



Asia Pacific Update
Grant Gustafson, VP – International
15 March 2010

 **James Hardie**

INTERNATIONAL OPERATIONS

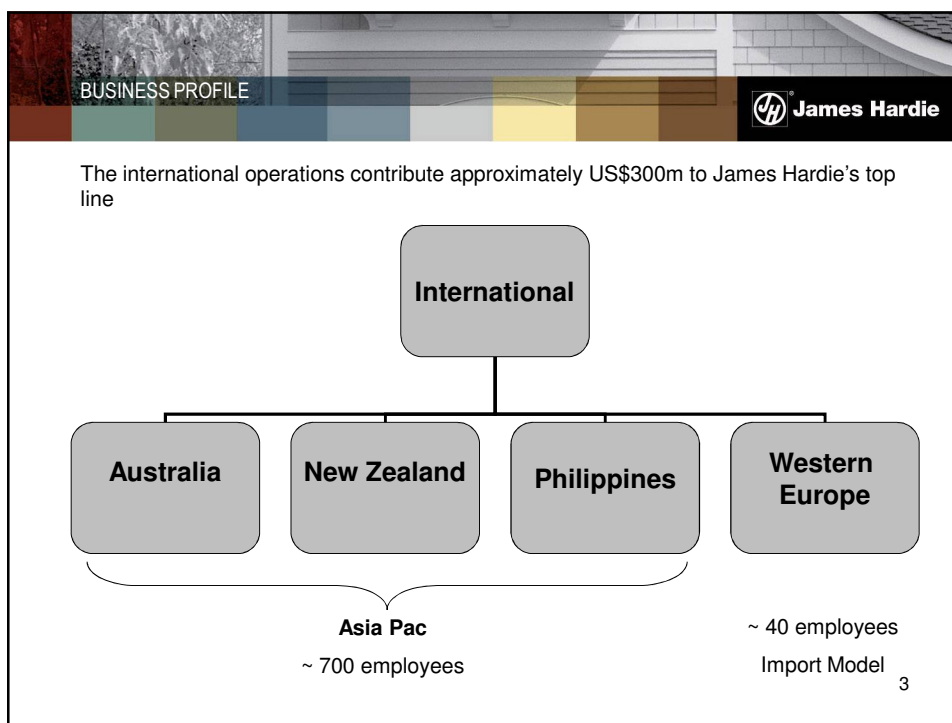
 **James Hardie**


James Hardie's international operations comprise Asia Pacific and Western Europe

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graph TD; International[International] --- Australia[Australia]; International --- NewZealand[New Zealand]; International --- Philippines[Philippines]; International --- WesternEurope[Western Europe];
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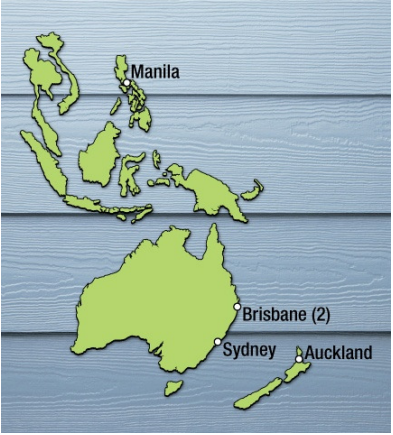
Plus Exports: South Korea, Middle East, etc.

