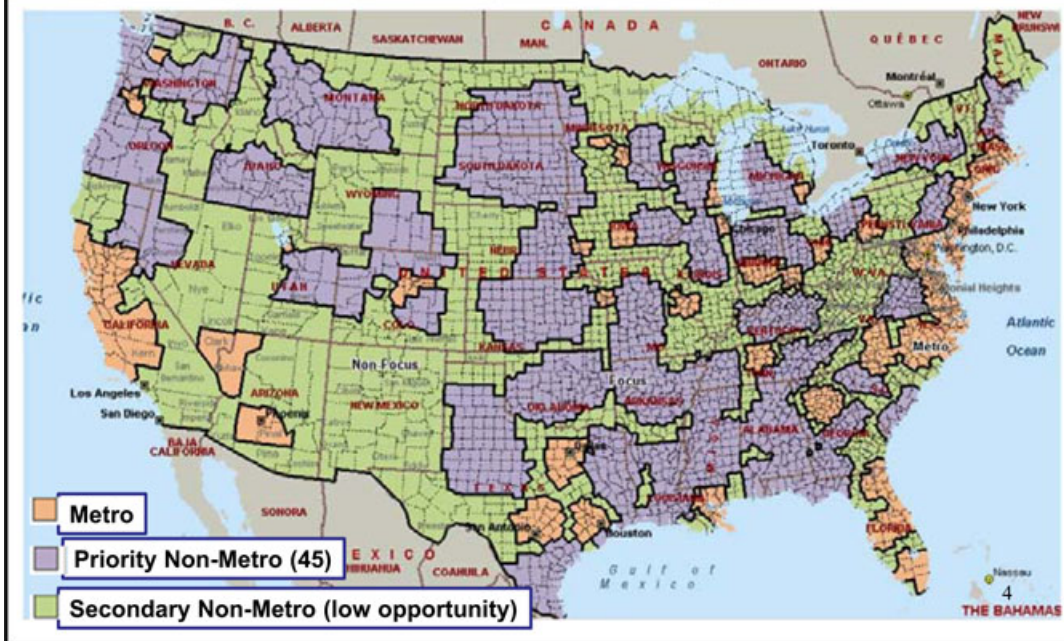
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AGENDA

- Why Non-Metro Segment Focus
- Market Execution Mid-South
- Summary/Go Forward
- Q&A

NON-METRO VS METRO MAP – ORIGINAL ASSUMPTIONS



STARTS DENSITY

Source: Dodge 8/11 & NAHB Builder and Consumer Practice Reports '09 (8/10)



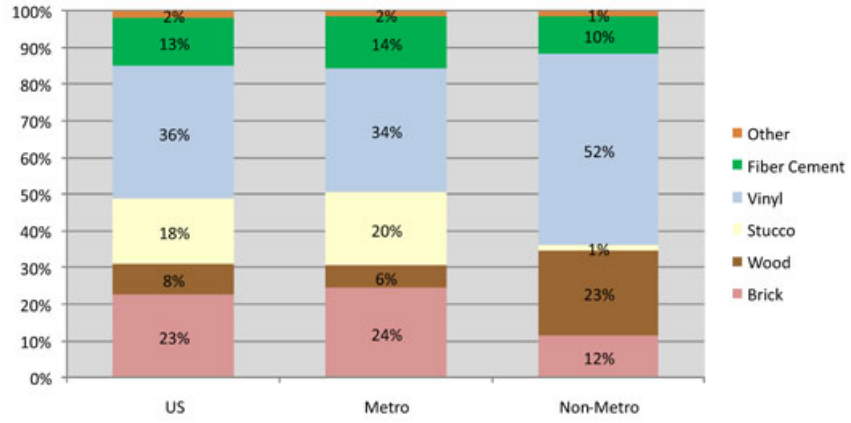
SF CONSTRUCTION PROMINENT IN NON-METRO

Type	SF (%)	MF (%)	Mobile home (%)	Average Home Size (sf)	% of Housing cost as a % of income
Metro	59%	37%	4%	2,443	22%
Non-Metro	78%	7%	15%	2,091	18%

Source: US Census Bureau, [2008 & 2010 Characteristics of New Homes Survey](#)

JAMES HARDIE IS UNDERPENETRATED IN NON-METRO

- Vinyl & Wood 75% Non-Metro Primary Wall Exterior



Source: US Census Bureau, [2010 Characteristics of New Homes Survey](#)

STRATEGIC OBJECTIVE AND GAME PLAN

Strategic Objective

- Grow fiber cement penetration in non-metro markets to be equal to what it is in their reference metro market.

