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 2015

1-15240 (Commission File Number)

JAMES HARDIE INDUSTRIES plc

(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..X.... 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

Forward-Looking Statements Exhibit Index Signatures

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Forward-Looking Statements

This Form 6-K contains forward-looking statements. James Hardie Industries plc (the "company") may from time to time make forward-looking statements in its periodic reports filed with or furnished to the Securities and Exchange Commission, 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 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 its
 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 concerning the costs associated with the significant capital expenditure projects at any of the company's plants and future plans with respect to any such projects;
- expectations regarding the extension or renewal of the company's credit facilities including changes to terms, covenants or ratios;
- · 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;
- 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;
- expectations concerning the adequacy of the company's warranty provisions and estimates for future warranty-related costs;
- 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 thirdparty recoveries; and
- statements about economic conditions, such as changes in the US economic or housing recovery or changes in the market conditions in the Asia Pacific region, 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," "may," "objective," "outlook" and similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements. Readers are cautioned not to place undue reliance on these forward-looking statements and all such forward-looking statements are qualified in their entirety by reference to the following cautionary statements.

Forward-looking statements are based on the company's current expectations, estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties, many of which are unforeseeable and beyond the company's control. Such known and unknown risks, uncertainties and other factors may cause actual results, performance or other achievements to differ materially from the anticipated results, performance or achievements expressed, projected or implied by these forward-looking statements. These factors, some of which are discussed under "Risk Factors" in Section 3 of the Form 20-F filed with the Securities and Exchange Commission on 21 May 2015, 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 company 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 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, including changes in corporate governance and any potential tax benefits related thereto; currency exchange risks; dependence on customer preference and the concentration of the company's customer base on large format retail customers; distr

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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 referenced in the company's 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. The company assumes no obligation to update any forward-looking statements or information except as required by law.

EXHIBIT INDEX

Exhibit No.	Description
99.1	Appendix 3Y D Harrison 7 September 2015
99.2	Appendix 3B 9 September 2015
99.3	Investor Presentation September 2015
99.4	Financial and Market Dynamics September 2015
99.5	Business and Northern Markets September 2015
99.6	Central Operations September 2015
99.7	Southern Markets Update September 2015
99.8	Manufacturing Efficiencies September 2015

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SIGNATURES

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

Date: 10 September 2015

James Hardie Industries plc

By: <u>/s/ Natasha Mercer</u>

Natasha Mercer Company Secretary

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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 entity	James Hardie Industries plc
ARBN	097 829 895

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	David D. HARRISON
Date of last notice	11 June 2015

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	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Interest in ordinary shares/CUFS of James Hardie Industries plc held in the form of American Depository Receipts (ADRs). The ADRs are issued by the registered holder Deutsche Bank Trust Company Americas.
Date of change	1 September 2015
No. of securities held prior to change	 Indirect interest in 3,100 ADRs, equivalent to a holding of 15,500 ordinary shares/CUFS. The registered holder is Deutsche Bank Trust Company Americas and they are held on account for the following beneficial owners: 200 ADRs for David D. Harrison; and 2,900 ADRs for David D. Harrison and Susan H. Harrison; and 2,384 ordinary shares/CUFS registered in the name of David D. Harrison.

+ See chapter 19 for defined terms.

01/01/2011 Appendix 3Y Page 1

Class	ADRs. ADRs trade on the NYSE in the United States and one ADR is equivalent to five ordinary shares/CUFS. 275 ADRs, equivalent to a holding of 1,375 ordinary shares/CUFS. Nil			
Number acquired				
Number disposed				
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	US\$16,486.25			
No. of securities held after change	 Current relevant interest is: Indirect interest in 3,375 ADRs, equivalent to a holding of 16,875 ordinary shares/CUFS. The registered holder is Deutsche Bank Trust Company Americas and they are he on account for the following beneficial owners: 200 ADRs for David D. Harrison; and 3,175 ADRs for David D. Harrison and Susan H. Harrison; and 2,384 ordinary shares/CUFS registered in the name of David D. Harrison. 			
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	On-market purchase			

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	Not applicable
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

+ See chapter 19 for defined terms.

Appendix 3Y Page 2

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	Not applicable

Part 3 – +Closed period

Were the interests in the securities or contracts detailed	No
above traded during a +closed period where prior written	
clearance was required?	
If so, was prior written clearance provided to allow the trade	Not applicable
to proceed during this period?	
If prior written clearance was provided, on what date was this	Not applicable
provided?	

+ See chapter 19 for defined terms.

01/01/2011 Appendix 3Y Page 3

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, 04/03/13

Name of entity

James Hardie Industries plc

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
- Principal terms of the +securities (e.g. 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

•

28,000 ordinary shares/CUFS

Ordinary shares/CUFS issued on exercise of options, as follows:

28,000 at \$8.90 with expiry date of 1 December 2015

4	Do the *securities rank equally in all respects from the *issue date 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:
		28,000 at \$8.90
6	Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)	Exercise of stock options
		Γ
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 +securities the subject of this Appendix 3B</i> , and comply with section 6i	
		Γ
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 applicable

+ See chapter 19 for defined terms.

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6e	Number	of +se	ecurit	ies i	issu	ed	with	security	holder	
	approval	under	rule	7.3,	or	and	other	specific	security	
	holder ap	proval (spec	ify da	ite o	f me	eeting)		

- 6f Number of +securities issued under an exception in rule 7.2
- 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.
- 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
- 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
- 7 +Issue dates

Note: The issue date may be prescribed by ASX (refer to the definition of issue date in rule 19.12). For example, the issue date for a pro rata entitlement issue must comply with the applicable timetable in Appendix 7A.

Cross reference: item 33 of Appendix 3B.

- 8 Number and +class of all +securities quoted on ASX (*including* the +securities in section 2 if applicable)
- 9 Number and +class of all +securities not quoted on ASX (*including* the +securities in section 2 if applicable)

Not applicable

Not applicable

Not applicable

Not applicable

Not applicable

9 September 2015

Number	+Class
445,861,736	Ordinary shares/CUFS

Number	+Class
332,213	Options
3,994,346	Restricted Stock Units
10,100 RSUs have been cancelled.	
No Stock Options have been cancelled.	

10	Dividend policy (in the case of a trust, distribution policy) on the increased
	capital (interests)

ibution policy) on the increased Ordinary shares/CUFS issued on exercise of stock options rank for dividends equally with issued ordinary shares/CUFS

Part 2 - 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 offer 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

+ See chapter 19 for defined terms.

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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 offer documents 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 <i>part</i> 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	+Issue date	Not applicable

Not applicable

Part 3 - Quotation of securities

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

Fee or commission payable to the broker to the issue

34 Type of +securities (*tick one*)

23

(a) **X** +Securities described in Part 1

(b)

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



+ See chapter 19 for defined terms.

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40 Do the +securities rank equally in all respects from the +issue date 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)

Number	+Class	

Number	+Class

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 is not available now, we 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/ Natasha Mercer Company Secretary	
Print name:	Natasha Mercer	

Date: 9 September 2015

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+ See chapter 19 for defined terms.

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INVESTOR PRESENTATION

SEPTEMBER 2015

FORWARD-LOOKING STATEMENTS

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 financing, mortgage and other interest rates, housing affordability and supply, the levels of foreclosures and home resales, currency exchange rates, and builder and consumer
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DISCLAIMER (continued)

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AGENDA

- Global Strategy and Business Overview
- USA & Europe Fiber Cement
- Asia Pacific Fiber Cement
- Capital Management Framework
- Guidance
- Appendix

In this Investor Presentation, the company may present financial measures, sales volume terms, financial ratios, and Non-US GAAP financial measures included in the Definitions and other terms section of this document. The company presents financial measures that it believes are customarily used by its Australian investors. Specifically, these financial measures, which are equivalent to or derived from certain US GAAP measures as explained in the definitions, include "EBIT", "EBIT margin", "Operating profit before income taxes" and "Net operating profit". The company may also present other terms for measuring its sales volume ("million square feet" or "mmsf" and "thousand square feet" or "msf"); financial ratios ("Gearing ratio", "Net interest expense cover", "Net interest paid cover", "Net debt payback", "Net debt (cash)"); and Non-US GAAP financial measures ("Adjusted EBIT", "Adjusted EBIT margin", "Adjusted net operating profit' "Adjusted alluted earnings per share", "Adjusted operating profit before income taxes", "Adjusted effective tax rate on earnings", "Adjusted EBITDA", and "Adjusted selling, general and administrative expenses". Unless otherwise stated, results and comparisons are of the first quarter of the current fiscal year versus the first quarter of the prior fiscal year

