



James Hardie International

Jack Truong, President – International

Asia Pacific Investor & Analyst Tour

Sunshine Coast, Australia

June 25-26, 2018

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

This Management 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;
- statements regarding the possible consequences and/or potential outcome of legal proceedings brought against us and the potential liabilities, if any, associated with such 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 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.

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

(continued)

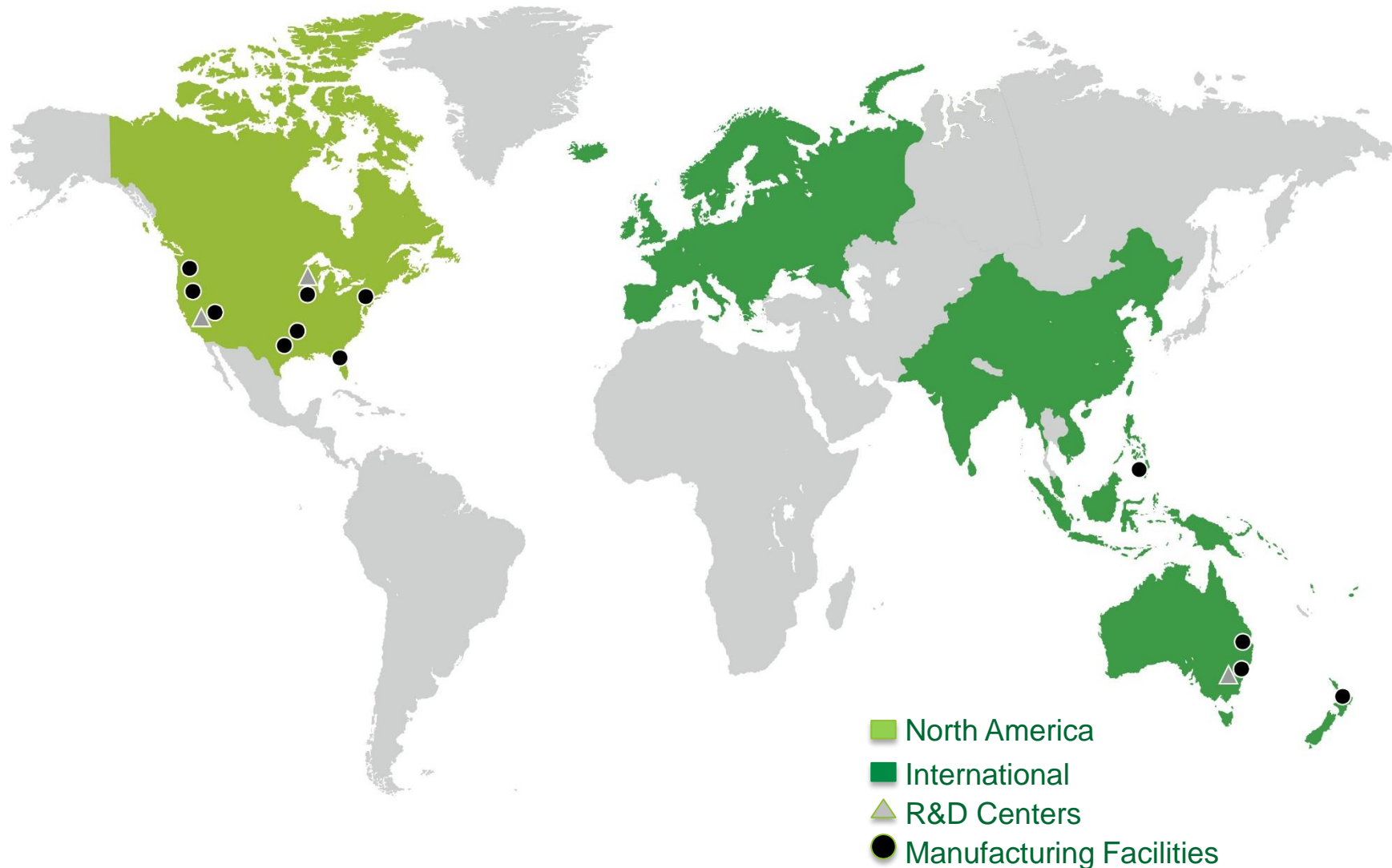
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Forward-looking statements are based on the Company’s current expectations, estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties, many of which are unforeseeable and beyond the Company’s control. Such known and unknown risks, uncertainties and other factors may cause actual results, performance or other achievements to differ materially from the anticipated results, performance or achievements expressed, projected or implied by these forward-looking statements. These factors, some of which are discussed under “Risk Factors” in Section 3 of the Form 20-F filed with the Securities and Exchange Commission on 22 May 2018, 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; the continuation or termination of the governmental loan facility to AICF; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the Company operates; the consequences of product failures or defects; exposure to environmental, asbestos, putative consumer class action or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; possible increases in competition and the potential that competitors could copy the Company’s products; reliance on a small number of customers; a customer’s inability to pay; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; compliance with and changes in laws and regulations; currency exchange risks; dependence on customer preference and the concentration of the Company’s customer base on large format retail customers, distributors and dealers; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; possible inability to renew credit facilities on terms favorable to the Company, or at all; acquisition or sale of businesses and business segments; changes in the Company’s key management personnel; inherent limitations on internal controls; use of accounting estimates; the integration of Fermacell into our business; and all other risks identified in the Company’s reports filed with Australian, Irish and US securities regulatory 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.

AGENDA

- International Strategy
- James Hardie Europe
- James Hardie Asia Pacific

INTERNATIONAL STRATEGY



INTERNATIONAL PRIORITIES

EU: Integrate Fermacell and Transform EU into 1B Euro Business in 10 years

APAC: Continue to Make Current Business a Great Business

- North America
- International
- R&D Centers
- Manufacturing Facilities

AGENDA

- International Strategy
- **James Hardie Europe**
- James Hardie Asia Pacific

Strategic Rationale of Fermacell Acquisition for JH Europe

Scale

- Critical mass
- Local R&D capabilities

Quality Company

- Quality products
- Strong brand
- Profitable growth trend

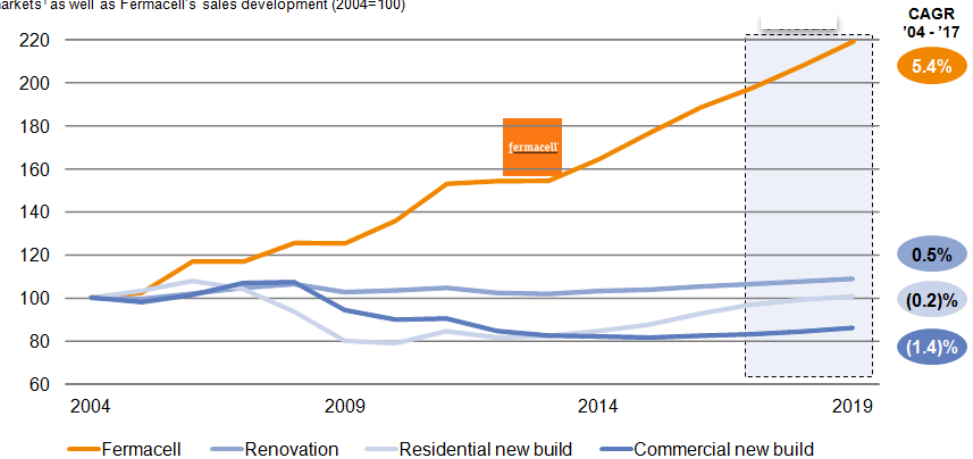
Fit w/ JH

- Technical pull-through selling
- High category share
- From exterior to interior

Growth Potential






- Long-term growth above market
- Route to market
- Fiber gypsum / fiber cement: differentiated technical platforms

Indexed European construction sector output by underlying market / Consisting of Fermacell's core markets' as well as Fermacell's sales development (2004=100)



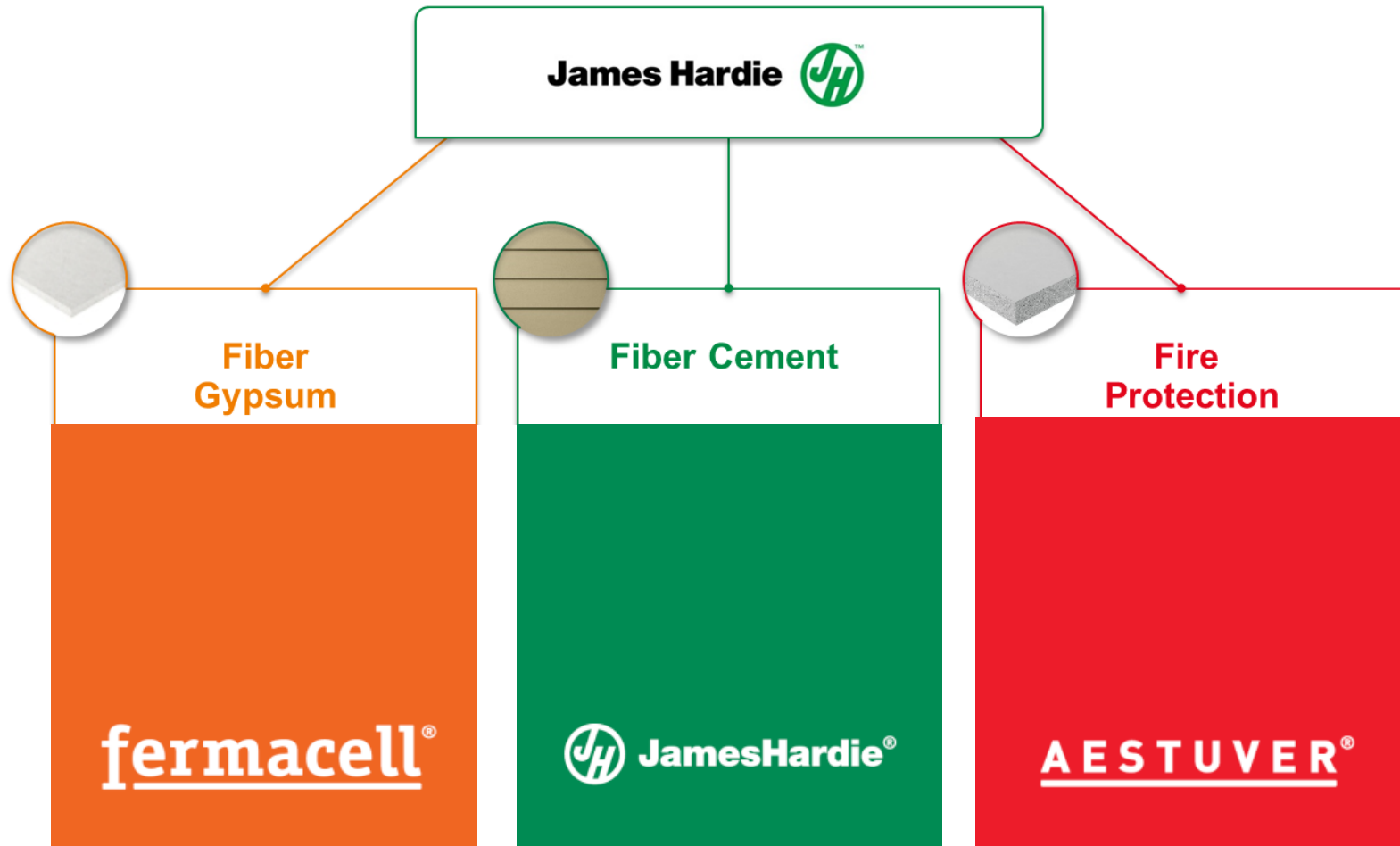
Source: Euroconstruct (as of Nov-16), B+L Market research, Consultic, BCG
Top 10 markets based on revenue 2016A: DE, FR, DK, NL, CH, AT, UK, CZ, IT, SE

James Hardie Europe Transformation

| | Before Acquisition | | Post Acquisition |
|----------------------------|---|------------------------|--|
| |  | |     |
| Workforce | • 70 employees | ◀ ▶ | • 900+ employees |
| Presence | • UK, FR, DK, DE | ◀ ▶ | • 12+ countries |
| Segments | • Residential New Construction • Repair and Renovation | ◀ ▶ | • Residential New Construction • Repair and Renovation • Commercial |
| Products | • Fiber Cement | ◀ ▶ ◀ ▶ | • Fiber Cement • Fiber Gypsum • Cement Bonded |
| Revenue¹ | • € 31 M | ◀ ▶ | • ~ € 300 M |

¹ 'Before Acquisition' revenue is based on unaudited James Hardie Europe financial records for 12 months ended 31 March 2018. 'Post Acquisition' revenue is a 12 month estimate based on unaudited James Hardie Europe financial records and unaudited Fermacell IFRS financial records for the 12 months ended 31 March 2018.

Brand Architecture



Value Proposition of Fiber Gypsum

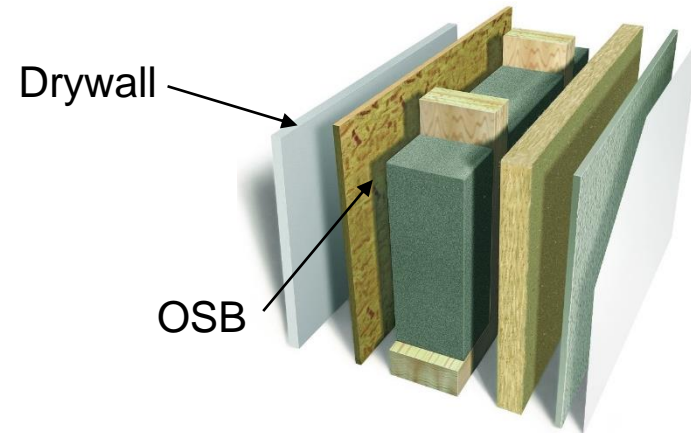
fermacell®

Fiber Gypsum is the Best All-Around Board

| | |
|---|------------------|
| ✓ | Acoustic |
| ✓ | Impact |
| ✓ | Fire Resistance |
| ✓ | Moisture |
| ✓ | Shear |
| ✓ | Hanging Strength |

- Over 200 sales professionals throughout Europe with a strong focus on technical sales

FROM: TWO Layers (OSB + Drywall)



TO: ONE Layer of Fiber Gypsum



Fiber Gypsum Products & Applications

fermacell®

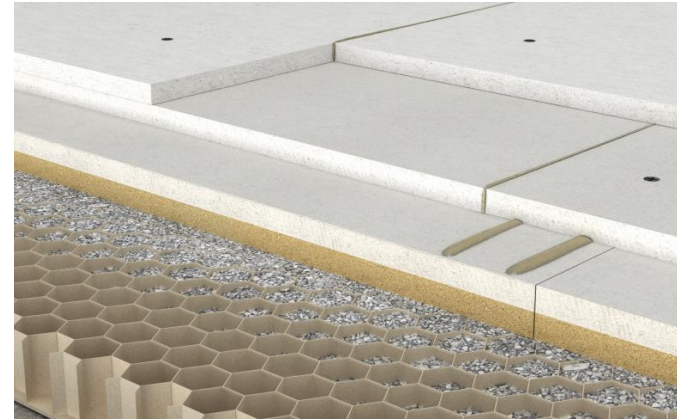
Fiber Gypsum – Timber Frame



Timber Frame, Germany



Fiber Gypsum - Flooring



Elementary School, Germany



Fiber Cement Products & Applications

Fiber Cement – HardiePlanks



Timber Frame, UK



Fiber Cement – HardiePanel



Multi Family, France



Fiber Cement – HardieBacker



Wet Room application



Cement Bonded Board – Fire Protection



Elbe Tunnel Hamburg, Germany



NSBP Tunnel Brisbane, Australia



Fermacell Manufacturing Footprint

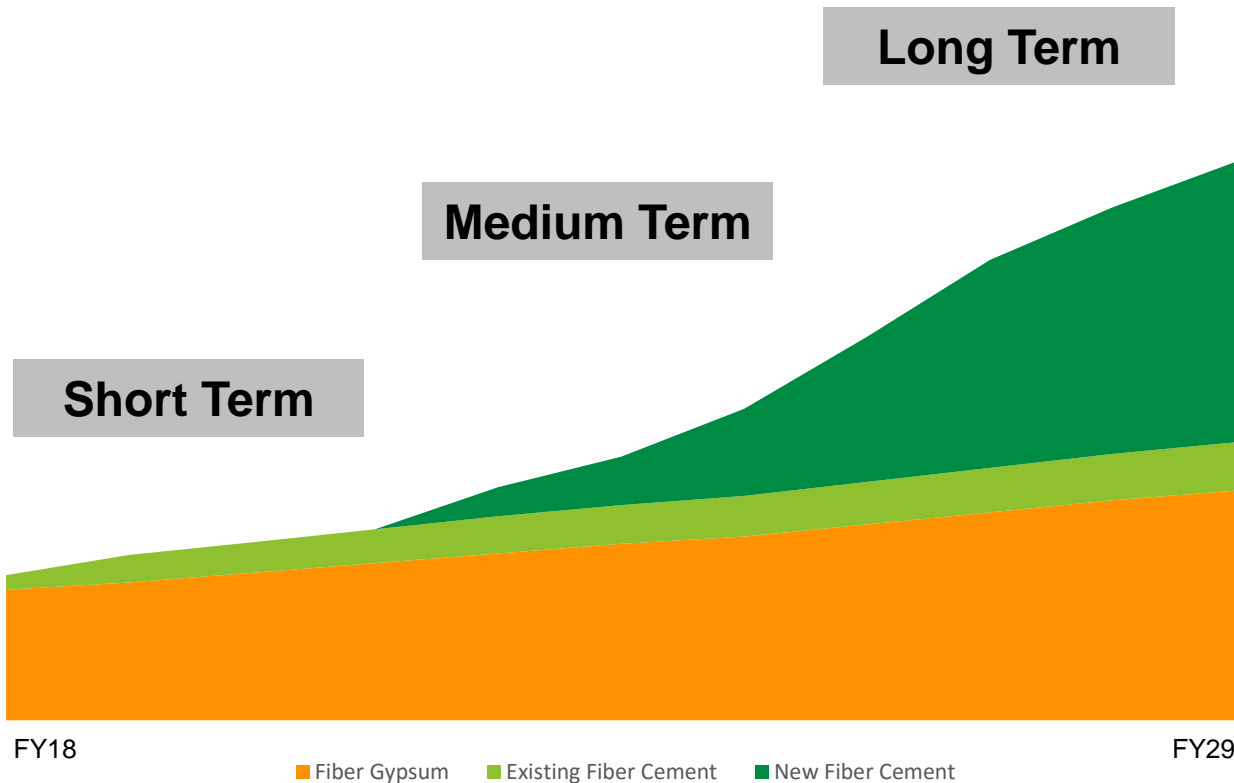
fermacell®

AESTUVER®



■ Countries with own salesforce (excl. UAE)

James Hardie Europe - 10 year objective



Medium Term

Long Term

Short Term

JHE Revenue

SHORT TERM

- Integrate
- Grow Fiber Gypsum
- Grow Fiber Cement in timber frame market
- Improve Fiber Gypsum Manufacturing
- Develop growth strategy for Fiber Cement in the masonry construction market

MEDIUM TERM

- Accelerate development of Fiber Cement in the masonry construction market
- Plan and construct Fiber Cement plant in Europe
- Continue to grow Fiber Gypsum
- Continue to grow Fiber Cement in timber frame market

LONG TERM

- Continue to grow Fiber Gypsum and Fiber Cement (timber frame market)
- Scale Fiber Cement business in the masonry market through:
 - market penetration and geographic expansion
 - continual development of new products

AGENDA

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- James Hardie Europe
- **James Hardie Asia Pacific**



ZERO HARM AT THE CORE OF OUR STRATEGY

Australia

- Continue to grow above market with strong focus on demand generation, new product launches, and operational excellence

New Zealand

- Continue to gain share with focus on demand generation and operational excellence

Philippines

- Accelerated growth through repair & renovation and residential new construction segments
- Successful start up of new production line in Cabuyao

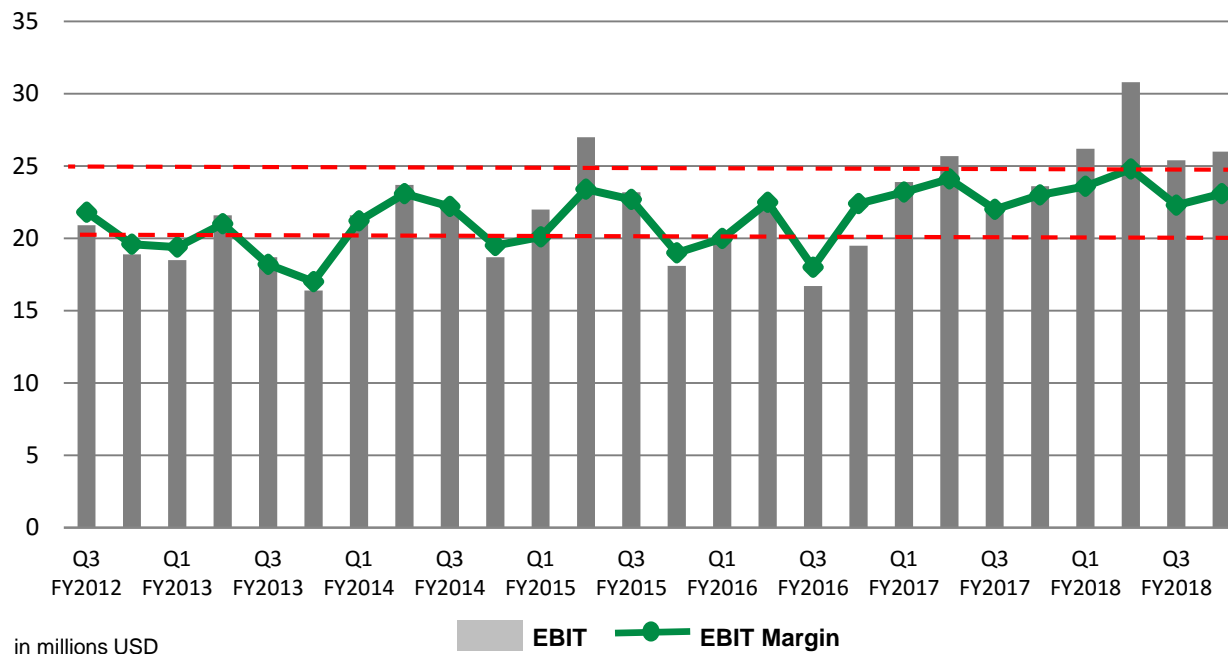
JH Systems

- Focused growth on medium density and high density multi-family new construction



International Consistently Delivers Strong Returns

Quarterly EBIT and EBIT Margin



INTERNATIONAL PRIORITIES

EU: Integrate Fermacell and Transform EU into 1B Euro Business in 10 years

APAC: Continue to Make Current Business a Great Business

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- International
- ▲ R&D Centers
- Manufacturing Facilities

QUESTIONS



James Hardie Asia Pacific

Conrad Groenewald, General Manager – Asia Pacific

Asia Pacific Investor & Analyst Tour

Sunshine Coast, Australia

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AGENDA



1. APAC in Context

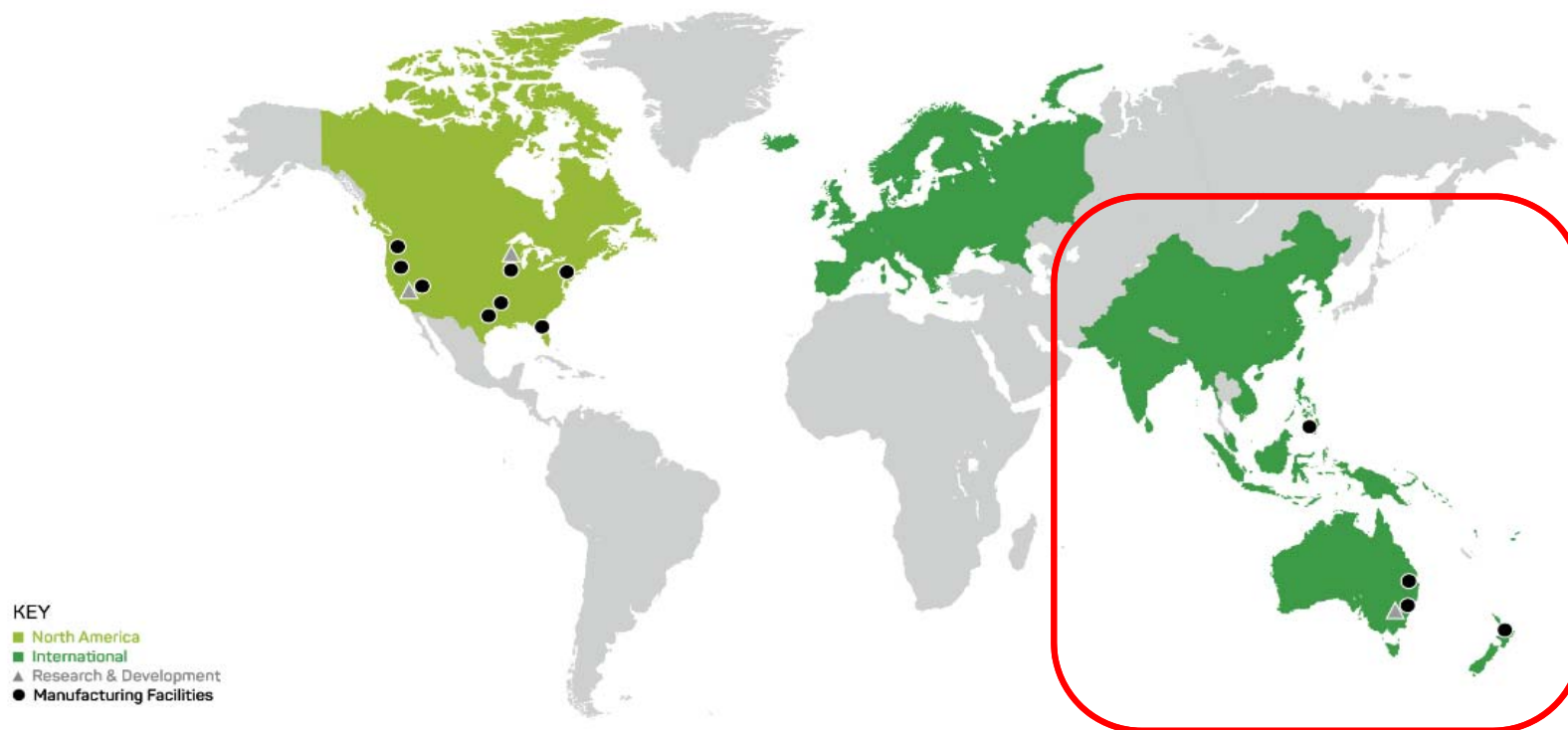
2. Market Segments

3. Vision and Strategic Pillars

4. What you will see and hear

5. Questions?

ASIA PACIFIC IN CONTEXT



NORTH AMERICA FIBRE CEMENT

| NET SALES | SALES VOLUME | AVERAGE NET SALES PRICE |
|-------------------|---------------------|-------------------------|
| US\$1,578M | 2,239mmsf | US\$698 per msf |
| ↑ 6% from 2017 | ↑ 1% from 2017 | ↑ 5% from 2017 |
| GROSS PROFIT | EBIT ⁽²⁾ | EMPLOYEES |
| ↑ 8% from 2017 | US\$382M | 2,659 |
| ↑ 0.6PP from 2017 | ↑ 11% from 2017 | ↑ 11% from 2017 |

INTERNATIONAL FIBRE CEMENT

| NET SALES | SALES VOLUME | AVERAGE NET SALES PRICE |
|-------------------|---------------------|-------------------------|
| US\$462M | 529mmsf | US\$774 per msf |
| ↑ 12% from 2017 | ↑ 9% from 2017 | Flat from 2017 |
| GROSS PROFIT | EBIT ⁽²⁾ | EMPLOYEES |
| ↑ 12% from 2017 | US\$108M | 1,050 |
| ↓ 0.2PP from 2017 | ↑ 14% from 2017 | ↑ 11% from 2017 |

APAC SEGMENT COVERAGE



Renovation



**Single
Detached**



**Medium
Density**
(Townhouses)



**Medium
Density**
(Up to 3 levels)



**High
Density**
(4-12 Levels)



**Ultra High
Density**
(>12 Storey)

AU



NZ



PH



APAC VISION AND STRATEGIC PILLARS

Vision

HARDIE ON EVERY HOME

Purpose

Enhance lives as we transform the way we build

Strategic Pillars



INNOVATIVE SOLUTIONS

Maintain industry leadership through innovative solutions delivering customer, employee, community and shareholder value



SMART, DRIVEN & REAL PEOPLE

Invest in the development and growth of our people



MARLET LEO

Grow fiber cement market share in all geographies through superior insights that solve market problems and anticipate demand



RESPONSIBLE BUSINESS

Continue to create new products, services and technologies that enhance lives and use resources efficiently and sustainably



WORLD CLASS MANUFACTURING

Establish industry best practice culture across all our processes and activities



Mission

Deliver sustainable, profitable growth

ZERO HARM AT THE CORE OF OUR STRATEGY

Safe People

- Everyone at JH is a Safety Leader
- Every employee in the business is empowered and authorised to stop unsafe acts
- Every leader in the business takes action on unsafe acts and conditions

Safe Places

- 5S and housekeeping visibly demonstrates Zero Harm
- Engineering controls are implemented to minimise exposure to risk
- Continuous Improvement through safety in design

Safe Systems

- Safety integrated into every function across the business
- Safety systems provide the structure to control critical risks
- Systems are standardised and transferable



SMART, DRIVEN & REAL PEOPLE



SMART, DRIVEN & REAL PEOPLE

Invest in the development and growth of our people

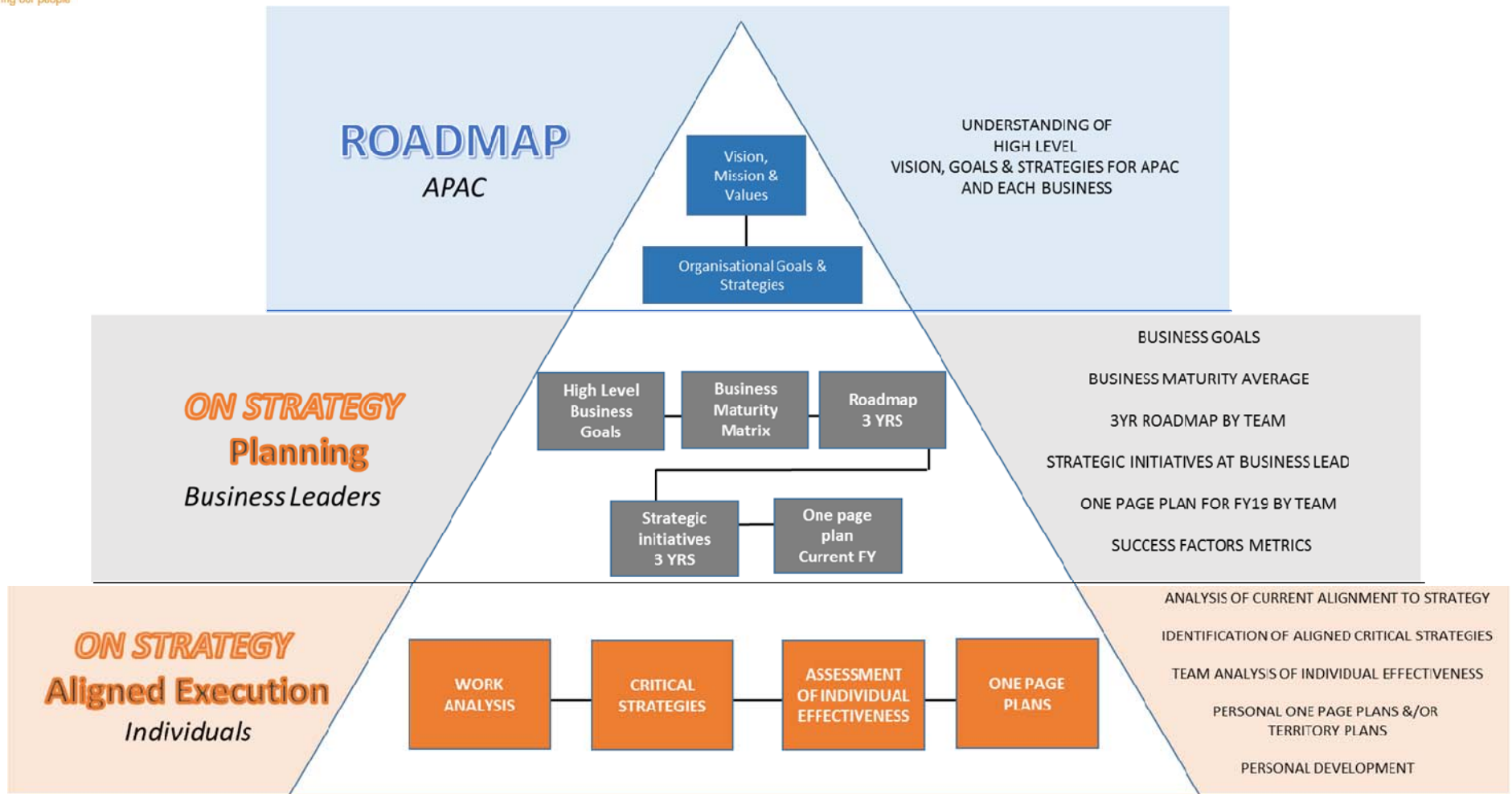


SMART, DRIVEN AND REAL PEOPLE



ON STRATEGY

All employees have a connection to our strategy.....



