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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 September 2012

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 Statement Exhibit Index Signatures

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Safe Harbor Statements

This 6K 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-backs;
- statements concerning the company's corporate and tax domiciles and structures 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 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 regarding the company's ability to manage legal and regulatory matters (including but not limited to product liability, environmental, intellectual property and competition law matters) and to resolve any such pending legal and regulatory matters within current estimates and in anticipation of certain third-party recoveries; and
- statements about economic conditions, such as economic or housing recovery, the levels of new home construction and home renovations, unemployment levels, changes
 in consumer income, 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 builder 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 "Risks Factors" in Section 3 of the Form 20-F filed with the Securities and Exchange Commission on 2 July 2012, 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 AICF, any shortfall in 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 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, putative consumer class action 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 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 favourable 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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on
lix 3B – 28 August
lix 3B – 29 August
lix 3B – 31 August
lix 3B – 5 September
lix 3B – 6 September
lix 3B – 6 September – 2nd
lix 3B – 7 September
lix 3Y – 7 September
lix 3B – 10 September
lix 3B – 11 September
lix 3B – 14 September
lix 3B – 17 September
ian Market and Strategy Update
acturing Update

SIGNATURES

Date: Monday, 24 September 2012

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 SE By: /s/ Marcin Firek

Marcin Firek Company Secretary

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EXHIBIT INDEX

on
lix 3B – 28 August
lix 3B – 29 August
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New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity James Hardie Industries SE

ARBN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

- 1 +Class of +securities issued or to be issued
- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

James Hardie Industries SE

+ See chapter 19 for defined terms

Ordinary shares/CUFS

80,000 ordinary shares/CUFS

80,000 ordinary shares/CUFS issued on exercise of options

New	New Issue Announcement					
4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with issu	ed ordinary shares/CUFS			
	If the additional securities do not rank equally, please state:					
	• the date from which they do					
	 the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment 					
	 the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment 					
5	Issue price or consideration	Allotment of ordinary share options:	es/CUFS on exercise of			
		80,000 at \$7.05				
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options				
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	28 August 2012				
_		Number	+Class			
8	Number and +class of all +securities quoted on ASX (<i>including</i> the securities in clause 2 if applicable)	438,252,130	Ordinary shares/ CUFS			

James Hardie Industries SE

+ See chapter 19 for defined terms

		Number	+Class
9	Number and +class of all +securities not quoted on ASX (including the securities in clause 2 if applicable)	8,591,215	Options
		3,193,356	Restricted Stock Units
		No Stock Options or Restricted Stock Units have been cancelled.	
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally v shares/CUFS	with issued ordinary
Part 2 - Bonus issue or pro rata issue			
11	Is security holder approval required?	Not applicable	
12	Is the issue renounceable or non-renounceable?	Not applicable	
13	Ratio in which the +securities will be offered	Not applicable	
14	+Class of +securities to which the offer relates	Not applicable	
15	+Record date to determine entitlements	Not applicable	
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable	
17	Policy for deciding entitlements in relation to fractions	Not applicable	
T			

James Hardie Industries SE

+ See chapter 19 for defined terms

	Appendix 3B New Issue Announcement			
18	Names of countries in which the entity has +security holders who will not be sent new issue documents	Not applicable		
	Note: Security holders must be told how their entitlements are to be dealt with.			
	Cross reference: rule 7.7.			
19	Closing date for receipt of acceptances or renunciations	Not applicable		
20	Names of any underwriters	Not applicable		
21	Amount of any underwriting fee or commission	Not applicable		
22	Names of any brokers to the issue	Not applicable		
23	Fee or commission payable to the broker to the issue	Not applicable		
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of-security holders	Not applicable		
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable		
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable		
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable		
28	Date rights trading will begin (if applicable)	Not applicable		

+ See chapter 19 for defined terms

New	Issue Announcement	
29	Date rights trading will end (if applicable)	Not applicable
30	How do +security holders sell their entitlements in full through a broker?	Not applicable
31	How do +security holders sell part of their entitlements through a broker and accept for the balance?	Not applicable
32	How do +security holders dispose of their entitlements (except by sale through a broker)?	Not applicable
33	+Despatch date	Not applicable

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders

James Hardie Industries SE

+ See chapter 19 for defined terms

36 🔲 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories 1 - 1,000

1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 \Box A copy of any trust deed for the additional+securities

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

- 39 Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

James Hardie Industries SE

+ See chapter 19 for defined terms

42 Number and +class of all +securities quoted on ASX (including the securities in clause 38)

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any+securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:	/s/ Marcin Firek	Date: 28 August 2012
	Company Secretary	
Print name:	Marcin Firek	

James Hardie Industries SE

+ See chapter 19 for defined terms

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+Class

Number

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity James Hardie Industries SE

ARBN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

- 1 +Class of +securities issued or to be issued
- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

James Hardie Industries SE

+ See chapter 19 for defined terms

Ordinary shares/CUFS

72,500 ordinary shares/CUFS

72,500 ordinary shares/CUFS issued on exercise of options

4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with	issued ordinary shares/CUFS
	If the additional securities do not rank equally, please state:		
	• the date from which they do		
	• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment		
	 the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment 		
5	Issue price or consideration	Allotment of ordinary shares/CUFS on exercise of options:	
		7,500 at \$5.99 65,000 at \$7.05	
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options	
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	29 August 2012	
		Number	+Class
8	Number and +class of all +securities quoted on ASX (including the securities in clause 2 if applicable)	438,324,630	Ordinary shares/ CUFS

+ See chapter 19 for defined terms

		Number	+Class
9	9 Number and +class of all +securities not quoted on ASX (<i>including</i> the securities in clause 2 if applicable)	8,518,715	Options
		3,193,356	Restricted Stock Units
		No Stock Options or Restricted Stock Units have been cancelled.	
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally shares/CUFS	with issued ordinary
Part			
11	Is security holder approval required?	Not applicable	
12	Is the issue renounceable or non-renounceable?	Not applicable	
13	Ratio in which the +securities will be offered	Not applicable	
14	+Class of +securities to which the offer relates	Not applicable	
15	+Record date to determine entitlements	Not applicable	
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable	
17	Policy for deciding entitlements in relation to fractions	Not applicable	

James Hardie Industries SE

+ See chapter 19 for defined terms

	Appendix 3B New Issue Announcement			
18	Names of countries in which the entity has +security holders who will not be sent new issue documents	Not applicable		
	Note: Security holders must be told how their entitlements are to be dealt with.			
	Cross reference: rule 7.7.			
19	Closing date for receipt of acceptances or renunciations	Not applicable		
20	Names of any underwriters	Not applicable		
21	Amount of any underwriting fee or commission	Not applicable		
22	Names of any brokers to the issue	Not applicable		
23	Fee or commission payable to the broker to the issue	Not applicable		
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of-security holders	Not applicable		
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable		
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable		
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable		
28	Date rights trading will begin (if applicable)	Not applicable		