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GLOBAL STRATEGY

Industry Leadership and Profitable Growth

- Introduce differentiated products to deliver a sustainable competitive advantage
- Aggressively grow demand for our products in targeted market segments





A GROWTH FOCUSED COMPANY





- Annual net sales US\$1.7b
- Total assets US\$2.1b
- Strong cash generation
- Operations in North America, Asia Pacific and Europe

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- 3,208 employees
- Market cap US\$5.9b (approx)
- S&P/ASX 100 company
- NYSE ADR listing

Market capitalization as at 20 August 2015. Total assets as at 30 June 2015 and employees as at 31 March 2015. Annual net sales for three months to 30 June 2015 annualised. Total assets exclude asbestos compensation

GROUP OVERVIEW – 1ST **QUARTER FY16 RESULTS**

Three Months Ended 30 June				
	Q1'16	Q1'15	Change	
Adjusted EBIT (US\$ millions)	89.7	71.2	26%	
Adjusted EBIT Margin %	20.9%	17.1%	3.8 pts	
Adjusted Net Operating Profit (US\$ millions)	63.5	50.1	27%	
Net operating cash flow (US\$ million)	55.1	42.5	30%	
Adjusted Diluted EPS (US cents)	14	11	27%	



KEY THEMES – 1ST QUARTER FY16 RESULTS

- Group net sales increased 3% for the quarter compared to pcp¹
- Group adjusted net operating profit increased 27% to US\$63.5 million for the quarter, compared to pcp
- Higher volumes and average net sales price across our USA and Europe and Asia Pacific Fiber Cement segments
- Results are largely driven by lower production costs due to the continued focus on operating performance and lower input costs of our USA and European Fiber Cement segment
- Our current quarter USA and Europe Fiber Cement segment **EBIT margin** is 26.6% compared to 21.2% in the pcp, above our target range of 20% to 25%
- Subsequent to period end, approximately 1.7 million shares were repurchased, at an aggregate cost of US\$22.5 million, under the previously announced share buyback program
- We started up our sheet machine as part of the previously announced Carole Park capacity expansion project in the quarter, and that project remains on track

¹ Prior corresponding period

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WORLD LEADER IN FIBER CEMENT



CREATING A SUSTAINABLE AND DIFFERENTIATED ADVANTAGE

Research & Development: Significant and consistent investment

- US\$31.7m spent on Research & Development in FY15
- US\$394.8m spent on Research & Development since 2000



DRIVING CATEGORY AND MARKET SHARE GAINS



North America External Cladding Share¹

35/90 Plan

- Grow fiber cement share to 35% of the exterior cladding market against other wood-looking siding alternatives
- Maintain JHX's category share at 90%

Currently:

- JHX wins ~90% of the fiber cement category, while fiber cement used in ~18% of the total market
- Current estimate is wood-look siding (Wood, Vinyl and Fiber Cement) is 60-65% of total market

¹Source: Internal estimates based on NAHB product usage data adjusted for regional market intelligence

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DELIVERING SUPERIOR PRODUCT PERFORMANCE

Fiber cement is more durable than wood and engineered wood, looks and performs better than vinyl, and is more cost effective and quicker to build with than brick

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2

Fiber Cement



Fire resistant

Hail resistant Resists warping

Resists buckling Lasting color

Dimensional stability

Can be repainted

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1000	~	
-		-
- 5	The	1 1 1
35	1	1 1 1 1
1 Nd		1 1 1 1 1

Vinyl

?

?

?

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?

?

Engineered Wood



BUILDING A PORTFOLIO OF PRODUCTS AND BRANDS



USA AND EUROPE FIBER CEMENT SEGMENT

USA Plant Locations



- Largest fiber cement producer
 in North America
- 2,267 employees
- 9 manufacturing plants¹
- 2 research and development facilities

	Q1 FY16	Q1 FY15
Net Sales	US\$337.0m	US\$321.5m
EBIT	US\$89.5m	US\$68.0m
EBIT Margin (US\$)	26.6%	21.2%

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¹ Production was suspended at the Summerville plant in November 2008

AGGRESSIVELY GROWING DEMAND FOR OUR PRODUCTS



Rolling 12 month average of seasonally adjusted estimate of housing starts by US Census Bureau

ACHIEVING THE RIGHT VALUE FOR OUR PRODUCTS



USA and Europe Fiber Cement







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USA AND EUROPE: DELIVERING STRONG RETURNS







¹ Excludes asset impairment charges of US\$14.3 million in 4th quarter FY12, US\$5.8 million in 3rd quarter FY13 and US\$11.1 million in 4th quarter FY13

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ASIA PACIFIC FIBER CEMENT SEGMENT



Asia Pacific Plant Locations

- 941 employees
- 5 manufacturing plants across Australia, New Zealand and the Philippines
- 1 research and development facility

	Q1 FY16	Q1 FY15
Net Sales	A\$117.4m	A\$102.2m
EBIT	A\$25.4m	A\$22.1m
EBIT Margin (A\$)	21.6%	21.6%

EBIT and EBIT margin excludes New Zealand weathertightness claims
ASIA PACIFIC: DELIVERING STRONG RETURNS



Asia Pacific Fiber Cement Segment



¹ EBIT and EBIT margin excludes New Zealand weathertightness claims

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30 25 20 EBIT 15 10 5 0 Q1FY16 **FY15** EBIT — EBIT Margin



TARGETTING THE RIGHT PRODUCT INTO THE RIGHT MARKET

Asia Pacific Core Markets









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FINANCIAL MANAGEMENT SUPPORTING GROWTH



FY2016 GUIDANCE

- Management notes the range of analysts' forecasts for net operating profit excluding asbestos for the year ending 31 March 2016 is between US\$244 million and US\$286 million
- Management expects full year Adjusted net operating profit to be between US\$240 million and US\$270 million
 assuming, among other things, housing conditions in the United States continuing to improve in line with our
 assumed forecasted new construction starts, input prices and production efficiencies remaining consistent and
 an average exchange rate at or near current levels is applicable for the remainder of the year
- Management cautions that although US housing activity has been improving, market conditions remain somewhat uncertain and some input costs remain volatile
- Management is unable to forecast the comparable US GAAP financial measure due to uncertainty regarding the impact of actuarial estimates on asbestos-related assets and liabilities in future periods



FINANCIAL SUMMARY

	Three M	lon	ths Ended 30	June
US\$ Millions	Q1 '16		Q1 '15	% Change
Net Sales				
USA and Europe Fiber Cement	\$ 337.0	\$	321.5	5
Asia Pacific Fiber Cement	91.3		95.3	(4)
Total Net Sales	\$ 428.3	\$	416.8	3
EBIT - US\$ Millions				
USA and Europe Fiber Cement	\$ 89.5	\$	68.0	32
Asia Pacific Fiber Cement ¹	19.7		20.7	(5)
Research & Development	(6.0)		(6.8)	12
General Corporate ²	(13.5)		(10.7)	(26)
Adjusted EBIT	\$ 89.7	\$	71.2	26
Net interest expense excluding AICF interest income	(6.0)		(0.9)	
Other income (expense)	2.7		(3.7)	
Adjusted income tax expense	(22.9)		(16.5)	(39)
Adjusted net operating profit	\$ 63.5	\$	50.1	27

¹ Asia Pacific Fiber Cement EBIT excludes New Zealand weathertightness expense of US\$0.2 million in Q1'FY16 and benefit of US\$1.3 million in Q1'FY15 ² Excludes Asbestos related expenses and adjustments

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KEY RATIOS

A	Three Months Ended 30 June			
	3 Months FY16	3 Months FY15	3 Months FY14	
EPS (Diluted) ¹ (US Cents)	14c	11c	12c	
EBIT/ Sales (EBIT margin) ²	20.9%	17.1%	18.1%	
Gearing Ratio ¹	20.4%	(3.3)%	(16.5)%	
Net Interest Expense Cover ²	15.0x	79.1x	84.4x	
Net Interest Paid Cover ²	108.5x	89.0x	67.5x	
Net Debt Payback	1.4yrs	-	-	

1 Excludes asbestos adjustments, AICF SG&A expenses, AICF interest income, New Zealand weathertightness claims, tax adjustments

² Excludes asbestos adjustments, AICF SG&A expenses, New Zealand weathertightness claims

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USA AND EUROPE FIBER CEMENT – 5 YEAR RESULTS OVERVIEW

	FY11	FY12	FY13	FY14	FY15
Net Sales US\$m	814	862	951	1,128	1,277
Sales Volume mmsf	1,248	1,332	1,489	1,697	1,850
Average Price US\$ per msf ²	648	642	626	652	675
EBIT US\$m ¹	160	163	163	237	286
EBIT Margin % ¹	20	19	17	21	22

1Excludes asset impairment charges of US\$14.3 million and US\$16.9 million in FY12 and FY13, respectively 2During the second quarter of FY14, the company refined its methodology for calculating average net sales price in both the USA and Europe and Asia Pacific Fiber Cement segments to exclude ancillary products that have no impact on fiber cement sales volume, which is measured and reported in mmsf. As the revenue contribution of these ancillary products has been increasing, the company believes the refined methodology provides an improved disclosure of average net sales price, in line with the company's primary fibre cement business, which is a key segment performance indicator. The company has restated average net sales price in the prior periods to conform with the current calculation of average net sales price.

