

US PRODUCTS & SEGMENTS

David Donofrio

USA Investor/Analyst Tour – Thursday 19th September 2013





DISCLAIMER

This Management Presentation contains forward-looking statements. James Hardie may from time to time make forward-looking statements in its periodic reports filed with or furnished to the SEC, on Forms 20-F and 6-K, in its annual reports to shareholders, in offering circulars, invitation memoranda and prospectuses, in media releases and other written materials and in oral statements made by the company's officers, directors or employees to analysts, institutional investors, existing and potential lenders, representatives of the media and others. Statements that are not historical facts are forward-looking statements and such forward-looking statements are statements made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995.

Examples of forward-looking statements include:

- statements about the company's future performance;
- projections of the company's results of operations or financial condition;
- statements regarding the company's plans, objectives or goals, including those relating to strategies, initiatives, competition, acquisitions, dispositions and/or our products;
- expectations concerning the costs associated with the suspension or closure of operations at any of the company's plants and future plans with respect to any such plants;
- expectations 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 as to the possible consequences of proceedings brought against the company and certain of its former directors and officers by the Australian Securities and Investments Commission (ASIC);
- statements regarding the possible consequences and/or potential outcome of the legal proceedings brought against two of the company's subsidiaries by the New Zealand Ministry of Education and the potential product 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 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, 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 "Risks Factors" in Section 3 of the Form 20-F filed with the Securities and Exchange Commission on 27 June 2013, include, but are not limited to: all matters relating to or arising out of the prior manufacture of products that contained asbestos by current and former James Hardie subsidiaries; required contributions to AICF, any shortfall in AICF and the effect of currency exchange rate movements on the amount recorded in the company's financial statements as an asbestos liability; governmental loan facility to AICF; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the company operates; the consequences of product failures or defects; exposure to environmental, asbestos, putative consumer class action or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; possible increases in competition and the potential that competitors could copy the company's products; reliance on a small number of customers; a customer's inability to pay; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; compliance with and changes in laws and regulations; the effect of the transfer of the company's corporate domicile from The Netherlands to Ireland, including changes in corporate governance and potential tax benefits; currency exchange risks; dependence on customer preference and the concentration of the company's customer base on large format retail customers, distributors and dealers; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; possible inability to renew credit facilities on terms favourable to the company, or at all; acquisition or sale of businesses and business segments; changes in the company's key management personnel; inherent limitations on internal controls; use of accounting estimates; and all other risks identified in the company's reports filed with Australian, Irish and US securities agencies and exchanges (as appropriate). The company cautions you that the foregoing list of factors is not exhaustive and that other risks and uncertainties may cause actual results to differ materially from those in forward-looking statements. Forward-looking statements speak only as of the date they are made and are statements of the company's current expectations concerning future results, events and conditions. The company assumes no obligation to update any forward-looking statements or information except as required by law.



OUTLINE



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Management Presentation

- Product & segment overview
- Market opportunity
- Competitive insights
- US Segment focus
- Questions



PRODUCTS & SEGMENTS



Management Presentation

- Drive and maintain our product leadership position
- Provide strategic direction and concept design
- Focus on key growth segments / initiatives
- Program development to market execution