Game Plan

- Build product awareness with home owners for single family new construction and R&R segments through channel partners
- Align distributors and dealers in non-metro to support market development activities
- Use James Hardie's scale advantage in manufacturing and logistics to maximize product availability and affordability to non-metro consumers
- Increase James Hardie Sales rep coverage in non-metro markets

NON-METRO STRATEGIC OBJECTIVE
Objectives

- Provide the consumer 100% market access to full JH product offering
- Align channel to support and drive market development activities
- PDG growth to match reference metro market
- Category share 90%


Outcomes/Challenges

- ✓ Fundamentally changed distribution and logistics in non-metro markets
- ✓ Full line product availability
- ✓ Identified & targeted non-metro dealer universe
- ✗ Competitive pressure in non-metros
- ✗ Transition from dealer alignment to market development slow

Non-Metro Market Execution Mid-South

NON-METRO EXECUTION

Pilot Program – 2 RegionsMid-South

- Heavy primed Hardie markets (HZ10)
- Fragmented dealer base
- Fragmented builder base
- Competitive pressure (competitive fiber cement)
- Small dealer alignment gap
- Large geography with lots of smaller cities rather than large metros
- James Hardie differentiated products come with a price premium and service delays
- Difficult for James Hardie value proposition to get to consumer

Mid-West

- Color / Primed Split Markets (HZ5)
- Fragmented dealer base
- Fragmented builder base
- Competitive pressure (wood & competitive fiber cement)
- Small dealer alignment gap
- Large geography with lots of smaller cities rather than large metros
- James Hardie differentiated products come with a price premium and service delays
- Difficult for James Hardie value proposition to get to consumer

MID-SOUTH EXECUTION

Strategic Initiatives

- Grow share through dealer & builder conversions
- Fundamentally change our distribution model and realign our distribution network to enable JH growth initiatives in fragmented builder and dealer markets
- 100% access of full James Hardie product line delivered in an acceptable timeframe, in job pack quantities at an affordable price

MID-SOUTH NON-METRO PRODUCT/SEGMENT STRATEGY

- Full Line access to James Hardie family of products
- ColorPlus available in job pack quantities
- Cemplank available for the cost conscious builder
- Prevail available for the multifamily segment

Single Family New Construction	Single Family Repair & Remodel	Retail	Multi Family
  	 	 	  

Fundamentally Redesign our Supply Channel

- **Regional Distribution Model**
 - Dedicated distribution for specific geographic region
 - Distributor advantaged to service dedicated geography
 - VMI / Color job pack model (full line availability)

- **Dealer Servicing and Training Agreement**
 - Dealers identified and ranked in all regions (Loyal / Dual / Competitive)
 - Agreed service area and frequency
 - Training & aggregation event schedules

- **2 Way Communication Structure**
 - Market planning sessions – agreed servicing
 - Growth targets by customer / attachment / color
 - Quarterly plan reviews and status updates
 - Joint call planning and market activities

MID-SOUTH EXECUTION – DISTRIBUTION ZONES



MID-SOUTH PROMOTION AND PRICE

We have expanded James Hardies direct sales presence as well as James Hardie installation support in the Mid-South

- James Hardie will take direct sales responsibilities to dealers of scale and activities to drive market development with those partners
- James Hardie and our regional distribution partner will service the fragmented “tail” of dealers throughout the Non-Metro market
- 100% product availability to dealers with who primarily promote James Hardie products
- Job packs serviced market wide at a negotiated service rate, Cemplank to match and follow commodity fiber cement

MID-SOUTH EXECUTION SUMMARY

Hardie Sales Model Executed

- Increased Sales and Install presence as well as Sales Manager
- Currently dealer focused for alignment / transition to market development
- Standard operating procedure being developed for rep effectiveness

Distribution Model Executed

- Partners in place / VMI and color pack capability in place

Dealer Universe has been identified

- Identified / ranked and targeted dealer opportunities throughout the Mid-South – began to convert dealers to “Full Line”