+ See chapter 19 for defined terms

New Issue Announcement 29 Date rights trading will end (if applicable) Not applicable 30 How do +security holders sell their entitlements in full through a broker? Not applicable How do +security holders sell part of their entitlements through a broker and accept for the balance? 31 Not applicable 32 How do +security holders dispose of their entitlements (except by sale through a broker)? Not applicable 33 +Despatch date Not applicable

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) 🗵 Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders

James Hardie Industries SE

+ See chapter 19 for defined terms

36 🔲 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories

1 - 1,000 1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 \Box A copy of any trust deed for the additional+securities

Entities that have ticked box 34(b)

- 38 Number of securities for which +quotation is sought
- 39 Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

James Hardie Industries SE

+ See chapter 19 for defined terms

42 Number and +class of all +securities quoted on ASX (*including* the securities in clause 38)

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any+securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:	/s/ Marcin Firek	Date: 29 August 2012
	Company Secretary	
Print name:	Marcin Firek	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B - Page 7

+Class

Number

New issue announcement, application for quotation of additional securities and agreement

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2 Number of +securities issued or to be issued (if known) or maximum number which may be issued

3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

James Hardie Industries SE

+ See chapter 19 for defined terms

Ordinary shares/CUFS

130,000 ordinary shares/CUFS

130,000 ordinary shares/CUFS issued on exercise of options

	ndix 3B Issue Announcement		
4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with iss	ued ordinary shares/CUFS
	If the additional securities do not rank equally, please state:		
	• the date from which they do		
	• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment		
	• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment		
5	Issue price or consideration	Allotment of ordinary shares/CUFS on exercise of options:	
		130,000 at \$5.99	
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options	
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	31 August 2012	
		Number	⁺ Class
8	Number and +class of all +securities quoted on ASX (<i>including</i> the securities in clause 2 if applicable)	438,454,630	Ordinary shares/ CUFS
James	Hardie Industries SE		

+ See chapter 19 for defined terms

5,217 3,356 98 Stock Options have cancelled	Options Restricted Stock Units
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Restricted Stock Units been cancelled.	
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James Hardie Industries SE

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	v Issue Announcement	
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Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) 🗵 Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders

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1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

- 39 Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?

If the additional securities do not rank equally, please state:

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- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

James Hardie Industries SE

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42 Number and +class of all +securities quoted on ASX (*including* the securities in clause 38)

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 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any+securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:	/s/ Marcin Firek	Date: 31 August 2012
	Company Secretary	
Print name:	Marcin Firek	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B - Page 7

+Class

Number

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity James Hardie Industries SE

ARBN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

- 1 +Class of +securities issued or to be issued
- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

James Hardie Industries SE

+ See chapter 19 for defined terms

Ordinary shares/CUFS

25,500 ordinary shares/CUFS

25,500 ordinary shares/CUFS issued on exercise of options

New	Issue Announcement		
4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with issue	ed ordinary shares/CUFS
	If the additional securities do not rank equally, please state:		
	• the date from which they do		
	• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment		
	 the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment 		
5	Issue price or consideration	Allotment of ordinary share options:	s/CUFS on exercise of
		9,000 at \$5.99 6,000 at \$6.38 10,500 at \$7.05	
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options	
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	5 September 2012	
_		Number	+Class
8	Number and +class of all +securities quoted on ASX (<i>including</i> the securities in clause 2 if applicable)	438,480,130	Ordinary shares/ CUFS

James Hardie Industries SE

+ See chapter 19 for defined terms

		Number	+Class
9	Number and +class of all +securities not quoted on ASX (including the securities in clause 2 if applicable)	8,279,717	Options
		3,193,356	Restricted Stock Units
		No Stock Options or	
		Restricted Stock Units have been cancelled.	
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally shares/CUFS	with issued ordinary
Part	2 - Bonus issue or pro rata issue		
11	Is security holder approval required?	Not applicable	
12	Is the issue renounceable or non-renounceable?	Not applicable	
13	Ratio in which the +securities will be offered	Not applicable	
14	+Class of +securities to which the offer relates	Not applicable	
15	+Record date to determine entitlements	Not applicable	
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable	
17	Policy for deciding entitlements in relation to fractions	Not applicable	

James Hardie Industries SE

+ See chapter 19 for defined terms

An	pen	dix	3B
Δp	pen	uin	50

New Issue Announcement

1.00		
18	Names of countries in which the entity has +security holders who will not be sent new issue documents	Not applicable
	Note: Security holders must be told how their entitlements are to be dealt with.	
	Cross reference: rule 7.7.	
19	Closing date for receipt of acceptances or renunciations	Not applicable
20	Names of any underwriters	Not applicable
21	Amount of any underwriting fee or commission	Not applicable
22	Names of any brokers to the issue	Not applicable
23	Fee or commission payable to the broker to the issue	Not applicable
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable
28	Date rights trading will begin (if applicable)	Not applicable

James Hardie Industries SE

+ See chapter 19 for defined terms

New	Issue Announcement	
29	Date rights trading will end (if applicable)	Not applicable
30	How do +security holders sell their entitlements in full through a broker?	Not applicable
31	How do +security holders sell part of their entitlements through a broker and accept for the balance?	Not applicable
32	How do +security holders dispose of their entitlements (except by sale through a broker)?	Not applicable
33	+Despatch date	Not applicable

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders

James Hardie Industries SE

+ See chapter 19 for defined terms

36 🔲 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories 1 - 1,000

1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 \Box A copy of any trust deed for the additional+securities

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

- 39 Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

James Hardie Industries SE

+ See chapter 19 for defined terms

42 Number and +class of all +securities quoted on ASX (*including* the securities in clause 38)

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any+securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:		Date: 5 September 2012
	Company Secretary	
Print name:	Marcin Firek	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B - Page 7

+Class

Number

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity James Hardie Industries SE

ARBN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

- 1 +Class of +securities issued or to be issued
- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

James Hardie Industries SE

+ See chapter 19 for defined terms

Ordinary shares/CUFS

92,733 ordinary shares/CUFS

92,733 ordinary shares/CUFS issued on exercise of options

4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with iss	sued ordinary shares/CUFS
	If the additional securities do not rank equally, please state:		
	• the date from which they do		
	• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment		
	• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment		
5	Issue price or consideration	Allotment of ordinary shares/CUFS on exercise of options:	
		18,733 at \$6.38 74,000 at \$6.449	
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options	
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	6 September 2012	
		Number	+Class
8	Number and +class of all +securities quoted on ASX (including the securities in clause 2 if applicable)	438,572,863	Ordinary shares/ CUFS