SMART, DRIVEN AND REAL PEOPLE



Structured for Sustainable, Profitable Growth

Run the Business

Improve the Business

| Regional Management Team | JHAU | JHNZ | JPHH | JHS | Future BUs |
|--------------------------------|---------|------|------|-----|------------|
| Manufacturing Improvement | Lead | | | | |
| Finance & IT | | | | | |
| Zero Harm | Coach | | | | |
| People & Performance | | | | | |
| Procurement | Support | | | | |
| Supply Chain | | | | | |
| Research & Product Development | Grow | | | | |
| Legal | | | | | |

SMART, DRIVEN AND REAL PEOPLE



Leveraging both internal and external programs across the industry



James Hardie APAC
Leadership
Development
Program



2016 program – 30 people
2017 program – 35 people

SMART, DRIVEN AND REAL PEOPLE



Our Manufacturing Graduate program has been highly successful in creating future technical expertise and leadership within our manufacturing network



2016 intake – 4 people

2018 intake – 8 people



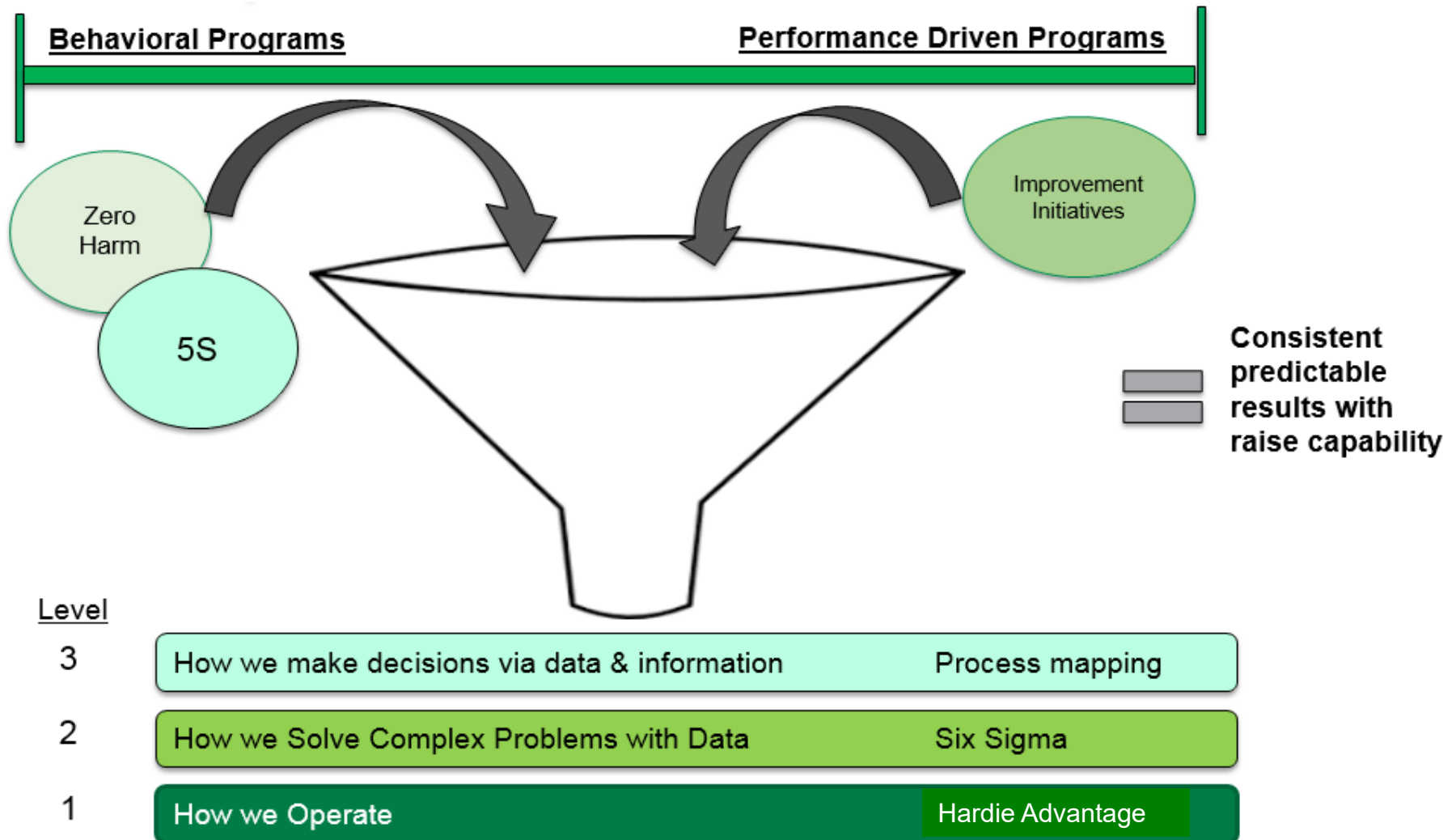
WORLD CLASS MANUFACTURING



WORLD CLASS MANUFACTURING

Establish industry best practice culture
across all our processes and activities

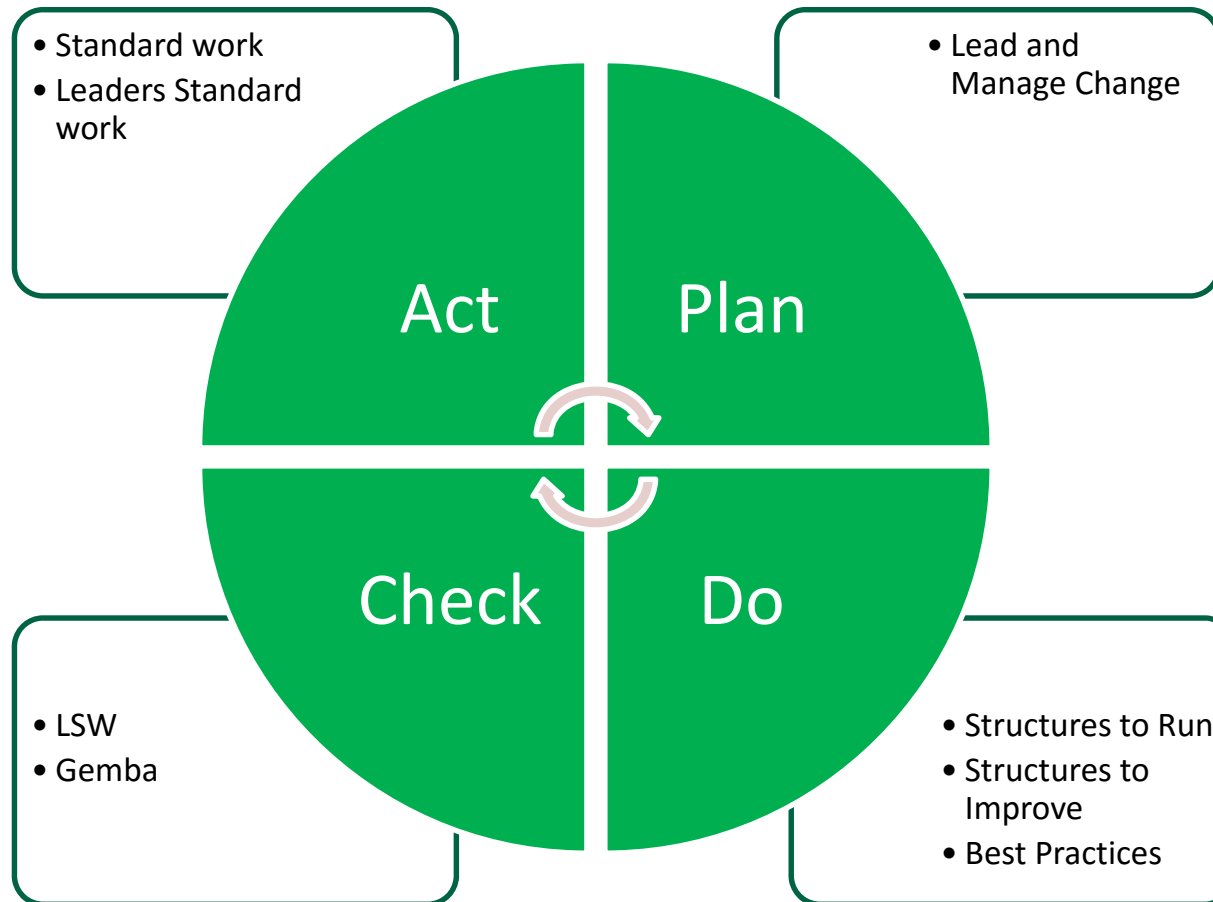
WORLD CLASS MANUFACTURING



WORLD CLASS MANUFACTURING



How we Operate: Hardie Advantage:



Operating System:

- System to “Run” the business
- System to “Improve” the business

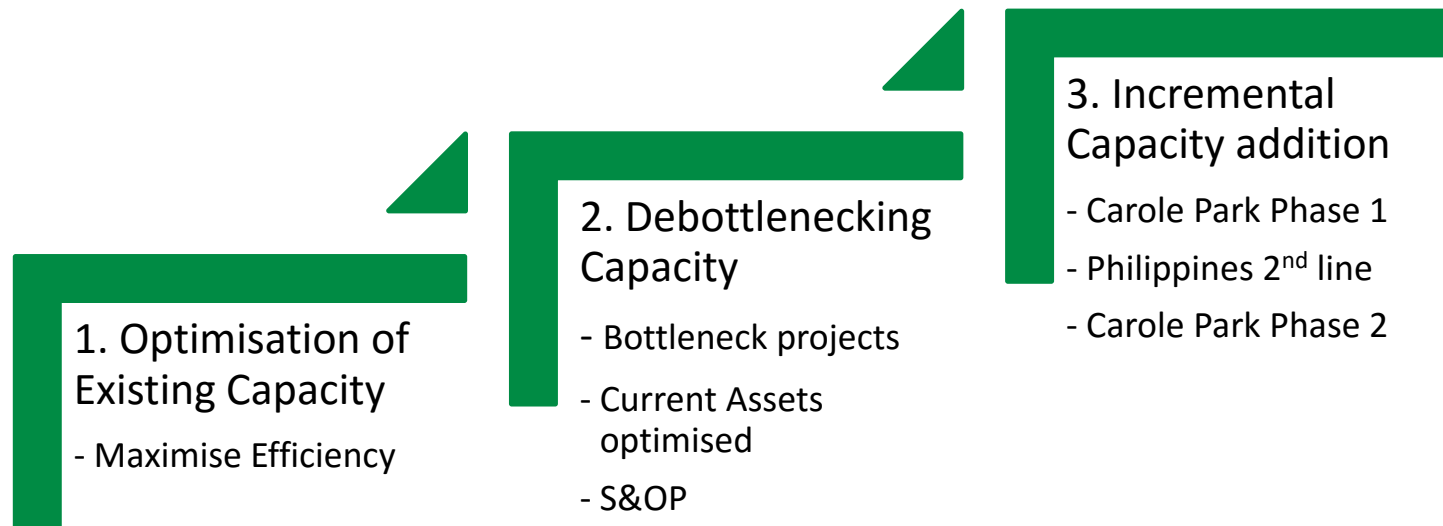
Practices to LOCK-in results:

- Standard work
- Leaders standard work
- Gemba – Go See Check

WORLD CLASS MANUFACTURING



Strategy on Investment - Capacity



Unlocking APAC Capacity to deliver lowest cost of capacity to meet current and future demand

MARKET LED



MARKET LED

Grow fiber cement market share in all geographies through superior insights that solve market problems and anticipate demand.

MARKET LED



Best in Industry Insights:



| | Consumers | Developer / Designers /Architects | Builders & Trades |
|-------------|-----------|--------------------------------------|-------------------|
| Australia | 2,000 | 1,000 | 1,500 |
| New Zealand | 500 | 1,500 | 500 |
| JHS | - | 100 | 500 |
| Philippines | 400 | 300 | 800 |

MARKET LED



Insights into Action: EPIC path to purchase

ENVY



POSSIBILITY



INVESTIGATE



COMMITMENT



Consumer

Architect/ Designer

Construct only

Builder

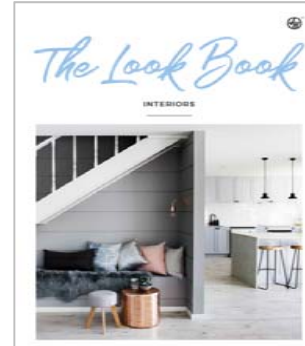
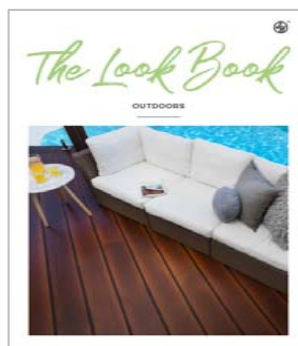
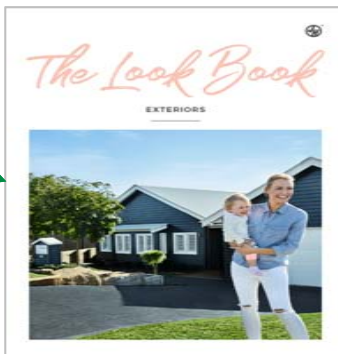
Design & Build

Channel

INSPIRE PEOPLE TO WANT THE LOOK

GIVE THE PERSON DOING THE JOB
CONFIDENCE

MAKE IT EASY



INNOVATIVE SOLUTIONS



INNOVATIVE SOLUTIONS

Maintain industry leadership through innovative solutions delivering customer, employee, community and shareholder value

INNOVATIVE SOLUTIONS

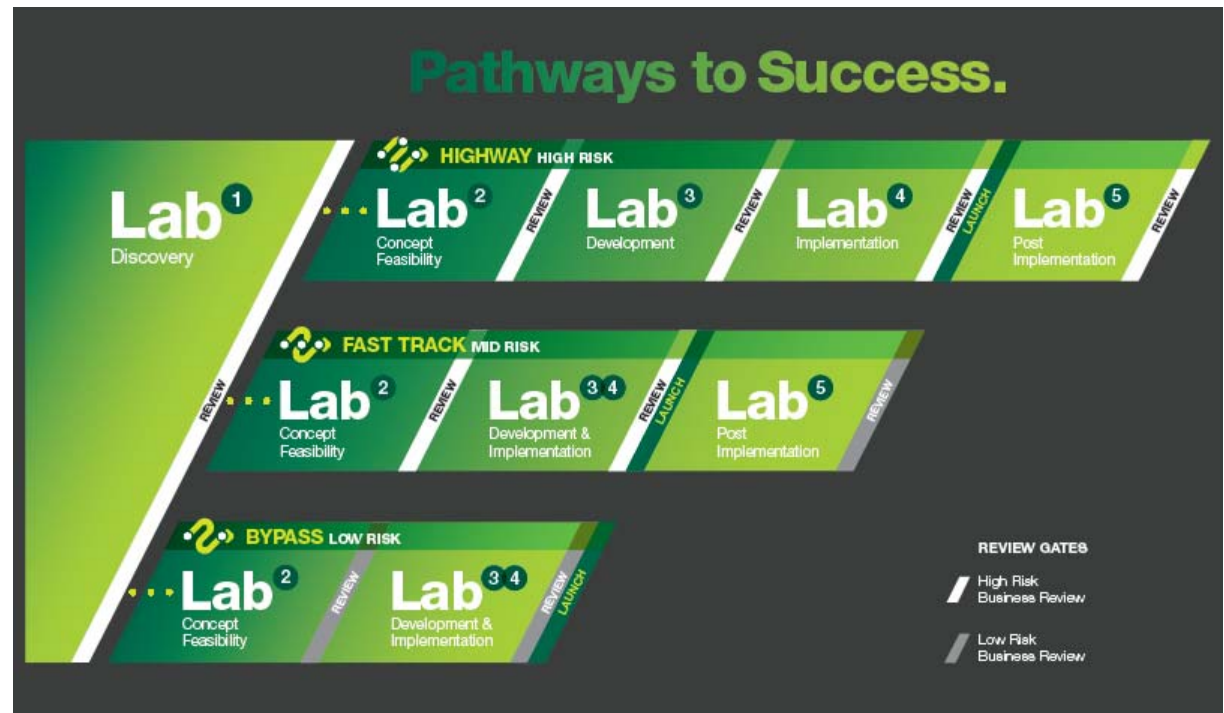


Innovation Stage Gate Process:



New pathways and stage gates to commercialize new products and systems in market, sooner

- Captures and drives insights through to commercial reality
- Consistent Global Process
- Drives integration between Business Units
- Pathways are tailored to project risk and speed to commercialization



RESPONSIBLE BUSINESS



RESPONSIBLE BUSINESS

Continue to create new products, services and technologies that enhance lives and use resources efficiently and sustainably.

RESPONSIBLE BUSINESS

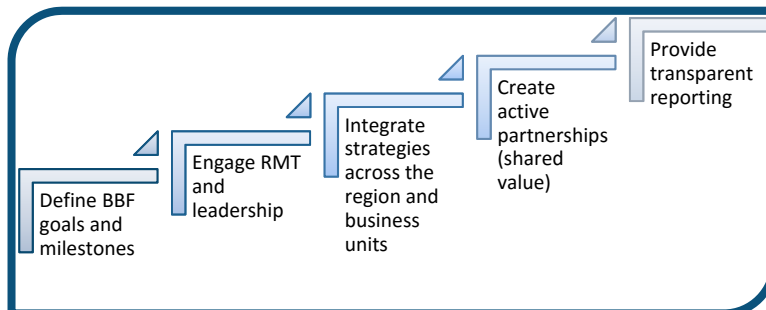


THE VISION

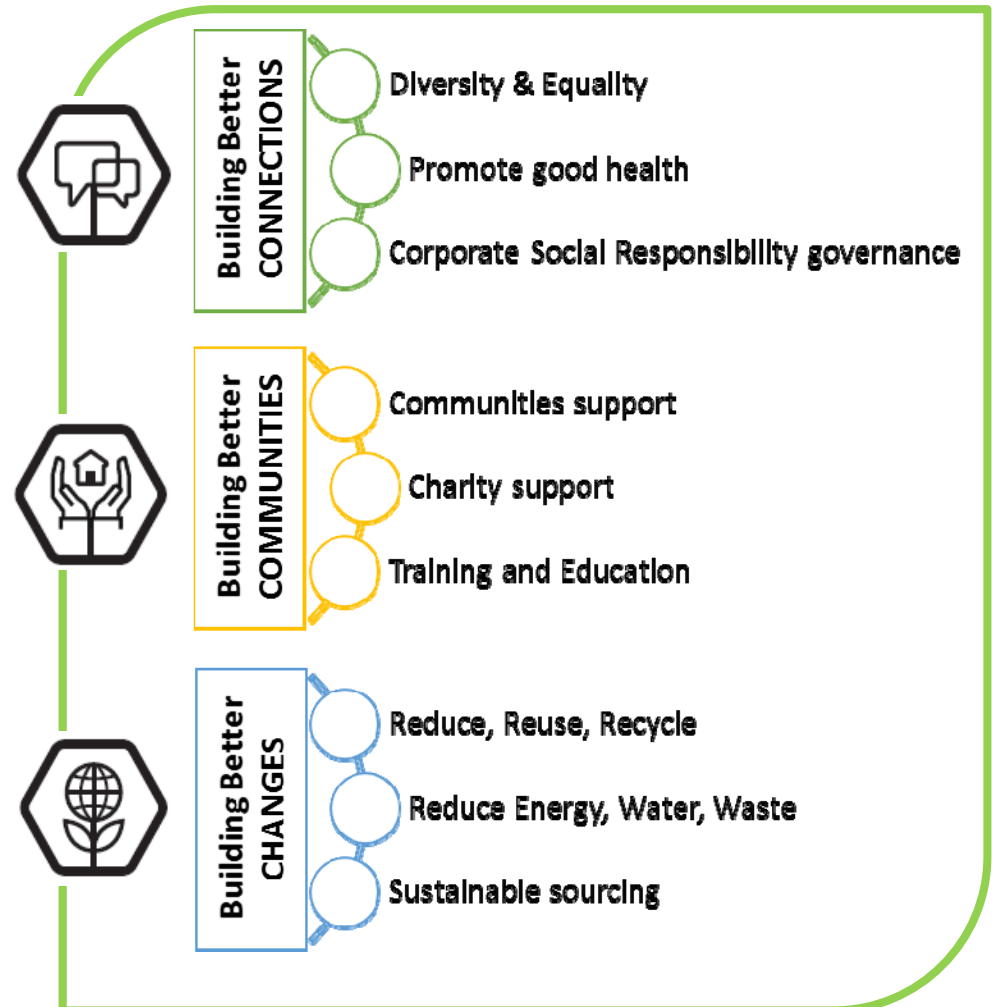
Double the business while achieving sustainable growth and building better futures



THE ROADMAP



THE FRAMEWORK



APAC VISION AND STRATEGIC PILLARS

Vision

HARDIE ON EVERY HOME

Purpose

Enhance lives as we transform the way we build

Strategic Pillars



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Maintain industry leadership through innovative solutions delivering customer, employee, community and shareholder value



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RESPONSIBLE BUSINESS

Continue to create new products, services and technologies that enhance lives and use resources efficiently and sustainably



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Establish industry best practice culture across all our processes and activities



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WHAT YOU WILL SEE AND HEAR:

What Will You See:

- Strong alignment and leadership commitment to Zero Harm
- Emphasis on linkages between **Innovation, Market Leadership** and **World Class Manufacturing**

Australia:

- How we will make a good business better

JHS:

- Recap on the strategic importance of the acquisition, and progress to date

New Zealand:

- Strong market position, will be enhanced by Innovation

Philippines:

- Update on Investment, and how we will continue to grow share

QUESTIONS



James Hardie Australia

John Arneil, Country Manager
Asia Pacific Investor and Analyst Tour
Sunshine Coast, Australia
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- 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.

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

(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.

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 22 May 2018, 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; the continuation or termination of the governmental loan facility to AICF; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the Company operates; the consequences of product failures or defects; exposure to environmental, asbestos, putative consumer class action or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; possible increases in competition and the potential that competitors could copy the Company's products; reliance on a small number of customers; a customer's inability to pay; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; compliance with and changes in laws and regulations; currency exchange risks; dependence on customer preference and the concentration of the Company's customer base on large format retail customers, distributors and dealers; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; possible inability to renew credit facilities on terms favorable to the Company, or at all; acquisition or sale of businesses and business segments; changes in the Company's key management personnel; inherent limitations on internal controls; use of accounting estimates; the integration of Fermacell into our business; and all other risks identified in the Company's reports filed with Australian, Irish and US securities regulatory 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.

AGENDA



1. AU Strategy

2. JH performance relative to the market

3. Market performance

4. How does JH outperform?

AU Strategy

VISION: To transform the Australian way to build

APPROACH:

1. **Zero Harm:** Accelerating our safety journey
2. **Market Led:** We are customer and consumer insights led with a unique go to market model
3. **Innovative Solutions:** Delivery of market valued systems and solutions
4. **World class manufacturing:** Serve market with the right quality and lowest cost
5. **Smart, driven, real people:** invest in developing all levels of the organisation



Zero Harm at the core of our strategy

Safe People

- Everyone at JH is a Safety Leader
- Every employee in the business is empowered and authorised to stop unsafe acts
- Every leader in the business takes action on unsafe acts and conditions

Safe Places

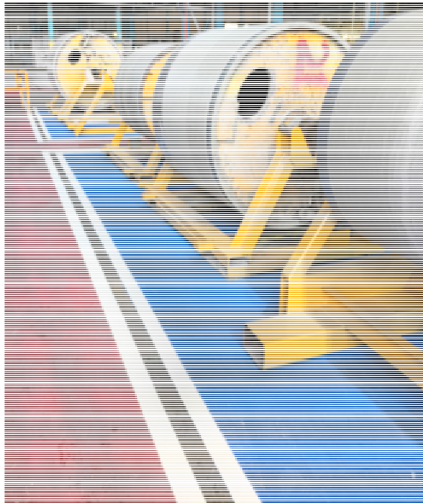
- 5S and housekeeping visibly demonstrates Zero Harm
- Engineering controls are implemented to minimise exposure to risk
- Continuous Improvement through safety in design

Safe Systems

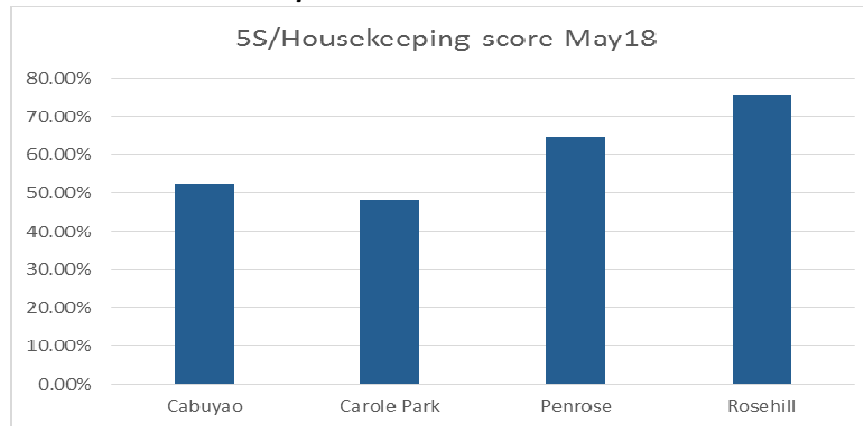
- Safety integrated into every function across the business
- Safety systems provide the structure to control critical risks
- Systems are standardised and transferable



Zero Harm is our number one priority – 5S example



5S providing the platform for SAFE Plant, and standardised operations

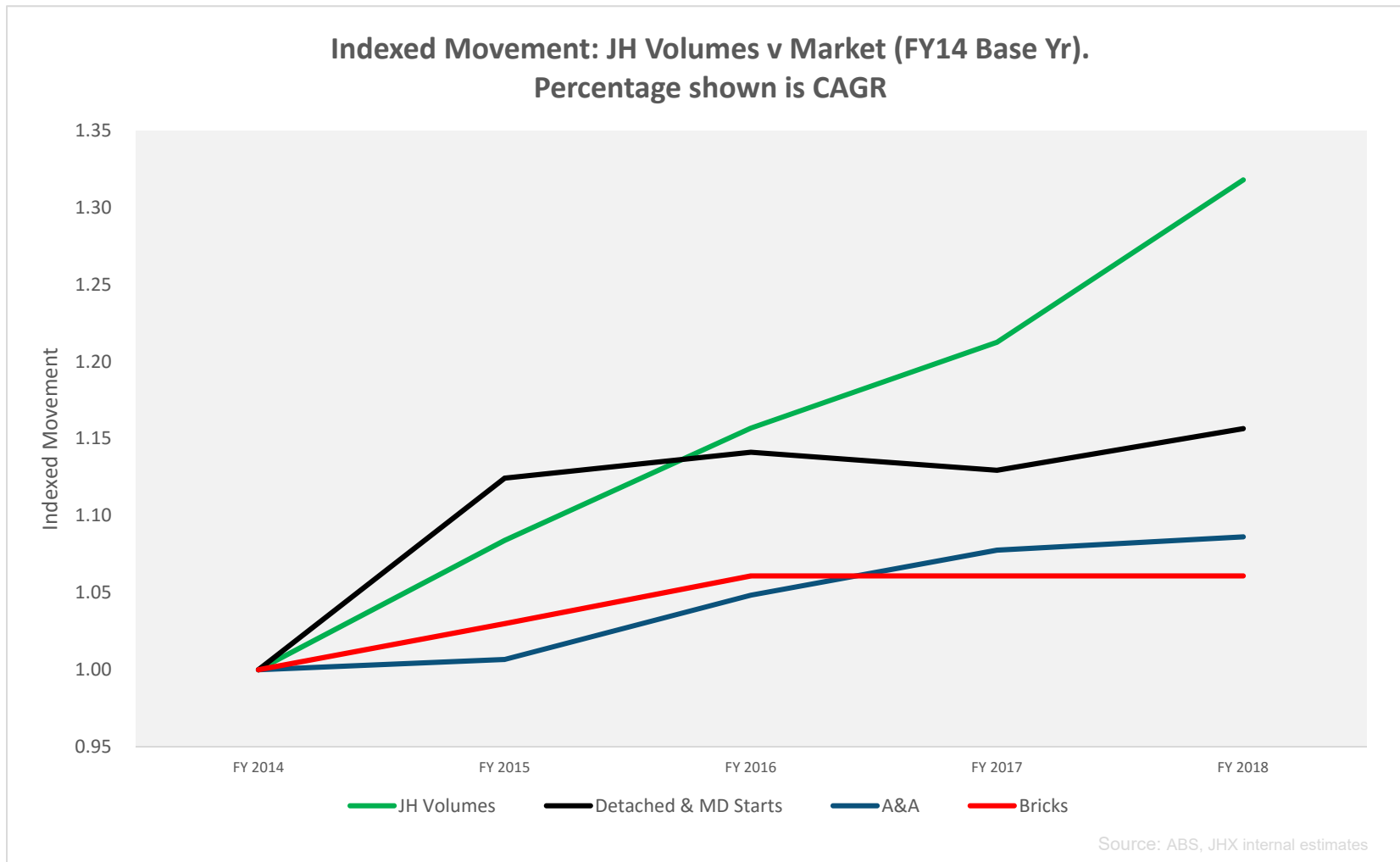


Audit - 4/8 - 50%

| Question | Response | Details |
|---|----------|--|
| Instructions :- 1) Review area for safety & housekeeping 2) Check area against STANDARD on Leaders Standard Work document 3) Complete Checklist | | |
| 1) Is the area clean, tidy and organised? | No | Alumina leak in screw Alumina on floor needs cleaning Dust from alumina an cement hatching |
|    | | |
| Actions: #1 | | |
| 2) Please score the area for Housekeeping | | |
| 1 - Poor 2 - Fair 3 - Average 4 - Good 5 - Excellent | | |
| If below 3 Please ADD a reason why Text/ Photo. | | |
| 1 Poor 5 Excellent | | |
| Actions: #2 | | |

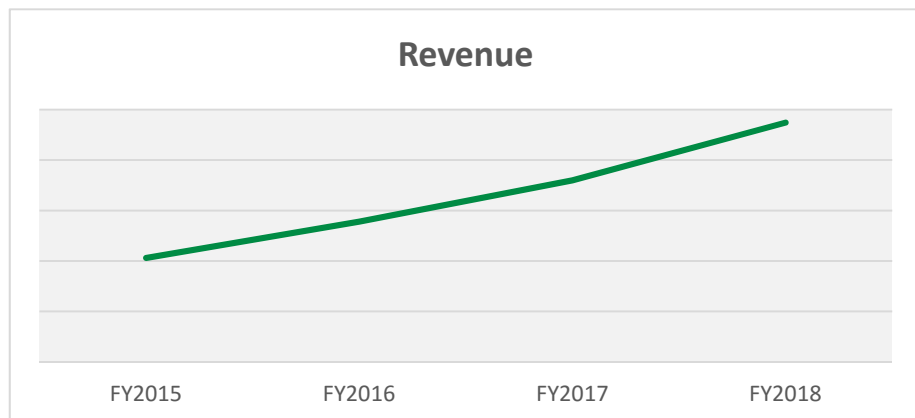


James Hardie continues to beat the cycle...