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ASIA PACIFIC FIBER CEMENT – 5 YEAR RESULTS OVERVIEW

	FY11	FY12	FY13	FY14	FY15
Net Sales US\$m	353	376	370	366	380
Sales Volume mmsf	408	392	394	417	456
Average Price A\$ per msf ¹	906	906	901	930	942
EBIT US\$m ²	79	86	75	83	90
EBIT Margin % ²	23	23	20	23	24

¹During the second quarter of FY14, the company refined its methodology for calculating average net sales price in both the USA and Europe and Asia Pacific Fiber Cement segments to exclude ancillary products that have no impact on fiber cement sales volume, which is measured and reported in mmsf. As the revenue contribution of these ancillary products has been increasing, the company believes the refined methodology provides an improved disclosure of average net sales price, in line with the company's primary fiber cement business, which is a key segment performance indicator. The company has restated average net sales price in the prior periods to conform with the current calculation of average net sales price. ²Excludes New Zealand weathertightness claims of US\$5.4million , US\$13.2million , US\$1.8million and US\$4.3million in FY12, FY13, FY14 and FY15, respectively

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RESULTS FOR THE 1st FY16 QUARTER

Three Months Ended 30 June					
US\$ Millions	Q1 '16	Q1 '15	% Change		
Net sales	428.3	416.8	3		
Gross profit	157.6	140.2	12		
SG&A expenses	(61.5)	(59.9)	(3)		
Research & development expenses	(7.1)	(8.4)	15		
Asbestos adjustments	(4.5)	(21.5)	79		
EBIT	84.5	50.4	68		
Net interest expense	(5.9)	(1.1)			
Other income (expense)	2.7	(3.7)			
Income tax expense	(21.3)	(16.7)	(28)		
Net operating profit	60.0	28.9			

Net sales increased 3%

- Higher sales volumes
- · Higher average net sales prices in local currencies

Gross profit margin increased 320 bps

- · Continued performance improvement across our US plants
- · Lower input costs in the USA and Europe Fiber Cement segment
- Higher average net sales price

SG&A expenses increased

- Higher stock compensation expenses due to a 14% appreciation in our stock price
- Higher discretionary expenses and realized losses on foreign currency transactions caused by the strengthening of the US dollar
- Partially offset by lower SG&A expenses in the business units

Non-operating expenses

- · Interest expense increased related to our debt position
- Other income (expense) includes: gain on the sale of the Australian pipes business and favorable unrealized foreign exchange gains and interest rate swaps
- Income tax expense increased primarily driven by the increase in operating income

RESULTS FOR THE 1st FY16 QUARTER (continued)

Three Months Ended 30 June					
US\$ Millions	Q1 '16	Q1 '15	% Change		
Net operating profit	60.0	28.9			
Asbestos:					
Asbestos adjustments	4.5	21.5	(79)		
Other asbestos ¹	0.4	0.8	(50)		
New Zealand weathertightness claims	0.2	(1.3)			
Asbestos and other tax adjustments	(1.6)	0.2			
Adjusted net operating profit	63.5	50.1	27		

Asbestos adjustments

 1% change in the AUD / USD exchange rate from beginning to ending balance sheet date for the period compared to a 2% change in spot rates in the prior corresponding period

Adjusted net operating profit increased 27%

- · 26% increase in Adjusted EBIT
- A US\$6.4 million increase in Adjusted income tax expense
- Favorable movement in other income (expense) of US\$6.4
 million
- Gross interest expense of US\$5.7 million

1 Includes AICF SG&A expenses and AICF interest income, net

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GROSS PROFIT - GROUP



- Gross profit margins remain strong
- · Price improvements continue as we execute on pricing strategies and reduce pricing inefficiencies
- Input costs for pulp and utilities are lower and plant performance remains on a positive trend line as we continue to focus on cost management and operational excellence

US INPUT COSTS



- Cement Relative index from the Bureau of Labor Statistics
- Coment Relative mack from the Bareau C

¹ Prior corresponding period

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SEGMENT EBIT – 1st QUARTER FY16



USA and Europe Fiber Cement

Asia Pacific Fiber Cement¹



¹ Excludes New Zealand weathertightness claims

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USA and Europe Fiber Cement EBIT summary:

- EBIT increased by 32% when compared to pcp
- The increase for the quarter was driven by improved plant performance, lower input costs, increased volumes and lower segment SG&A expenses

Asia Pacific Fiber Cement EBIT summary:

- Quarter EBIT¹ decreased 5% compared to pcp. The Asia Pacific Fiber Cement segment results in US dollars were impacted by a 17% unfavorable change in the weighted average period AUD/USD exchange rate relative to the prior corresponding quarter.
- EBIT¹ in local currency for the quarter increased 15% compared to pcp

SEGMENT EBIT – 1 st QUARTER FY16



(6.9) Q1 EBIT (2) 0

FY16

R&D summary:

- · Continued broadly in line with historic trend line on a percentage of sales basis
- · Fluctuations reflect normal variation and timing in number of R&D projects in process in any given period

General corporate costs:

- · Results for the quarter increased due to higher :
 - · Stock compensation related to share price appreciation

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- · Discretionary expenses
- · Foreign exchange losses

¹ Excludes Asbestos related expenses and adjustments and ASIC expenses

FY15

FY14

CHANGES IN AUD vs. USD



•	Unfavorable impact from translation of Asia Pacific results	<u>Earnings</u>	Balance Sheet
•	Favorable impact on corporate costs incurred in Australian dollars	N	N/A
		Ń	N/A
•	Unfavorable impact from translation of asbestos liability balance	\checkmark	V

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Three Months Ended 30 June				
	Q1'16	Q1'15		
Operating profit before taxes Asbestos:	81.3	45.6		
Asbestos adjustments ¹	4.9	22.3		
NZ weathertightness claims	0.2	(1.3)		
Adjusted net operating profit before taxes	86.4	66.6		
Adjusted income tax expense ²	(22.9)			
Adjusted effective tax rate	26.5%	24.8%		
Income tax expense Income taxes paid Income taxes payable	(21.3) 4.3 15.1	,		

¹ Includes Asbestos adjustments, AICF SG&A expenses and AICF interest expense, net ² Excludes tax effects of Asbestos and other tax adjustments

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26.5% estimated adjusted effective tax rate (ETR) for the year

- Adjusted income tax expense increased due to the increase in operating profit before income taxes, primarily in the US
- The difference between adjusted income tax expense and income tax expense increased primarily due to lower asbestos and other tax adjustments
- Income taxes are paid and payable in Ireland, the US, Canada, New Zealand and the Philippines
- Income taxes are not currently paid or payable in Europe (excluding Ireland) or Australia due to tax losses. Australian tax losses primarily result from deductions relating to contributions to AICF

CASHFLOW

(US\$ Millions)	Q1'16	Q1'15	Change (%)
Net Income	60.0	28.9	
Asbestos related ¹	4.6	20.9	(78)
Depreciation & amortization	18.2	16.6	10
Working capital	1.4	(0.4)	
Other non-cash items	(29.1)	(23.5)	(24)
Cash Flow from Operations	55.1	42.5	30
Capital expenditures ²	(16.4)	(48.6)	66
Acquisition of assets	(0.5)	-	
Free Cash Flow	38.2	(6.1)	
Dividends paid	-	(124.6)	
Net payment of long-term debt	(15.0)	-	
Share related activities	1.2	(6.6)	
Free Cash Flow after Financing Activities	24.4	(137.3)	

Includes Asbestos Adjustments and changes in asbestos-related assets and liabilities
 Includes capitalized interest and proceeds from sale of property, plant and equipment

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 Net income increased US\$31.1 million compared to prior corresponding period