James Hardie Industries SE

+ See chapter 19 for defined terms

		Number	+Class
9	Number and +class of all +securities not quoted on ASX (<i>including</i> the securities in clause 2 if applicable)	8,186,984	Options
		3,193,356	Restricted Stock Units
		No Stock Options or Restricted Stock Units have been cancelled.	
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally shares/CUFS	with issued ordinary
Part	2 - Bonus issue or pro rata issue		
11	Is security holder approval required?	Not applicable	
12	Is the issue renounceable or non-renounceable?	Not applicable	
13	Ratio in which the +securities will be offered	Not applicable	
14	+Class of +securities to which the offer relates	Not applicable	
15	+Record date to determine entitlements	Not applicable	
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable	
17	Policy for deciding entitlements in relation to fractions	Not applicable	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B

New Issue Announcement

18	Names of countries in which the entity has +security holders who will not be sent new issue documents	Not applicable
	Note: Security holders must be told how their entitlements are to be dealt with.	
	Cross reference: rule 7.7.	
19	Closing date for receipt of acceptances or renunciations	Not applicable
20	Names of any underwriters	Not applicable
21	Amount of any underwriting fee or commission	Not applicable
22	Names of any brokers to the issue	Not applicable
23	Fee or commission payable to the broker to the issue	Not applicable
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable
28	Date rights trading will begin (if applicable)	Not applicable

James Hardie Industries SE

+ See chapter 19 for defined terms

New	Issue Announcement	
29	Date rights trading will end (if applicable)	Not applicable
30	How do +security holders sell their entitlements in full through a broker?	Not applicable
31	How do +security holders sell part of their entitlements through a broker and accept for the balance?	Not applicable
32	How do +security holders dispose of their entitlements (except by sale through a broker)?	Not applicable
33	+Despatch date	Not applicable

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders

James Hardie Industries SE

+ See chapter 19 for defined terms

36 🔲 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories 1 - 1,000

1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 \Box A copy of any trust deed for the additional+securities

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

- 39 Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

James Hardie Industries SE

+ See chapter 19 for defined terms

42 Number and +class of all +securities quoted on ASX (*including* the securities in clause 38)

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any+securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:	/s/ Marcin Firek	Date: 6 September 2012
	Company Secretary	
Print name:	Marcin Firek	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B - Page 7

+Class

Number

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity James Hardie Industries SE

ARBN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

- 1 +Class of +securities issued or to be issued
- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

James Hardie Industries SE

+ See chapter 19 for defined terms

Ordinary shares/CUFS

325,000 ordinary shares/CUFS

325,000 ordinary shares/CUFS issued on exercise of options

New	Issue Announcement		
4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with issue	ed ordinary shares/CUFS
	If the additional securities do not rank equally, please state:		
	• the date from which they do		
	 the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment 		
	 the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment 		
5	Issue price or consideration	Allotment of ordinary share options:	s/CUFS on exercise of
		325,000 at \$7.05	
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options	
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	6 September 2012	
		Number	+Class
8	Number and +class of all +securities quoted on ASX (including the securities in clause 2 if applicable)	438,897,863	Ordinary shares/ CUFS

James Hardie Industries SE

+ See chapter 19 for defined terms

		Number	+Class
9	Number and +class of all +securities not quoted on ASX (including the securities in clause 2 if applicable)	7,861,984	Options
		3,193,356	Restricted Stock Units
		No Stock Options or	
		Restricted Stock Units have been cancelled.	
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally shares/CUFS	with issued ordinary
Part	2 - Bonus issue or pro rata issue		
11	Is security holder approval required?	Not applicable	
12	Is the issue renounceable or non-renounceable?	Not applicable	
13	Ratio in which the +securities will be offered	Not applicable	
14	+Class of +securities to which the offer relates	Not applicable	
15	+Record date to determine entitlements	Not applicable	
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable	
17	Policy for deciding entitlements in relation to fractions	Not applicable	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B

New Issue Announcement

18	Names of countries in which the entity has +security holders who will not be sent new issue documents	Not applicable
	Note: Security holders must be told how their entitlements are to be dealt with.	
	Cross reference: rule 7.7.	
19	Closing date for receipt of acceptances or renunciations	Not applicable
20	Names of any underwriters	Not applicable
21	Amount of any underwriting fee or commission	Not applicable
22	Names of any brokers to the issue	Not applicable
23	Fee or commission payable to the broker to the issue	Not applicable
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable
28	Date rights trading will begin (if applicable)	Not applicable

James Hardie Industries SE

+ See chapter 19 for defined terms

New	Issue Announcement	
29	Date rights trading will end (if applicable)	Not applicable
30	How do +security holders sell their entitlements in full through a broker?	Not applicable
31	How do +security holders sell part of their entitlements through a broker and accept for the balance?	Not applicable
32	How do +security holders dispose of their entitlements (except by sale through a broker)?	Not applicable
33	+Despatch date	Not applicable

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 🔲 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders

James Hardie Industries SE

+ See chapter 19 for defined terms

36 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories 1 - 1,000

1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 \Box A copy of any trust deed for the additional+securities

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

- 39 Class of +securities for which quotation is sought
- 40 Do the *securities rank equally in all respects from the date of allotment with an existing*class of quoted *securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

James Hardie Industries SE

+ See chapter 19 for defined terms

42 Number and +class of all +securities quoted on ASX (*including* the securities in clause 38)

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any+securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:	/s/ Marcin Firek	Date: 6 September 2012
	Company Secretary	
Print name:	Marcin Firek	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B - Page 7

+Class

Number

Rule 2.7, 3.10.3, 3.10.4, 3.10.5

Appendix 3B

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity

James Hardie Industries SE

ARBN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

1 +Class of +securities issued or to be issued

- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

James Hardie Industries SE

+ See chapter 19 for defined terms

Ordinary shares/CUFS

35,754 ordinary shares/CUFS

35,754 ordinary shares/CUFS issued on exercise of options

New Issue Announcement

New	Issue Announcement		
4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with issu	ed ordinary shares/CUFS
	If the additional securities do not rank equally, please state:		
	• the date from which they do		
	• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment		
	 the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment 		
5	Issue price or consideration	Allotment of ordinary shar options:	es/CUFS on exercise of
		35,754 at \$6.38	
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options	
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	7 September 2012	
		Number	+Class
8	Number and +class of all +securities quoted on ASX (including the securities in clause 2 if applicable)	438,933,617	Ordinary shares/ CUFS