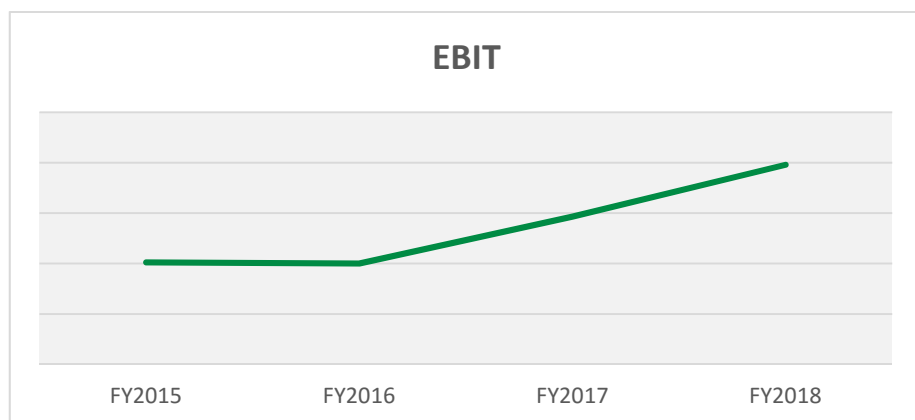


And deliver on financial objectives

Strong Australian Revenue growth



Strong Australian EBIT growth

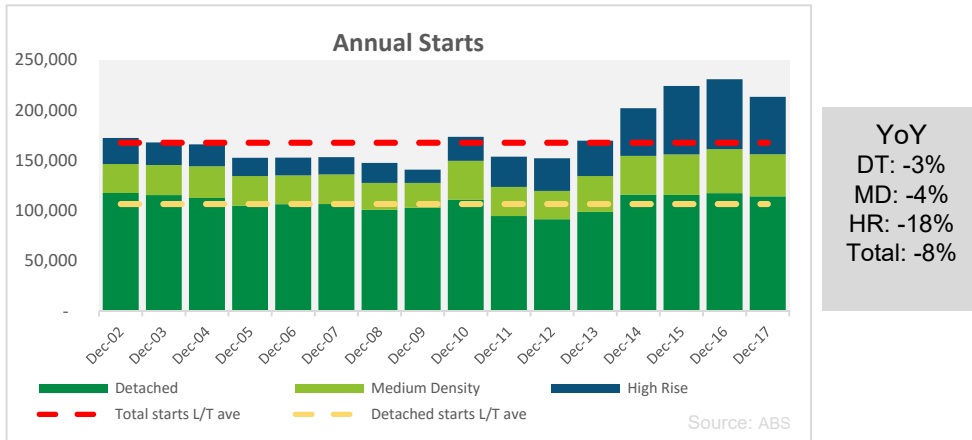


Driving International Segment results

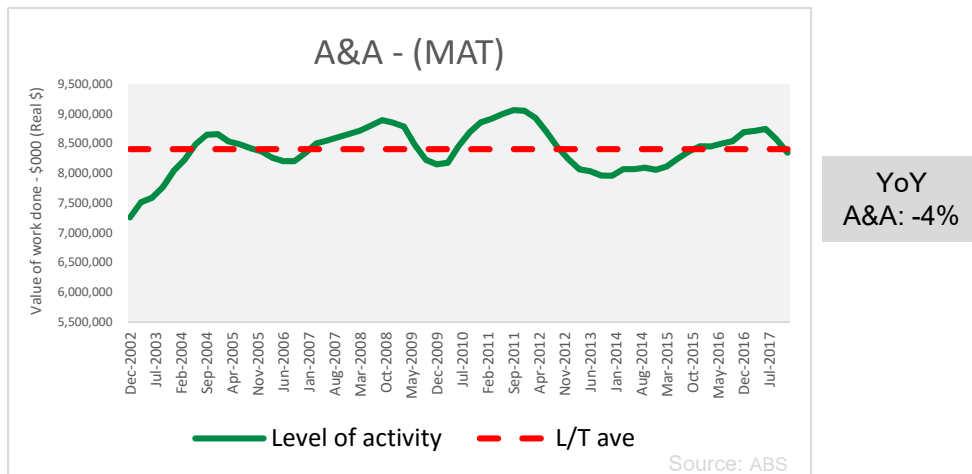
| | FY16 | FY17 | FY18 |
|---------------------|------|------|------|
| Net Sales (US\$m) | 379 | 412 | 462 |
| Sales Volume (mmsf) | 481 | 487 | 529 |
| EBIT (US\$m) | 78 | 95 | 108 |
| EBIT Margin % | 21 | 23 | 24 |

The housing cycle is starting to turn

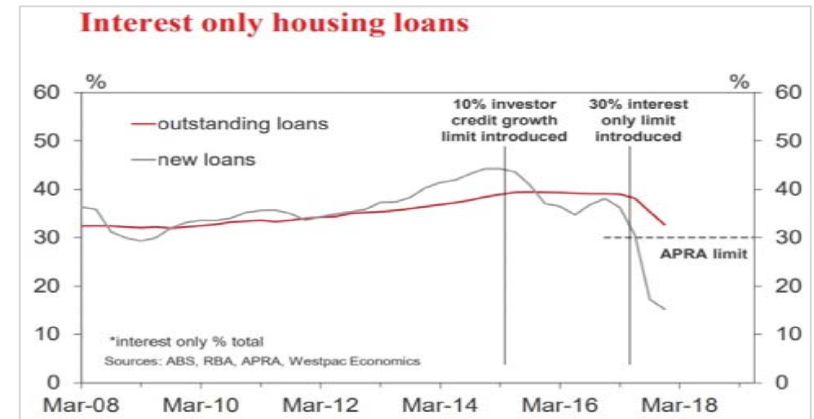
1. Residential starts down but above long term average



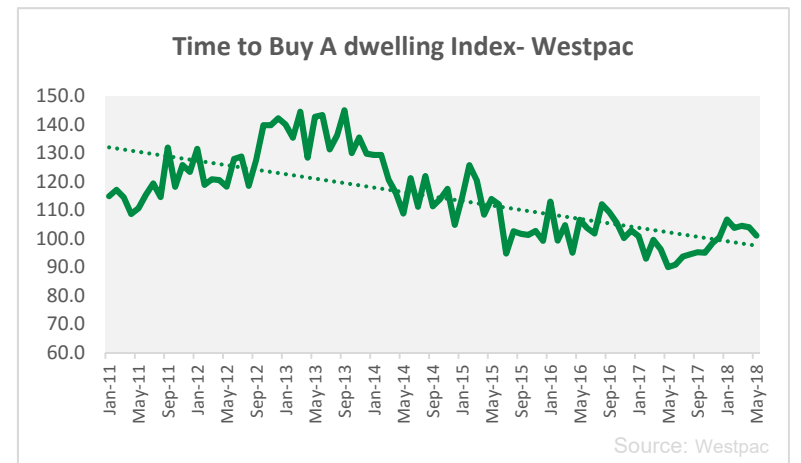
2. A&A down YoY but in line with long term average



3. Lending conditions have tightened

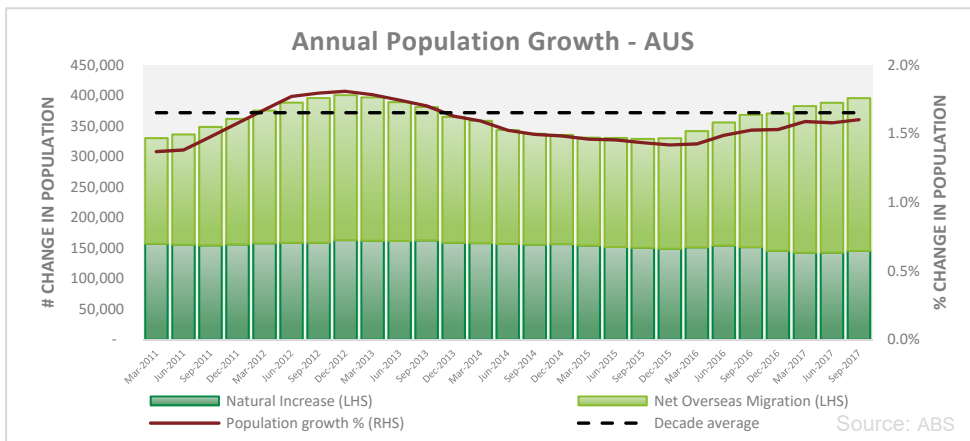


4. Consumer sentiment is down

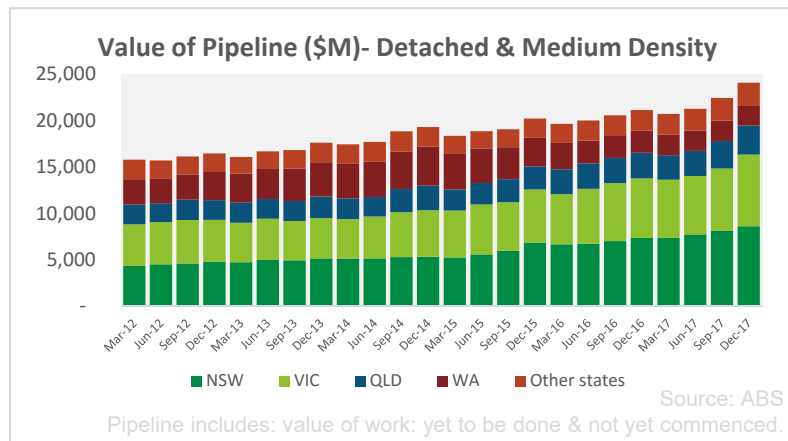


But population growth, building approvals and pipeline remain strong

1. Strong population growth is driving fundamentals

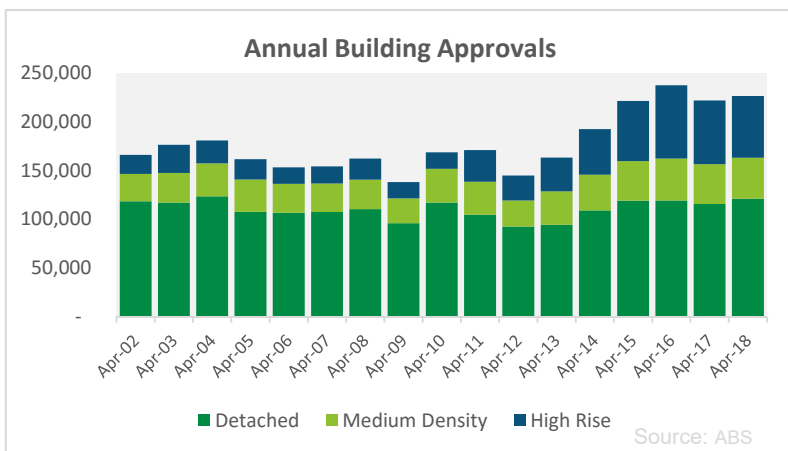


3. Pipeline is excellent, particularly in Eastern States



Value of pipeline is ~50% above where it was 6 years ago

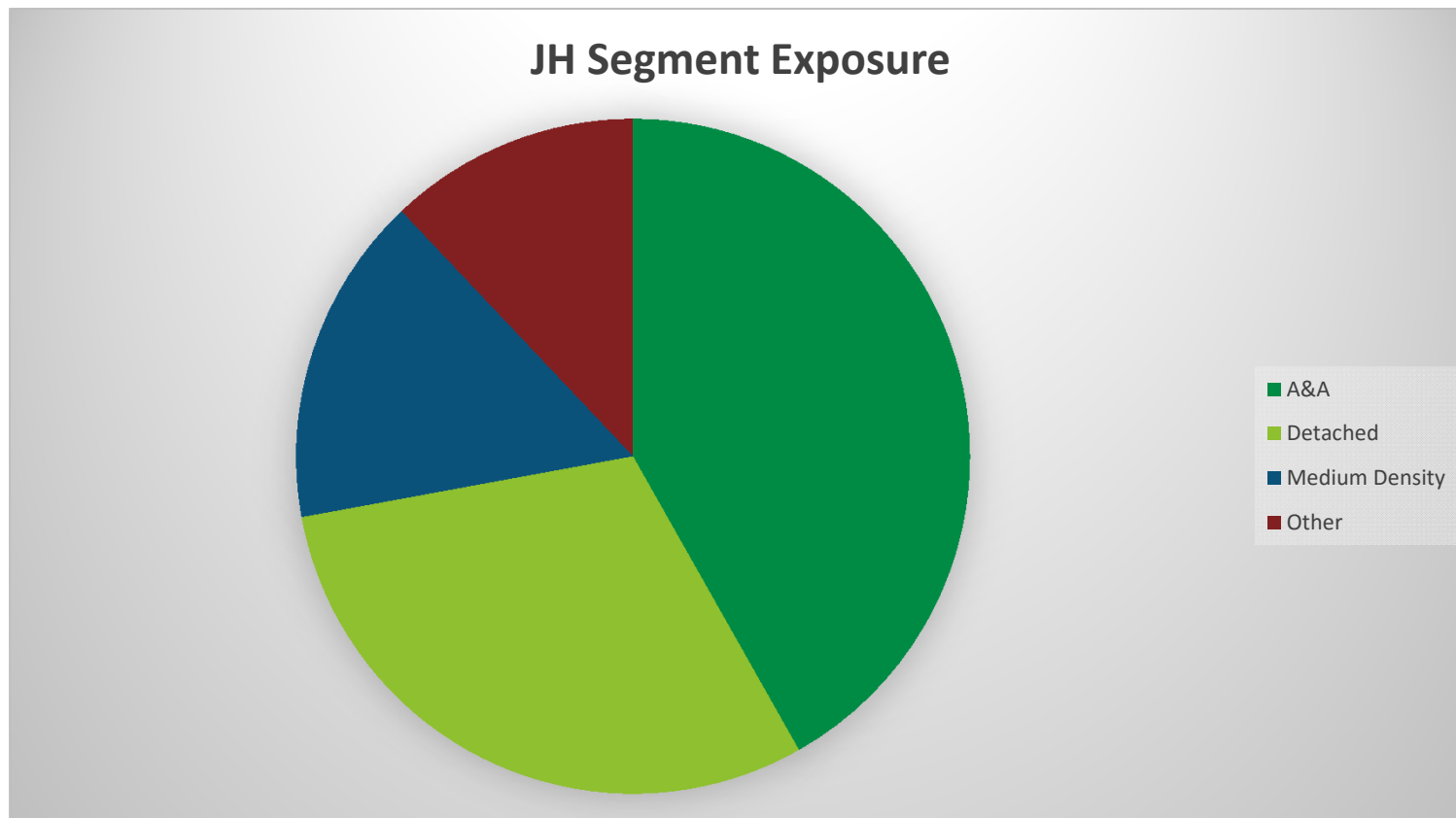
2. Despite a fall in starts, approvals are rising



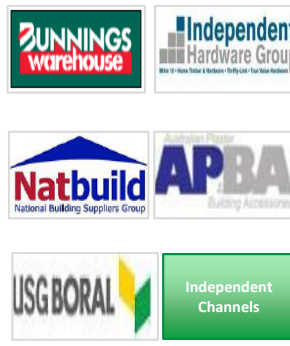
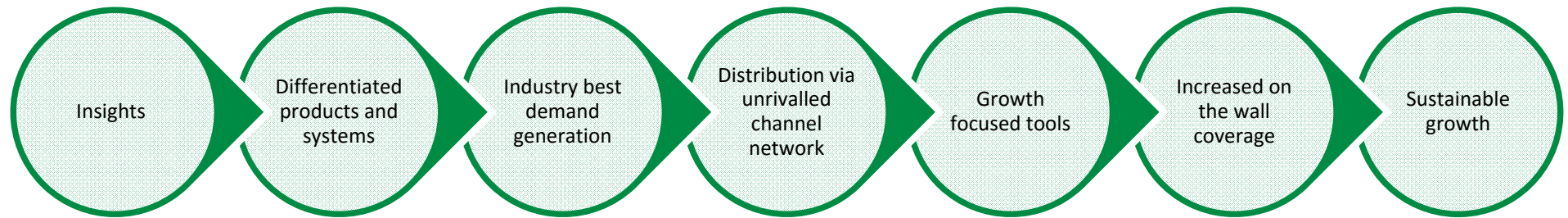
YoY
DT: 4.7%
MD: 2.7%
HR: -3.0%
Total: 2.1%

James Hardie sales come from A&A, detached & medium density segments – less exposed to extreme variability

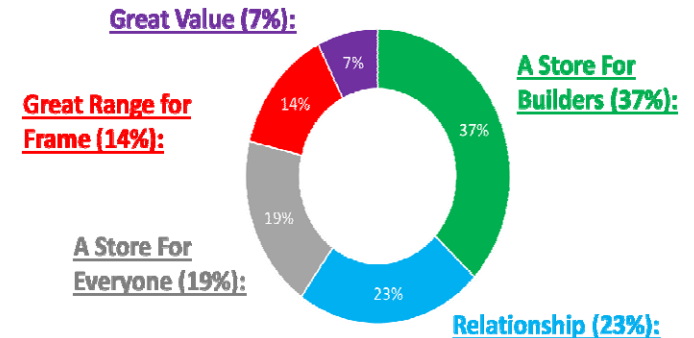
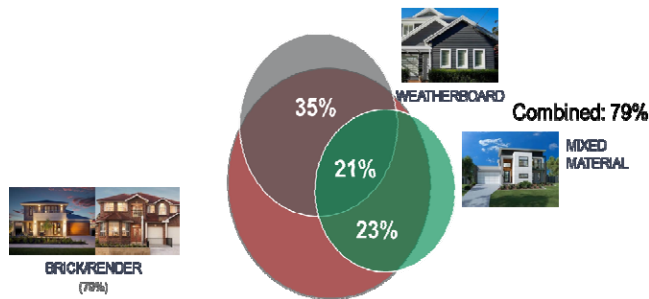
We have a strong weighting in A&A, detached and MD



How James Hardie outperforms the market



Turning insights into action



DRIVING DEMAND VIA “LOOK”

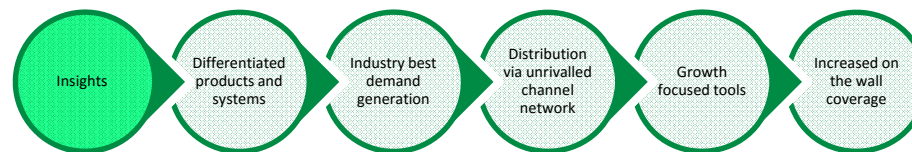
Identified & marketing the two unique FC looks which combined are as big as Brick & Render

BUILDER SEGMENTATION & JOURNEYS

Expanding our primary demand model to reach and convert the smaller builders and trades

PARTNERING WITH CHANNEL

Industry leading understanding of how builders chose where to shop, converted into joint action plans with Channel



EPIC path to purchase

ENVY



POSSIBILITY



INVESTIGATE



COMMITMENT



Consumer

Architect/ Designer

Construct only

Builder

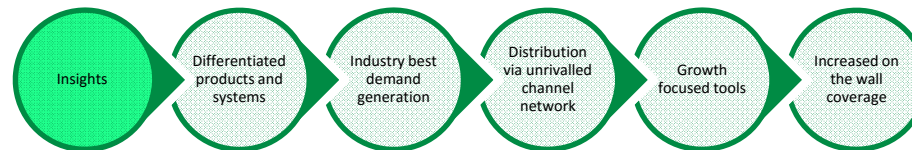
Design & Build

Channel

INSPIRE PEOPLE TO WANT THE LOOK

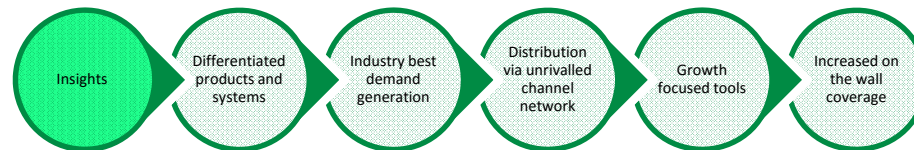
GIVE THE PERSON DOING THE JOB
CONFIDENCE

MAKE IT EASY



Holistic marketing

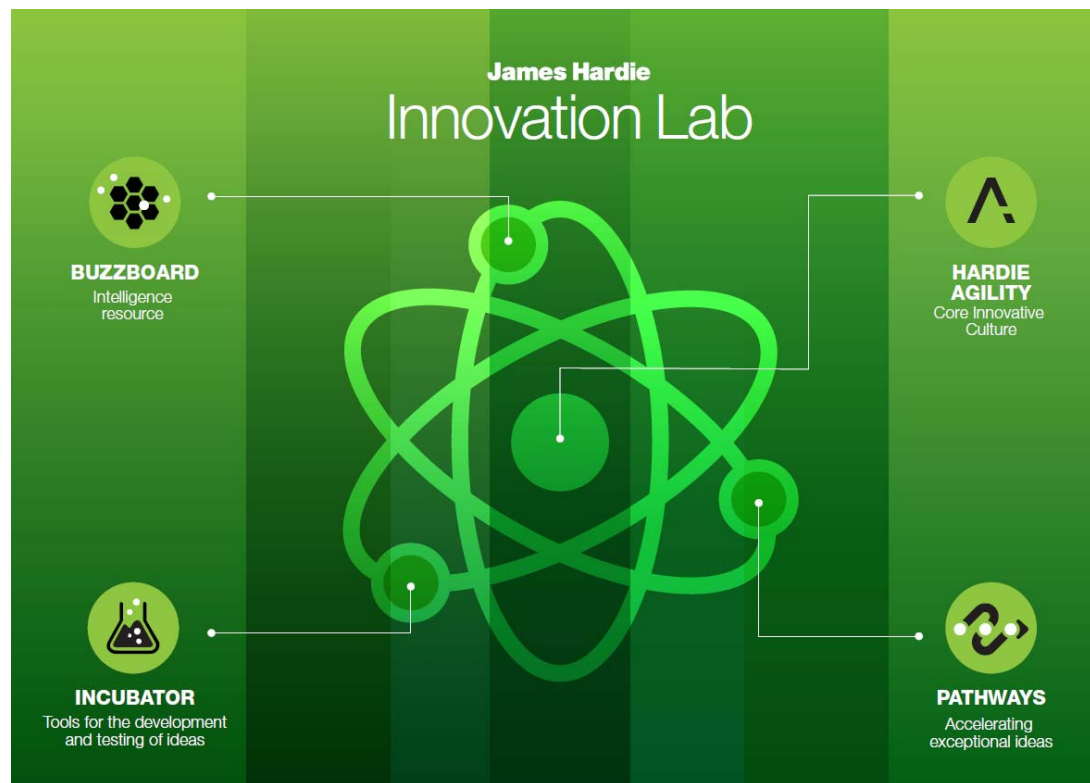
Leveraging all direct and co-marketing funds via builders and channel to drive holistic support



We continue to deliver aggressive New Product Development (NPD) growth through our leading Innovation Lab model

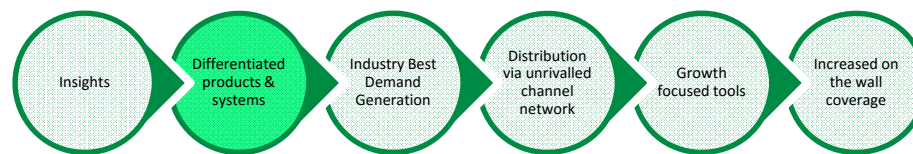
We are led by market and customer insights to deliver differentiated products and services

We continue to develop the best tools to deliver meaningful innovation

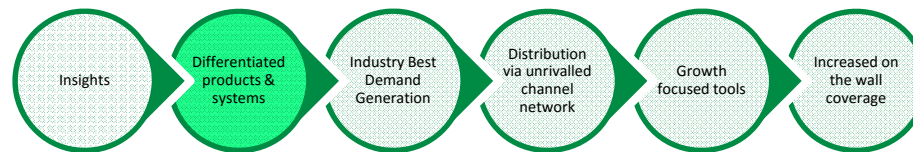
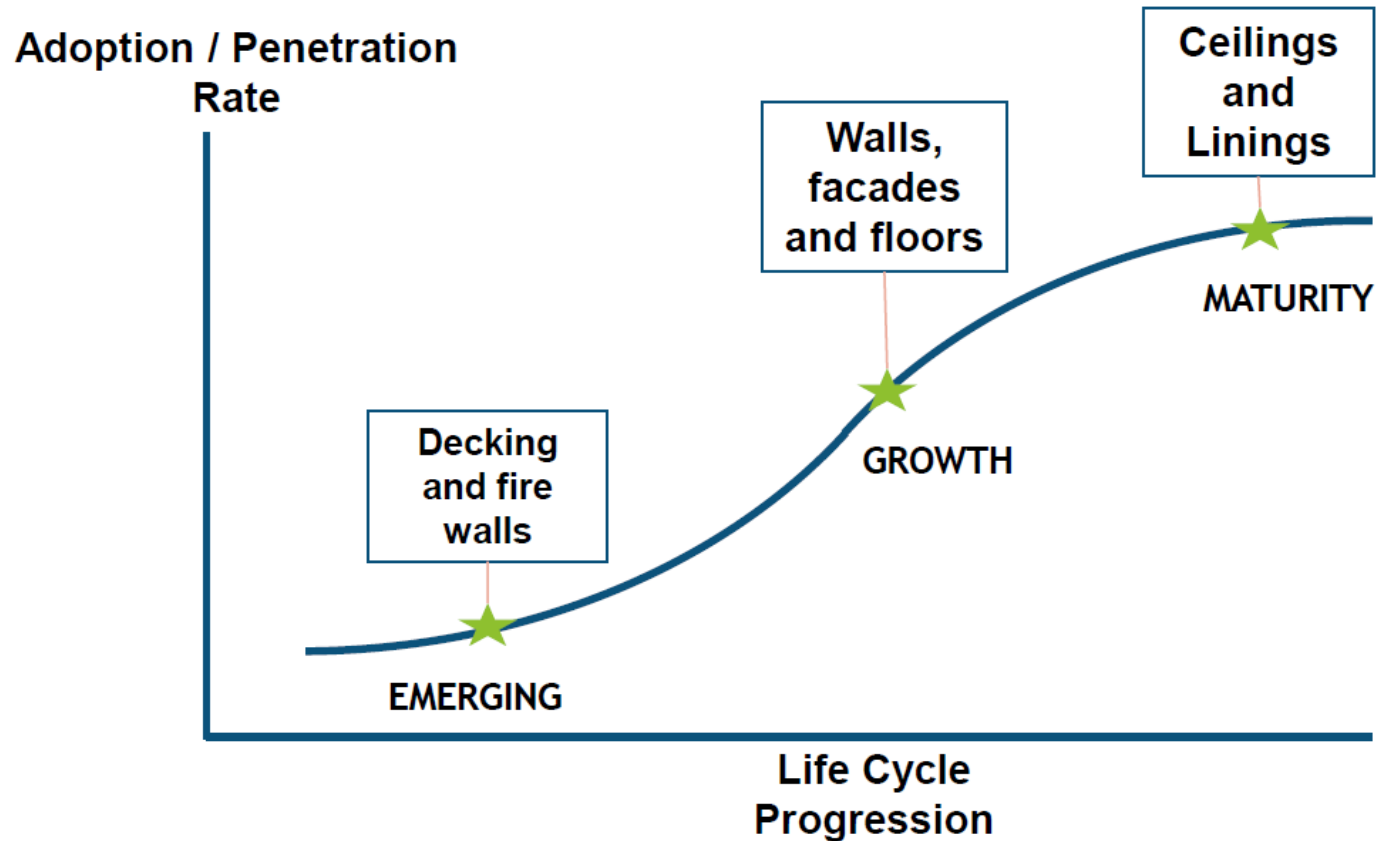


We continue to drive a culture of innovation via world-leading innovation programmes