- Improved working capital driven by:
 - Improved inventory and A/P turns
 - Partially offset by an unfavorable change in A/R due to the timing of billing and collections
- · Lower capital expenditures:
 - Reflecting near completion of our previously announced US and Australian capacity projects
 - While continuing to invest in maintenance capital expenditure programs

· Lower financing activities:

 No dividends being paid in the current period, compared to the US\$124.6 million payment of the one-time 125 year anniversary special dividend during the first quarter of fiscal year 2015

LIQUIDITY PROFILE



Cash	00002.0 minori
Total Combined Bank Facilities	US\$590.0 million
Drawn Bank Facilities	US\$60.0 million
Undrawn Bank Facilities	US\$530.0 million
Weighted Average Interest Rate of drawn Bank Facilities	1.4%
Fixed / Floating Interest Ratio	110% fixed
Weighted Average Term (Bank Facilities)	2.2 years
Weighted Average Term (Total Facilities)	4.1 years

 Debt maturities as at Q1'16 were as follows: US\$50 million in Q4'16, US\$150 million in Q1'17, US\$100 million in Q1'18, US\$125 million Q3'18, US\$40 million in Q4'19, US\$125 million in Q1'20 and US\$325 million in Q4'23
 Callable from February 2018

³ Original issue discount (OID) US\$2.4 million at 30 June 2015

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Strong balance sheet position:

- US\$92.3 million of cash
- US\$382.6 million of gross debt
- US\$590 million of bank debt facilities
- US\$325 million 8 year unsecured notes 2,3
- 68% liquidity as of Q1'16
- At 30 June 2015, net debt of US\$290.3 million compared to net debt of US\$330.5 million at 31 March 2015
- At 30 June 2015, we have US\$325.0 million in senior unsecured notes due 15 February 2023 with an interest of rate 5.875%. Interest is payable semi-annually in arrears on 15 August and 15 February each year.

• Net Debt within target range of 1-2 times EBITDA excluding asbestos

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• We remain in compliance with all debt covenants

ASBESTOS CLAIMS DATA

	Three Months Ended 30 June		d 30 June
	Q1 '16	Q1 '15	% Change
Claims received	139	156	11
Actuarial estimate for the period	164	153	(7)
Difference in claims received to actuarial estimate	25	(3)	
Average claim settlement ¹ (A\$)	233,000	223,000	(4)
Actuarial estimate for the period ² (A\$)	302,000	289,000	(4)
Difference in claims paid to actuarial estimate	69,000	66,000	(5)

Claims Data

- Claims received during the quarter were 15% below actuarial estimates and 11% lower than the prior corresponding period
- Mesothelioma claims reported in the current quarter are 2% above actuarial estimates and are 5% below the prior corresponding period
- (4) Average claim settlement sizes are generally
 (5) lower across all disease types compared to actuarial expectations for fiscal year 2016
 - The average claim settlement is 23% below actuarial estimates and 4% higher than the prior corresponding period

1 Average claim settlement is derived as the total amount paid divided by the number of non-nil claim settlements

2 This actuarial estimate is a function of the assumed experience by disease type and the relative mix of settlements assumed by disease type. Any variances in the assumed mix of settlements by disease type will have an impact on the average claim settlement experience

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DEFINITIONS AND OTHER TERMS

This Management Presentation forms part of a package of information about the company's results. It should be read in conjunction with the other parts of this package, including the Management's Analysis of Results, Media Release and Consolidated Financial Statements

Definitions

Non-financial Terms

AFFA – Amended and Restated Final Funding Agreement

AICF - Asbestos Injuries Compensation Fund Ltd

NBSK - Northern Bleached Soft Kraft; the company's benchmark grade of pulp

Legacy New Zealand weathertightness claims ("New Zealand weathertightness claims") – Expenses arising from defending and resolving claims in New Zealand that allege poor building design, inadequate certification of plans, inadequate construction review and compliance certification and deficient work by sub-contractors

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DEFINITIONS AND OTHER TERMS

Financial Measures – US GAAP equivalents

This document contains financial statement line item descriptions that are considered to be non-US GAAP, but are consistent with those used by Australian companies. Because the company prepares its Consolidated Financial Statements under US GAAP, the following table cross-references each non-US GAAP line item description, as used in Management's Analysis of Results and Media Release, to the equivalent US GAAP financial statement line item description used in the company's Condensed Consolidated Financial Statements:

Management's Analysis of Results and	Consolidated Statements of Operations
Media Release	and Other Comprehensive Income (Loss) (US GAAP)
Net sales Cost of goods sold Gross profit	Net sales Cost of goods sold Gross profit
Selling, general and administrative expenses Research and development expenses Asbestos adjustments EBIT*	Selling, general and administrative expenses Research and development expenses Asbestos adjustments Operating income (loss)
Net interest income (expense)* Other income (expense) Operating profit (loss) before income taxes*	Sum of interest expense and interest income Other income (expense) Income (loss) before income taxes
Income tax (expense) benefit	Income tax (expense) benefit
Net operating profit (loss)*	Net income (loss)

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DEFINITIONS AND OTHER TERMS

EBIT margin – EBIT margin is defined as EBIT as a percentage of net sales

Sales Volumes

mmsf - million square feet, where a square foot is defined as a standard square foot of 5/16" thickness

msf - thousand square feet, where a square foot is defined as a standard square foot of 5/16" thickness

Financial Ratios

Gearing Ratio - Net debt (cash) divided by net debt (cash) plus shareholders' equity

Net interest expense cover - EBIT divided by net interest expense (excluding loan establishment fees)

Net interest paid cover - EBIT divided by cash paid during the period for interest, net of amounts capitalised

Net debt payback - Net debt (cash) divided by cash flow from operations

Net debt (cash) - Short-term and long-term debt less cash and cash equivalents

Return on capital employed - EBIT divided by gross capital employed

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Adjusted EBIT and Adjusted EBIT margin – Adjusted EBIT and Adjusted EBIT margin are not measures of financial performance under US GAAP and should not be considered to be more meaningful than EBIT and EBIT margin. Management has included these financial measures to provide investors with an alternative method for assessing its operating results in a manner that is focused on the performance of its ongoing operations and provides useful information regarding its financial condition and results of operations. Management uses these non-US GAAP measures for the same purposes.

US\$ Millions	Three	Three Months Ended 30 June				
	G	1 '16	Q1 '15			
EBIT	\$	84.5	\$	50.4		
Asbestos:						
Asbestos adjustments		4.5		21.5		
AICF SG&A expenses		0.5		0.6		
New Zealand weathertightness claims		0.2		(1.3)		
Adjusted EBIT		89.7		71.2		
Net sales	\$	428.3	\$	416.8		
Adjusted EBIT margin		20.9%		17.1%		

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<u>Adjusted net operating profit</u> – Adjusted net operating profit is not a measure of financial performance under US GAAP and should not be considered to be more meaningful than net operating profit. Management has included this financial measure to provide investors with an alternative method for assessing its operating results in a manner that is focused on the performance of its ongoing operations. Management uses this non-US GAAP measure for the same purposes.

US\$ Millions	Three Months Ended 30 June			
	Q	Q1 '16		Q1 '15
Net operating profit	\$	60.0	\$	28.9
Asbestos:				
Asbestos adjustments		4.5		21.5
AICF SG&A expenses		0.5		0.6
AICF interest (income) expense, net		(0.1)		0.2
New Zealand weathertightness claims		0.2		(1.3)
Asbestos and other tax adjustments		(1.6)		0.2
Adjusted net operating profit	\$	63.5	\$	50.1

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<u>Adjusted diluted earnings per share</u> – Adjusted diluted earnings per share is not a measure of financial performance under US GAAP and should not be considered to be more meaningful than diluted earnings per share. Management has included this financial measure to provide investors with an alternative method for assessing its operating results in a manner that is focused on the performance of its ongoing operations. Management uses this non-US GAAP measure for the same purposes.

	Three Months Ended 30 June			
	Q1 '16		Q1 '15	
Adjusted net operating profit (US\$ millions)	\$	63.5	\$	50.1
Weighted average common shares outstanding - Diluted (millions)		447.4		446.0
Adjusted diluted earnings per share (US cents)		14		11

Adjusted income tax expense and Adjusted effective tax rate – Adjusted income tax expenses and Adjusted effective tax rate on earnings is not a measure of financial performance under US GAAP and should not be considered to be more meaningful than income tax expense and effective tax rate, respectively. Management has included this financial measure to provide investors with an alternative method for assessing its operating results in a manner that is focused on the performance of its ongoing operations. Management uses this non-US GAAP measure for the same purposes.