James Hardie Industries SE

+ See chapter 19 for defined terms

		Number	+Class	
9	Number and +class of all +securities not quoted on ASX (<i>including</i> the securities in clause 2 if applicable)	7,826,230 3,193,356	Options Restricted Stock Units	
		No Stock Options or Restricted Stock Units have been cancelled.		
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally shares/CUFS	with issued ordinary	
Part 2 - Bonus issue or pro rata issue				
11	Is security holder approval required?	Not applicable		
12	Is the issue renounceable or non-renounceable?	Not applicable		
13	Ratio in which the +securities will be offered	Not applicable		
14	+Class of +securities to which the offer relates	Not applicable		
15	+Record date to determine entitlements	Not applicable		
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable		
17	Policy for deciding entitlements in relation to fractions	Not applicable		

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B

New Issue Announcement

18	Names of countries in which the entity has +security holders who will not be sent new issue documents	Not applicable
	Note: Security holders must be told how their entitlements are to be dealt with.	
	Cross reference: rule 7.7.	
19	Closing date for receipt of acceptances or renunciations	Not applicable
20	Names of any underwriters	Not applicable
21	Amount of any underwriting fee or commission	Not applicable
22	Names of any brokers to the issue	Not applicable
23	Fee or commission payable to the broker to the issue	Not applicable
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable
28	Date rights trading will begin (if applicable)	Not applicable

James Hardie Industries SE

+ See chapter 19 for defined terms

New	Issue Announcement	
29	Date rights trading will end (if applicable)	Not applicable
30	How do +security holders sell their entitlements in full through a broker?	Not applicable
31	How do +security holders sell part of their entitlements through a broker and accept for the balance?	Not applicable
32	How do +security holders dispose of their entitlements (except by sale through a broker)?	Not applicable
33	+Despatch date	Not applicable

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 🔲 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders

James Hardie Industries SE

+ See chapter 19 for defined terms

36 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories 1 - 1,000

1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 \Box A copy of any trust deed for the additional+securities

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

- 39 Class of +securities for which quotation is sought
- 40 Do the *securities rank equally in all respects from the date of allotment with an existing*class of quoted *securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

James Hardie Industries SE

+ See chapter 19 for defined terms

42 Number and +class of all +securities quoted on ASX (*including* the securities in clause 38)

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any+securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:	/s/ Marcin Firek	Date: 7 September 2012
	Company Secretary	
Print name:	Marcin Firek	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B - Page 7

+Class

Number

Rule 3.19A.2

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entityJames Hardie Industries SEARBN097 829 895

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Louis GRIES
Date of last notice	12 June 2012

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest

Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.

Date of change

Not applicable

Direct

Two separate events:

- Lapse of options: 31 August 2012
- Exercise of options: 6 September 2012

+ See chapter 19 for defined terms.

01/01/2011 Appendix 3Y Page 1

No. of securities held prior to change

Class

Number acquired

Number disposed

Value/Consideration

Note: If consideration is non-cash, provide details and estimated valuation

No. of securities held after change

• 741,371 ordinary shares/CUFS registered in the name of the Director; and

- 1,850,600 options over unissued ordinary shares/CUFS comprising:
 - 325,000 options under the 2001 Equity Incentive Plan (2001 Plan);
 - 860,000 options (ROCE) under the 2006 JHISE Long Term Incentive Plan (2006 Plan); and
 - 665,600 options (TSR) under the 2006 Plan.

Ordinary shares/CUFS and options

•

325,000 ordinary shares/CUFS following exercise of options under the 2001 Plan.

- Sold 316,840 ordinary shares/CUFS.
- Lapsed 72,542 2006 Plan TSR options.
- Exercise of options \$2,291,250
- Sale of CUFS \$2,703,152.14

Current relevant interest is:

- 749,531 ordinary shares/CUFS registered in the name of the Director; and
- 1,453,058 options over unissued ordinary shares/CUFS comprising:
 - 860,000 options (ROCE) under the 2006 Plan; and
 - 593,058 options (TSR) under the 2006 Plan.

+ See chapter 19 for defined terms.

Appendix 3Y Page 2

01/01/2011

Nature of change

Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back

Two separate events:

- Lapse of TSR options under the 2006 Plan terms following the final performance test of options granted on 29 August 2007; and
- Sale of shares issued pursuant to exercise of 2001 Plan options. The disposal of some of the shares is required to fund (i) payment of the exercise price, (ii) US State and Federal withholding tax obligations payable on exercise of options, and (iii) sale costs. Some additional shares have been sold on-market in compliance with the James Hardie stock accumulation policy and as referred to in the announcement to the ASX on 10 December 2010.

 $+ \quad \text{See chapter 19 for defined terms.}$

01/01/2011 Appendix 3Y Page 3

Part 2 - Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Not applicable	
Nature of interest	Restricted Stock Units (RSUs) are contractual entitlements to issued ordinary shares/CUFS upon satisfaction of certain conditions.	
Name of registered holder (if issued securities)	Not applicable	
Date of change	Not applicable	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	Not applicable	
Interest acquired	Not applicable	
Interest disposed	Not applicable	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	Not applicable	
Interest after change	Current interests in contracts are:	
	• 1,500,753 Relative TSR RSUs; and	
	• 212,146 Hybrid RSUs (formerly referred to Executive Incentive Plan RSUs).	
Part 3 - +Closed period		
Were the interests in the securities or contracts detailed above traded during a+closed j written clearance was required?	beriod where prior No	
If so, was prior written clearance provided to allow the trade to proceed during this pe	riod? Not applicable	

If prior written clearance was provided, on what date was this provided?

+ See chapter 19 for defined terms.

Appendix 3Y Page 4

01/01/2011

Not applicable

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity James Hardie Industries SE

ARBN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

- 1 +Class of +securities issued or to be issued
- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

James Hardie Industries SE

+ See chapter 19 for defined terms

Ordinary shares/CUFS

158,500 ordinary shares/CUFS

 $158,\!500$ ordinary shares/CUFS issued on exercise of options

Appendix 3B New Issue Ann

New Issue Announcement

4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with	issued ordinary shares/CUFS	
	If the additional securities do not rank equally, please state:			
	• the date from which they do			
	 the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment 			
	 the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment 			
	Issue price or consideration	Allotment of ordinary s options:	f ordinary shares/CUFS on exercise of	
		158,500 at \$8.40		
	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options		
	Dates of entering +securities into uncertificated holdings or despatch of certificates	10 September 2012		
		Number	+Class	
	Number and +class of all +securities quoted on ASX (including the securities in clause 2 if applicable)	439,092,117	Ordinary shares/ CUFS	

+ See chapter 19 for defined terms

		Number	+Class
9	Number and +class of all +securities not quoted on ASX (<i>including</i> the securities in clause 2 if applicable)	7,667,730 3,193,356	Options Restricted Stock Units
		No Stock Options or Restricted Stock Units have been cancelled.	
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally with issued ordinary shares/CUFS	
Part	2 - Bonus issue or pro rata issue		
11	Is security holder approval required?	Not applicable	
12	Is the issue renounceable or non-renounceable?	Not applicable	
13	Ratio in which the +securities will be offered	Not applicable	
14	+Class of +securities to which the offer relates	Not applicable	
15	+Record date to determine entitlements	Not applicable	
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable	
17	Policy for deciding entitlements in relation to fractions	Not applicable	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B