Multi-Family Model Executed

- Full product line including Prevail

Non-Metro Segment Summary and Go Forward

SUMMARY – GO FORWARDS

- The non-metro markets remain a growth opportunity for James Hardie
- Better executed Mid-South pilot, continue dealer game plan and transition to market development
- Re-focus on Mid-West restructure, resourcing ramp, new management in place

Questions and Answers

Brand Positioning
Rob Gilfert

DISCLAIMER

This Management Presentation contains forward-looking statements. James Hardie may from time to time make forward-looking statements in its periodic reports filed with or furnished to the SEC, on Forms 20-F and 6-K, in its annual reports to shareholders, in offering circulars, invitation memoranda and prospectuses, in media releases and other written materials and in oral statements made by the company's 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 the company's future performance;
- projections of the company's results of operations or financial condition;
- statements regarding the company's plans, objectives or goals, including those relating to strategies, initiatives, competition, acquisitions, dispositions and/or our products;
- expectations concerning the costs associated with the suspension or closure of operations at any of the company's plants and future plans with respect to any such plants;
- expectations that the company's credit facilities will be extended or renewed;
- expectations concerning dividend payments and share buy-back;
- statements concerning the company's corporate and tax domiciles and potential changes to them, including potential tax charges;
- statements regarding tax liabilities and related audits, reviews and proceedings;
- statements as to the possible consequences of proceedings brought against the company and certain of its former directors and officers by the Australian Securities and Investments Commission (ASIC);
- expectations about the timing and amount of contributions to the Asbestos Injuries Compensation Fund (AICF), a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;
- expectations concerning indemnification obligations;
- statements about product or environmental liabilities; and
- statements about economic conditions, such as economic or housing recovery, the levels of new home construction, unemployment levels, changes or stability in housing values, the availability of mortgages and other financing, mortgage and other interest rates, housing affordability and supply, the levels of foreclosures and home resales, currency exchange rates and consumer confidence.

Words such as "believe," "anticipate," "plan," "expect," "intend," "target," "estimate," "project," "predict," "forecast," "guideline," "aim," "will," "should," "likely," "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 the company's current expectations, estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties, many of which are unforeseeable and beyond the company's control. Such known and unknown risks, uncertainties and other factors may cause 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 "Risk Factors" in Section 3 of the Form 20-F filed with the US Securities and Exchange Commission on 29 June 2011 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, any shortfall in the AICF and the effect of currency exchange rate movements on the amount recorded in the company's financial statements as an asbestos liability; governmental loan facility to the AICF; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the company operates; 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; possible increases in competition and the potential that competitors could copy the company's products; 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; compliance with and changes in laws and regulations; the effect of the transfer of the company's corporate domicile from The Netherlands to Ireland to become an Irish SE including employee relations, changes in corporate governance and potential tax benefits; currency exchange risks; dependence on customer preference and the concentration of the company's customer base on large format retail customers, distributors and dealers; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; possible inability to renew credit facilities on terms favorable to the company, or at all; acquisition or sale of businesses and business segments; changes in the company's key management personnel; inherent limitations on internal controls; use of accounting estimates; and all other risks identified in the company's reports filed with Australian, Irish and US securities agencies and exchanges (as appropriate). The company cautions 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 the company's current expectations concerning future results, events and conditions.

PRODUCT/SEGMENT STRATEGY

Achieving market growth requires us to continue to develop our product strategy to meet the needs of different customer segments

Single Family New Construction	Single Family Repair & Remodel	Retail	Multi Family	Manufactured Housing
  	 	 	  	 

AGENDA

Cemplank

Win & defend category share with the price-conscious builder

HardiePlank Innovation

Defend & grow our premium brand share with new differentiated products

Made For Living

Pilot program to communicate the value of a full-wrap James Hardie home

Cemplank



CEMPLANK STRATEGY RESET

Objective: Win back and defend our category share with the price-conscious bottom ~ 1/3 of the market.

Core Strategy: Price Cemplank to the dealer at parity to commodity fiber cements and position as a component of a full line, single-vendor product solution.