US\$ Millions		Three Months Ended 30 June				
		1 '16	Q1 '15			
Operating profit before income taxes	\$	81.3	\$	45.6		
Asbestos:						
Asbestos adjustments		4.5		21.5		
AICF SG&A expenses		0.5		0.6		
AICF interest (income) expense, net		(0.1)		0.2		
New Zealand weathertightness claims		0.2		(1.3)		
Adjusted operating profit before income taxes	\$	86.4	\$	66.6		
Income tax expense	\$	(21.3)	\$	(16.7)		
Asbestos and other tax adjustments		(1.6)		0.2		
Adjusted income tax expense	\$	(22.9)	\$	(16.5)		
Effective tax rate		26.2%		36.6%		
Adjusted effective tax rate		26.5%		24.8%		

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Adjusted EBITDA – is not a measure of financial performance under US GAAP and should not be considered an alternative to, or more meaningful than, income from operations, net income or cash flows as defined by US GAAP or as a measure of profitability or liquidity. Not all companies calculate Adjusted EBITDA in the same manner as James Hardie has and, accordingly, Adjusted EBITDA may not be comparable with other companies. Management has included information concerning Adjusted EBITDA because it believes that this data is commonly used by investors to evaluate the ability of a company's earnings from its core business operations to satisfy its debt, capital expenditure and working capital requirements

US\$ Millions	Three Months Ended 30 June			
	Q1 '16		Q1 '15	
EBIT	\$	84.5	\$	50.4
Depreciation and amortization		18.2		16.6
Adjusted EBITDA	\$	102.7	\$	67.0

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Adjusted selling, general and administrative expenses – Adjusted selling, general and administrative expenses is not a measure of financial performance under US GAAP and should not be considered to be more meaningful than selling, general and administrative expenses. Management has included these financial measures to provide investors with an alternative method for assessing its operating results in a manner that is focused on the performance of its ongoing operations and provides useful information regarding its financial condition and results of operations. Management uses these non-US GAAP measures for the same purposes.

US\$ Millions	Three Months Ended 30 June			ed 30 June
	Q1 '16		Q1 '15	
Selling, general and administrative expenses	\$	61.5	\$	59.9
Excluding:				
New Zealand weathertightness claims		(0.2)		1.3
AICF SG&A expenses		(0.5)		(0.6)
Adjusted selling, general and administrative expenses	\$	60.8	\$	60.6
Net sales	\$	428.3	\$	416.8
Selling, general and administrative expenses as a percentage of net sales		14.4%		14.4%
Adjusted selling, general and administrative expenses as a percentage of net sales		14.2%		14.5%



INVESTOR PRESENTATION

SEPTEMBER 2015



Financial and Market Dynamics September 2015

FORWARD-LOOKING STATEMENTS

This Investor Presentation contains forward-looking statements. James Hardie Industries plc (the "company") may from time to time make forward-looking statements in its periodic reports filed with or furnished to the Securities and Exchange Commission, 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 its 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 concerning the costs associated with the significant capital expenditure projects at any of the company's plants and future plans with respect to any such projects;
- expectations regarding the extension or renewal of the company's credit facilities including changes to terms, covenants or ratios;
- 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;
- 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;
- expectations concerning the adequacy of the company's warranty provisions and estimates for future warranty-related costs;
- 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 changes in the US economic or housing recovery or changes in the market conditions in the Asia Pacific region, 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.

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DISCLAIMER (continued)

Words such as "believe," "anticipate," "plan," "expect," "intend," "target," "estimate," "project," "predict," "forecast," "guideline," "aim," "will," "should," "likely," "continue," "may," "objective," "outlook" 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.

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U.S. MARKETPLACE



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Page 4

ECONOMY HAS STABILIZED



Overall economy has stabilized and is in a slow but steady recovery

Page 5

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KEY INDICATORS POINT TO SOME VOLATILITY





Page 6

Oil prices and equity markets have displayed volatility

💮 James Hardle
EMPLOYMENT SUPPORTS HOMEOWNERSHIP



Unemployment Rate - Seasonally Adjusted

Real Average Hourly Earnings

Page 7

Unemployment back to pre-recession rates while wage inflation is starting to emerge

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CONFIDENCE



Overall Consumer Confidence

Real Estate Confidence Index Current Conditions as of June 2015 (50="Moderate" Conditions)



Source: OECD August 2015, Confidence Index

Overall consumer confidence and real estate confidence are strong

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CONSUMER SPEND



CONSUMER SPEND

Shelter as a % of spend is stable. Total consumer spend is up 5% CAGR since 2006.

James Hardle

ELIGIBLE HOME BUYERS EXIST



% of U.S. Population by Age, 2013

Percentage of 18-34 Year-Olds Living with Their Parents



Source: U.S. Census Bureau

Pent-up demand continues... ~20% of U.S. population between 20-34. ~30% living at home is historic high.

Source: U.S. Census Bureau

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DEMAND OUTPACING SUPPLY



Supply is relatively low vs. historical rates

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FINANCING



while mortgage rates are low

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HOME OWNERSHIP PROFILE



Percent of Owner-Occupied Homes with a Mortgage in Negative Equity (U.S.)



Source: S&P Dow Jones Indices

Source: Zillow Real Estate Research

Home prices are improving as are owners' financial positions, which should cause home ownership turnover

💮 James Hardle

NEW CONSTRUCTION VS. EXISTING HOME SALES



New Construction as a % of Home Sales

Source: National Association of Realtors and U.S. Census Bureau

New construction continues to gain momentum as a percent of total home sales

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MILLENNIALS

Student Loan Debt





Source: JCHS Tabulation of Federal Reserve Board

Source: JCHS Tabulation of U.S. Census Bureau

Millennials are a source of pent-up demand in the housing sector

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SLOW AND STEADY RECOVERY



Starts continue to trend below historic average of 1.5M per year

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STARTS FORECAST



2016 Forecasted Housing Starts

Source: Dodge, Fannie Mae, Freddie Mac and MBA

Starts forecasted to be 1.1M in 2015 and 1.3M in calendar year 2016

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MULTI-FAMILY OUTPACING SINGLE-FAMILY



Multi-family starts are growing at a faster rate than single-family starts

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MULTI-FAMILY TREND LIKELY TO CONTINUE

Today's younger households are increasingly likely to have characteristics associated with lower homeownership rates

Change in share of 25-34 year-old households 2003-13 (percentage points)



Source: JDHS tabulations of U.S. Department of Housing and Urban Development HUD), American Housing Surveys

% Homeownership



Source: U.S. Census Bureau

70.0

69.0

68.0

8

Housing Affordability Index



REPAIR AND REMODEL MARKET



Age of Housing Stock

NAHB Remodeling Market Index

Remodeling continues to be a strong segment of growth

💮 James Hardle

REPAIR AND REMODEL MARKET



15% 10% 5% 0% -5% -10% 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

Source: Hanley Wood

Repair and Remodel market continues to show strength through the recovery

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Hanley Wood R&R Siding Project Growth

JH PERFORMANCE



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CURRENT MARKET SHARE LANDSCAPE



North America Siding Market Share

Source: Internal estimates based on NAHB product usage data adjusted for regional market intelligence

National Association of Homebuilders (NAHB) serves as our main source for market share measurement as it provides the following:

- Siding used in residential dwelling applications
- · Square feet as unit of measurement
- Geographic detail allowing alignment to organizational structure
- Segmentation between single-family, multi-family and repair & remodel

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WOOD-LOOK MARKET LANDSCAPE



Source: Internal estimates based on NAHB product usage data adjusted for regional market intelligence

Continued focus on gaining share in the wood-look market

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VINYL SHARE CONTINUES TO DECLINE



- While vinyl continues to be the volume-leader in siding, market share has continued to steadily decline.
- With the wood-look market maintaining 65-70% market share, vinyl's decline is the result of gains by fiber cement and wood.