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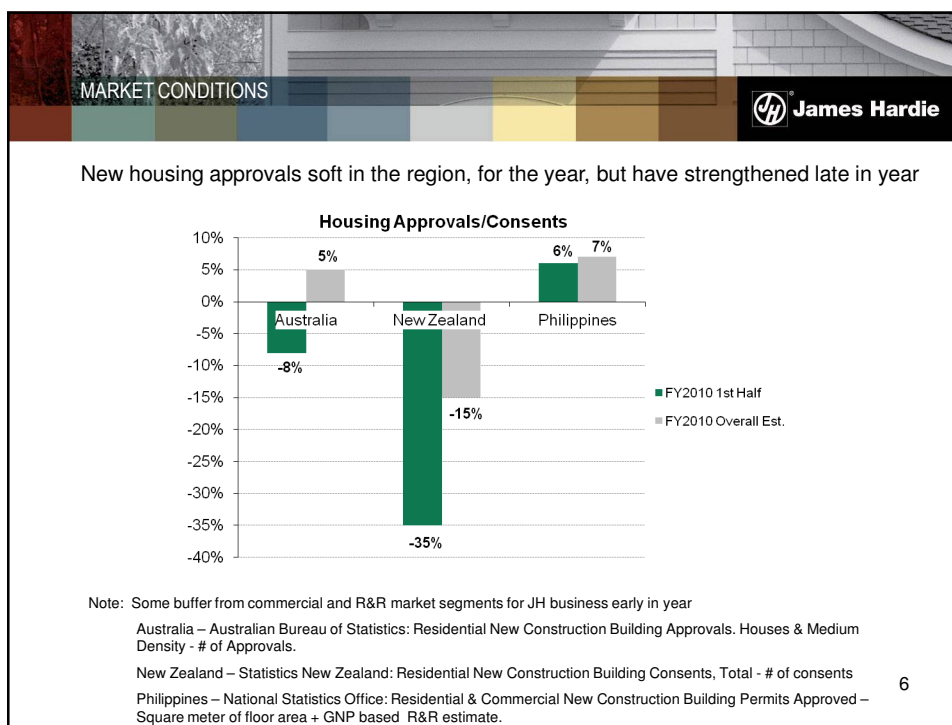
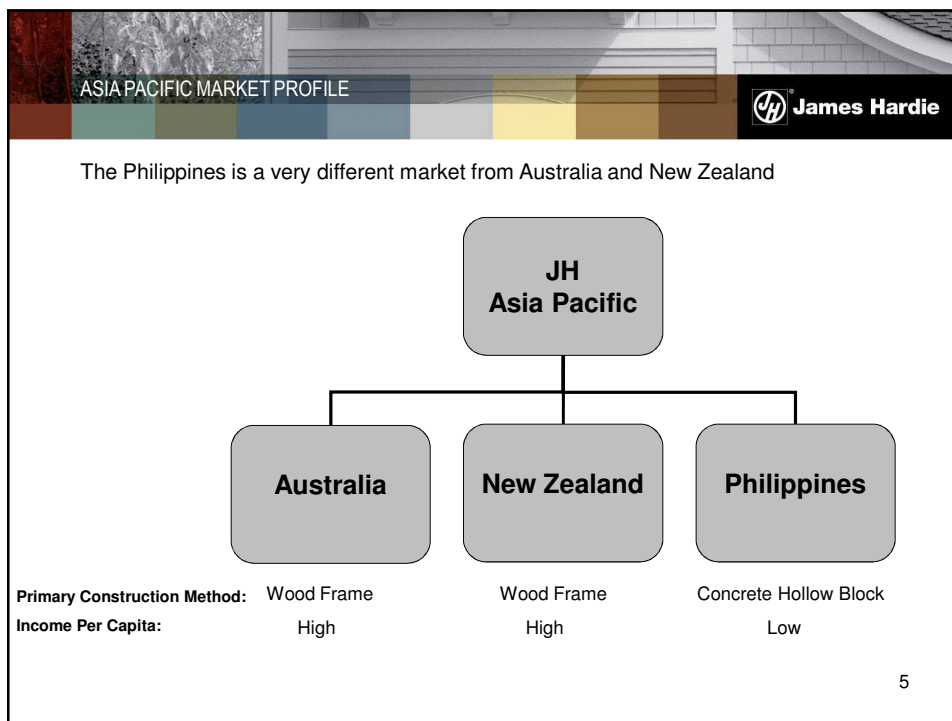
ASIA PACIFIC FIBRE CEMENT 

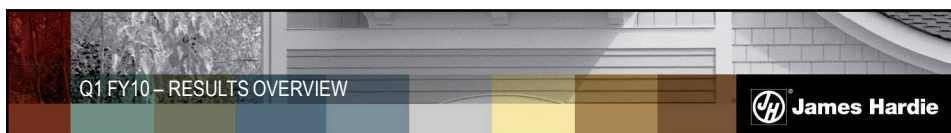
Asia Pacific contributed US\$273m in revenues and \$47m in EBIT (FY09)




- Five manufacturing plants in Australia, New Zealand, the Philippines
- FY09 EBIT margin at 17%
 - Up from 15% in FY07
 - Slightly up from FY08
- FY10 trending well

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Q1 FY10 – RESULTS OVERVIEW


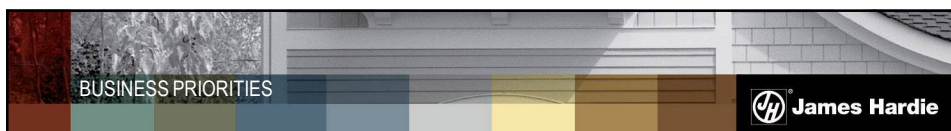
As projected last August, operational improvements have materialised during the year


FY2010 Asia Pacific Building Products Q3 YTD*

Unit Volume	Down ~3%
Sales	Down ~1%
Average Sell Price	Up ~2%
SG&A	Down ~1.2 pts
EBIT Margin	Up ~2 pts
PDG	Positive

* Consolidated on an \$A basis; year over year comparison

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BUSINESS PRIORITIES



We have five priorities which span the Asia Pacific business...

1. Safety
 - 2/20 goal, leading indicator and behavioral emphasis
2. Primary Demand Growth
 - OTWC (ANZ), Product Pull (Philippines), R&R/Small Builders
3. Product Leadership
 - Continue differentiated product penetration and new product introductions, product "incubator" for JHBP
4. Organisational Effectiveness
 - Right-sized operations/spend, bench strength process, performance expectations
5. Manufacturing Effectiveness
 - Material yield through productivity, new product introduction

...to drive improved and sustainable results.


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AUSTRALIA - SCYON




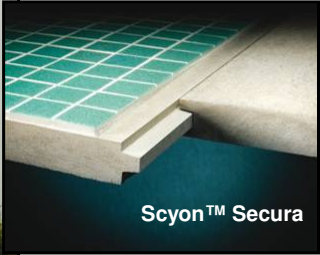
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Scyon™ Axon™ cladding



Scyon™ Matrix™ cladding






Scyon™ Secura


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AUSTRALIA - SCYON




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Scyon™ Trim and Scyon™ Linea™ weatherboards



Scyon™ Stria™ Cladding



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