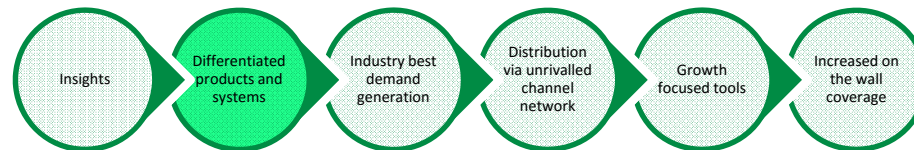
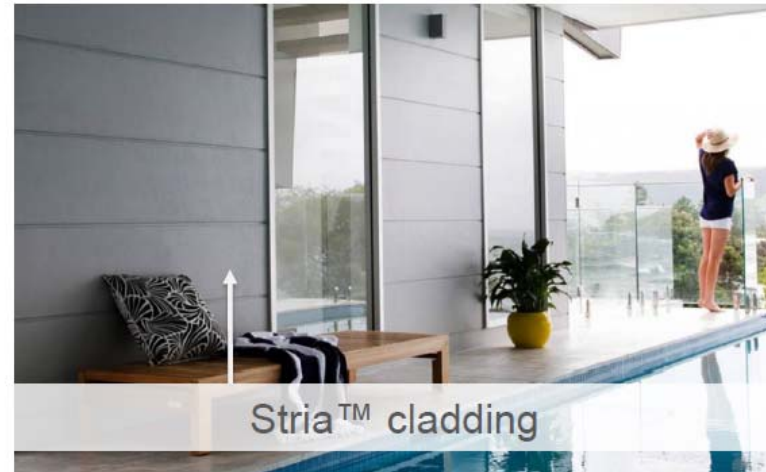
We deliver excellence in execution through our Lab process our unique and adaptable Product Development Process (PDP)



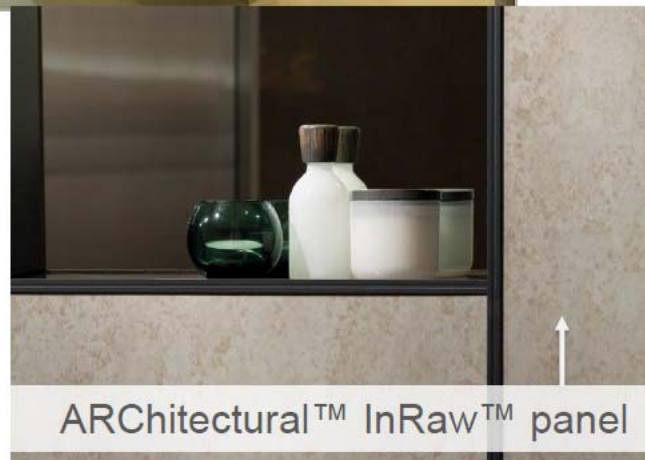
We drive growth throughout the product lifecycle curve



We have differentiated products & systems: walls



We have differentiated products & systems: ceilings & linings

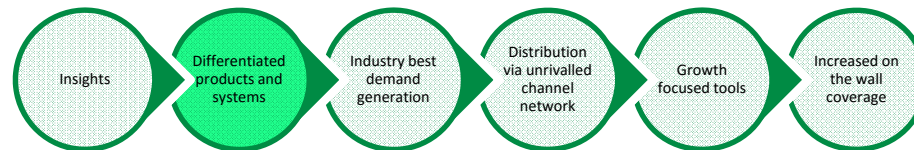
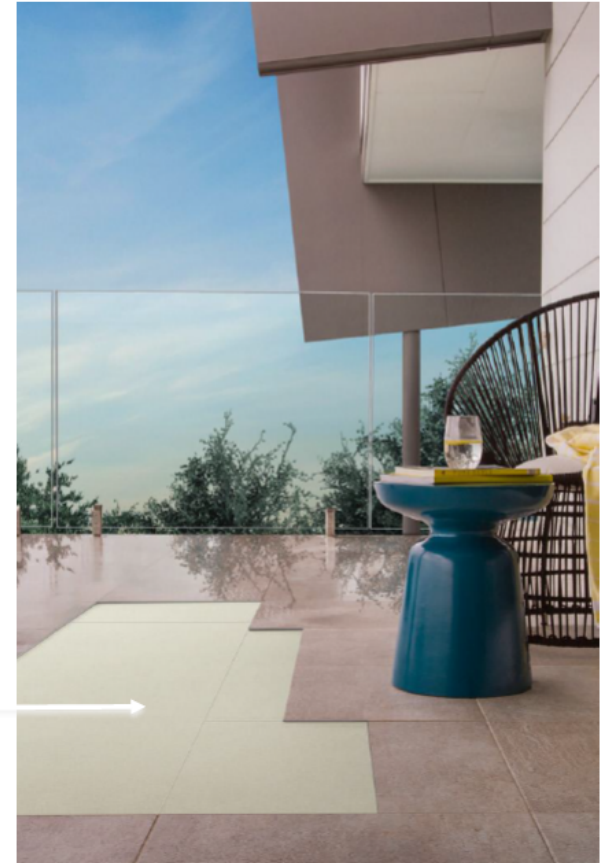


We have differentiated products & systems: floors



Scyon™ Secura™ interior flooring

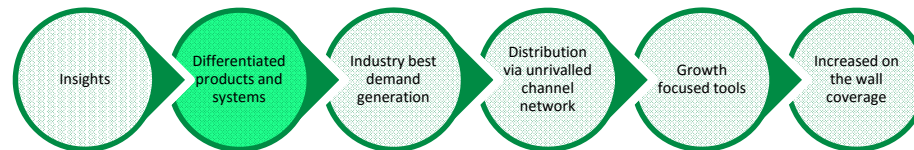
Scyon™ Secura™ exterior flooring



We have differentiated products & systems: decking



HardieDeck™
decking



We have differentiated products & systems: Hardie Smart

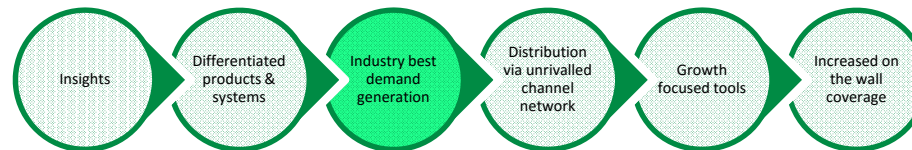


We have smart, driven and real people driving demand

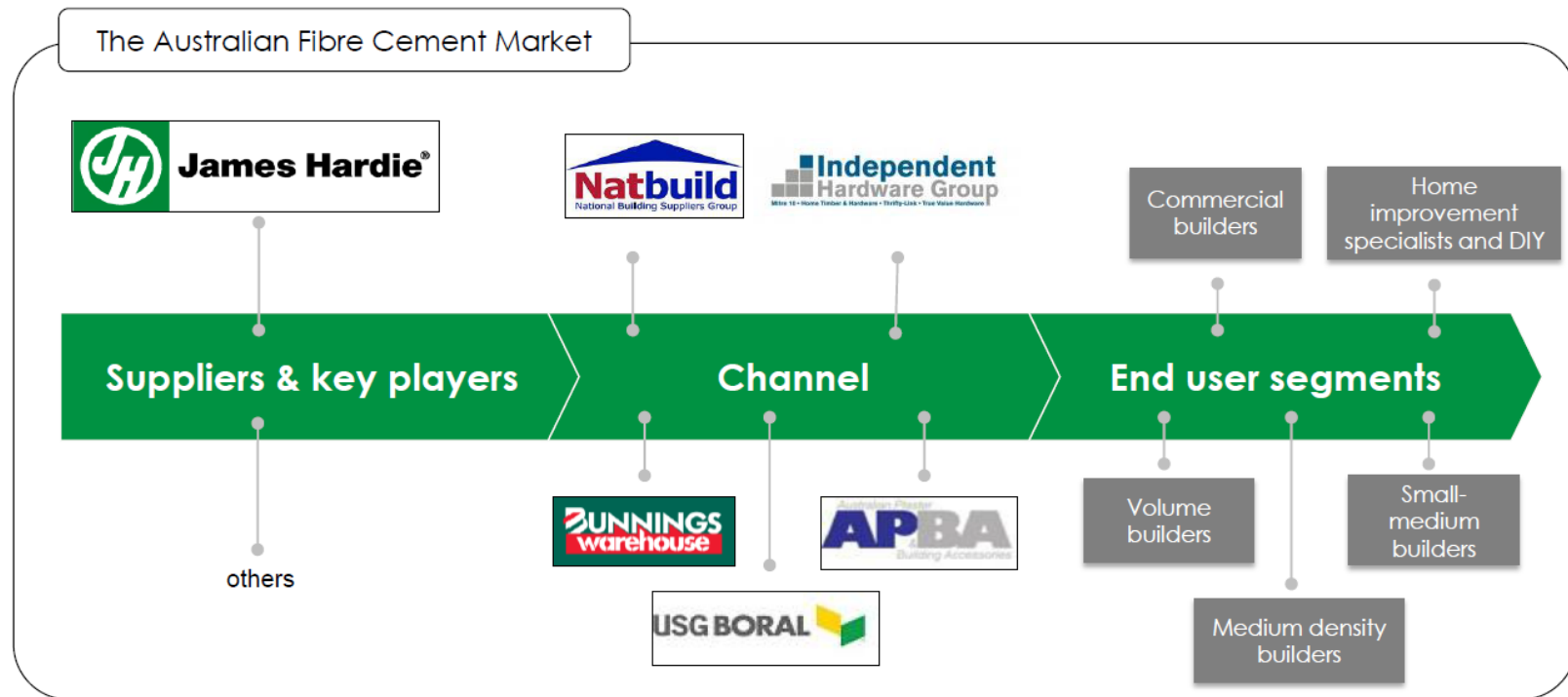


Sales Force Enablement:

A strategic, collaborative discipline designed to increase sales results by leveraging intellectual property to provide consistent, scalable enablement services that allow customer-facing professionals and their managers to differentiate and add value in every customer interaction.



We have wide channel distribution enabling us to serve all end user segments



Unequalled distribution across all channels



There is opportunity to continue growing FC in the detached segment

Materials Share - Detached Homes

- Brick Veneer (Timber Frame Construction)
- Double Brick
- Light Weight Materials



Source: BIS Shrapnel, 2016

FC has a strong value proposition relative to brick, in particular brick veneer. The data shows there is still a big opportunity to continue growing the size of the FC category.



FC has a compelling value proposition relative to bricks

1. 64% of consumers are demanding an FC look, as per our survey results



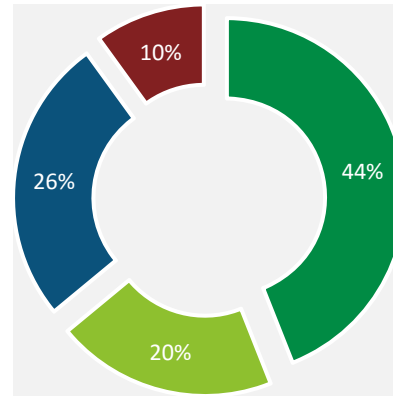
Bricks



Render

Consumer survey: cladding preference

(JH insights, n = 6574 June 2018)



■ Hamptons/Coastal ■ Modern mixed materials
■ Plain render ■ Brick



Hamptons/Coastal

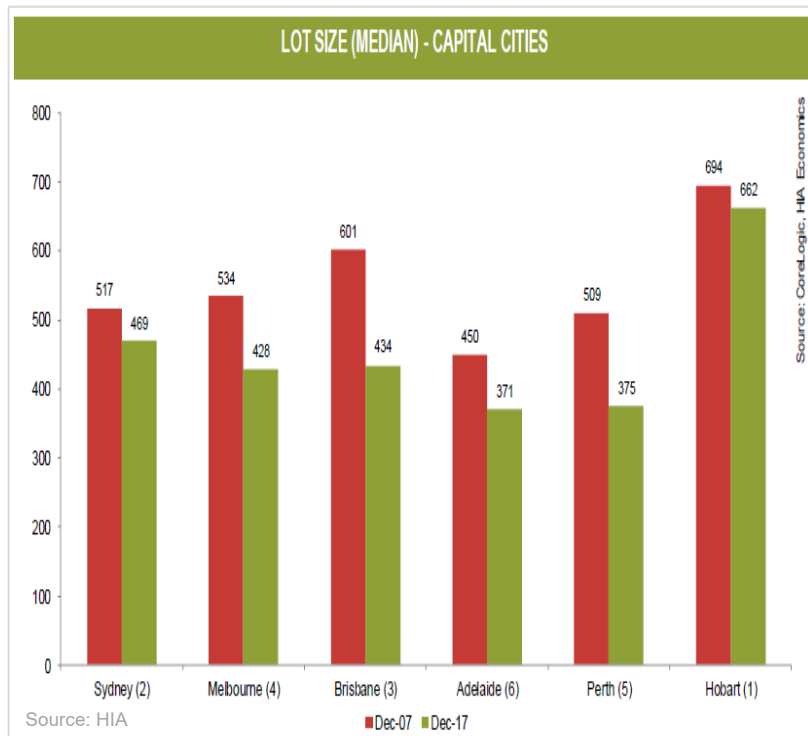


Mixed materials



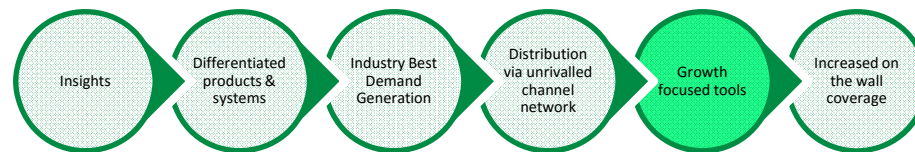
FC has a compelling value proposition relative to bricks

2. Fibre cement provides the consumer with greater space - at a time where lot sizes are decreasing



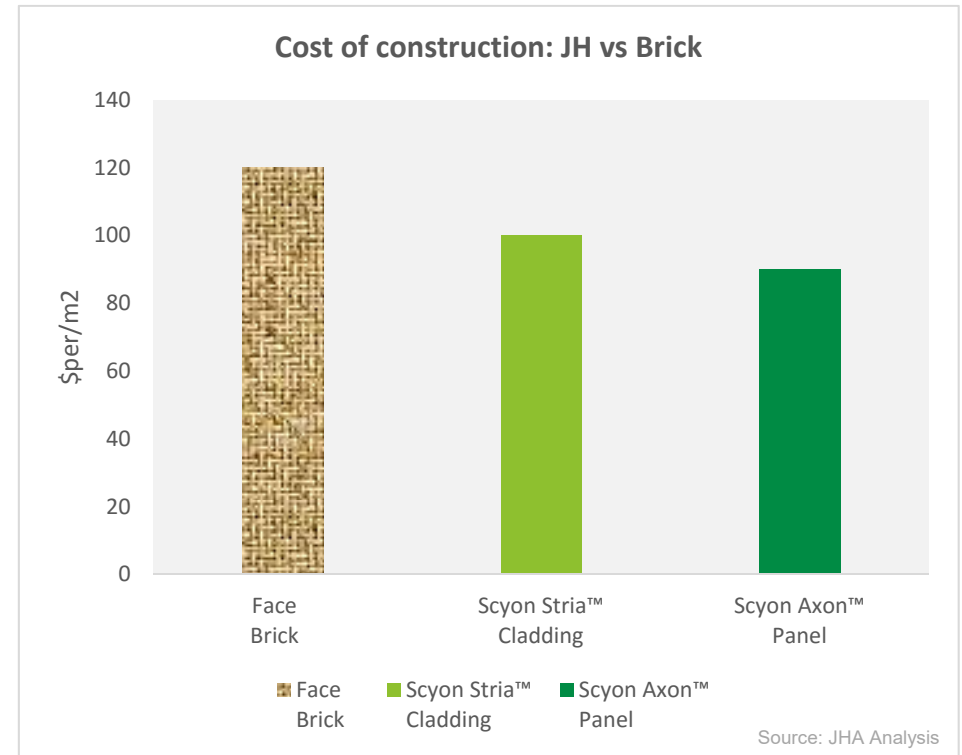
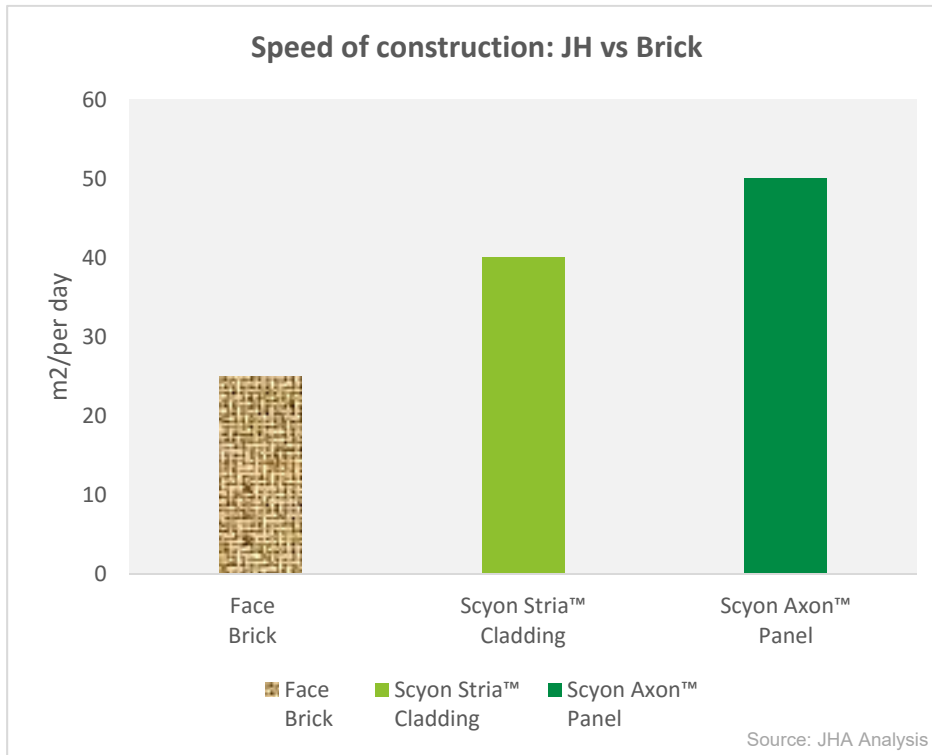
| | Wall Thickness | Gained space on 250m ² slab |
|-----------------------|----------------|--|
| Double Brick | 270mm | 0m ² |
| Brick Veneer | 250mm | 1.40m ² |
| AAC | 199mm | 4.97m ² |
| Scyon™ Axon™ cladding | 109mm | 11.27m ² |

Source: JHA Analysis



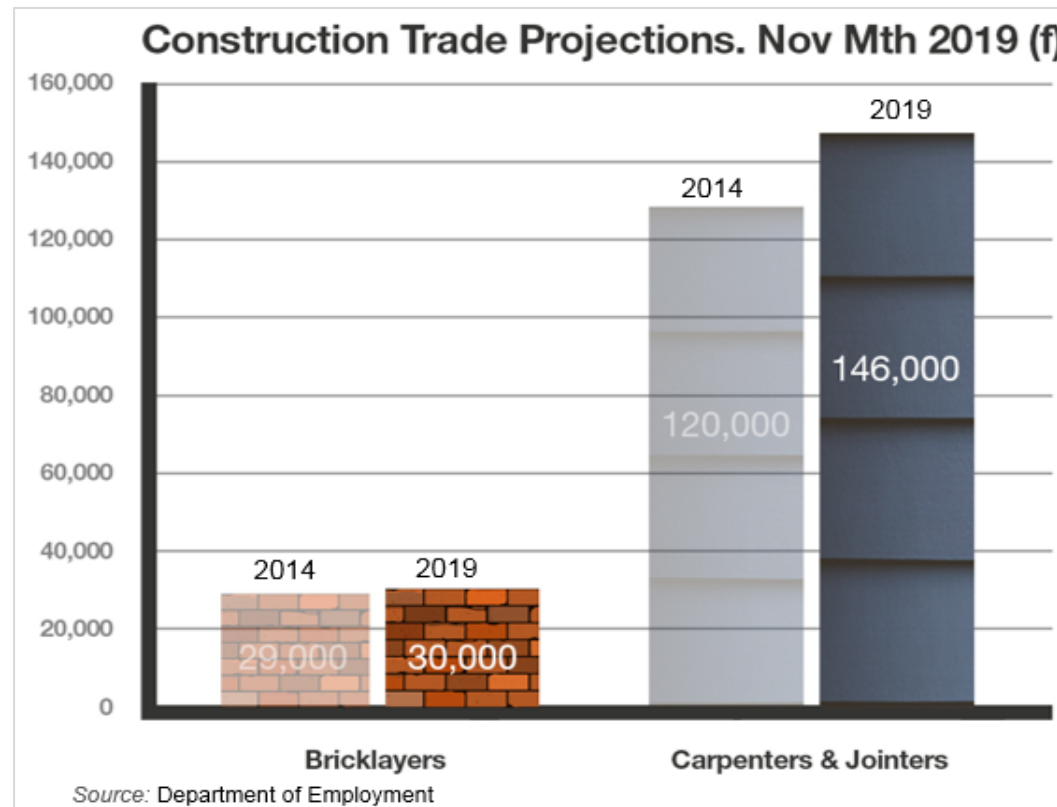
FC has a compelling value proposition relative to bricks

3. Fibre cement is QUICKER and CHEAPER to build with



FC has a compelling value proposition relative to bricks

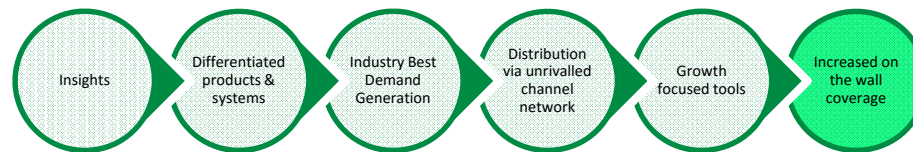
4. There is a large pool of labour to construct with fibre cement relative to brick related trades



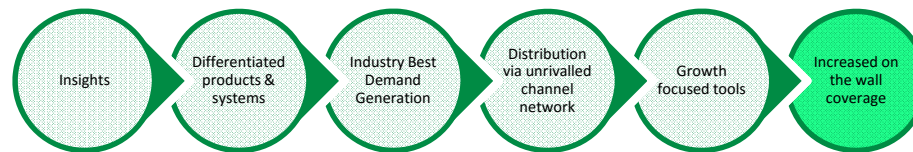
The Australian landscape used to look like this...



But we are shaping it to look like this...



But we are shaping it to look like this...



But we are shaping it to look like this...



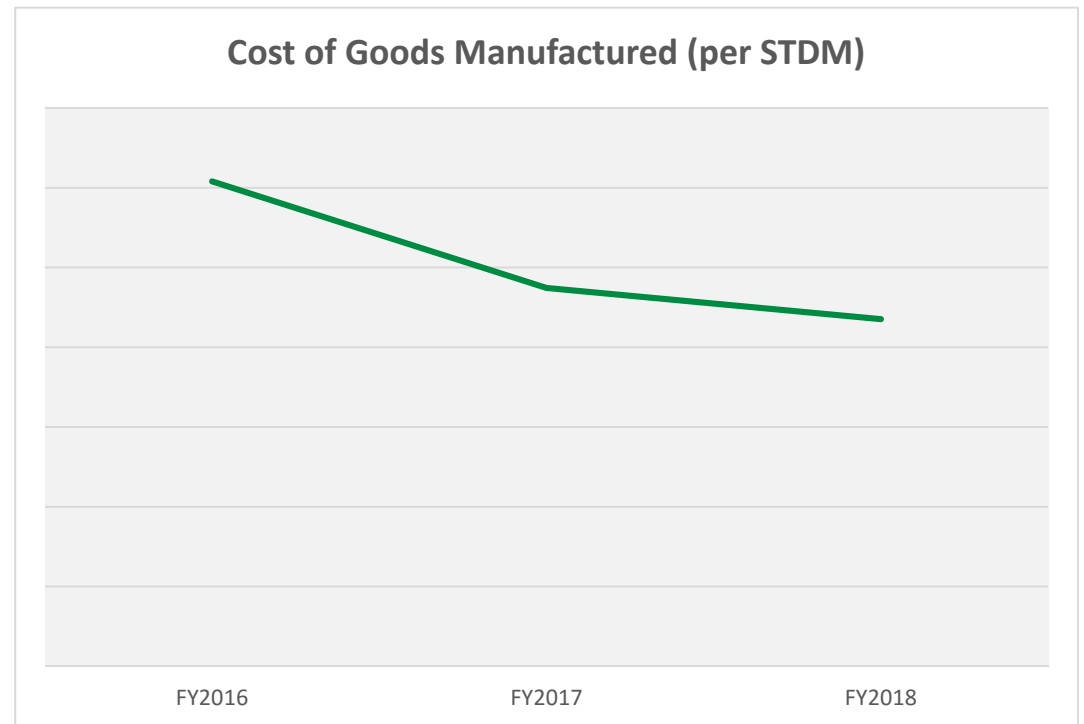
Our manufacturing strategy aligns with our organisational objectives



Manufacturing costs coming down

Manufacturing costs are being driven down by:

- Carole Park facility continuing to come up the curve in conjunction with consistent Rosehill performance
- Hardie Advantage operating system implementation leading to increased standardization across the region
- Opex investment to de-bottleneck and drive further efficiencies across both sites



Carole Park phase 2: increasing capacity for the longer term

Four Strategic Concepts:

- Capacity to service local market growth and penetration
- Support and expand product leadership strategy and capability
- Minimizes business risk
- Drive low cost manufacturing



Summary

James Hardie is committed to “transforming the Australian way to build” using the below approach:

Zero Harm: Accelerating our safety journey

Market Led: We are customer and consumer insights led with a unique go to market model

Innovative Solutions: Delivery of market valued systems and solutions

World class manufacturing: Serve market with the right quality and lowest cost

Smart, driven, real people: invest in developing all levels of the organisation



QUESTIONS



James Hardie Systems

Steven Terzian, General Manager JHS
Asia Pacific Investor and Analyst Tour
Sunshine Coast, Australia
June 25-26, 2018

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

This Management 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;
- statements regarding the possible consequences and/or potential outcome of legal proceedings brought against us and the potential liabilities, if any, associated with such 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 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
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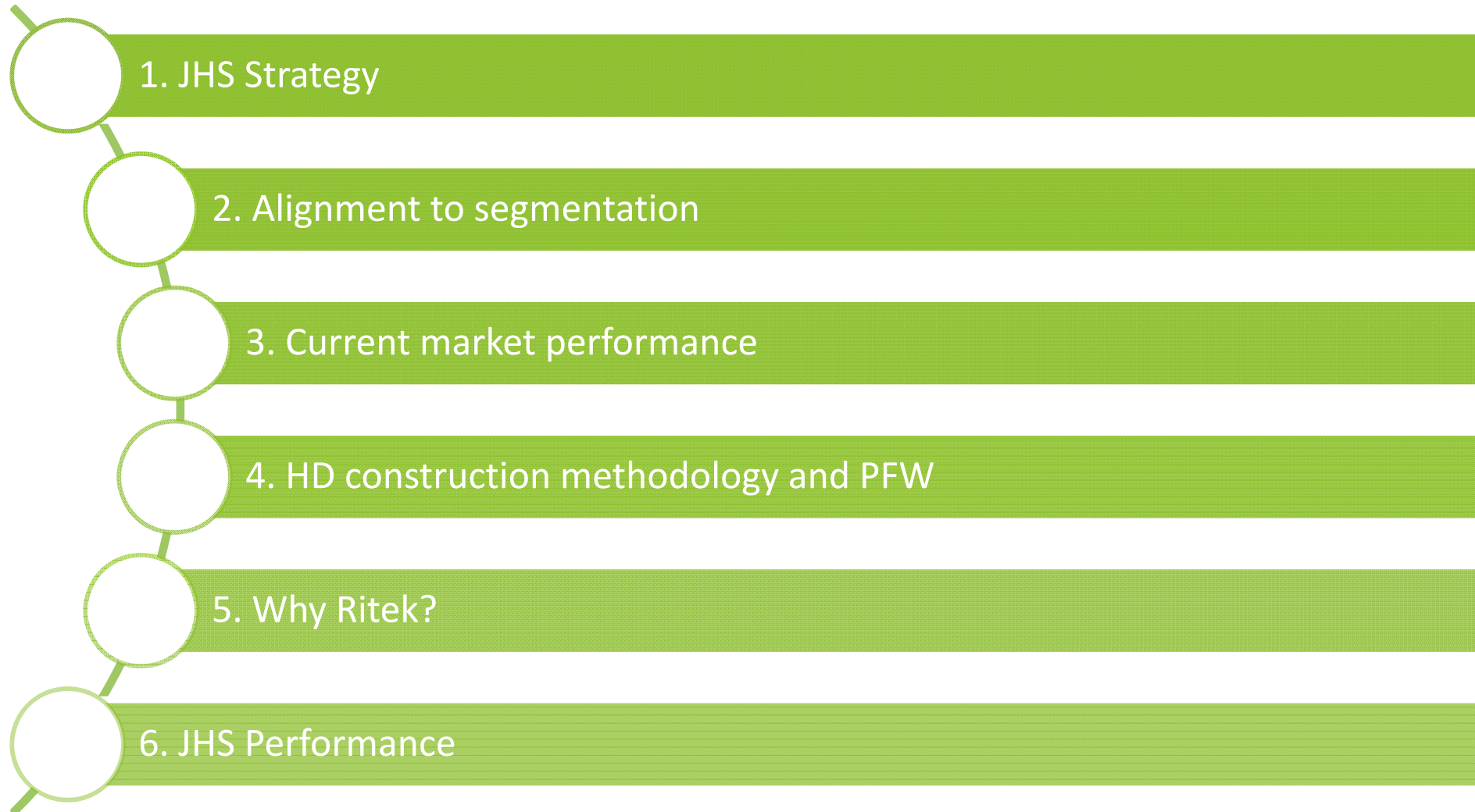
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(continued)

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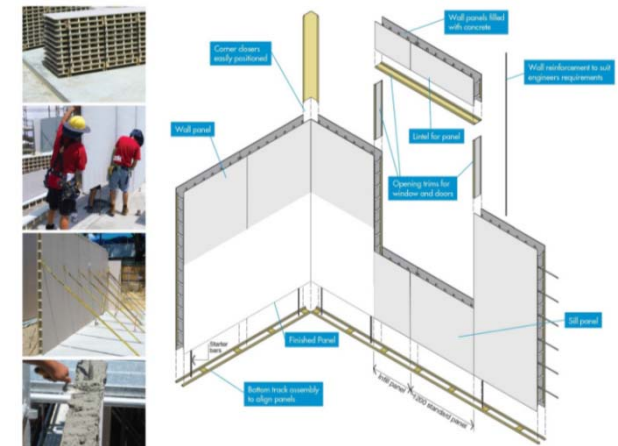
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AGENDA



Recap on the Acquisition

- Ritek Wall Systems was acquired in February 2017, forming a new business unit within the JH group
- **Alignment to the JH business model**
 - Expansion into a growing residential High Density (HD) segment
 - Technically superior walling system
 - Opportunity to pull through fibre cement into the HD segment



Vision: Transform the Australian way to build

APPROACH

1. **Zero Harm:** Build on momentum.
2. **Market Led:** Continue to build insight into the segment and its stakeholder requirements
3. **Innovative Solutions:** Expand on system offer and incorporation of FC cladding options
4. **World class manufacturing:** Delivery of quality and service offer
5. **Smart, driven, real people:** Recruit, develop and retention focus