COMPETITIVE FIBER CEMENT



Competitive fiber cement plants ran at ~40% capacity in 2014

- Allura / Maxitile estimated capacity at ~35%
- Nichiha estimated capacity at ~60%

Source: Elementia financial filings and internal James Hardie estimates

Fiber Cement Category Market Share



Though competitors have ample capacity to expand in the fiber cement category, James Hardie continues to maintain its category leadership

James Hardle

JAMES HARDIE GROUP AND U.S. & EUROPE SALES AND EBIT PERFORMANCE



Due to strong operational performance, EBIT growth and margin are in line with expectations

James Hardle

NOPAT AND EPS PERFORMANCE



NOPAT and EPS Growth continue to increase

💮 James Hardle

OPERATIONAL CASH FLOW AND CAPEX



Investments in NA and APAC capacity during FY15 largely completed. CapEx to return to primarily maintenance levels for FY16 and near term

💮 James Hardle

CAPACITY – ANNUAL DESIGN

Plant Location	Owned/Leased	Design Capacity (mmsf)
Cleburne, Texas	Owned	466
Incremental capacity		200
Peru, Illinois	Owned	560
Plant City, Florida	Owned	300
Incremental capacity		300
Pulaski, Virginia	Owned	600
Reno, Nevada	Owned	300
Tacoma, Washington	Owned	200
Waxahachie, Texas	Leased	360
Fontana, California	Owned	250
Summerville, South Carolina	Owned	190
Total U.S. Network		~3,700

Historically, our disclosed capacity is based on running a standard 5/16th inch medium standard product:

- No accepted industry standard exists for the calculation of our fiber cement manufacturing facility design and utilization capacities
- Based on management's historical experience with our production process
- Good at standardizing capacity additions for comparative purposes
- Not reflective of actual capacity based on product mix, which is impacted by product size, thickness, and density

To evaluate capacity, utilization levels, and when incremental capacity will be needed, capacity utilization is determined by using machine hours

💮 James Hardle

CAPACITY – GROSS HOURS

Capacity Utilization Determined by Machine Hours of Active Capacity



-				
Active Capacity	% Utilization			
Cleburne, Texas	7			
Peru, Illinois				
Plant City, Florida				
Pulaski, Virginia	72%			
Reno, Nevada	(12/0			
Tacoma, Washington				
Waxahachie, Texas				
Fontana, California)			
Idle Capacity				
Cleburne, TX	New			
Plant City, FL	New			
Summerville, SC	Idle			

72% utilization based on gross hours as of 1Q16

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SHAREHOLDER RETURNS



Shareholder Return (%)

31% average annual Total Shareholder Return since FY10

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DIVIDENDS PAID PER SHARE

Dividends Paid per Share (USD)



Remain committed to Ordinary Dividend within the Defined Payout Ratio

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SUMMARY

- U.S. housing market continues modest recovery, albeit at a historically slower pace
- FY2016 continues to be in line with our guidance provided at the August Q1 FY16 result call, including the assumptions and discussion of:
 - Volume and PDG
 - Average Selling Price and Sales
 - Margins
 - Balance Sheet and Capital Allocation

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BUSINESS AND NORTHERN MARKETS

September 2015

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- expectations concerning dividend payments and share buy-backs;
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- statements regarding tax liabilities and related audits, reviews and proceedings;
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- expectations concerning indemnification obligations;
- expectations concerning the adequacy of the company's warranty provisions and estimates for future warranty-related costs;
- 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 changes in the US economic or housing recovery or changes in the market conditions in the Asia Pacific region, the levels of new
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 financing, mortgage and other interest rates, housing affordability and supply, the levels of foreclosures and home resales, currency exchange rates, and builderand consumer
 confidence.

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STRATEGY

JAMES HARDIE US STRATEGY

- Grow Fiber cement by substituting for both wood and vinyl based sidings and trim all market segments (35)
- Maintain our Fiber cement category position by delivering differentiated value to supply chain participants, right through to the home owner (90)
- Build the business model in a way that delivers sustainable financial returns that far exceed industry averages



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GROWTH - 35

- Focus on the wood look opportunity ٠
- Grow significantly against vinyl and wood based products ٠
- Grow in all segments ٠



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HARDIE VALUE AND SEGMENTS AT TERMINAL SHARE

Segment	Decision Maker	Value Creation	Share Implications
Repair and Remodel	Home Owner	DesignLow Maintenance	++
Single Family New Construction	• Builder	 Sell house for more, or sell homes faster 	+
Multi Family	 Management Firm/Owner 	Total cost of ownership	+++

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PAGE 7
DEFEND THE CATEGORY-90

- Align with channel partners in a way that allows full market access and leverage their local service capabilities and customer relationships
- Ensure that supply chain is built and operates in a manner that enables participants to earn acceptable category returns in the category
- Support our channel in a manner that protects and develops the category



JH VALUE PROPOSITION

James Hardie can deliver:

- Superior design compared to vinyl with a true wood look
- Superior durability and lower maintenance compared to real wood, hardboard/OSB exterior products
- Scale, field support and business-building programs to all members in the value chain





STRATEGIC COMPETITIVE ADVANTAGE

10 YEAR - R&D SPEND

- R&D spend is divided between research and development projects
 - Research Core understanding of the technologies and science behind them
 - Development Focus on implementing new technology and new products



RESEARCH CAPABILITIES



Thermal Properties

Compositional Analysis





Mechanical Properties

Microscopy



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RESEARCH CAPABILITIES



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PLATFORM DEVELOPMENT FOCUS

Invest in new manufacturing platforms to enable a step-change in current products or in a new category



PRODUCT DEVELOPMENT FOCUS

Balanced mix of step change products and product line extensions to drive JH category and market share growth



HARDIEZONE[®] SYSTEM– ENGINEERED FOR CLIMATE[®]

Delivered HardieZone® Engineered for Climate® Products

7th Generation of FC products



PRODUCT DEVELOPMENT



HardieReveal2.0™Panel System



Artisan® V-Rustic Siding



HardiePlank® Lap Siding with Insulation



HardieTrim® Mouldings



HardieTrim® 5/4" NT3® Roughsawn

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PRODUCT PERFORMANCE

HZ5[®] siding performs 5x better than generic FC in system testing



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JH vs. COMPETITORS (OSB)

Like hardboard, OSB siding is a wood based, manufactured product that can experience similar issues when exposed in external applications:

- Fire
- Splitting
- Mold Growth
- Termites
- Significant Moisture Movement
- Swelling



Fire



Splitting



Mold Growth Termite Activity



Source: James Hardie Internal Research and Testing

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FLEXIBLE AND LOW COST MANUFACTURING

Low cost manufacturing

- Significant R&D investment in plant engineering, construction and design
- Significantly lower capital \$ per square foot produced than our competitors

• Enable James Hardie product leadership and brand promise

- Durability
- Product portfolio



WELL DEVELOPED SUPPLY CHAIN

Integrated supply chain designed for on-time service at optimized landed costs



James Hardle

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ORGANIZATION CAPABILITY

- Driving an overall business capability that allows us to profitably participate in all segments
- · Ability to move a market
- · Very capable and above the industry norm
- Executing at a high level with a single focus
- Depth of leadership
- Tenure and continuity

Recruit	Engage	Develop	Evaluate	Promote
James Hardle				PAGE 22



MARKET INITIATIVES DRIVING NON-PRODUCT ADVANTAGE

ECONOMIC VALUE ANALYSIS



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ECONOMIC VALUE ANALYSIS



As we get closer to 35 we need to continue to add value

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ECONOMIC VALUE ANALYSIS



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MARKET INITIATIVES

Aimed at facilitating growth

- SIDE Master Installation Program
- 100% HARDIE in single family new construction
- Hardie Ambassadors in repair and Remodel
- AskHardie[™] Support in smaller markets



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SIDE MASTER INSTALLATION PROGRAM



100% HARDIE - SINGLE FAMILY NEW CONSTRUCTION

A program that:

- ...inspires confidence
- ...stands above the rest
- ...delivers results



For a home that looks beautiful longer, CHOOSE 100% HARDIE ™ SIDING AND TRIM A new 100% HARDIE ™ SIDING AND TRIM A new 100% HARDIE home is protected from every angle. With our high-performance siding, trim, soffit and finishes, you have the peace of mind that comes from choosing the best. We are so confident in our 100% HARDIE exterior, that if you encounter any siding or trim issues during the first 10 years after construction, simply call James Hardie directly. We'll come to your home and correct the problem at no cost to you.* That promise is in addition to our standard 30-year nonprorated, transferable siding and 15-year limited trim warrantles. Dur 10-Year Service Commitment covers 100% of labor and material costs. To speak with a James Hardie representative about this program for new homes, call 1.844.833.2336

HARDIE AMBASSADOR PROGRAM – SINGLE FAMILY REPAIR AND REMODEL

- Drive awareness and preference for James Hardie products in vinyl battleground neighborhoods
- Reaching homeowners through multiple touch points
- Enabling contractor growth in these key neighborhoods



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ASKHARDIETM SUPPORT IN SMALLER MARKETS

Additional resources for the trade in select Midwest markets providing expedited response times through dedicated single source experts



askHardie Support

@ask**Hardie** Comprehensive Trade Support Products ÷ Get immediate answers to your product-related questions, including the availability of profiles and sizes for your market and specific questions about accessories, colors and warranties. Installation Get customized support for your James Hardie* product and accessory installation questions. You can also arrange installation training events. **Marketing Materials** Get quick, easy access to a wide range of marketing materials such as brochures, samples and displays. Ordering Get expedited access to your product inquiries and order status. **One-on-one Support** Address any needs or questions you may have with one-on-one support from your representative.