Manage the risk of brand cannibalization by:

- Selling only in select geographies
- Pricing & distribution strategies
- Product positioning
- Continued innovation of our premium brand(s)



CHOOSING CEMPLANK MARKETS

Where we sell and do not sell Cemplank is a function of several variables

We are more likely to introduce Cemplank to markets that are/have:

- More mature (high S-Curve)
- Lower category share
- Dual-stocking channel
- Consolidated channel
- Lower product differentiation

CEMPLANK PRODUCT POSITIONING AND PROMOTION

We have re-positioned Cemplank as a “Builder Grade” product line designed for new construction starter homes.

Cemplank Product Attributes

- Limited SKU range
- Siding only, no accessories
- Generic wood pattern
- Limited warranty (relative to James Hardie)



The first choice
for a first home



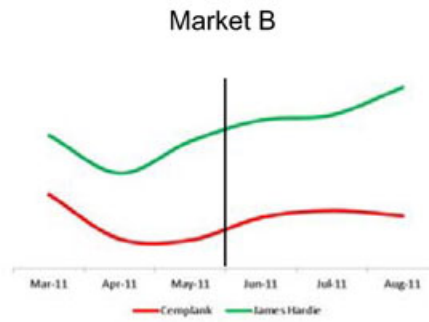
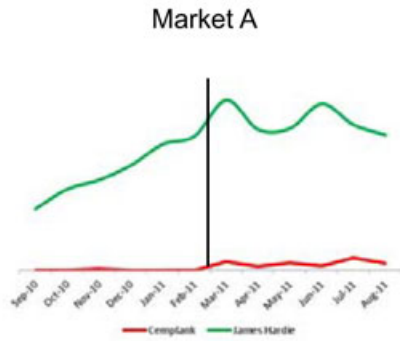
CEMPLANK PRICING AND DISTRIBUTION STRATEGIES

We have multiple pricing and distribution 'design experiments' in place, all aligned around achieving the following objectives:

- Sell Cemplank to dealers who primarily sell James Hardie product
- Match & follow 'everyday' commodity fiber cement pricing
- Ensure James Hardie has visibility to who is buying Cemplank, how much (in relation to James Hardie brand), and at what price

CEMPLANK STRATEGY RESULTS

We measure the success of our Cemplank strategy by tracking dealer conversions & buying behaviors, and measuring the volume of siding sold into the channel.



HardiePlank Innovation



JAMES HARDIE INNOVATION PATH

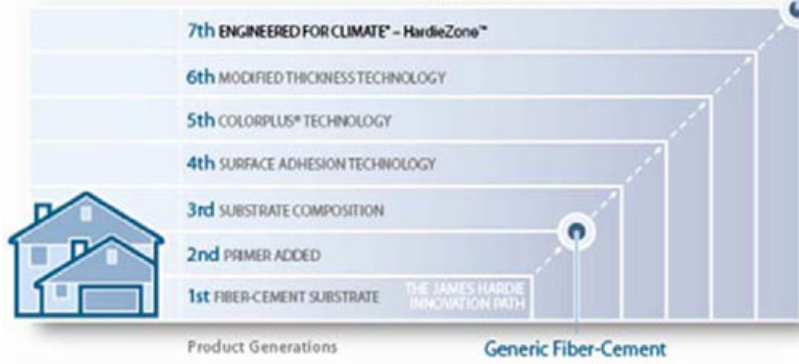
FL5

• Engineered for freezing, wet climates

FL10

• Engineered for climates with a combination of hot, humid or high precipitation conditions

James Hardie Siding Products



CUSTOM COLONIAL – TEXAS

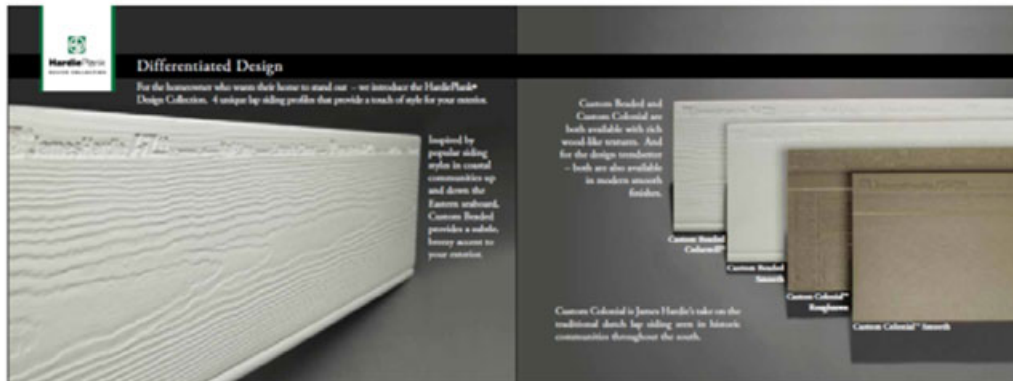
In the fall of 2010 we launched a plank differentiation strategy, via a pilot project in Texas