ZERO HARM AT THE CORE OF OUR STRATEGY

Safe People

- Everyone at JH is a Safety Leader
- Every employee in the business is empowered and authorised to stop unsafe acts
- Every leader in the business takes action on unsafe acts and conditions

Safe Places

- 5S and housekeeping visibly demonstrates Zero Harm
- Engineering controls are implemented to minimise exposure to risk
- Continuous Improvement through safety in design

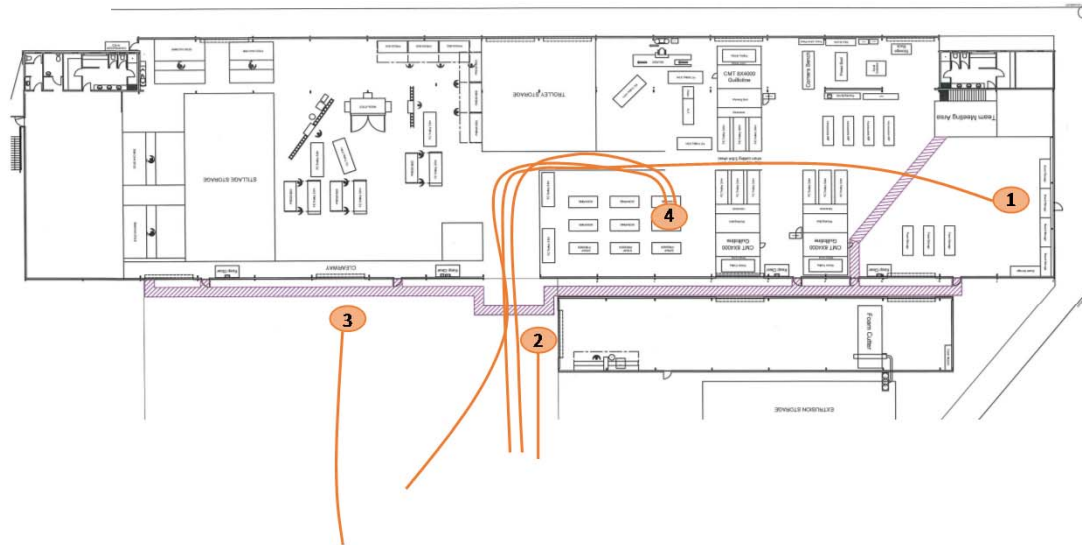
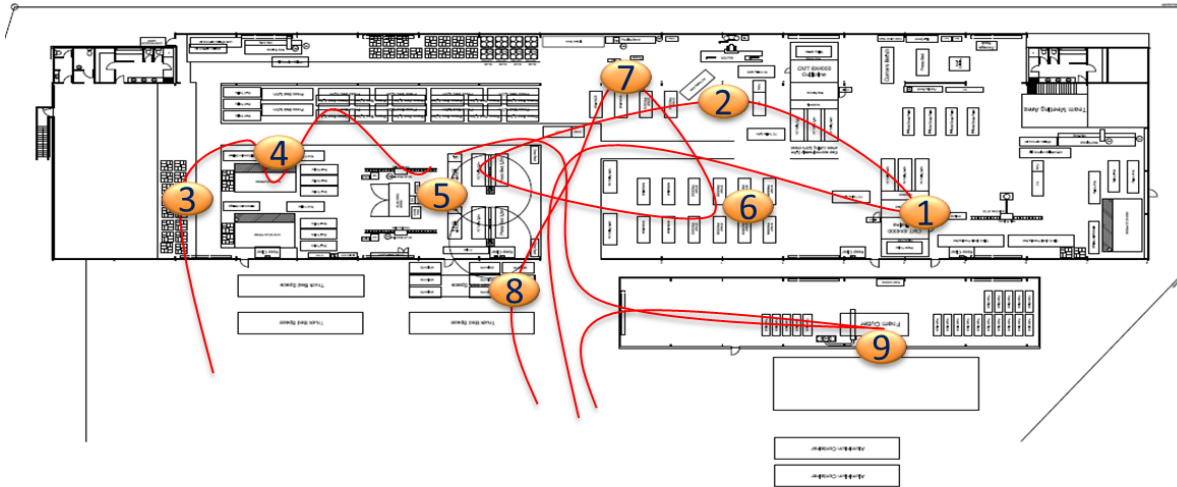
Safe Systems

- Safety integrated into every function across the business
- Safety systems provide the structure to control critical risks
- Systems are standardised and transferable



Aligning with the organisations Zero Harm culture

- Example of improvements within mobile plant interaction



Residential Construction Market



Renovation



**Single
Detached**



**Medium
Density**
(Townhouses)



**Medium
Density**
(Up to 3 levels)



**High
Density**
(4-12 Levels)

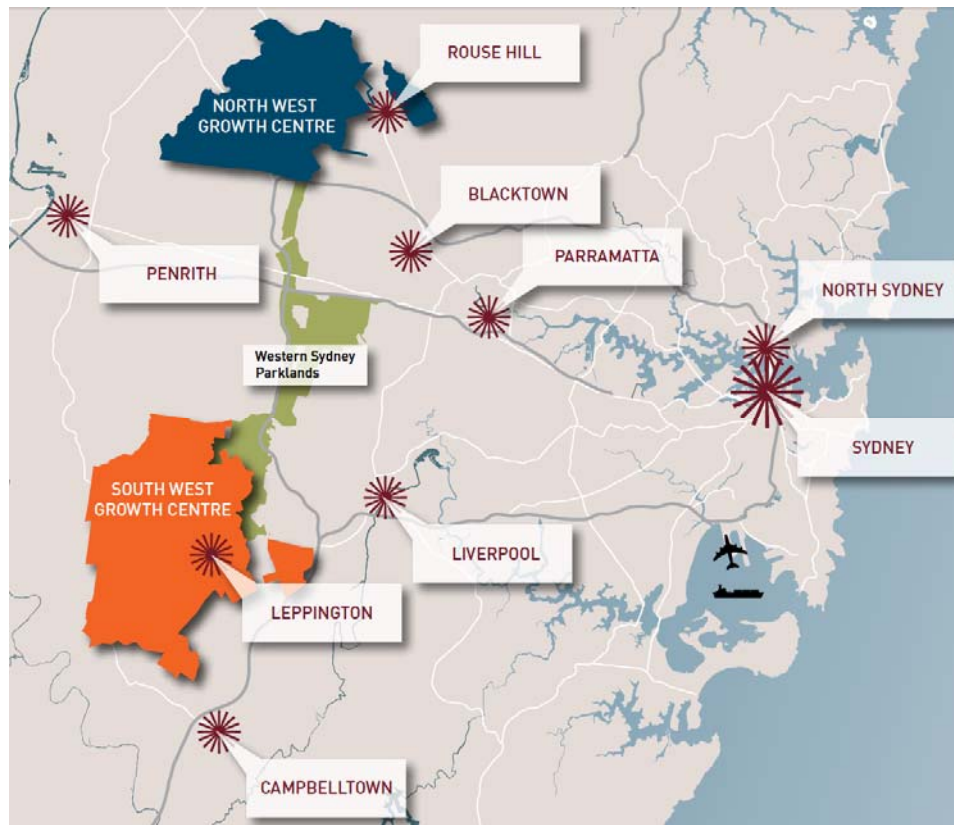


**Ultra High
Density**
(>12 Storey)

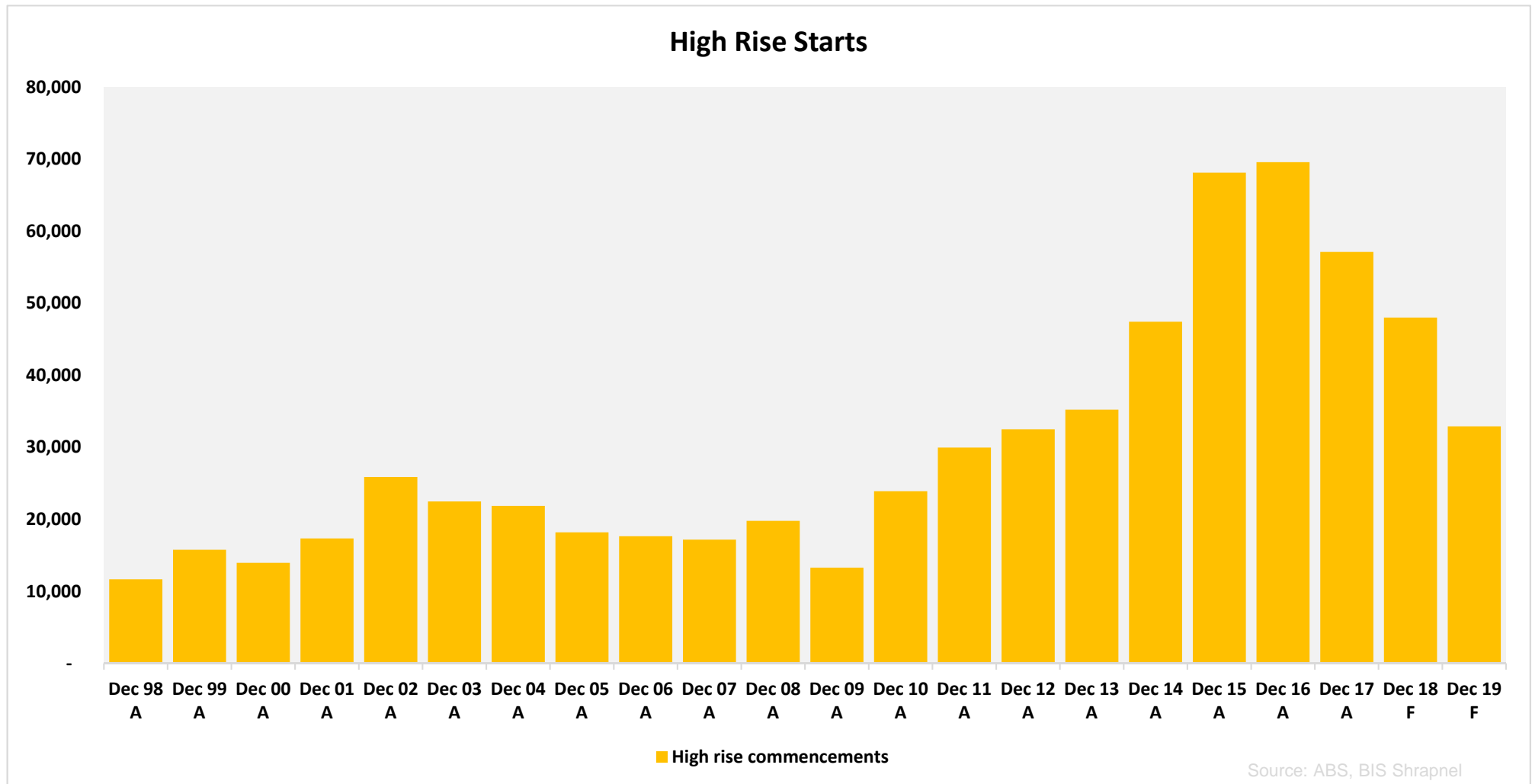
Densification

Densification and Growth Corridors aligned with Transport Hubs

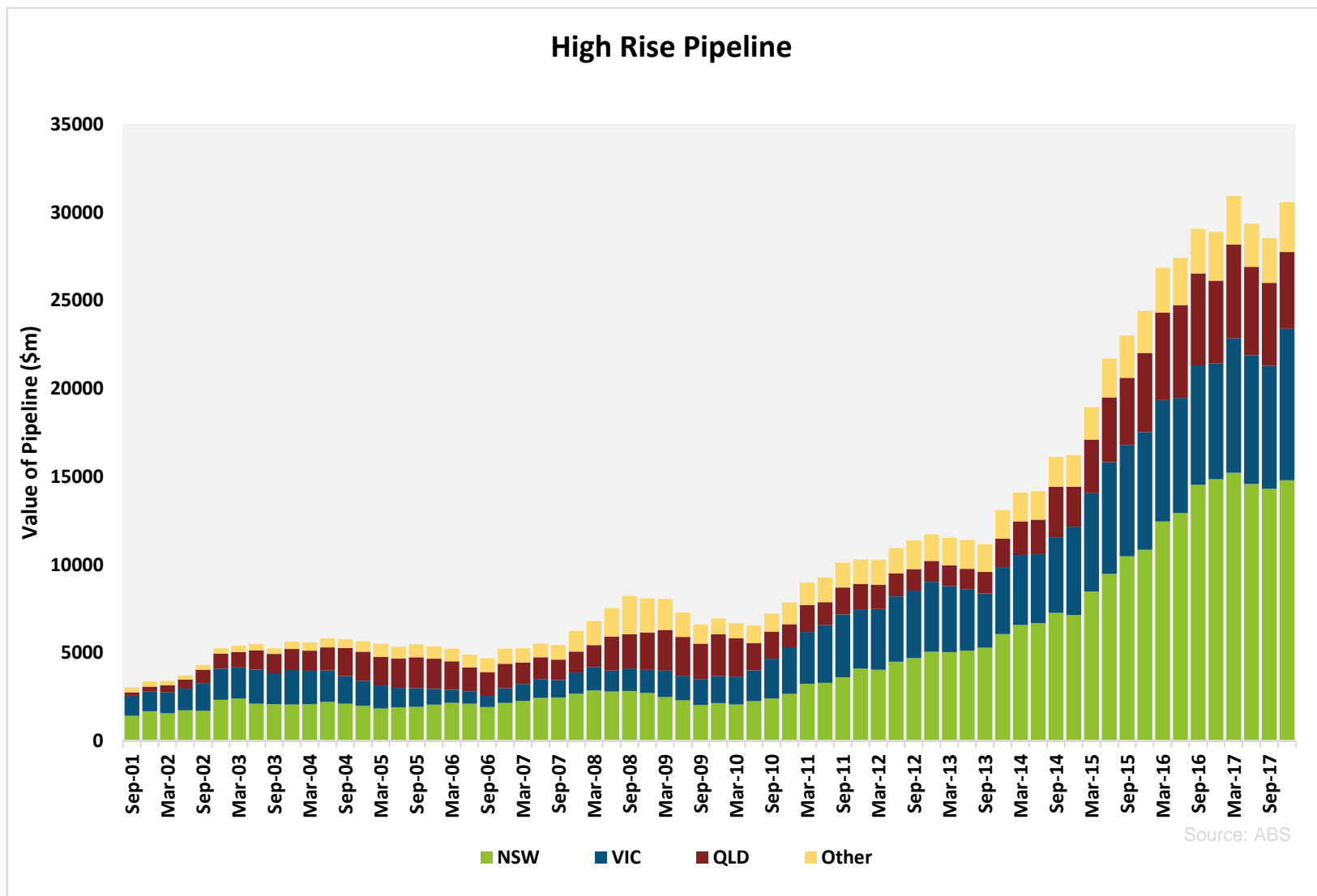
- Social and economic factors driving densification into our suburban hubs



Although high rise starts are predicted to fall – they are still above the historical average



Moreover the pipeline of work remaining is large



The pipeline consists of both:

1. Value of work yet to be done
2. Value of work yet to be commenced

JH achieves access across all segments



Renovation



**Single
Detached**



**Medium
Density**
(Townhouses)



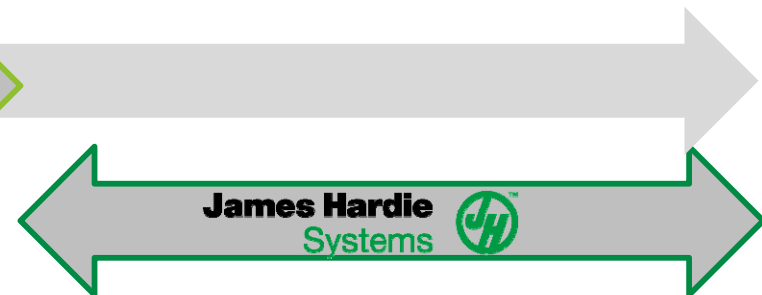
**Medium
Density**
(Up to 3 levels)



**High
Density**
(4-12 Levels)



**Ultra High
Density**
(>12 Storey)



Methods of Construction within the HD Segment

Traditional

Core Filled Block



Pre Cast



Temporary Formwork



Double Brick



Permanent Form Work



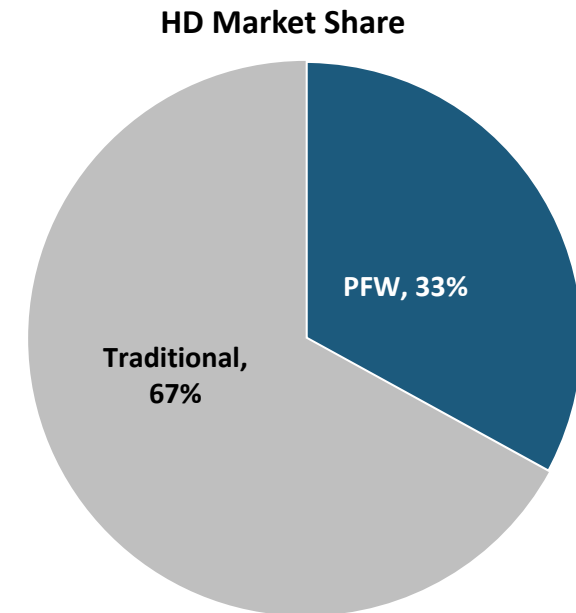
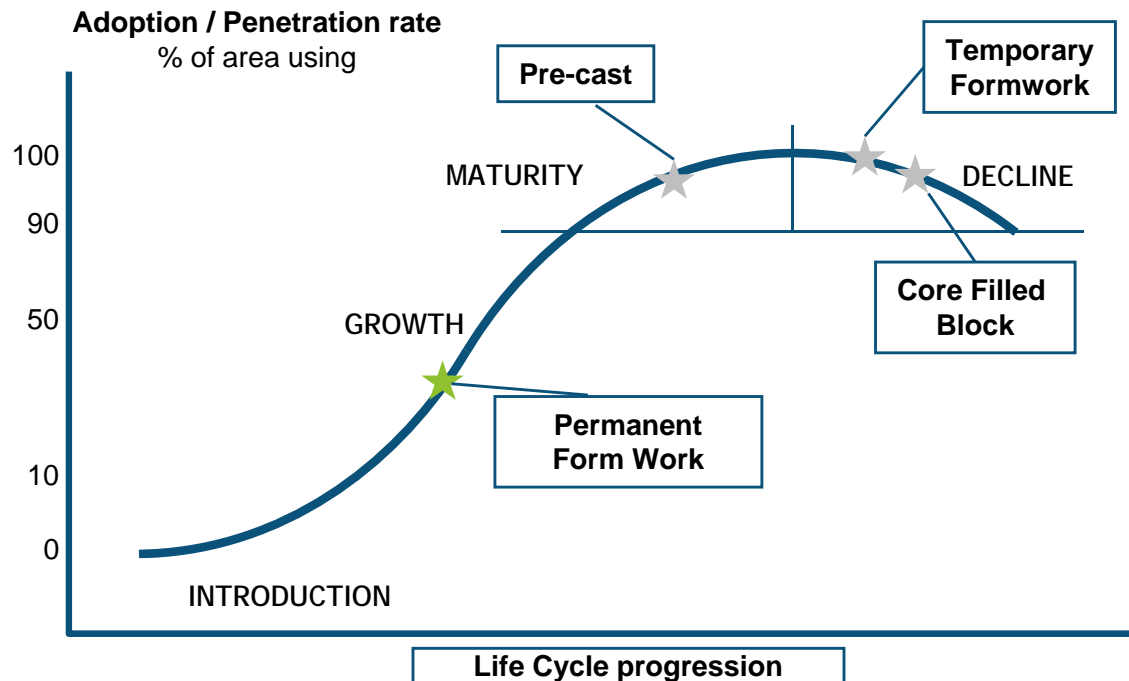
Permanent Formwork (PFW)

■ What is PFW?

- PFW is a structural walling system that consists of braces or moulds, put in place to contain concrete as it sets, however not removed after the fact.



Product Maturity within the HD Segment



Source: JHA Analysis

Issues faced within traditional methods of construction include:

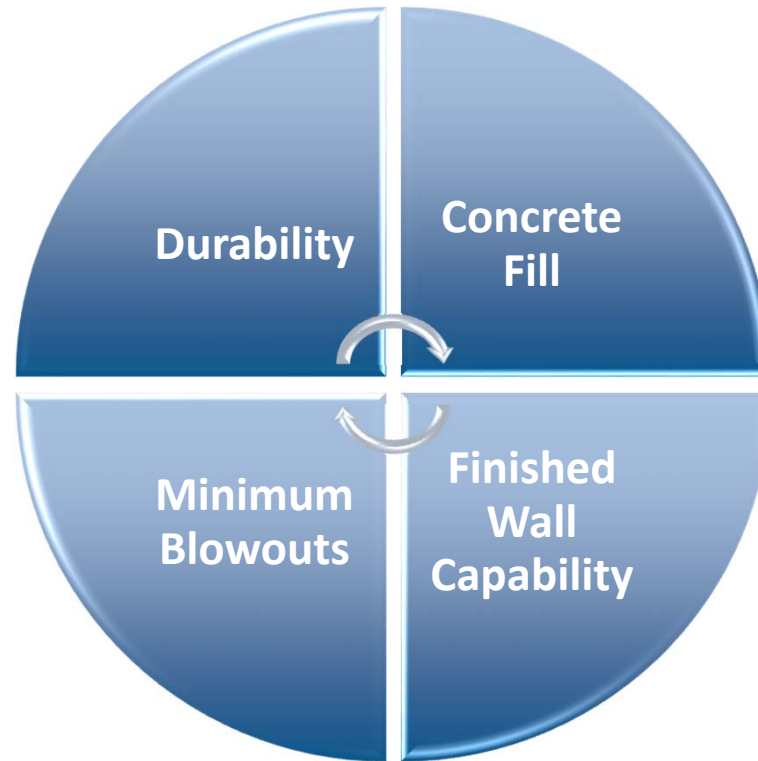
- **Availability of trades**
- **Cost**
 - Program i.e. Time
 - Cost of crane
 - Waste
- **Site access**

PFW Construction Benefits

- Offering strong benefits against traditional methods
 - **Speed of construction**
 - **Smaller crane**
 - Reduces cost
 - **Improved logistics**
 - Customization promotes better managing of materials and waste
 - **Resolves site access challenges**
 - Building within tight sites
 - **Minimizing traffic management requirements**



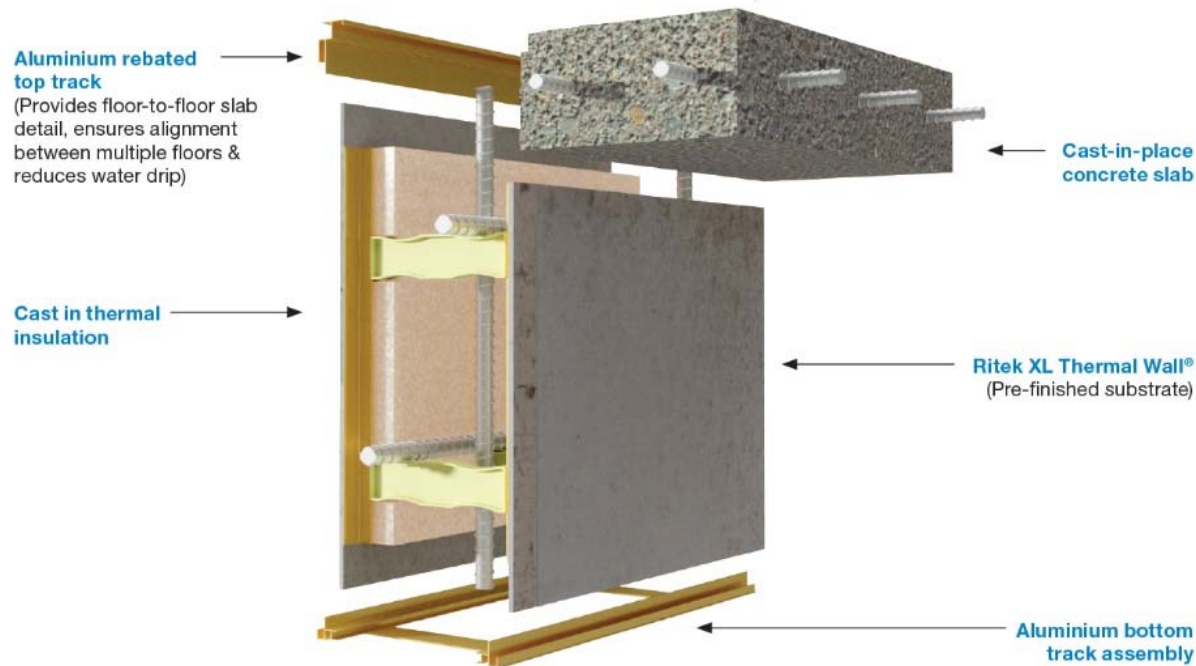
Why Ritek?



In our view Ritek delivers the most advanced PFW solution

JHS System Offering – XL and XLT

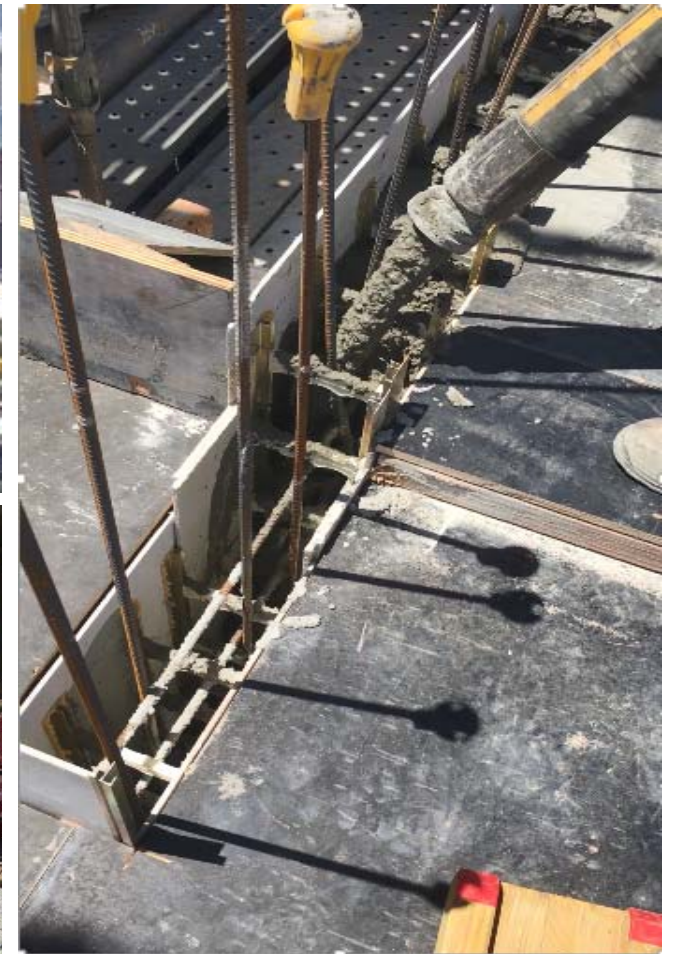
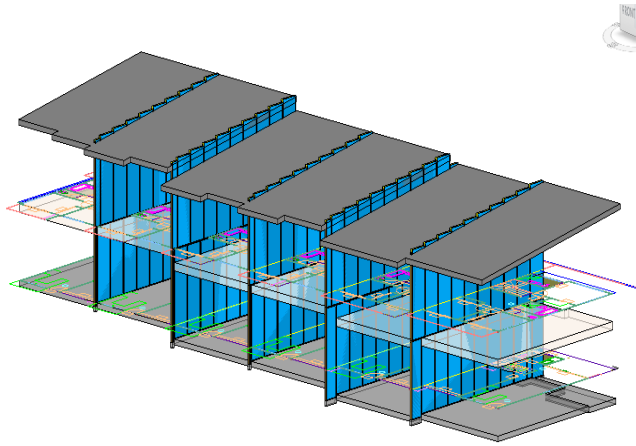
Patented solution



System Details and Benefits

- Accessories delivering on water management and aesthetic benefits
- Internal core structure providing durability and concrete management
- In-situ thermal capabilities R1.5 – 4.8
- Reduce wall thickness and increase floor areas
- Superior FC ready for finishing

JHS – Business Model



JHS System Applications

Exterior



Interior



Blade Walls



Lift Shafts



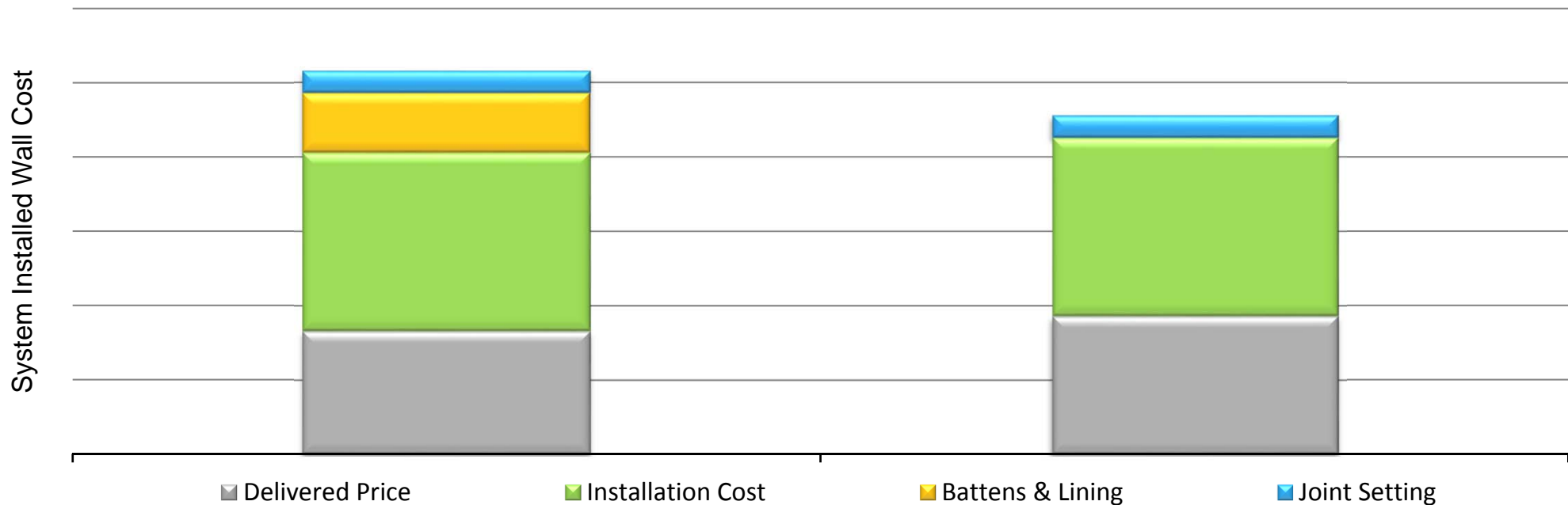
Stair Wells



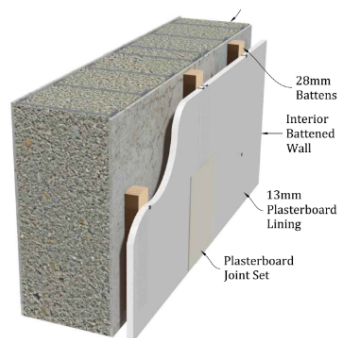
Columns

Creating Value via the Finished Wall Capability

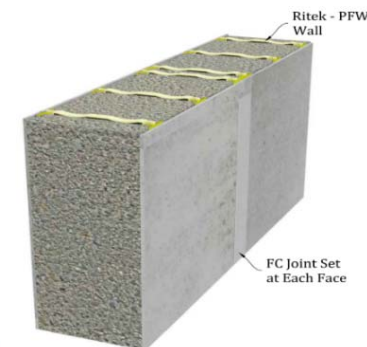
- JHS patented stud configuration with JH's superior fibre cement provides value in the reduction of building cost and creates additional space