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CENTRAL OPERATIONS

September 2015

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- Introduction & Org Overview
- JH Manufacturing Advantage
- Capacity Update
- JH Supply Chain Advantage
- Freight & Procurement Update

PAGE 4

CENTRAL OPERATIONS ORGANIZATION

Central Operations

Supply Chain

Centralized Manufacturing

Raw Materials to Customer Integration:

- Procurement
- Production/Capacity Planning
- Outbound Freight
- Distribution Management (VMI)
- Customer Operations
- Supply Chain Strategy

Key Shared Manufacturing Capabilities:

- Long-Term Capacity Planning
- Greenfield Plant Design
- Reliability Engineering
- Process Control
- Post-Autoclave Engineering
- Core Engineering Development

PAGE 5



JH MANUFACTURING

JH MANUFACTURING OVERVIEW

JH manufacturing: Major lever in our competitive advantage

Proprietary technology delivers unit cost & ROCE advantage



Unique throughput advantage in our Hatscheck manufacturing



Engineered scale creates labor and capital advantage



Flexible manufacturing achieves low unit cost through market cycles Innovation in process capability enables product leadership



Process capability to deliver innovative product differentiation



Innovation approach delivers speed to market advantage



Network flexibility creates delivered cost advantage

PAGE

MANUFACTURING PROCESSES

PROCESS TECHNOLOGY SEGMENTS MANUFACTURING APPROACH

Pre-Autoclave	Post-Autoclave	
Continuous Process Raw Material Conversion	Material handling Coatings application	
Long Continuous runs Raw material yield	Optimize coating yield	
Make-to-Inventory	Mix of Make-to-Inventory & Make-to-Order	
	Continuous Process Raw Material Conversion Long Continuous runs Raw material yield	

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JH MANUFACTURING SCALE EVOLUTION

A culture of engineering step-change has yielded a tremendous increase in manufacturing scale



SCALE AS A COMPETITIVE ADVANTAGE

Manufacturing scale creates a significant competitive advantage



JH MANUFACTURING ADVANTAGE

Internally developed process capability enables product differentiation


MANUFACTURING ADVANTAGE SUMMARY

- Step change engineering focus has delivered a substantial manufacturing scale advantage
- Constant investment in manufacturing process capabilities enable our product differentiation
- Flexibility in manufacturing & capacity model allow for cost advantage through market cycles

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JH MANUFACTURING CAPACITY

CORE CONCEPTS OF OUR MANUFACTURING CAPACITY PHILOSOPHY:





Commission new capacity to optimize network costs



Invest in capacity that maximizes value creation



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ENSURING MARKET SUPPLY LONG-TERM CAPACITY PLANNING

Our trigger to invest in new capacity is designed to buffer demand uncertainty over our design/construction/commission period



JH CAPACITY TYPES

As a result, we manage several different types of capacity:

Capacity Catego	ry <u>Time to Mobilize</u>	Network Examples	
Idled & New] 18-24 month construction lead-time	Summerville Next Greenfield	
Not Commissioned	90-day start-up lead- time	Cleburne SM3 Plant City SM4	
Active	 30-day "flex" lead-time 	Peru SM1 & SM2 Pulaski SM1 & SM2 Tacoma SM1	
Used in our Short- Term Capacity Management Process			
James Hardle		PAGE	

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SHORT-TERM CAPACITY MANAGEMENT APPROACH

IN OUR SHORT-TERM CAPACITY PLANNING, ACTIVE & NOT COMMISSIONED CAPACITY ENABLES A HIGH UTILIZATION TARGET

Capacity Category





HOW WE MEASURE UTILIZATION

OUR UTILIZATION METRIC CONSIDERS THE ACTIVE CAPACITY BUCKET ONLY

Capacity Category



HOW WE CALCULATE UTILIZATION

OUR UTILIZATION METRIC IS CALCULATED BASED ON GROSS HOURS OF OUR "ACTIVE" CAPACITY



EXAMPLE CAPACITY ADD SEQUENCE



OUTLOOK ON NEW CAPACITY TIMING

Based on the this logic, our current outlook for capacity start-ups is:

MANUFACTURING CAPACITY	EXPECTED COMMISSIONING
PLANT CITY SM4	FY17 – FY18
CLEBURNE SM3	FY18 – FY19
SUMMERVILLE SM1	FY19 – FY21
TACOMA SM2	FY19 – FY22

Actual start-up dates are highly sensitive to: market growth, JH PDG performance, & product-specific capability requirements

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HEADWINDS TO CAPITAL EFFICIENCY

SEVERAL FACTORS ARE DRIVING UP THE COST TO CONSTRUCT NEW CAPACITY

Increasing regulatory requirements in air & water



Manufacturing processes to continue differentiation

We have recently begun several initiatives to off-set these costs

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CAPITAL EFFICIENCY EXAMPLE: GREENFIELD CAPACITY INITIATIVE

We have recently resourced a team to off-set these cost headwinds



MANUFACTURING ADVANTAGE SUMMARY

- We are committed to ensuring product supply and will continue to invest ahead of demand
- Our short-term capacity management program targets high active utilization
- We are resourcing programs to maintain our capital efficiency advantage





JH SUPPLY CHAIN ADVANTAGE

JH SUPPLY CHAIN OVERVIEW

A fully integrated value chain that begins with customer value creation...



...and has capabilities that create a substantial competitive advantage:

- Highly integrated customer/channel relationships
- To-the-piece order flow, manufacturing and delivery capability
- Automated production scheduling that leverages manufacturing scale
- Flexible network model providing redundancy and optimal landed cost

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JH SUPPLY CHAIN SCALE ADVANTAGE

JH Network – Today

James Hardle

<u>JH Network – 35/90</u>



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JH SUPPLY CHAIN OBJECTIVES

JH SUPPLY CHAIN CREATES CUSTOMER VALUE WHILE OPTIMIZING TOTAL VALUE CHAIN COSTS



SUPPLY CHAIN ADVANTAGE: JOBPACK EXAMPLE

JOBPACKS: TO-THE-PIECE COLORPLUS® HOUSE PACKS DELIVERED VIA LTL FREIGHT IN 8 DAYS



JH SUPPLY CHAIN – CAPABILITY ADVANTAGE

HIGHLY AUTOMATED, INTEGRATED SYSTEMS





OPTIMIZING SUPPLY CHAIN COSTS

JH TRANSPORTATION: OUR APPROACH TO FREIGHT

CORE CONCEPTS OF OUR APPROACH TO FREIGHT:

We optimize much of our network around freight



Freight is a commodity – the spot market is an advantage for us



We manage to detailed performance metrics on controllable cost drivers

PAGE



JH FREIGHT COST VS THE MARKET (FY12 – CURRENT)



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Source: DAT Rateview (Spot market \$/Mile W/Fuel)

FY12 – FY16 PERFORMANCE IMPROVEMENT LEVERS



FREIGHT SUMMARY AND OUTLOOK

- JH will continue YOY improvement in controllable areas
- In FY16 we are benefitting from a favorable operating environment in both supply/demand and fuel costs
- While the current operating environment is soft, our future state thinking on freight is impacted by the following realities:
 - Regulatory changes that reduce driver capacity
 - Demographic shifts, resulting in fewer drivers in workforce
 - Uncertain economic climate which limits capacity investments

PAGE

WE HAVE TWO PRIMARY OBJECTIVES FOR OUR PROCUREMENT PROCESSES

Ensure long-term supply



Strategic partnerships in select commodity categories



Management capability to offset supply risk



R&D capability to create alternative sourcing options

Optimize pricing power on scale & JH value proposition



Industry analysis to quantify JH value as a customer



Leverage spot markets to increase pricing pressure



Strategic vertical integration to key commodity categories

PAGE

CEMENT: UNDERSTANDING OUR VALUE AS A CUSTOMER

Supply/demand dynamics are driving increased pricing in all regions



PAGE

PULP: COMPETITIVE PRESSURE & SUPPLY CHAIN EFFICIENCIES

Our long-term pulp supply is secured through contracts with strategic partners. Within those agreements, we are focused on cost optimization