New Issue Announcement

18	Names of countries in which the entity has +security holders who will not be sent new issue documents	Not applicable
	Note: Security holders must be told how their entitlements are to be dealt with.	
	Cross reference: rule 7.7.	
19	Closing date for receipt of acceptances or renunciations	Not applicable
20	Names of any underwriters	Not applicable
21	Amount of any underwriting fee or commission	Not applicable
22	Names of any brokers to the issue	Not applicable
23	Fee or commission payable to the broker to the issue	Not applicable
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable
28	Date rights trading will begin (if applicable)	Not applicable

James Hardie Industries SE

+ See chapter 19 for defined terms

New	Issue Announcement	
29	Date rights trading will end (if applicable)	Not applicable
30	How do +security holders sell their entitlements in full through a broker?	Not applicable
31	How do +security holders sell part of their entitlements through a broker and accept for the balance?	Not applicable
32	How do +security holders dispose of their entitlements (except by sale through a broker)?	Not applicable
33	+Despatch date	Not applicable

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders

James Hardie Industries SE

+ See chapter 19 for defined terms

36 🔲 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories 1 - 1,000

1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 \Box A copy of any trust deed for the additional+securities

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

- 39 Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

James Hardie Industries SE

+ See chapter 19 for defined terms

42 Number and +class of all +securities quoted on ASX (including the securities in clause 38)

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the *securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any +securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:	/s/ Marcin Firek	Date: 10 September 2012
	Company Secretary	
Print name:	Marcin Firek	

James Hardie Industries SE

+ See chapter 19 for defined terms

Appendix 3B - Page 7

+Class

Number

Exhibit 99.10

Appendix 3B New issue announcement

Rule 2.7, 3.10.3, 3.10.4, 3.10.5

Appendix 3B

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 01/07/96 Origin: Appendix 5 Amended 01/07/98, 01/09/99, 01/07/00, 30/09/01, 11/03/02, 01/01/03, 24/10/05, 01/08/12

Name of entity James Hardie Industries SE

ABN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

1 +Class of +securities issued or to be issued

- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

+ See chapter 19 for defined terms.

01/08/2012

Ordinary shares/CUFS 274,517 ordinary shares/CUFS 274,517 ordinary shares/CUFS issued on exercise of options

4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with issued ordinary shares/CUFS		
	If the additional securities do not rank equally, please state:			
	• the date from which they do			
	 the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment 			
	 the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment 			
5	Issue price or consideration	Allotment of ordinary shares/CUFS on exercise of options:		
		70,000 at \$5.99 78,767 at \$6.38 5,000 at \$6.449 120,750 at \$7.05		
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options		
6a	Is the entity an +eligible entity that has obtained security holder approval under rule 7.1A?	No		
	If Yes, complete sections 6b – 6h <i>in relation to the</i> + <i>securities the subject of this Appendix 3B</i> , and comply with section 6i			
6b	The date the security holder resolution under rule 7.1A was passed	Not applicable		
6c	Number of +securities issued without security holder approval under rule 7.1	Not applicable		
+ See chapter 19 for defined terms.				

Appendix 3B Page 2

01/08/2012

6d	Number of +securities issued with security holder approval under rule 7.1A	Not applicable		
6e	Number of +securities issued with security holder approval under rule 7.3, or another specific security holder approval (specify date of meeting)			
6f	f Number of securities issued under an exception in rule 7.2 Not applicable			
6g	If securities issued under rule 7.1A, was issue price at least 75% of 15 day VWAP as calculated under rule 7.1A.3? Include the issue date and both values. Include the source of the VWAP calculation.	Not applicable		
6h	If securities were issued under rule 7.1A for non-cash consideration, state date on which valuation of consideration was released to ASX Market Announcements	Not applicable		
6i	Calculate the entity's remaining issue capacity under rule 7.1 and rule 7.1A – complete Annexure 1 and release to ASX Market Announcements	Not applicable		
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	11 September 2012		
		Number	+Class	
8	Number and +class of all +securities quoted on ASX (including the securities in section 2 if applicable)	439,366,634	Ordinary shares/ CUFS	
+ See chapter 19 for defined terms.				

01/08/2012

		Number	+Class
9	Number and +class of all +securities not quoted on ASX (including the securities in section 2 if applicable)	7,393,213 3,193,356	Options Restricted Stock Units
		<i>, ,</i>	Restricted Stock Units
		No Stock Options or Restricted Stock Units have been cancelled.	
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally with issued ordinary shares/CUFS	
Part	2 - Bonus issue or pro rata issue		
11	Is security holder approval required?	Not applicable	
12	Is the issue renounceable or non-renounceable?	Not applicable	
13	Ratio in which the +securities will be offered	Not applicable	
14	+Class of +securities to which the offer relates	Not applicable	
15	+Record date to determine entitlements	Not applicable	
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable	
17	Policy for deciding entitlements in relation to fractions	Not applicable	
18	Names of countries in which the entity has + security holders who will not be sent new issue documents	Not applicable	
	Note: Security holders must be told how their entitlements are to be dealt with.		
	Cross reference: rule 7.7.		
19	Closing date for receipt of acceptances or renunciations	Not applicable	
+ S	e chapter 19 for defined terms.		
Ann	andix 3B Page 4		01/08

Appendix 3B Page 4

01/08/2012

20	Names of any underwriters	Not applicable
21	Amount of any underwriting fee or commission	Not applicable
22	Names of any brokers to the issue	Not applicable
23	Fee or commission payable to the broker to the issue	Not applicable
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable
28	Date rights trading will begin (if applicable)	Not applicable
29	Date rights trading will end (if applicable)	Not applicable
30	How do +security holders sell their entitlements in full through a broker?	Not applicable
31	How do +security holders sell part of their entitlements through a broker and accept for the balance?	Not applicable
+ See	chapter 19 for defined terms.	

01/08/2012

32 How do +security holders dispose of their entitlements (except by sale through a broker)?

33 +Despatch date

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

34 Type of securities

(tick one)

(a) Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

- 35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders
- 36 🔲 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories

1 - 1,000 1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 \Box A copy of any trust deed for the additional+securities

+ See chapter 19 for defined terms.

Appendix 3B Page 6

Not applicable Not applicable

01/08/2012

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

- Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

42 Number and +class of all +securities quoted on ASX (including the securities in clause 38)

+ See chapter 19 for defined terms.

01/08/2012

39

+Class

Number

Appendix 3B Page 7

Quotation agreement

2

1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.