Alternative Systems

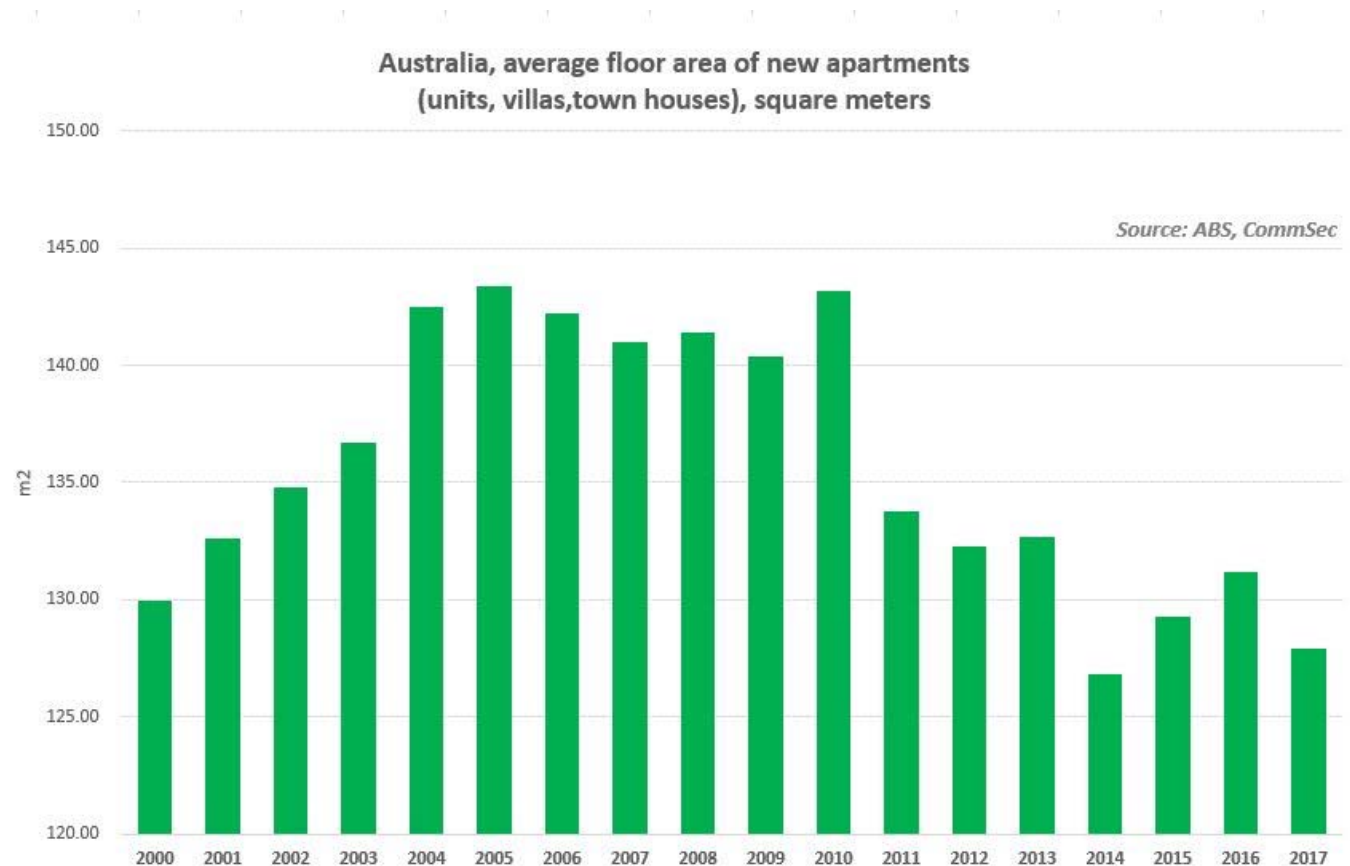
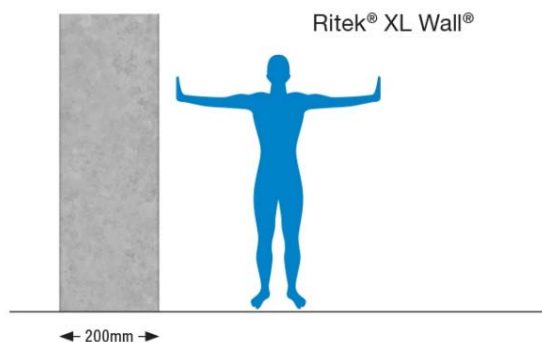
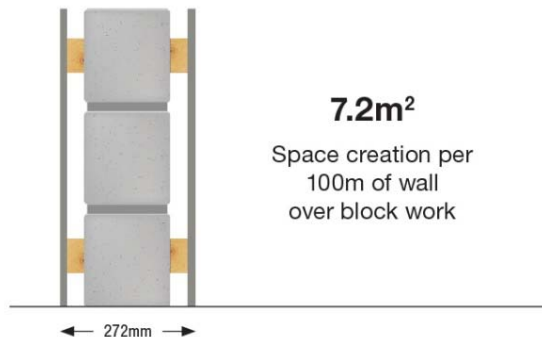
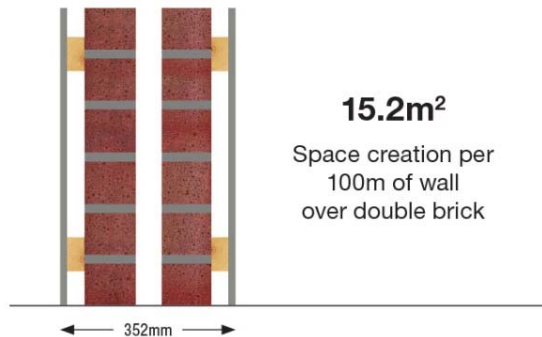


Ritek



JHS PFW has a compelling value proposition relative to traditional methods

While apartment sizes are decreasing, JHS provides the opportunity for more space



Increasing the Value of Fibre Cement into each HD build



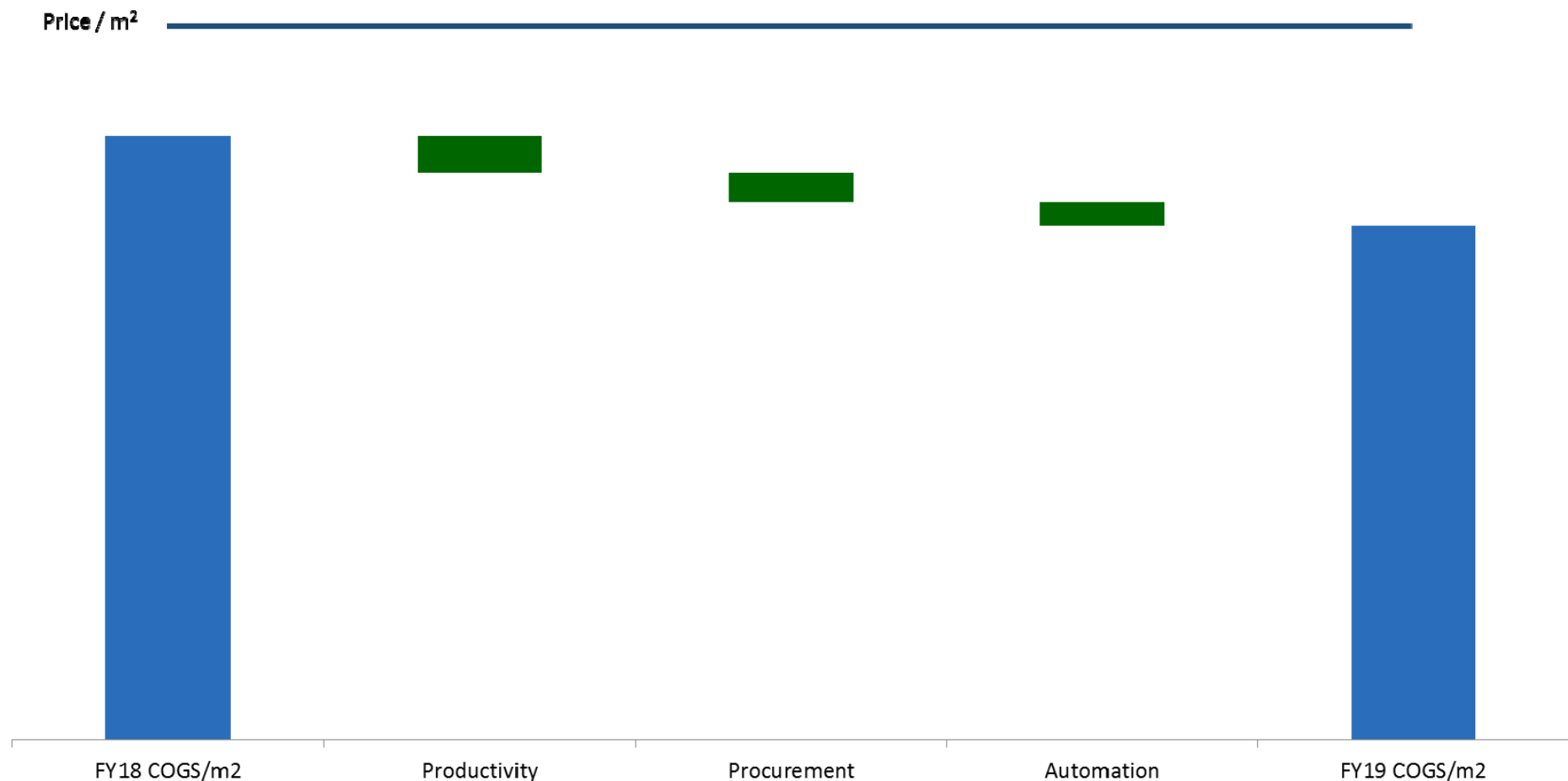
Increasing fibre cement penetration into the HD segment

- Enabling a fibre cement bundle within the HD segment while providing the opportunity to differentiate the look



Leveraging off operational excellence within the JH business

- Phase 1: Focusing on key areas to reduce cost and increase profitability
- Phase 2: Introduce Hardie Advantage to continue to drive improvement



JHS Business Performance

- Since the acquisition the following has been achieved:
 - “One Organisation” has been formed
 - Key staff retained
 - Immediate focus on safety with positive shift in culture
 - Strategy is playing out with growth achieved
 - Successful entry into the HD segment
 - Conversion of traditional methodology based on value proposition
 - State based approach rather than national
 - Operational benefits achieved via JH alignment
 - Continue to promote and drive the pull through of JH products into the HD segment

Vision: Transform the Australian way to build

APPROACH

1. **Zero Harm:** Build on momentum.
2. **Market Led:** Continue to build insight of the segment and its stakeholder requirements
3. **Innovative Solutions:** Expand on system offer and incorporation of FC cladding options
4. **World class manufacturing:** Delivery of quality and service offer
5. **Smart, driven, real people:** Recruit, develop and retention focus



QUESTIONS



James Hardie New Zealand

Alan Bones, Country Manager
Asia Pacific Investor and Analyst Tour
Sunshine Coast, Australia
June 25-26, 2018

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

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- 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;
- statements regarding the possible consequences and/or potential outcome of legal proceedings brought against us and the potential liabilities, if any, associated with such 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 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.

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

(continued)

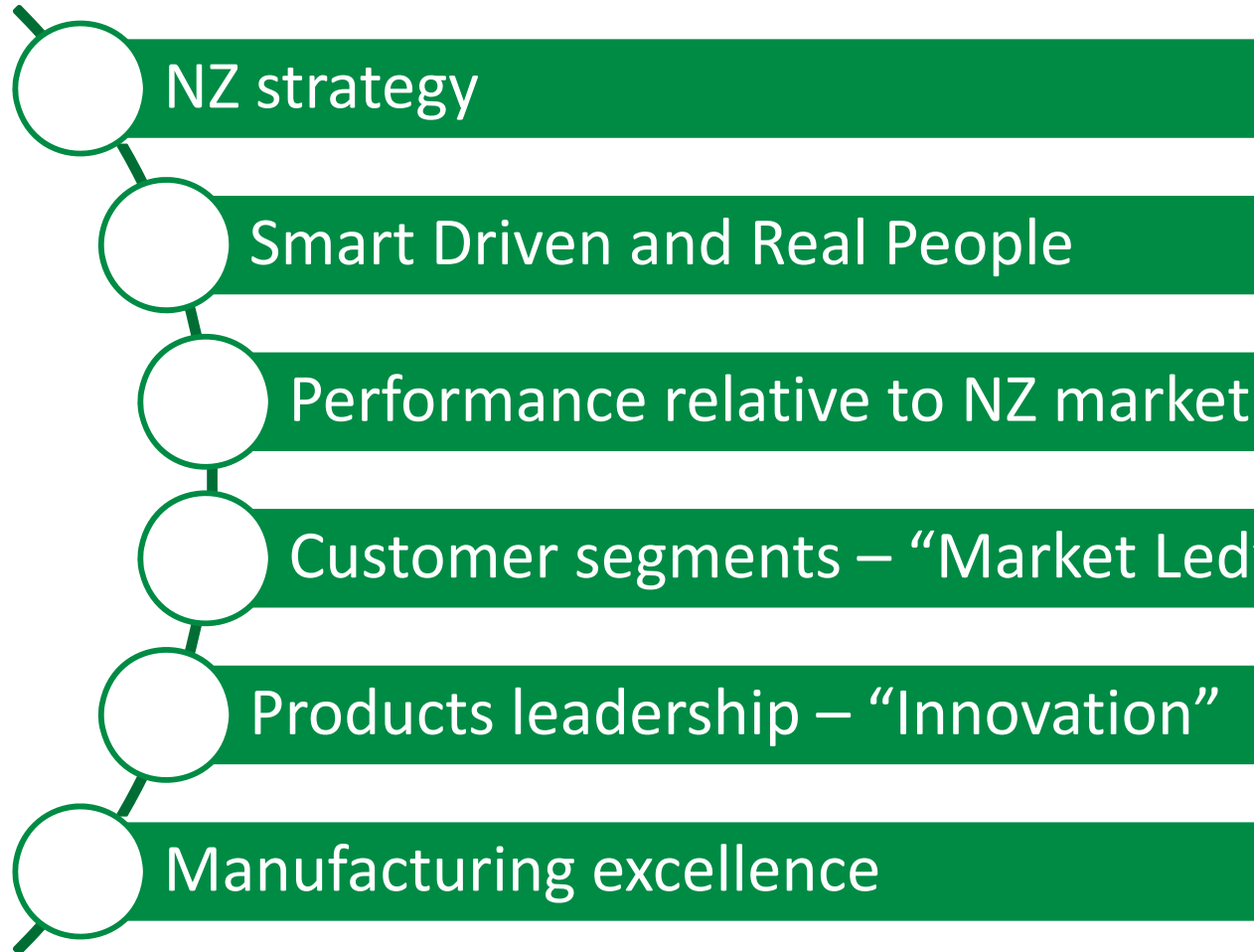
Words such as “believe,” “anticipate,” “plan,” “expect,” “intend,” “target,” “estimate,” “project,” “predict,” “forecast,” “guideline,” “aim,” “will,” “should,” “likely,” “continue,” “may,” “objective,” “outlook” and similar expressions are intended to identify forward-looking statements but are not 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.

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 22 May 2018, 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; the continuation or termination of the governmental loan facility to AICF; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the Company operates; the consequences of product failures or defects; exposure to environmental, asbestos, putative consumer class action or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; possible increases in competition and the potential that competitors could copy the Company's products; reliance on a small number of customers; a customer's inability to pay; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; compliance with and changes in laws and regulations; currency exchange risks; dependence on customer preference and the concentration of the Company's customer base on large format retail customers, distributors and dealers; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; possible inability to renew credit facilities on terms favorable to the Company, or at all; acquisition or sale of businesses and business segments; changes in the Company's key management personnel; inherent limitations on internal controls; use of accounting estimates; the integration of Fermacell into our business; and all other risks identified in the Company's reports filed with Australian, Irish and US securities regulatory 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.

NZ OVERVIEW

- **Zero Harm:** Is at the core of our strategy with investment in people, places and systems.
- **People:** Continual focus on Smart, Driven and Real people to deliver a sustainable competitive advantage.
- **Market Performance:** The New Zealand construction market is expected to remain strong in the medium term. Growth is flattening, but underlying demand drivers remain healthy.
- **Innovation:** We remain focused on the innovation and development of new products and building solutions to further support growth.
- **Manufacturing Excellence:** Invest in capability to deliver on local and regional capacity requirements.

Agenda – James Hardie New Zealand



VISION: To transform the way Kiwi's build

APPROACH

1. **Zero Harm:** Accelerating our safety journey.
2. **Market Led:** Through insights and primary stakeholder engagement we defend and expand our category leading position.
3. **Innovative Solutions:** Delivery of differentiated solutions that our customers demand and value.
4. **Manufacturing Excellence:** Optimize local output and leverage regional scale to meet market demand
5. **Smart, driven, real people:** Build and retain organisational capability to deliver a competitive advantage



ZERO HARM AT THE CORE OF OUR STRATEGY

Safe People

- Everyone at JH is a Safety Leader
- Every employee in the business is empowered and authorised to stop unsafe acts
- Every leader in the business takes action on unsafe acts and conditions

Safe Places

- 5S and housekeeping visibly demonstrates Zero Harm
- Engineering controls are implemented to minimise exposure to risk
- Continuous Improvement through safety in design

Safe Systems

- Safety integrated into every function across the business
- Safety systems provide the structure to control critical risks
- Systems are standardised and transferable



We have Smart, Driven, and Real People

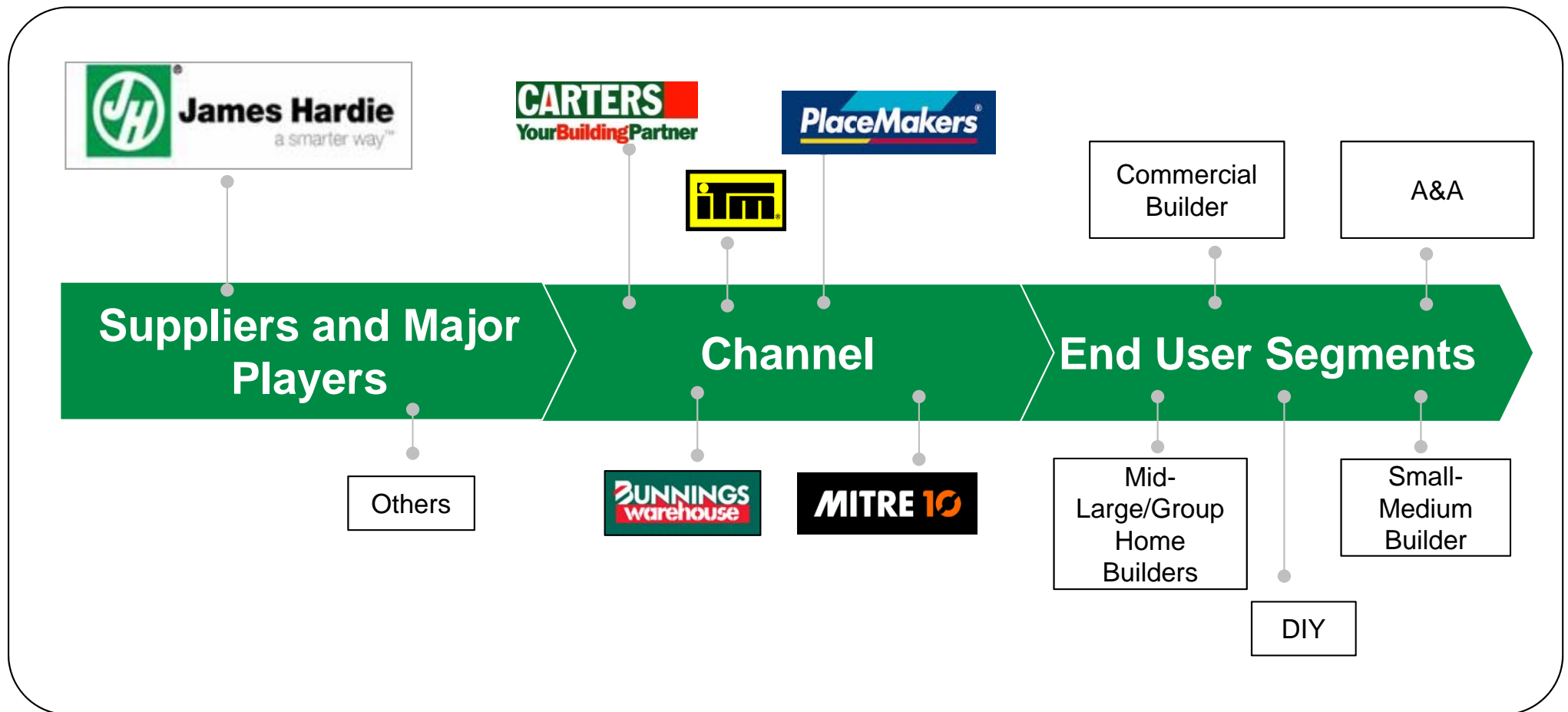
Attract, Build, and Retain top talent that embodies the James Hardie culture for sustainable competitive advantage



- New NZ Leadership team in place, focusing on improving the business in each function, and as a whole
- Leverage regional functional capability to unlock the potential of people and teams
- Investment in operational resource for effective transition to 24/7 manufacturing
- Develop highly capable people to leadership thinking and capability

End user focus drives sales through a wide network of distributors

New Zealand Fibre Cement Market



We provide differentiated solutions across all major building segments



A&A



Detached



Semi-Detached



Medium Density -
Townhouses



High Density -
Apartments

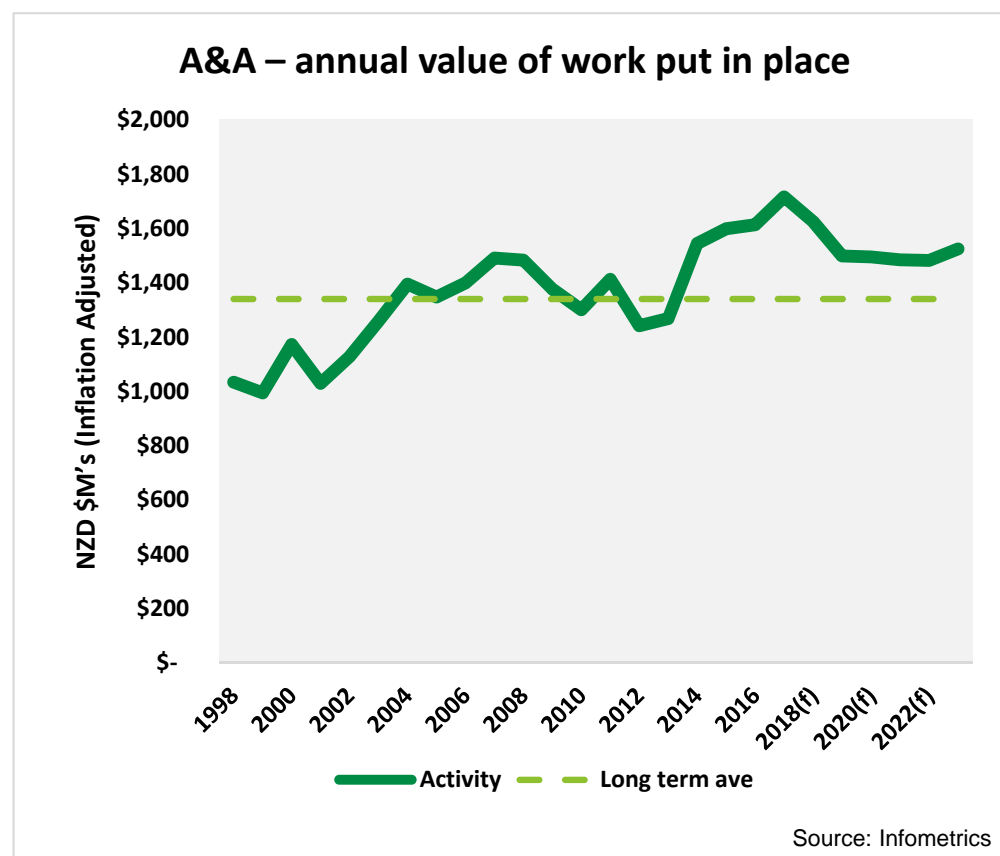
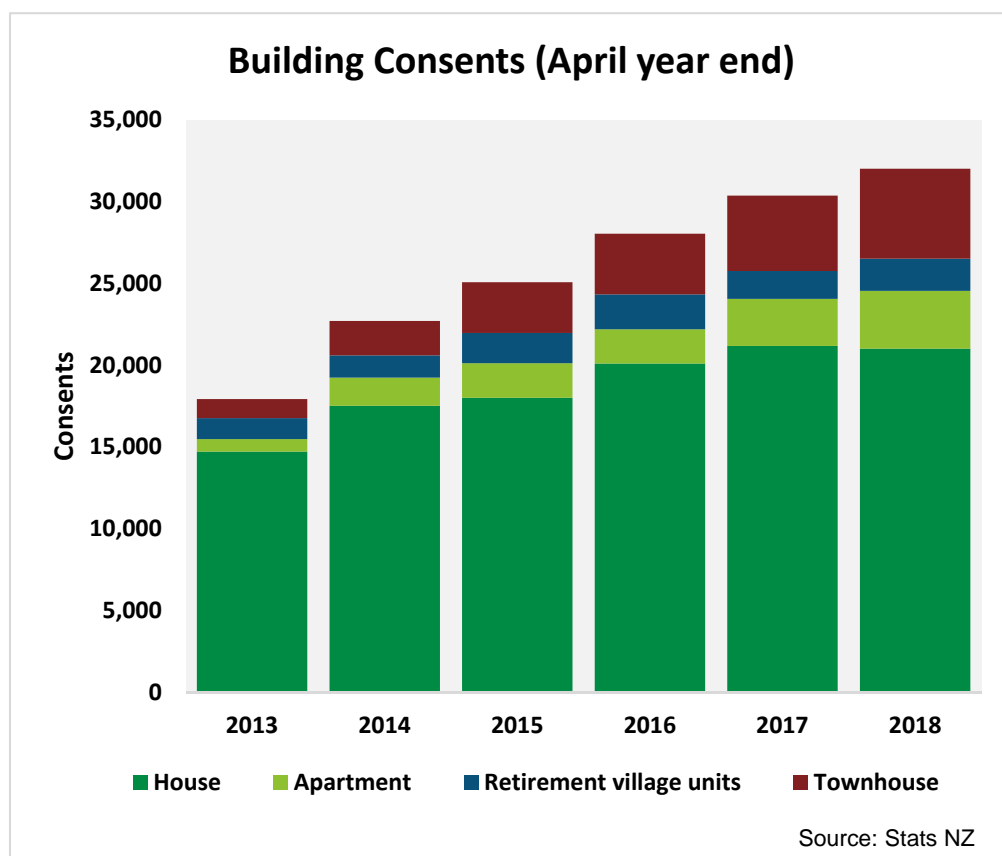


Mix Commercial

Market Performance: NZ market performance has been strong

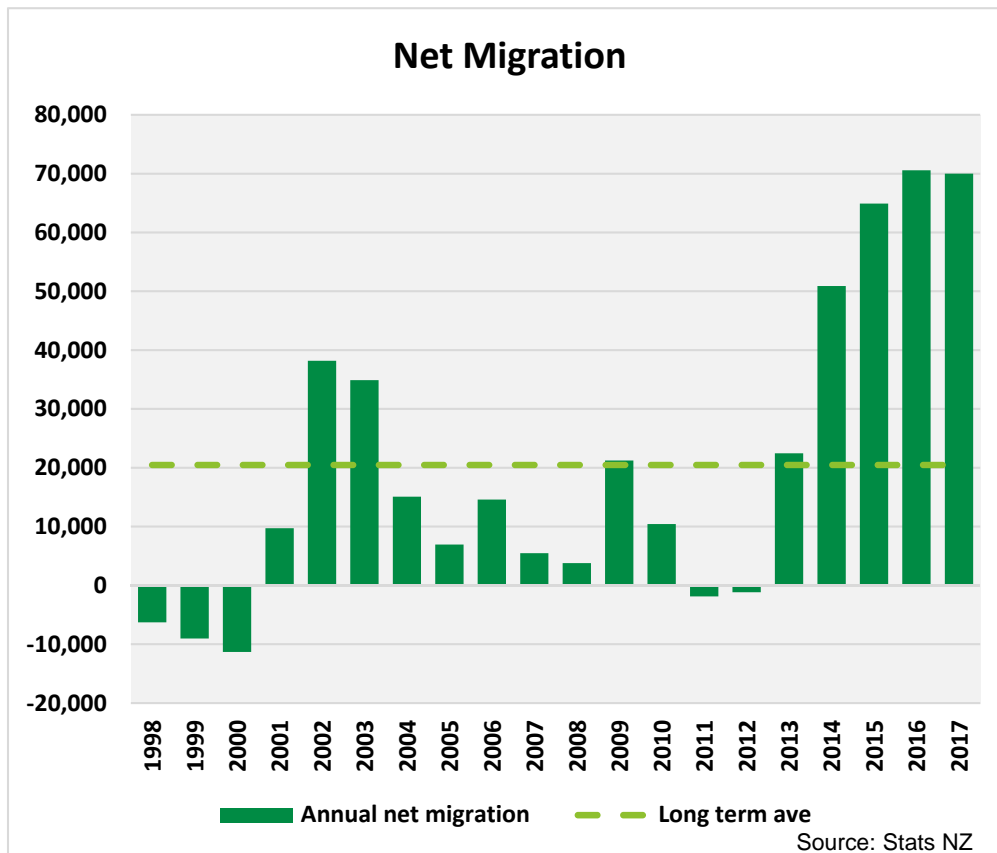
1. Building consents (lead indicator of future activity) are up by 5.4% in 2018 vs. 2017

2. A&A is expected to come down as quake rebuild finishes – but activity is still well above long term average



Market Performance: NZ market indicators are solid

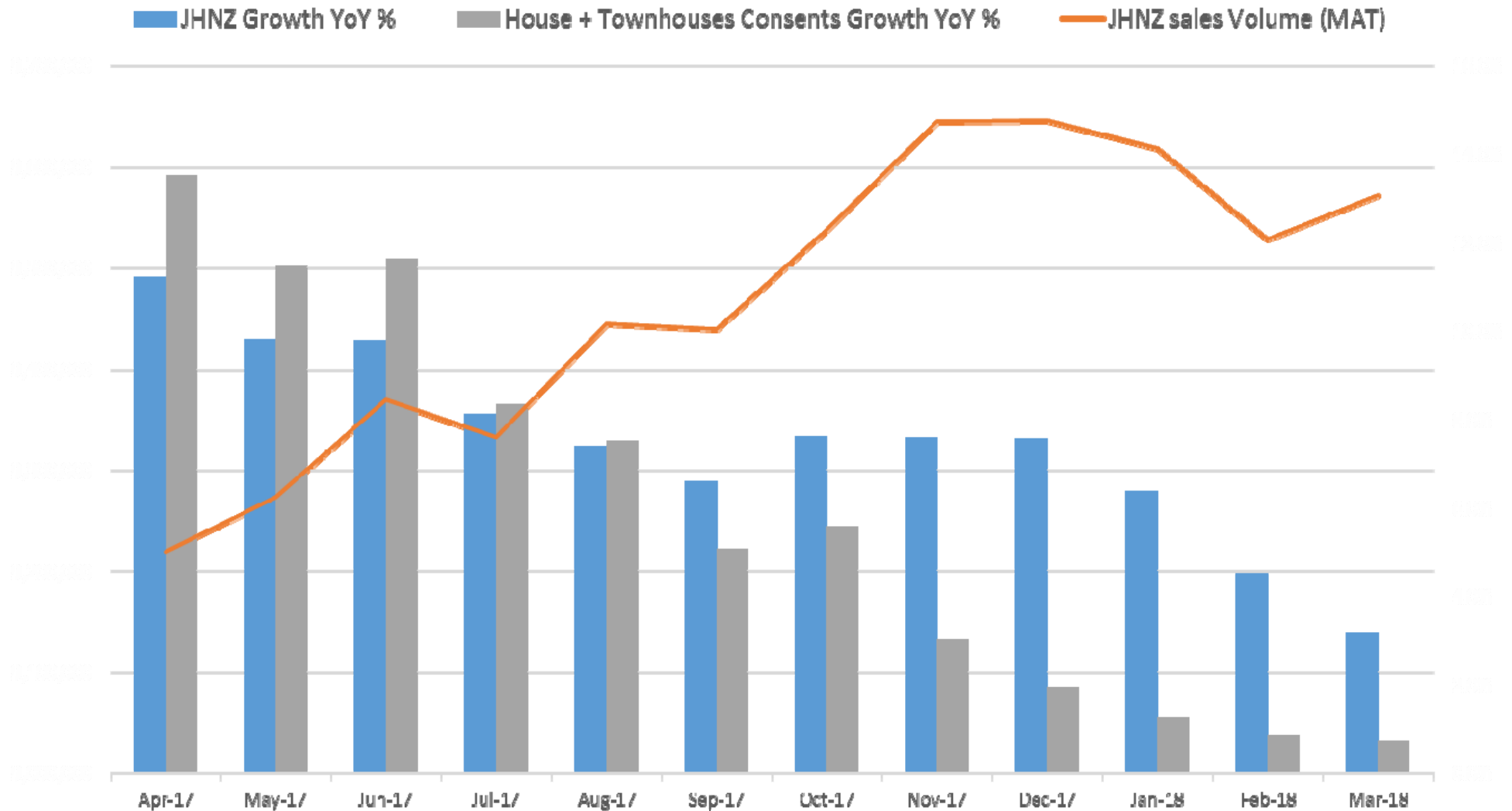
3. Annual net migration is at its peak – driving population growth and future demand for housing



4. Government policy driving more social housing: Kiwi-Build programme will build 100,000 affordable homes over 10 years



JHNZ maintaining strong growth in a flattening market



Source:

JH Sales / Stats NZ residential consent numbers

Quarter lag applied between sales and building consent issued

Targeted demand generation is pivotal to our success...