- Introduced 'Custom Colonial' – an upgrade of our existing Colonial product
 - Nail line / branding
 - Improved product shaping
 - Improved pattern alignment
- Eliminated the Cemplank Colonial product
- Focus on product positioning
 - Cemplank – Starter homes
 - Custom Colonial – Move-up homes & Repair/Remodel segment



HARDIEPLANK DESIGN COLLECTION

In October 2011 we will launch 4 differentiated plank profiles as a HardiePlank Design Collection into select low-differentiation markets where we are running our Cemplank strategy.



Our objective is to defend our premium brand share by continuing to move the market preference to differentiated design / superior technology products.

NEXT GENERATION PLANK INNOVATION

In 2012 we will introduce step-change innovation across our entire HZ10 plank platform. Our objective is to provide clear differentiation in terms of both aesthetics and performance

We are currently evaluating innovation concepts around:

- Product Design/Shaping
- Texture & Smoothness
- Installation Aids



Made For Living (Model Home Marketing)



MADE FOR LIVING

“Made For Living” is a pilot program designed to educate the market on the value of a full-wrap James Hardie home by partnering with influential new home builders

Model Home Experience



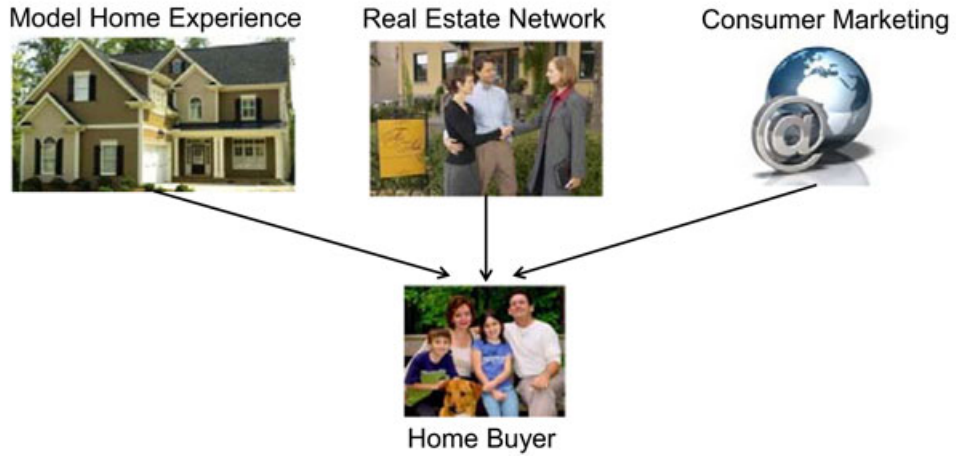
Real Estate Network



Consumer Marketing



Home Buyer



MODEL HOME EXPERIENCE

In our Houston pilot, we have partnered with 3 key move-up home builders whose homes are 100% full-wrap premium JH brand products

Our brand message is now being communicated to homebuyers through a network of over 100 model homes:

- Model home merchandising
- QR code/video technology
- Educated builder sales staff



MODEL HOME EXPERIENCE



REAL ESTATE COMMUNITY

By educating and influencing the real estate community, we reach a broader audience with our message and drive traffic back to our partner builders.

Since inception we have communicated directly with over 2,000 Houston realtors through:

- Direct sales/dedicated rep
- Online James Hardie education courses
- Email contact strategy
- Aggregation events



SUMMARY

Achieving market growth requires us to continue to develop our product strategy to meet the needs of different customer segments.

- Cemplank 'Builder Grade' for the price-conscious bottom 1/3 of the market
- Continued innovation of our HardiePlank products to defend and grow our premium brand share
- Made For Living – 'full-wrap' marketing to grow our share of the house