- Supply Chain is a strategic area focused on value creation for our customers
- We have substantial operating capabilities that enable optimized delivered cost through the entire value chain
- We continue to be focus on elevating our controllable performance to market through all market conditions

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Southern Markets Update

September 2015

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- expectations concerning the adequacy of the company's warranty provisions and estimates for future warranty-related costs;
- 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 changes in the US economic or housing recovery or changes in the market conditions in the Asia Pacific region, 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
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AGENDA

- South Division Review
- Growth / PDG Initiatives
- Marketing & Customer Experience

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Interiors

SOUTH DIVISION AT A GLANCE



Quick Facts

Manufacturing Employees: ~640 Sales Employees: ~100 FY15 Volume: ~970 mmsf FY15 Revenue: \$754M ~60% of North American Volume ~80% Exteriors vs Interiors ~85% Single Family vs Multi Family



SOUTH MANUFACTURING & RELOAD NETWORK



SOUTH DIVISION MANUFACTURING

KEYS TO OPERATIONAL STRATEGY

- Safety
- Customer service delivery
- Capacity ahead of demand
- Network redundancy
- Labor efficiency and operational excellence

PLANT	KEY CAPABILITIES
Fontana, CA	Sheet Machines: 4' wide, 5' wide Low Density Production Primary products: Panel, Backer Key Imports: Trim, Heritage®, Artisan® and ColorPlus® Products
Plant City, FL	Sheet Machines: 4' wide, 5' wide Primary Products: Panel, Plank, Trim Key Imports: Backer, Heritage®, Artisan®, Vented Soffit and ColorPlus® Products
Cleburne, TX	Sheet Machines: 5' wide Low Density Production Single Sourced Capacity: HLD Trim Primary products: Trim, Backer, Plank Key Imports: Heritage® & Artisan®
Waxahachie, TX	Sheet Machines: 4' wide and 5' wide Primary products: Panel, Plank, Soffit Key Imports: Backer, Heritage®, Artisan®
GROWTH AGAINST WOOD - TRIM

TRIM ATTACHMENT TO SIDING CONTINUES TO BE A CORE FOCUS AND GROWTH DRIVER FOR THE SOUTH DIVISION



James Hardle

GROWTH AGAINST WOOD – NEW TRIM PRODUCTS

We have expanded our new trim technologies across numerous markets to increase the size of the addressable market for trim.



GROWTH AGAINST WOOD - CAROLINAS TRIM TRANSITION

In Q3 FY16 the Carolinas market will transition to a new technology trim finished in our Plant City, FL facility, which enables:

- Better Product
 - No Back-Grooves
 - Installs Easier
- Improved Service Position
- Better Capacity Utilization



PAGE

GROWTH AGAINST WOOD – ARTISAN V RUSTIC

Artisan V Rustic was launched into the California market in 2014, providing key learning & development in manufacturing and in how to market to fragmented "Top of Market" customers.





PAGE

CONTRACTOR ALLIANCE PROGRAM

A successful launch of the RR Contractor Alliance Program has resulted in more contractors, more sold jobs, and higher engagement in the program.



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GROWTH AGAINST VINYL – AMBASSADOR PROGRAM

The Ambassador Program has expanded into new geographies and we have leveraged our leads to acquire new contractor partners.



Participating Contractors





Growth Against Fiber Cement and Chip Board

Our multi-brand strategy remains key to providing the right products to the right customers.





PAGE

In FY15 we increased investments in promoting our product performance advantages over generic fiber cement and chip board.

FRAGMENTED CUSTOMER MARKETING

Investments in inside sales and customer aggregation events (mobile tours) have yielded:

- Increased lead generation in fragmented markets
- Improved customer experiences
- Increased sales / conversions









💮 James Hardle

100% HARDIE

The 100% Hardie Program offers concierge-style marketing services to builders who utilize a full-wrap product solution.

Services include:

- Welcome kits
- Co-branded model home marketing tools
- PR Announcements
- Advertising Web / Print / Billboard
- Parade of Homes support
- Video Production
- Customized Offerings



Our annual survey of customer experience across our distribution channel showed strong progress in almost all areas, especially in areas weighted most important by customers.

Distributor				
	FY14	FY15	YOY	
Product Quality	4.3	4.6	0.3	
Financial Return	2.8	3.3	0.5	
Trust-Based Relationship	3.2	3.6	0.4	
On Time & Complete Delivery	3.2	3.8	0.7	
Product Availability	3.2	4.1	0.9	
Responsiveness	3.3	3.7	0.4	
Ease of Doing Business	2.8	3.5	0.7	
Cost of Doing Business	2.8	3.4	0.6	
Growth	3.8	3.9	0.1	

Dealer				
	FY14	FY15	YOY	
On Time & Complete Delivery	3.7	4.1	0.4	
Product Quality	4.1	4.4	0.3	
Product Availability	3.5	4.1	0.7	
Responsiveness	3.6	3.9	0.4	
Trust-Based Relationship	3.4	3.7	0.4	
Ease of Doing Business	3.3	3.8	0.5	
Financial Return	3.1	3.5	0.5	
Lead Times	3.5	4.0	0.5	
Cost of Doing Business	3.3	3.6	0.3	

MARKETING

Our new website (launched Nov 2014) and more aggressive digital marketing has driven improvement in our digital presence.

	DISPLAY ADVERTISING Average Monthly Increase in Sessions 78%		HOMEPAGE TRAFFIC Increase in Homepage Traffic since Site Launch	
	LEAD COLLECTION Increase in Lead Acquisition in 02 vs 01 30%	1	SITE ENGAGEMENT Increase in Avg. Session Duration, New Site va Ok 135%	^d Site ↑
James Hardle				PAGE 18

MARKETING



MARKETING – CAMPAIGN EXAMPLE

To raise awareness of James Hardie's performance advantage in high-wind markets, a multi-media marketing campaign was launched.

Tactics

- Direct Sales Education & Promotion
- TV Ads & Consumer Interest Stories
- Customer E-Communication
- 3rd Party Sponsorships
- PR
- Digital Advertising
- Print Advertising









Total Campaign Impressions

- Market Overview
- JH Value Proposition and Market Position

PAGE

Execution and Results

MARKET OVERVIEW





MESSAGING STRATEGY: THE THREE PILLARS



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Made Better



Formulation

How It's Made

Benefits



INSTALLS BETTER



Cutting

Nails and Screws

Floor vs. Wall

💮 James Hardle

PERFORMS BETTER



Moisture resistance



Mold resistance



Tile adhesion



Protects the tile and the work

💮 James Hardle

IMPROVED ORGANIZATIONAL EXECUTION



RETAIL STORE SEGMENTATION

- Enhanced segmentation for rep direction "Where to go, What to do"
- Focus on:
 - Conversions in "Contractor" stores
 - Retail fundamentals in "Retail" stores



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SALES ORGANIZATION

- Creation of dedicated interiors career path driving tenure
- Higher tenured reps delivering more conversions



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NATIONAL BACKER RETAIL POS RESULTS



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SUMMARY

- Manufacturing performing well and new capital investments starting to return value
- Continue to invest in growth initiatives
 - Product line extensions to increase available market
 - Funding PDG projects and programs
 - Improvements in customer outreach and experience
- Interiors positioning and performance improving

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MANUFACTURING EFFICIENCES

September 2015

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MANUFACTURING STRATEGY

- Provides a safe environment and good workplace for all employees, and complies with environmental regulations
- Enables JH's Product Leadership
- Ensures capacity is available during periods of peak demand
- Allows delivered unit cash costs to remain relatively flat during periods of lower utilization



HOW WE OPERATE

Systematic gate approach



MANUFACTURING OPTIMIZATION



Operators operate, managers manage and engineers support / enable

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JAMES HARDIE'S MANAGEMENT SYSTEM

METRICS

- A performance band established for all "gates" in the plant
- Basic division of day-to-day responsibilities:
 - General Foremen: Explains any variations outside the band and formulating a plan of attack to prevent recurrence
 - Managers: Formulate the strategy to shift or shrink the band



- Management review across all departments:
- Daily
 - Metrics review
 - Any "out of the band" issues without a clear plan are reviewed later in the day

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- Weekly
 - Employee engagement review
 - Cost review
 - Band improvement review



Ρ	EOPLE						
	Safety	People	Quality	Service	Process Optimization	Cost	

- Operator proficiency in current role
- Operator flexibility to manage seasonal demand
- Driving down accountability and decision making
- Developing capabilities internally and partnering with local schools





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