Defend & Grow

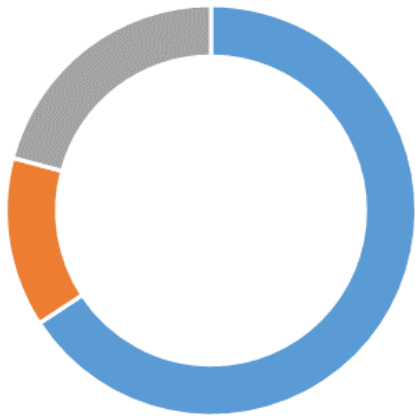
| | |
|---|---|
| Defend Category Share Position Value to Channel | Grow Share of Addressable Detached Homes / A&A |
| Innovate Differentiated solutions Fire, Acoustics and Pre Cladding | Emerging Markets Medium Density / New Audiences |

New Products & Markets

... however our strength and opportunity lies in residential

JHNZ Segment Exposure

■ New Residential ■ A&A Residential ■ Non-Residential



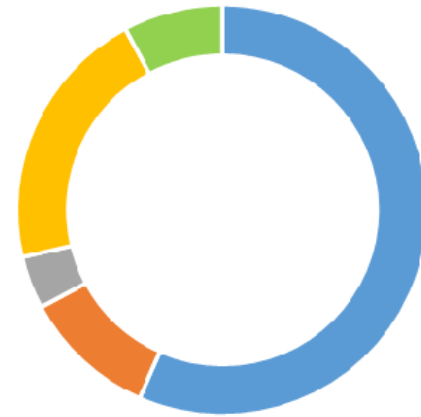
Interior / Exterior Split

■ Exterior ■ Interior



Product Application

■ Cladding ■ Eaves/ Soffit ■ Flooring ■ Lining ■ Pre-Cladding



And our value drivers in residential cladding are strong

79% of NZ consumers looking for modern or contemporary designs and performance is a key value driver in the cladding space

Design Versatility



Modern - 60%

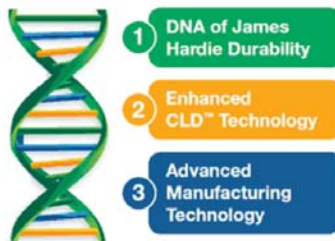


Contemporary - 19%

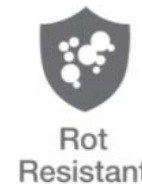


Traditional - 21%

Superior Performance



James Hardie fibre cement offers a unique, low density formulation with heavy duty performance



Source: JHNZ consumer insights survey 2017

Cladding: Leveraging vertical look trends in residential



...and transforming the built form in Residential Cladding



LINEA™ WEATHERBOARD



LINEA™ OBLIQUE WEATHERBOARD



...and transforming the built form in Residential Cladding



STRIA™ CLADDING

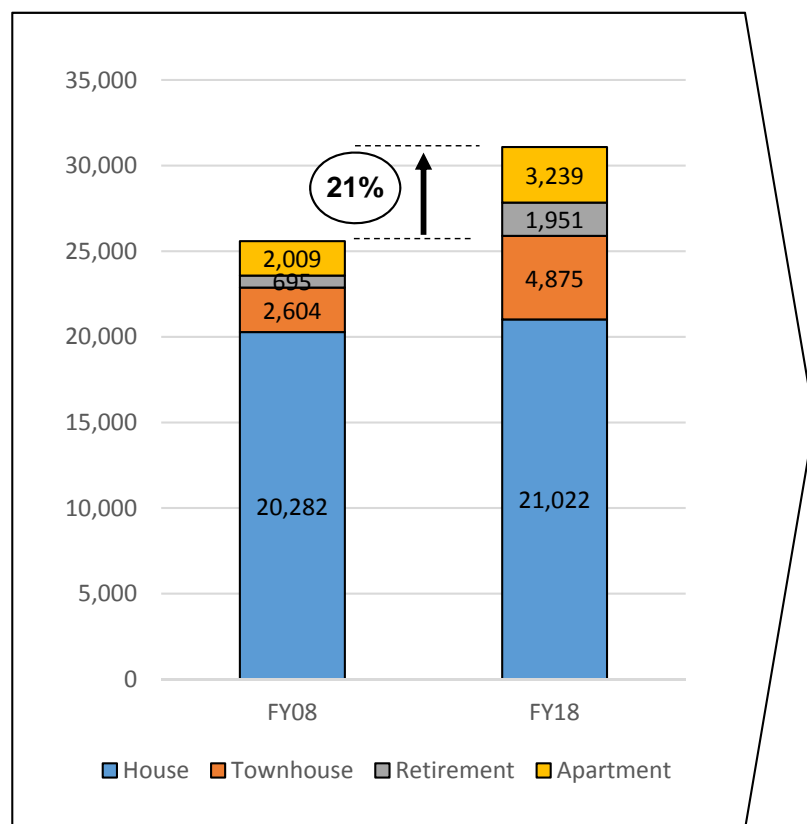


AXON™ / TITAN™ PANEL

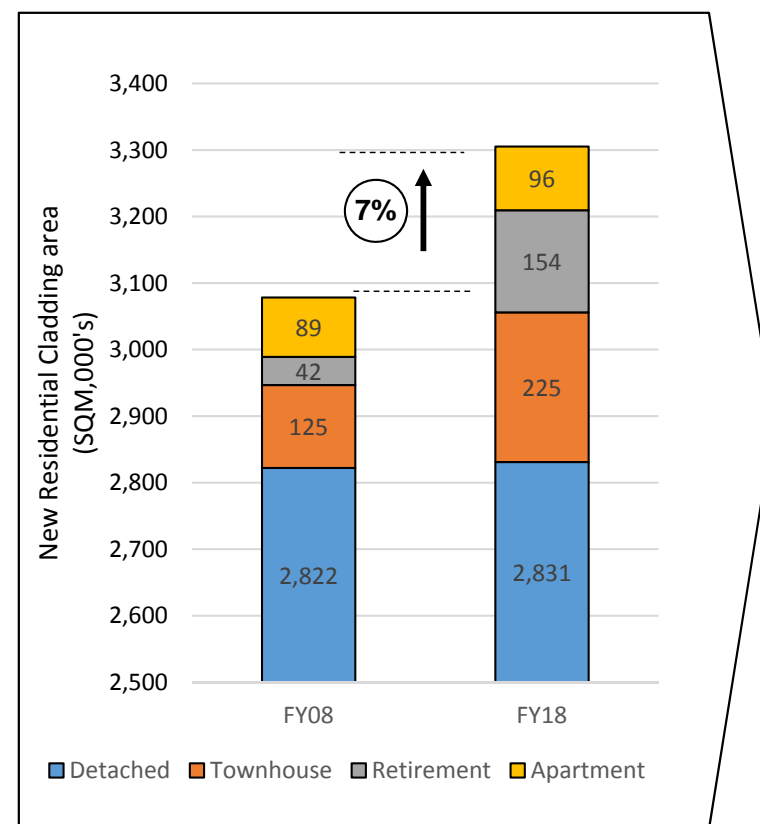


Density typologies are changing the addressable landscape...

Change in Construction Consents



Impacts Addressable External Wall Area



Source: NZ Stats

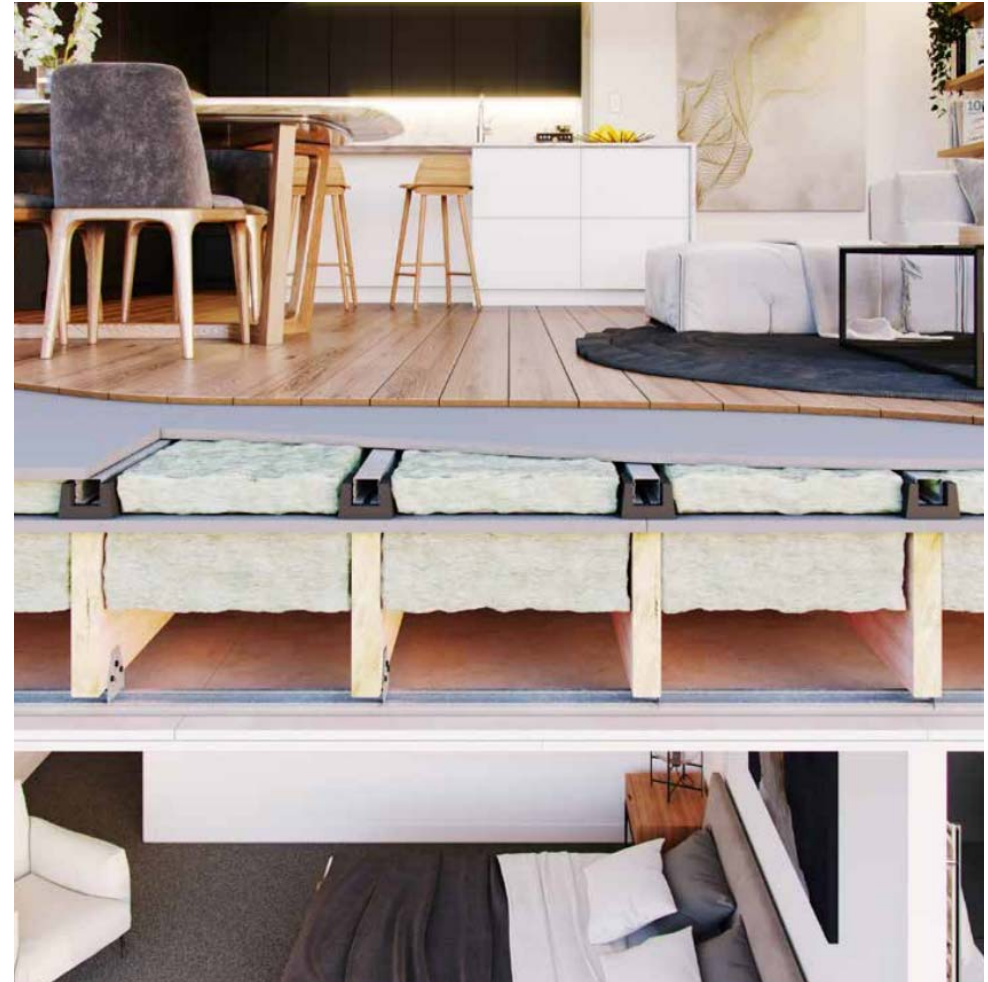
...creates an opportunity for our differentiated systems

James Hardie Fire and Acoustic rated floor Lightweight intertenancy solution



F&A floor achieves above code:

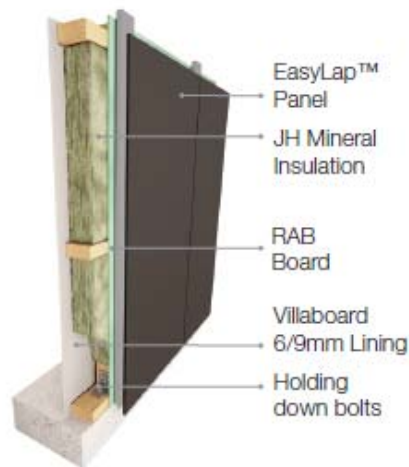
STC = 60 | IIC = 57-65



STC: Sound Transmission Class
IIC: Impact Insulation Class

...creates an opportunity for our differentiated systems

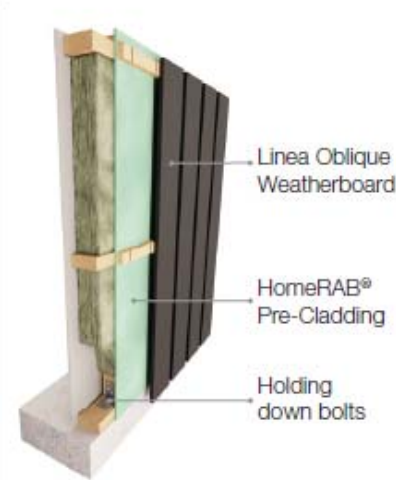
James Hardie Fire rated Walls Lightweight Exterior wall solutions



Fire Rated Boundary Wall

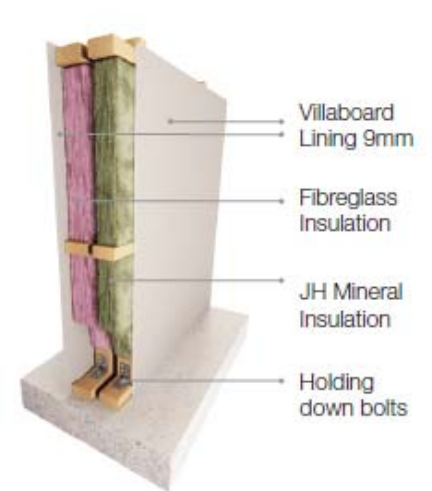
FRR = 30/30/30

FRR = 60/60/60



Fire Rated Boundary Wall

FRR = 60/60/60



Inter-Tenancy Fire Rated Wall

FRR = 60/60/60 | STC = 57

FRR: Fire Resistance Rating

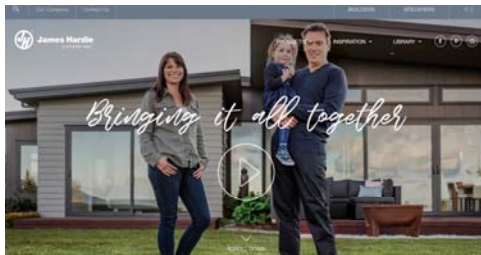


Growth above market is bolstered by investment in the Customer

- **Customer Insights** - leverage **insights** capability in, as well as through the organization
- **Customer Excellence** - go beyond product leadership to **create value** for all stakeholders
- **Sales Effectiveness** - new systems and framework to position trusted advisory status
- **Marketing Effectiveness** - focus to include end consumers to influence path to purchase

Be Market Led. Know our audience

Consumer



Builder



Specifier



Channel



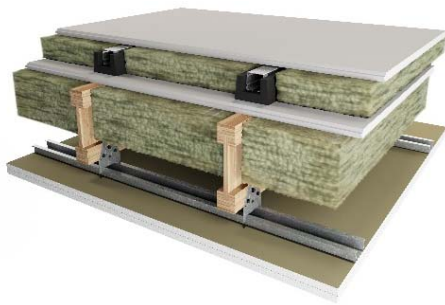
Insight led Innovation to strengthen and secure our position



2014 HomeRAB® Pre-Cladding



2015 Linea® Oblique Weatherboard

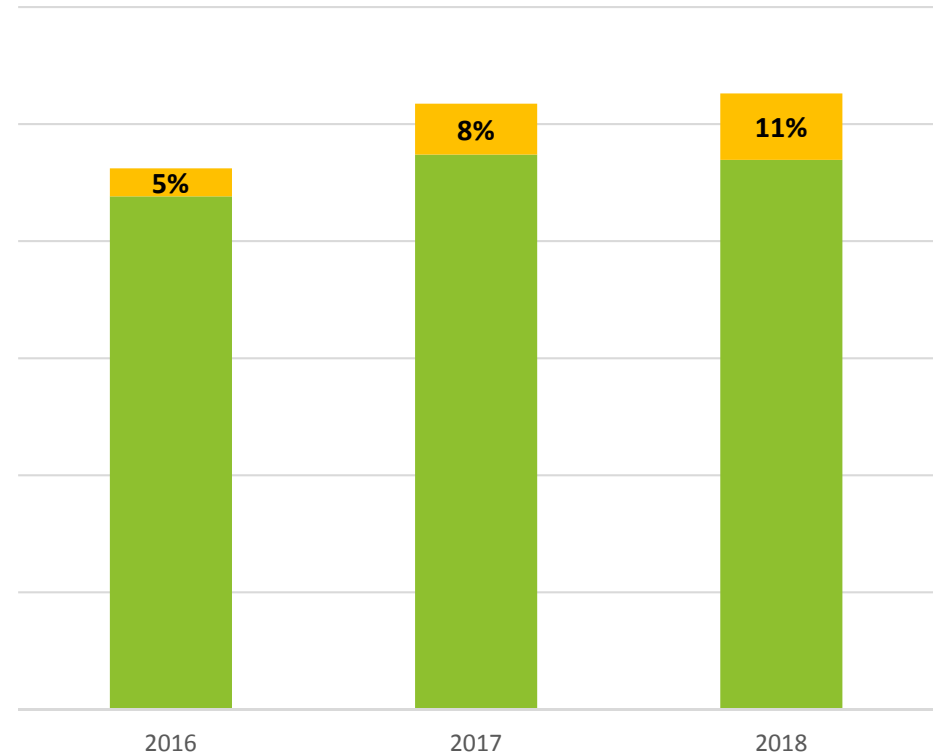


2018 Secura™ F&A Flooring System



2019 RAB™ Board 9mm

SQM volume

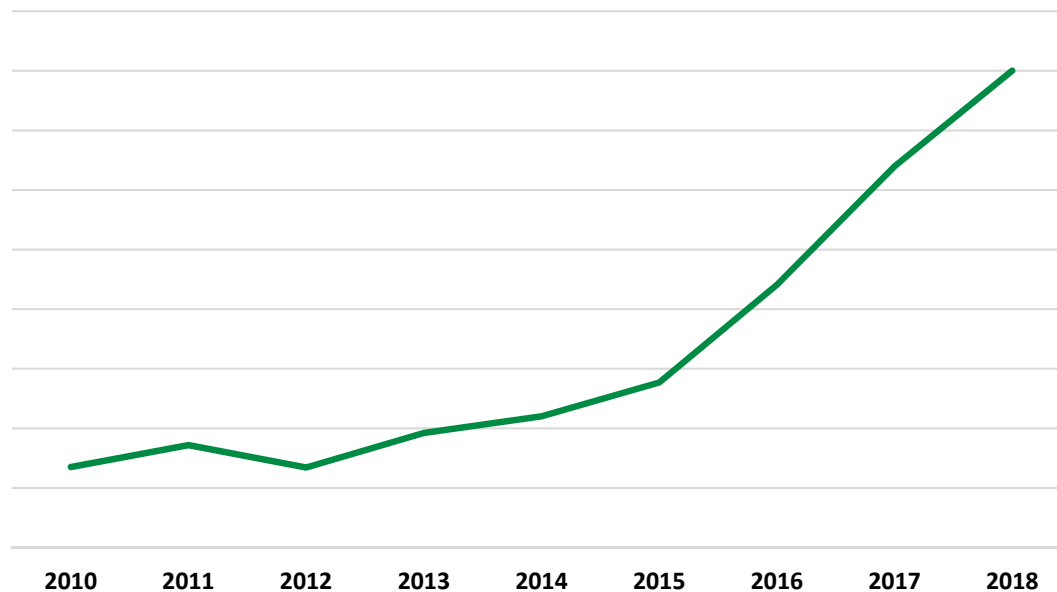


New Product contribution under 5 years

Pre-Cladding: Accelerate growth in all segments

- Rigid alternative to building paper
- HomeRAB™ Pre-Cladding launched in FY14
- HomeRAB™ Thermal Break launched in FY16
- ***Coming soon:*** New RAB™ Board 9mm

Volume Growth



Residential detached



Medium Density



Commercial



2016 Launch
HomeRAB® Thermal Break
(Steel Framing application)



2019 RAB™ Board 9mm

Transforming the way we build with Residential Pre-Cladding



HOMERAB™ Pre-Cladding



...and transforming the way we build with Commercial Pre-Cladding



RAB™ Board



PENROSE: Manufacturing Excellence to meet growing demand

Investment in people, process and systems to create capacity and deliver on organisational objectives in response to significant growth above market both locally and regionally



- 80 years manufacturing in New Zealand, for New Zealanders
- May 2018: JHNZ Moved to a 24/7 operational model
- Deployment of Hardie Advantage operating system

VISION: To transform the way Kiwi's build

APPROACH

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5. **Smart, driven, real people:** Build and retain organisational capability to deliver a competitive advantage



QUESTIONS



James Hardie Philippines

Jon Cook, Finance Director - APAC

Asia Pacific Investor & Analyst Tour

Sunshine Coast, Australia

June 25-26, 2018

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- 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 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.

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

(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.

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 22 May 2018, 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; the continuation or termination of the governmental loan facility to AICF; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the Company operates; the consequences of product failures or defects; exposure to environmental, asbestos, putative consumer class action or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; possible increases in competition and the potential that competitors could copy the Company's products; reliance on a small number of customers; a customer's inability to pay; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; compliance with and changes in laws and regulations; currency exchange risks; dependence on customer preference and the concentration of the Company's customer base on large format retail customers, distributors and dealers; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; possible inability to renew credit facilities on terms favorable to the Company, or at all; acquisition or sale of businesses and business segments; changes in the Company's key management personnel; inherent limitations on internal controls; use of accounting estimates; the integration of Fermacell into our business; and all other risks identified in the Company's reports filed with Australian, Irish and US securities regulatory 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.

Agenda

- 
1. JH Strategy, country and economic overview
 2. Market performance
 3. Where do we play?
 4. JH performance
 5. What strategies & actions drive our success?

Zero Harm at the Core of our Strategy

Safe People

- Authority to stop work program
- Leadership safety conversation program
- Safety trainings to increase level of safety awareness

Safe Places

- 5S and housekeeping visibly demonstrates Zero Harm
- Engineering controls are implemented to minimise exposure to risk
- Continuous Improvement through safety in design

Safe Systems

- Integration of safety in every part of the business
- Hazard and Risk management
- Near miss and Incident management



Philippines Strategy

VISION: Transforming the way the Philippines builds

APPROACH

1. **Zero Harm:** Leadership accountability and risk education.
2. **Market Led:** Distinguish the Hardieflex brand from generic. Focus on channel and projects.
3. **Innovative Solutions:** Product upgrade of Hardieflex.
4. **World class manufacturing:** Safe, cost effective line 2 start up in FY19.
5. **Smart, driven, real people:** Review structure for future strength. Retention and development of hi-potential employees



Country Overview: PH has a large and urbanizing population

1. PH is the 12th highest populated country in the world



- Population: 107 million
- 2nd in ASEAN bloc, behind Indonesia

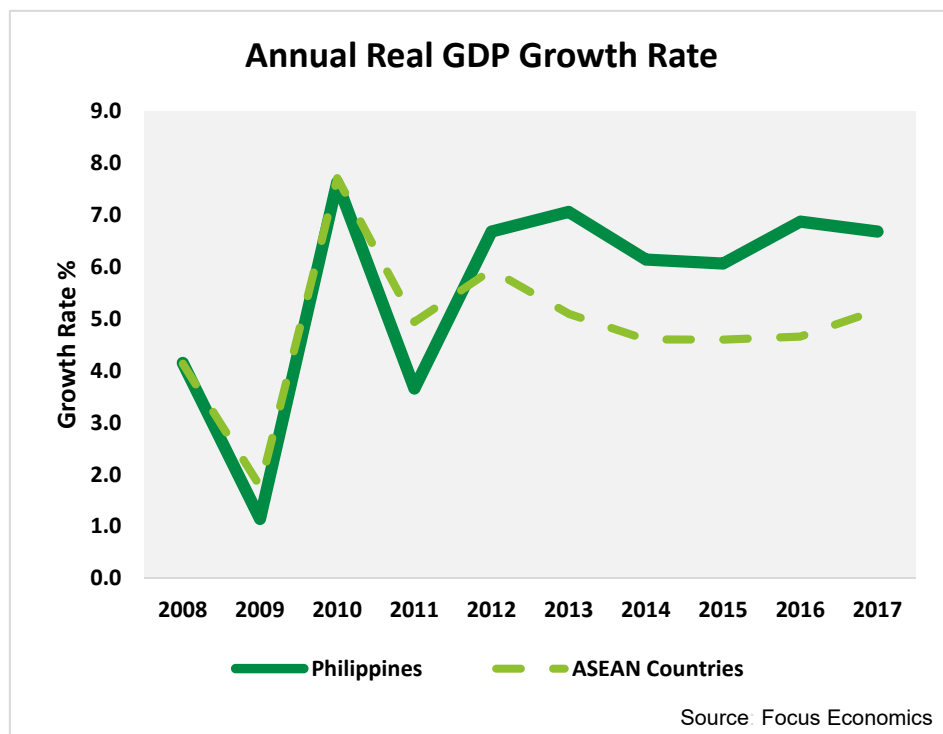
2. Urban population expected to double by 2050 to 102m (World Bank)



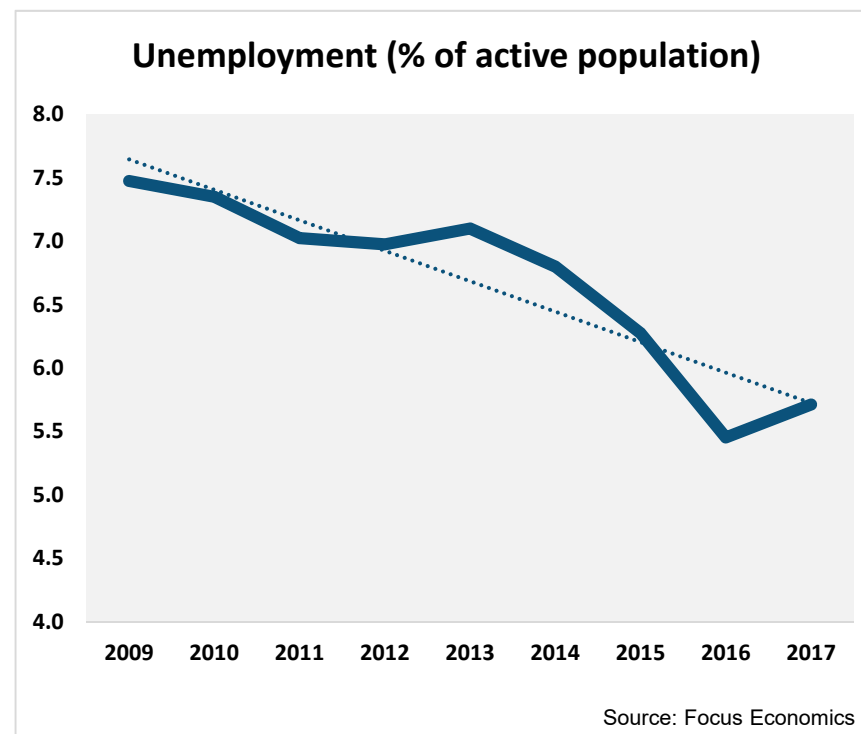
An urbanized population presents greater opportunity for housing construction that is compatible with JH products