- We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the +securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any +securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the securities to be quoted under section 1019B of the Corporations Act at the time that we request that the securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

/s/ Marcin Firek	Date: 11 September 2012
Company Secretary	

Print name:

Sign here:

Marcin Firek

+ See chapter 19 for defined terms.

Appendix 3B Page 8

Rule 2.7, 3.10.3, 3.10.4, 3.10.5

Appendix 3B

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 01/07/96 Origin: Appendix 5 Amended 01/07/98, 01/09/99, 01/07/00, 30/09/01, 11/03/02, 01/01/03, 24/10/05, 01/08/12

Name of entity James Hardie Industries SE

ABN

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

1 +Class of +securities issued or to be issued

- 2 Number of +securities issued or to be issued (if known) or maximum number which may be issued
- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)

+ See chapter 19 for defined terms.

01/08/2012

Ordinary shares/CUFS

141,000 ordinary shares/CUFS

141,000 ordinary shares/CUFS issued on exercise of options

Appendix 3B Page 1

4	Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?	Yes, rank equally with issued ordinary shares/CUFS			
	If the additional securities do not rank equally, please state:				
	• the date from which they do				
	• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment				
	• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment				
5	Issue price or consideration	Allotment of ordinary shares/CUFS on exercise of options:			
		108,000 at \$5.99 33,000 at \$7.05			
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of options			
6a	Is the entity an +eligible entity that has obtained security holder approval under rule 7.1A?	No			
	If Yes, complete sections 6b – 6h <i>in relation to the</i> + <i>securities the subject of this Appendix 3B</i> , and comply with section 6i				
6b	The date the security holder resolution under rule 7.1A was passed	Not applicable			
6c	Number of +securities issued without security holder approval under rule 7.1	Not applicable			
+ See	+ See chapter 19 for defined terms.				

Appendix 3B Page 2

6d	Number of +securities issued with security holder approval under rule 7.1A	Not applicable	
6e	Number of +securities issued with security holder approval under rule 7.3, or another specific security holder approval (specify date of meeting)	Not applicable	
6f	Number of securities issued under an exception in rule 7.2	Not applicable	
6g	If securities issued under rule 7.1A, was issue price at least 75% of 15 day VWAP as calculated under rule 7.1A.3? Include the issue date and both values. Include the source of the VWAP calculation.	Not applicable	
6h	If securities were issued under rule 7.1A for non-cash consideration, state date on which valuation of consideration was released to ASX Market Announcements	Not applicable	
6i	Calculate the entity's remaining issue capacity under rule 7.1 and rule 7.1A – complete Annexure 1 and release to ASX Market Announcements	Not applicable	
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	14 September 2012	
		Number	+Class
8	Number and +class of all +securities quoted on ASX (including the securities in section 2 if applicable)	439,507,634	Ordinary shares/ CUFS
	a abantan 10 fan dafin ad tanna		

+ See chapter 19 for defined terms.

01/08/2012

Appendix 3B Page 3

		Number	+Class	
9	Number and +class of all +securities not quoted on ASX (including the securities in section 2 if applicable)	7,252,213	Options	
		3,193,356	Restricted Stock Units	
		No Stock Options or Restricted Stock Units have been cancelled.		
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally shares/CUFS	with issued ordinary	
Part	2 - Bonus issue or pro rata issue			
11	Is security holder approval required?	Not applicable		
12	Is the issue renounceable or non-renounceable?	Not applicable		
13	Ratio in which the +securities will be offered	Not applicable		
14	+Class of +securities to which the offer relates	Not applicable		
15	+Record date to determine entitlements	Not applicable		
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable		
17	Policy for deciding entitlements in relation to fractions	Not applicable		
18	Names of countries in which the entity has +security holders who will not be sent new issue documents			
	Note: Security holders must be told how their entitlements are to be dealt with.			
	Cross reference: rule 7.7.	Not applicable		
19	Closing date for receipt of acceptances or renunciations	Not applicable		
+ See chapter 19 for defined terms.				

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01/08/2012

20	Names of any underwriters	Not applicable		
21	Amount of any underwriting fee or commission	Not applicable		
22	Names of any brokers to the issue	Not applicable		
23	Fee or commission payable to the broker to the issue	Not applicable		
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable		
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable		
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable		
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable		
28	Date rights trading will begin (if applicable)	Not applicable		
29	Date rights trading will end (if applicable)	Not applicable		
30	How do +security holders sell their entitlements in full through a broker?	Not applicable		
31	How do +security holders sell part of their entitlements through a broker and accept for the balance?	Not applicable		
+ See	+ See chapter 19 for defined terms.			
01/08/2012 Appendix 3B Pa				

- 32 How do +security holders dispose of their entitlements (except by sale through a broker)?
- 33 +Despatch date

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

- 34 Type of securities (*tick one*)
- (a) Securities described in Part 1
- (b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

- 35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders
- 36 🛛 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories

1 - 1,000 1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over

37 A copy of any trust deed for the additional+securities

+ See chapter 19 for defined terms.

Appendix 3B Page 6

Not applicable Not applicable

Entities that have ticked box 34(b)

- 38 Number of securities for which +quotation is sought
- 39 Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?
 - If the additional securities do not rank equally, please state:
 - the date from which they do
 - the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
 - the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period (if issued upon conversion of another security, clearly identify that other security)

42 Number and +class of all +securities quoted on ASX (*including* the securities in clause 38)

+ See chapter 19 for defined terms.

01/08/2012

Appendix 3B Page 7

+Class

Number

Quotation agreement

2

1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.

- We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the +securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act. Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any +securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the+securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:

Company secretary

Date: 14 September 2012

Print name:

Marcin Firek

+ See chapter 19 for defined terms.

Appendix 3B Page 8

Appendix 3B

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 01/07/96 Origin: Appendix 5 Amended 01/07/98, 01/09/99, 01/07/00, 30/09/01, 11/03/02, 01/01/03, 24/10/05, 01/08/12

Name of entity

James Hardie Industries SE

ABN

2

097 829 895 Incorporated in Ireland. The liability of members is limited.

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

Number of +securities issued or to be issued (if known) or maximum number which may be issued

1 +Class of +securities issued or to be issued

Issue of two separate classes of securities:

- Ordinary shares/CUFS; and
- Restricted Stock Units granted:
 - ROCE Restricted Stock Units are contractual entitlements to be issued Ordinary shares/CUFS upon satisfaction of certain conditions; and
 - Relative TSR Restricted Stock Units are contractual entitlements to be issued Ordinary shares/CUFS upon satisfaction of certain conditions
- 35,141 Ordinary shares/CUFS
 - 882,990 Restricted Stock Units granted on 14 September 2012 (US time)

- 3 Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid+securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion)
- Ordinary shares/CUFS:

•

.

- 35,141 ordinary shares/CUFS issued on exercise of options; and
- Restricted Stock Units Granted:

450,336 ROCE Restricted Stock Units, a proportion of which will vest on 14 June 2015 depending on ROCE performance and negative discretion applied by the Board of Directors; and

432,654 Relative TSR Restricted Stock Units will vest between 3 and 5 years from the date of grant, depending on the company's TSR performance relative to its peer group.

Upon vesting, the holder of a Restricted Stock Unit will be entitled to be issued one Ordinary share/CUFS for each Restricted Stock Unit held.

- Ordinary shares/CUFS issued: Yes, rank equally with issued ordinary shares/CUFS
- Restricted Stock Units: Not Applicable
- Allotment of ordinary shares/CUFS on exercise of options:

35,141 at \$6.38

 No amount payable for the Restricted Stock Units granted

+ See chapter 19 for defined terms.

Appendix 3B Page 2

4

+securities? If the additional securities do not rank equally, please state:

Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 5 Issue price or consideration

6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	•	Exercise of options;	
		•	Grant of ROCE Restricted Stock Units, under the 2006 LTI Plan as part of the LTI received by senior executives for FY13; and	
		•	Grant of Relative TSR Restricted Stock Units, under the 2006 LTI Plan as part of the LTI received by senior executives for FY13	
6a	Is the entity an +eligible entity that has obtained security holder approval under rule 7.1A?	No		
	If Yes, complete sections $6b - 6h$ in relation to the <i>*securities the subject of this Appendix 3B</i> , and comply with section $6i$			
6b	The date the security holder resolution under rule 7.1A was passed	Not	applicable	
6c	Number of +securities issued without security holder approval under rule 7.1	Not	applicable	
6d	Number of +securities issued with security holder approval under rule 7.1A	Not	Not applicable	
6e	Number of +securities issued with security holder approval under rule 7.3, or another specific security holder approval (specify date of meeting)	Not	applicable	
6f	Number of securities issued under an exception in rule 7.2	Not	applicable	
6g	If securities issued under rule 7.1A, was issue price at least 75% of 15 day VWAP as calculated under rule 7.1A.3? Include the issue date and both values. Include the source of the VWAP calculation.	Not	applicable	
6h	If securities were issued under rule 7.1A for non-cash consideration, state date on which valuation of consideration was released to ASX Market Announcements	Not	applicable	

6i	Calculate the entity's remaining issue capacity under rule 7.1 and rule 7.1A – complete Annexure 1 and release to ASX Market Announcements	Not applicable			
7	Dates of entering +securities into uncertificated holdings or despatch of certificates	17 September 2012			
		Number	+Class		
8	Number and +class of all +securities quoted on ASX (including the securities in section 2 if applicable)	439,542,775	Ordinary shares/ CUFS		
		Number	+Class		
9	Number and +class of all +securities not quoted on ASX (<i>including</i> the securities in section 2 if applicable)	7,217,072 4,076,346	Options Restricted Stock Units		
		No Stock Options or Restricted Stock Units have been cancelled.			
10	Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	Rank for dividends equally with issued ordinary shares/CUFS			
Part	2 - Bonus issue or pro rata issue				
11	Is security holder approval required?	Not applicable			
12	Is the issue renounceable or non-renounceable?	Not applicable			
13	Ratio in which the +securities will be offered	Not applicable			
14	+Class of +securities to which the offer relates	Not applicable			
15	+Record date to determine entitlements	Not applicable			
16	Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	Not applicable			
+ Se	+ See chapter 19 for defined terms.				

Appendix 3B Page 4

17	Policy for deciding entitlements in relation to fractions	Not applicable
18	Names of countries in which the entity has +security holders who will not be sent new issue documents	Not applicable
	Note: Security holders must be told how their entitlements are to be dealt with.	
	Cross reference: rule 7.7.	
19	Closing date for receipt of acceptances or renunciations	Not applicable
20	Names of any underwriters	Not applicable
21	Amount of any underwriting fee or commission	Not applicable
22	Names of any brokers to the issue	Not applicable
23	Fee or commission payable to the broker to the issue	Not applicable
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of security holders	Not applicable
25	If the issue is contingent on +security holders' approval, the date of the meeting	Not applicable
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	Not applicable
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	Not applicable
28	Date rights trading will begin (if applicable)	Not applicable
29	Date rights trading will end (if applicable)	Not applicable

30How do +security holders sell their entitlements in full through a broker?Not applicable31How do +security holders sell part of their entitlements through a broker and accept for the balance?Not applicable32How do +security holders dispose of their entitlements (except by sale through a broker)?Not applicable33+Despatch dateNot applicable

Part 3 - Quotation of securities

You need only complete this section if you are applying for quotation of securities

- 34 Type of securities
- (tick one)

(a) Securities described in Part 1

(b) \Box All other securities

Example: restricted securities at the end of the escrowed period, partly paid securities that become fully paid, employee incentive share securities when restriction ends, securities issued on expiry or conversion of convertible securities

Entities that have ticked box 34(a)

Additional securities forming a new class of securities

Tick to indicate you are providing the information or documents

- 35 🛛 If the +securities are +equity securities, the names of the 20 largest holders of the additional+securities, and the number and percentage of additional+securities held by those holders
- 36 🛛 If the +securities are +equity securities, a distribution schedule of the additional+securities setting out the number of holders in the categories
 - 1 1,000 1,001 - 5,000 5,001 - 10,000 10,001 - 100,000 100,001 and over
- 37 \Box A copy of any trust deed for the additional+securities

+ See chapter 19 for defined terms.

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Entities that have ticked box 34(b)

- 38 Number of securities for which +quotation is sought
- 39 Class of +securities for which quotation is sought
- 40 Do the +securities rank equally in all respects from the date of allotment with an existing+class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest
 payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment
- 41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period (if issued upon conversion of another security, clearly identify that other security)

42 Number and +class of all +securities quoted on ASX *(including* the securities in clause 38)

+Class

Number

Quotation agreement

2

- 1 ⁺Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the+securities on any conditions it decides.
 - We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those+securities should not be granted +quotation.
 - An offer of the +securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act.
 Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any+securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the securities to be quoted under section 1019B of the Corporations Act at the time that we request that the securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before quotation of the *securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:

Company secretary

Date: 17 September 2012

Print name:

Marcin Firek

+ See chapter 19 for defined terms.