Economic Overview: PH has enviable economic growth and unemployment

3. PH's economic growth rate is outpacing that of other ASEAN countries



4. PH's unemployment is trending down and is now 5.7%

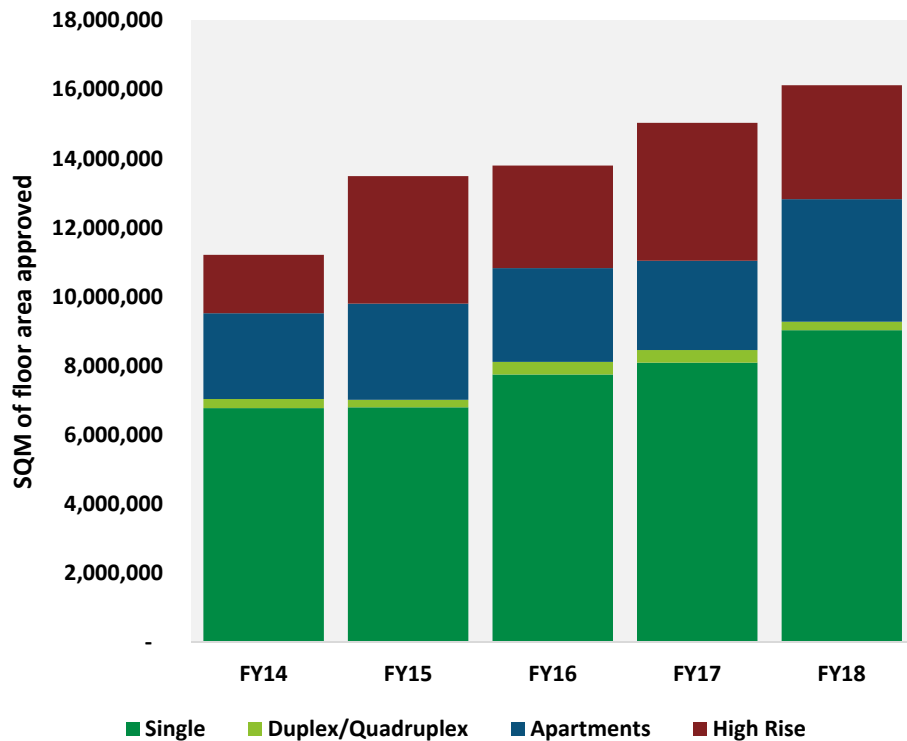


Market Performance: both residential and non residential segments are growing

1. Residential permits are up 7% for FY18

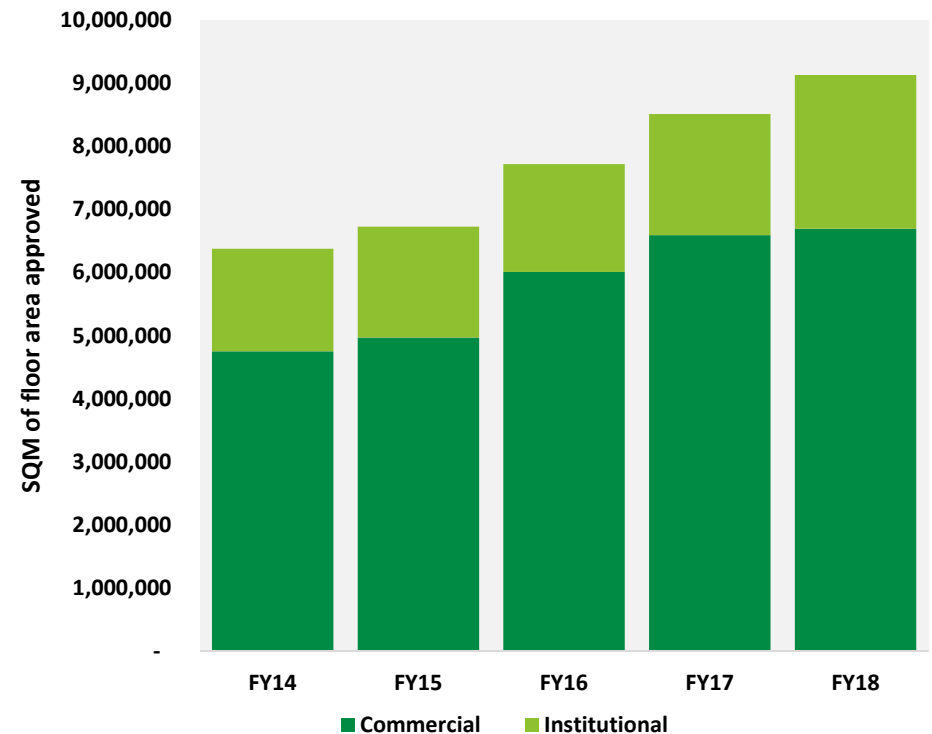
2. Non residential permits are also up 7% for FY18

Residential Building Permits



Source: PSA, 4Q lag applied

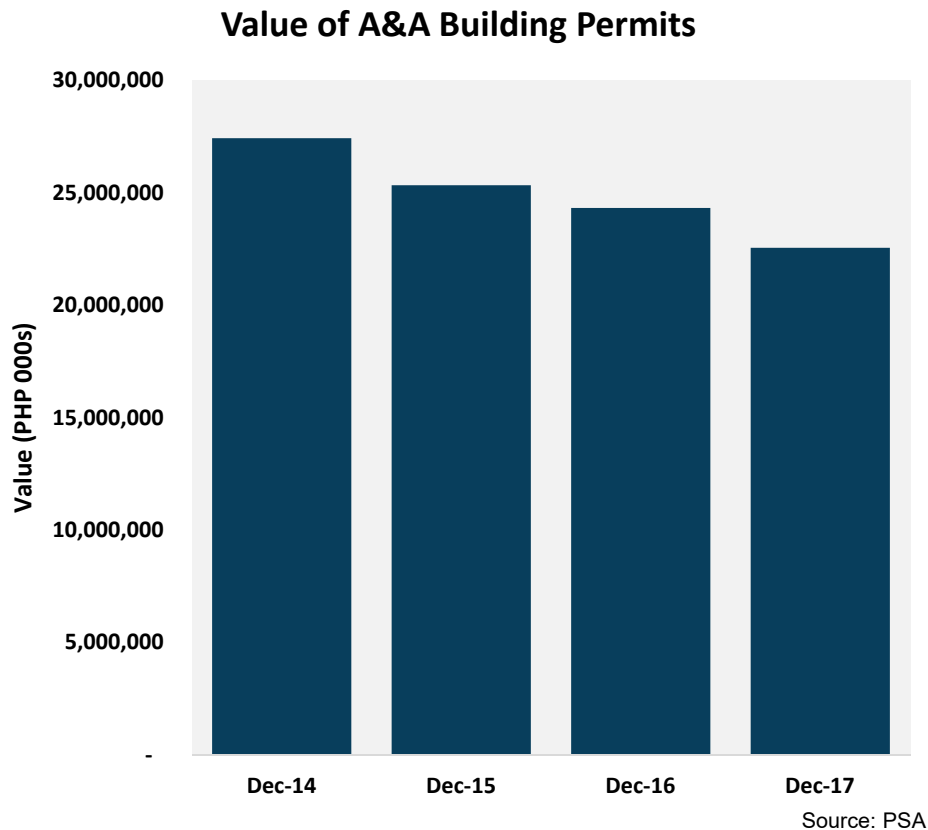
Non Res Building Permits



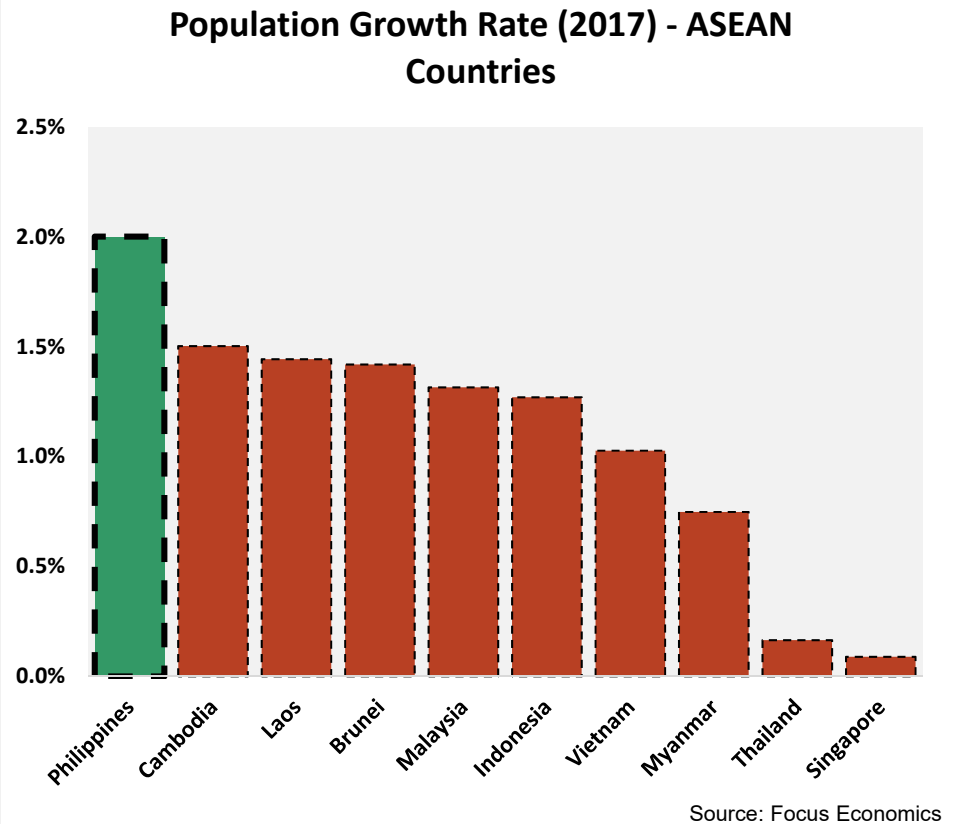
Source: PSA, depending on sub segment, 4-8Q lag is applied

Market Performance: A&A down but population growth will continue to drive fundamentals

3. A&A is down by 7% for CY18



4. PH has the highest population growth rate amongst ASEAN economies



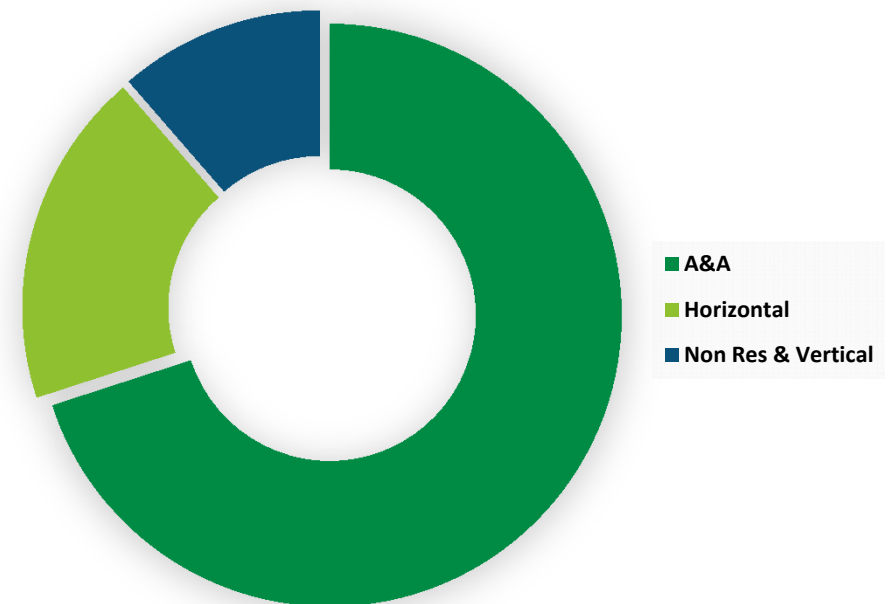
JH exposure: exposure across all segments

What are the various segments of the market?

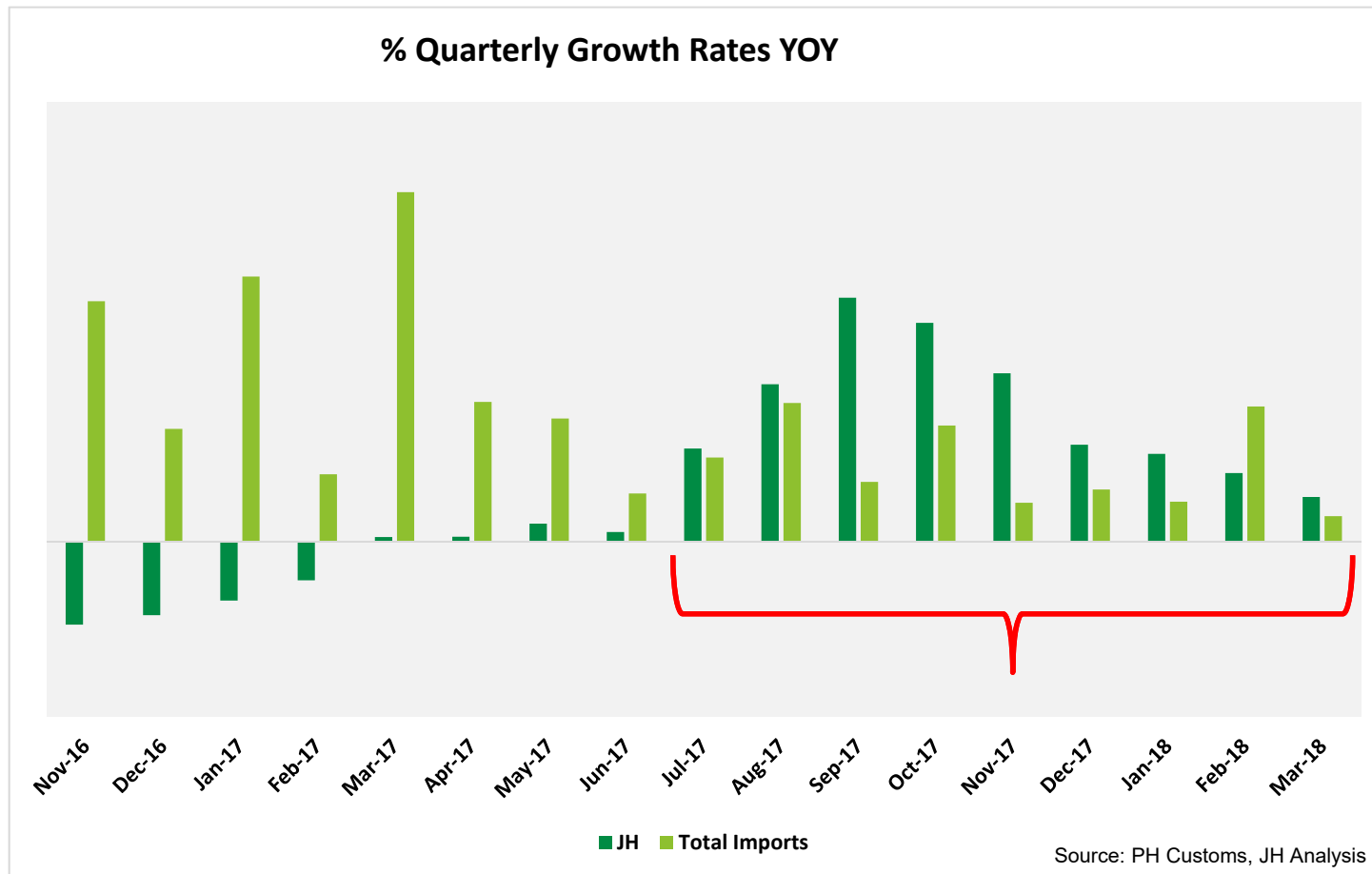
| SEGMENT | SUB SEGMENT | DETAILS |
|------------|-----------------|---|
| Horizontal | Single | bungalow, 2-storey house, nipa hut |
| | Duplex | single structure divided into two dwelling units by a wall extending from the floor to the ceiling |
| | Apartments | usually of two storeys, made up of independent living quarters, with independent entrances from internal walls and courts |
| Vertical | High Rise/Condo | usually of several storeys, consisting of multiple dwelling units |
| Non Res | Commercial | banks, hotels, offices, stores/malls and restaurants |
| | Institutional | educational institutions and hospital/health care; ports, airports and other government buildings |
| A&A | A&A | Repairs & renovations |

JH has a strong exposure in A&A, but maintains good positions across other segments

JH Segment Exposure



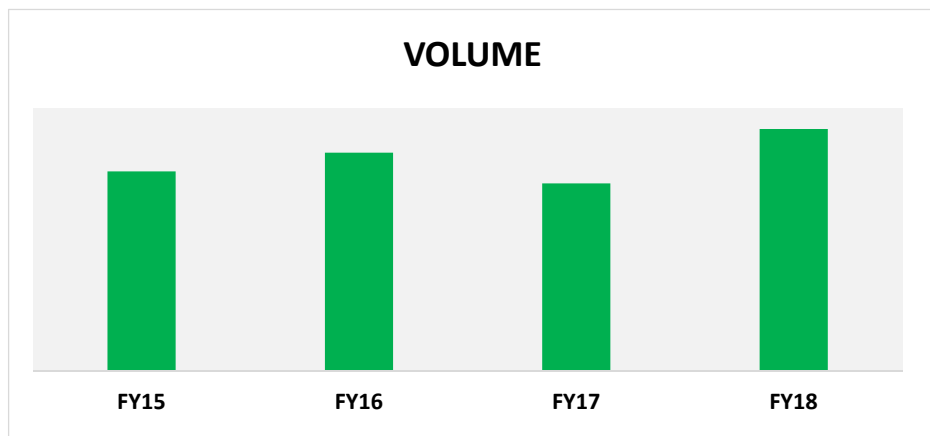
JH Performance: JH is winning back category share from imports



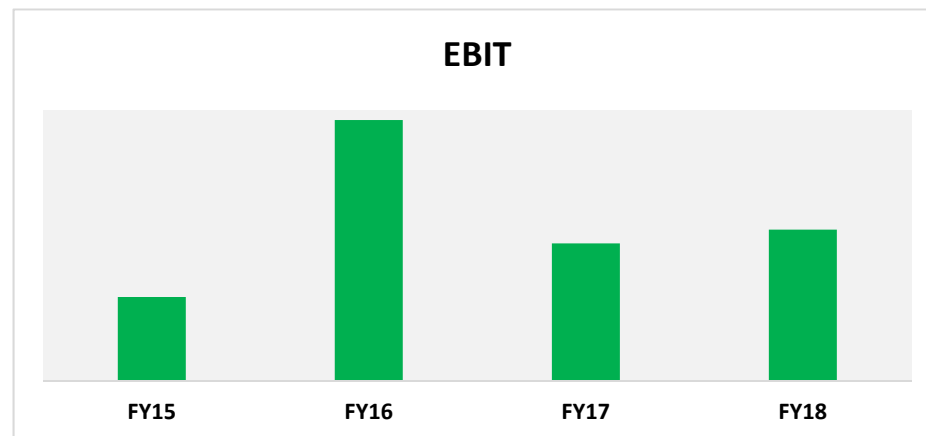
JH volume growth is now consistently exceeding imports volume growth.

JH Performance: Growth trajectory restored in FY18

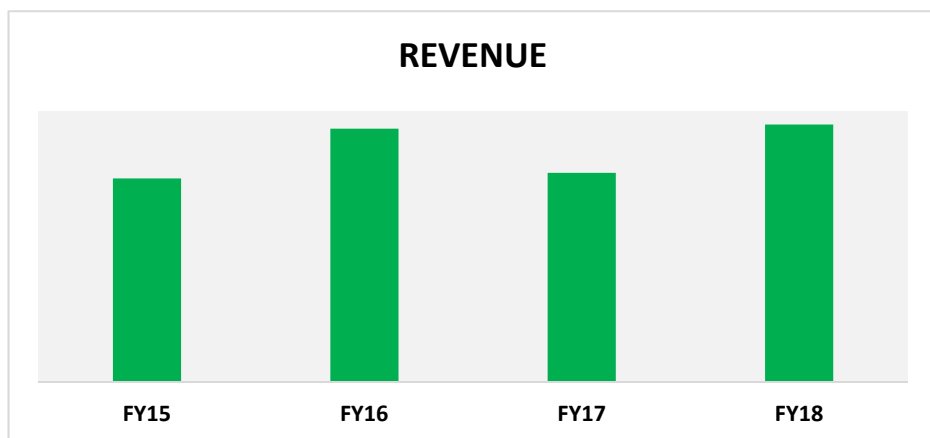
Volume: 4 year positive CAGR



EBIT: 4 year positive CAGR



Revenue: 4 year positive CAGR



What are the strategies & actions that drive our success?

1. Insights

2. Quality Products

3. Demand Generation

4. Channel Distribution Network

5. World Class Manufacturing

6. Driven People

Through a variety of surveys we develop insights



Homeowners
400



Carpenters
300



Contractors
500



Developers
300

Independent market surveys
performed during calendar year 2017.
Numbers represent survey
respondents.

Insights

Using our insights and strong brand value

HardieFlex value proposition:

- The word “HardieFlex” is synonymous with fiber cement products.
- Recognised value and quality.
- Assurance and service from a trusted and proven brand.

THERE IS ONLY ONE

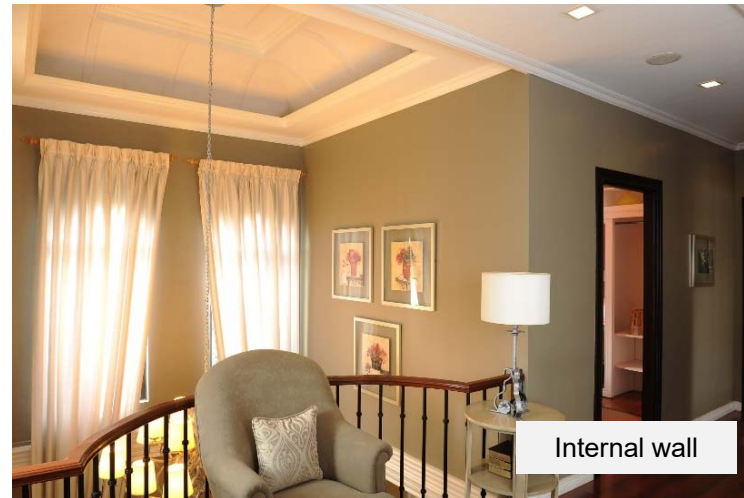
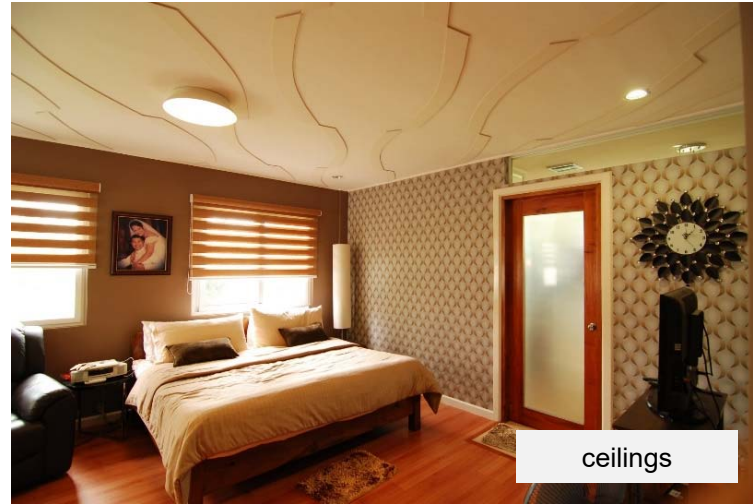
HardieFlex[®]

TIBAY NG TUNAY

*There is only one HardieFlex.
Strength of the real (thing).*

Quality
Products

We develop differentiated products across multiple applications



We foster a best in class sales team. We do this by:

1. Offering 'quantum' up skilling

| FY19 | | FY20 | | FY21 | |
|--------------------------------------|---------------------------|---------------------|------------------------------------|---------------------------|-----------------------------|
| Q1 | Q2 | Q1 | Q3 | Q1 | Q3 |
| SALES TEAM | | | | | |
| SALES PROCESS & STIMULATING INTEREST | DIAGNOSE & GETTING TO YES | ACCOUNT PLANNING | TERRITORY PLANNING & NEGOTIATION 1 | DEMONSTRATING VALUE | ADVANCED NEGOTIATION SKILLS |
| SALES LEADERS | | | | | |
| GROW COACHING | MONITOR & REINFORCE | MANAGE BY EXCEPTION | MONITOR & REINFORCE | ADVANCED SALES LEADERSHIP | MONITOR & REINFORCE |

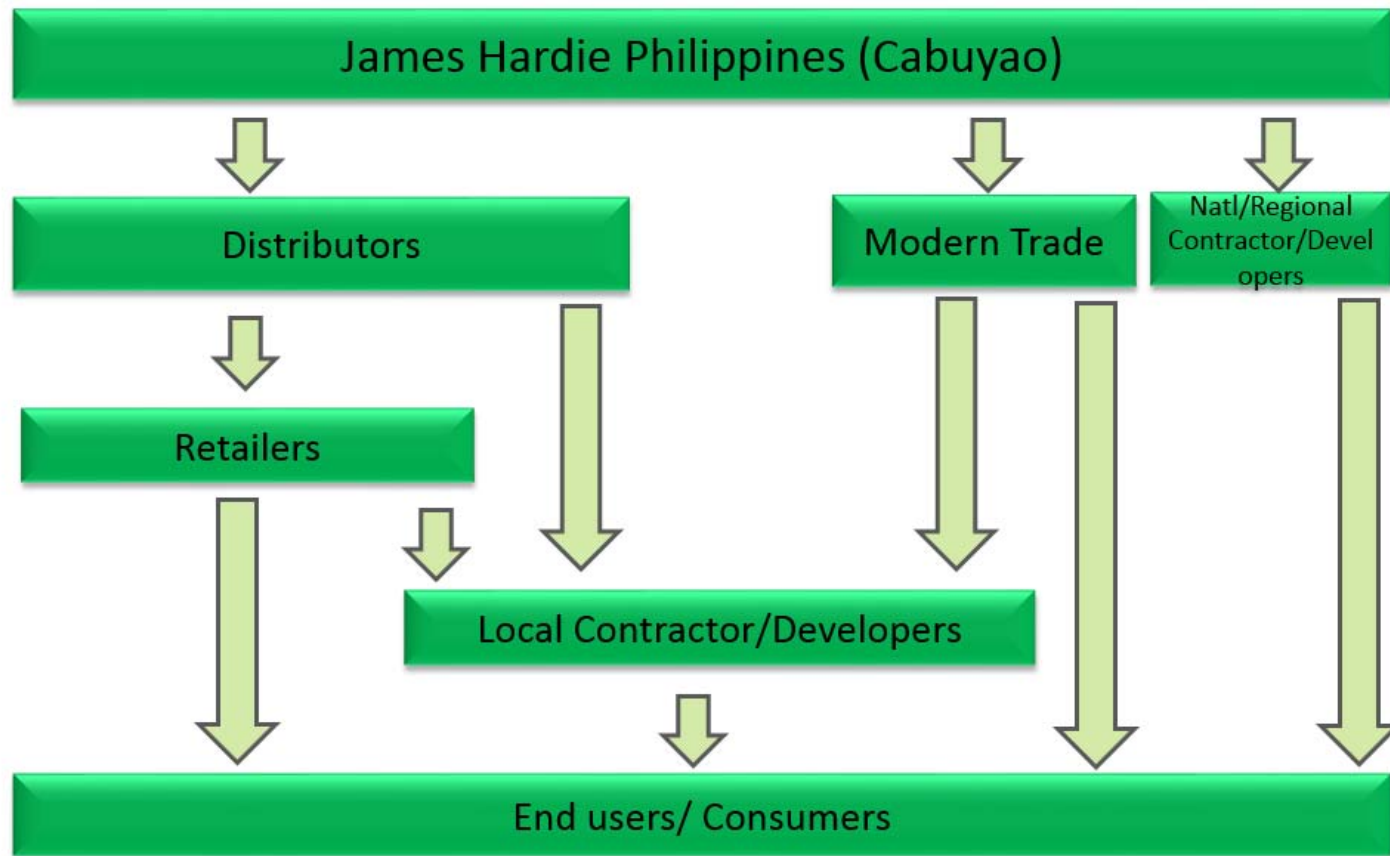


2. We hire only the best experienced professionals who can win in a Primary Demand setting

3. Our senior leaders are encouraged to work/train across borders

Exceptional
Demand
Generation

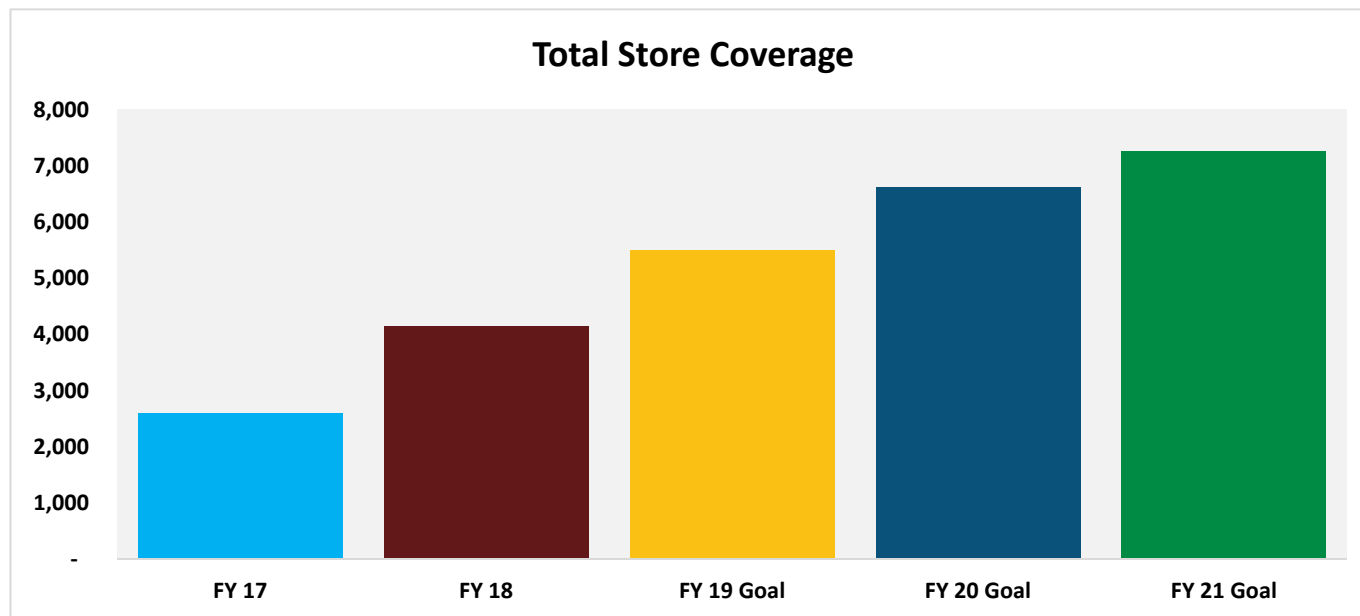
We have wide channel distribution enabling us to serve all end user segments



Superior
Distribution
Network

We have the largest channel coverage positions but we still have ambitions to grow our distributor coverage further

Currently 4,500 stores are covered, but we plan to jump to more than 7,000 by FY21



Superior
Distribution
Network

Line 2 investment: increasing capacity to serve the growing construction market in the Philippines



1ST Class
Manu-
facturing

We have smart, driven & real people. We invest to develop and retain them

GOAL: develop a highly engaged diverse team that creates sustainable value for the business now and into the future

- "Day-to-Day Management Training Program" for Managers and Supervisors
- Team development for manufacturing team
- Employee engagement programs
- Building better futures – medical mission, blood letting program, family outing, school clean-up drive



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QUESTIONS