Appendix 3B Page 8

Exhibit 99.13



Australian Market and Business Strategy Mark Fisher

Investor/Analysphate-19September012





- Business Overview
- Market Update
- Business Strategy
- Market Penetration





- Two plants located in Sydney and Brisbane
- 500+ employees
- Sales offices in all states

Australia Fibre Cement Products

- Residential external cladding
- Residential wet area linings
- Residential wet area flooring
- Non-Residential external facade
- Non-Residential interior linings
- Non-Residential structural flooring



- Organisational capability
- Defend and grow category share of core
- Accelerate differentiated product sales
- Relentless approach to costs





* Source: Housing Industry Association forecasts



(+)

- Demand for housing still exceeds supply in Australia by 150,000
- Official Cash Rate has seen 2 drops of 0.75% this year- now at 3.5%
- Reduction of flat/regular blocks and block size accelerating, ~ 40% in some cases
- Growth in resource sector driving demand in regional accommodation

- (-)
- Market continues to remain flat with some small recovery expected late in CY 2012
- Consumer confidence in the local economy remains low, contracting on last month by 2.5%
- Standard Variable Mortgage Rate at 6.85%
- Carbon tax introduction on July 1 2012
- New house Construction for CY2012 forecast at 133k – down from 150k LY



RESIDENTIAL ESTATE

MIXED COMMERCIAL









DETACHED







SEMI-DETACHED

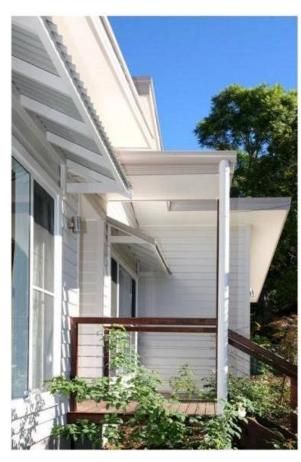












- Addressable residential market down 12%
- Business outperforming market
- Scyon[™] continues to grow
- Business ahead of market trends
- Positive PDG
- EBIT margin > 20%



Building a "high performing" culture

- Recruit for smart, driven and real individuals
- Increase individual performance
- Develop leader capability
- Retain talent through targeted efforts















Then



Now





Then



Now





Then



Now









Questions





Asia Pacific Manufacturing Danny De Guzman

Investor/Analysphate-19September012





- Asia Pacific Manufacturing History
- Operational Philosophy
- Asia Pacific Manufacturing Onward
- Capacity



1980s: Converted from AC to Fibre Cement (FC) Technology

Converted our entire product capability to FC

1990s: Increased Machine Efficiency with FC Technology

- Higher throughput per Machine
- Evolved Technology on Sheet Machine Pressed Products, Tub/Feed Technology
- Consolidated Multiple Factories to Three Sites (two in AUS, one in NZ)
- Constructed our Philippines Plant

2000-2005: Capacity for Finishing Processes

- Increased our capacity in Finishing
- Further developed our product portfolio through finishing processes
- Relocated our WA operations to Carole Park Corrugate Products

2005-2012: Developed our ScyonTM Technology

New Technology to Unlock Market Value



Manufacturing Sites

- Rosehill, NSW
 - 25mmstdm, ScyonTM, Flooring
- Carole Park, QLD
 - 18mmstdm, Pressed Products
- Penrose, New Zealand
 - 11mmstdm, ScyonTM
- Cabuyao, Philippines
 - 19mmstdm



1990 – 2005

- Throughput focused
- Core product portfolio developed
- Engineering driven
- Single sourced specialty products



2005 – 2010 (New Product Development)

- Focus on New Product Development
 - Scyon[™] Product Range
 - Exterior Cladding
 - Flooring
- New product learning curve
 - Increased complexity in factories
 - From single step manufacturing to multiple steps
- Increased Service Promise
 - Reduced lead time
 - Developed new models for planning and logistics



2010 – 2012 (Operational Efficiency)

- Bed-in operational complexity
 - Focus on efficiency
- Utilisation and spend focus to reduce costs
 - Treat all costs (except depreciation, tax and insurance) as variable
 - Minimize waste
 - Cost per hour
 - * Scalable, linear
 - Lowest delivered cash cost to market
- Key areas of success
 - Developed better model for matching supply and demand and allowing flexibility
 - Improved ability to manufacture more complex SKU mix



Align with business and product leadership strategy

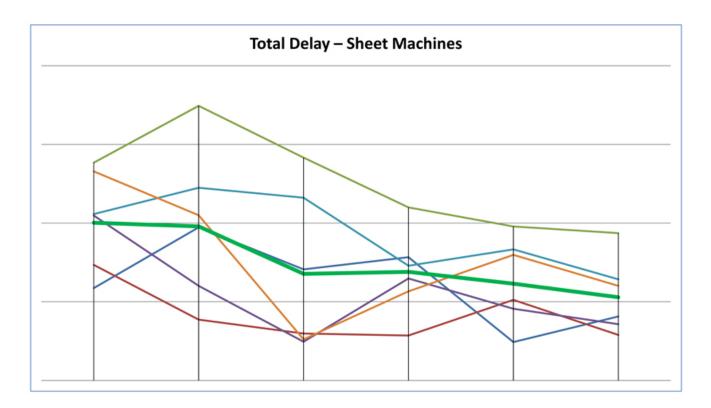




2012 – Onward

- Product leadership
 - Continuous manufacturing improvement of current products
 - Available capacity to develop new products and meet demand
 - * Long term capacity review ongoing
- Low cost manufacturing
 - Long continuous run
 - * Duration vs. frequency of delay
 - * Higher utilisation of existing capacity
 - Variable spend/cost
 - * Treat all spend/cost as variable







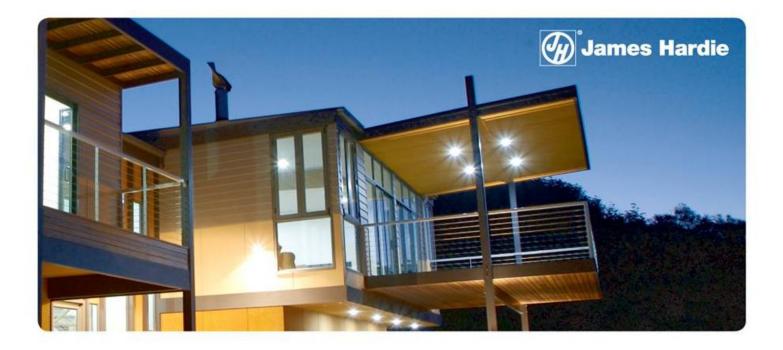
Summary

- · Manufacturing aligned to business strategy
- Imperatives are clear:
 - Deliver on product promise
 - Low cost manufacturing
- · Framework to drive initiatives in place
 - Focus on execution and continuous improvements
- · Execution of initiatives on-going
 - Early traction more work ahead of us
 - Capacity study ongoing + recommendation pending
- Organizational development and safety approach in place
 - We've got the right people
 - Capability and execution improving



Long Term Capacity

- Capacity review team in place
- Capacity review ongoing
- Recommendation pending
- Preliminary insights
 - Land component higher vs. USA capacity projects
 - Labor for construction and operations higher vs. USA capacity projects
 - Input material and freight costs potential major drivers
- Capacity study further work:
 - Determine size of capacity addition
 - Determine product capability in new capacity



Questions