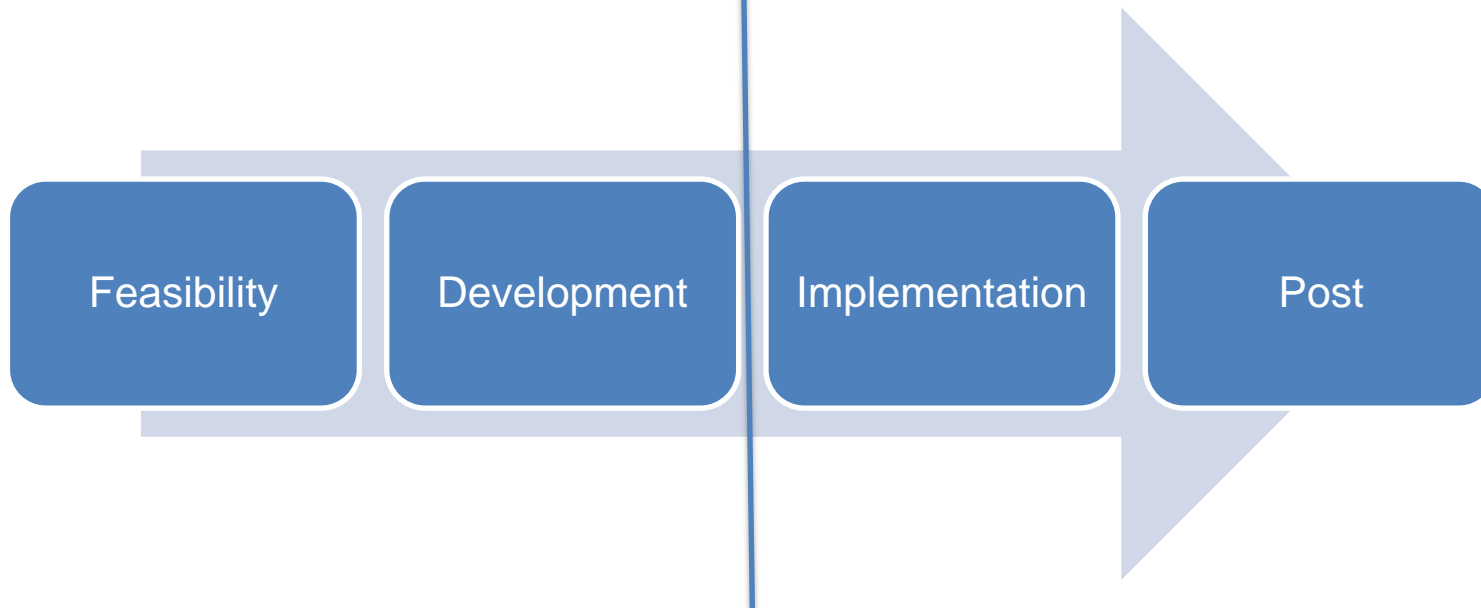
PRODUCT & SEGMENT FLOW

Centralized focus

- Strategic direction

Divisional focus

- Market execution



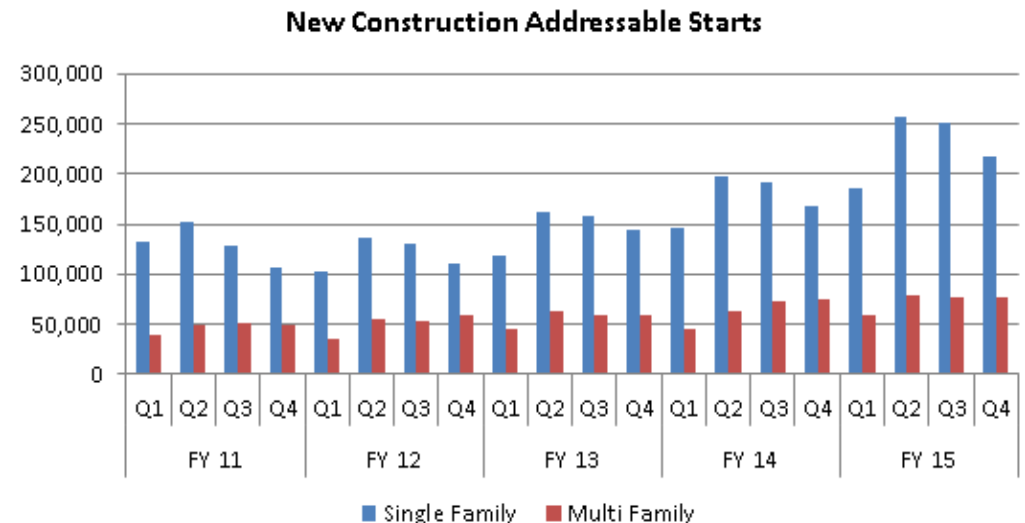
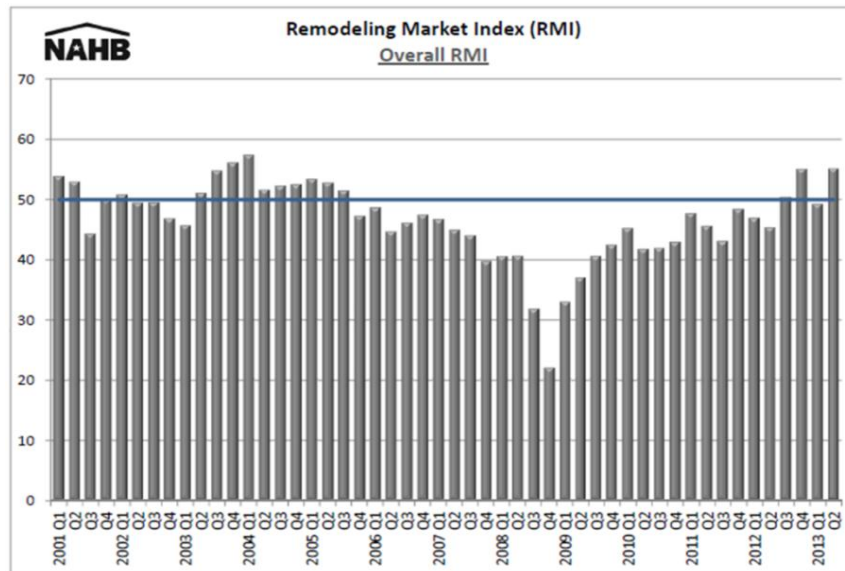


Market landscape

MARKET LANDSCAPE

Market indicators suggest the market is in recovery

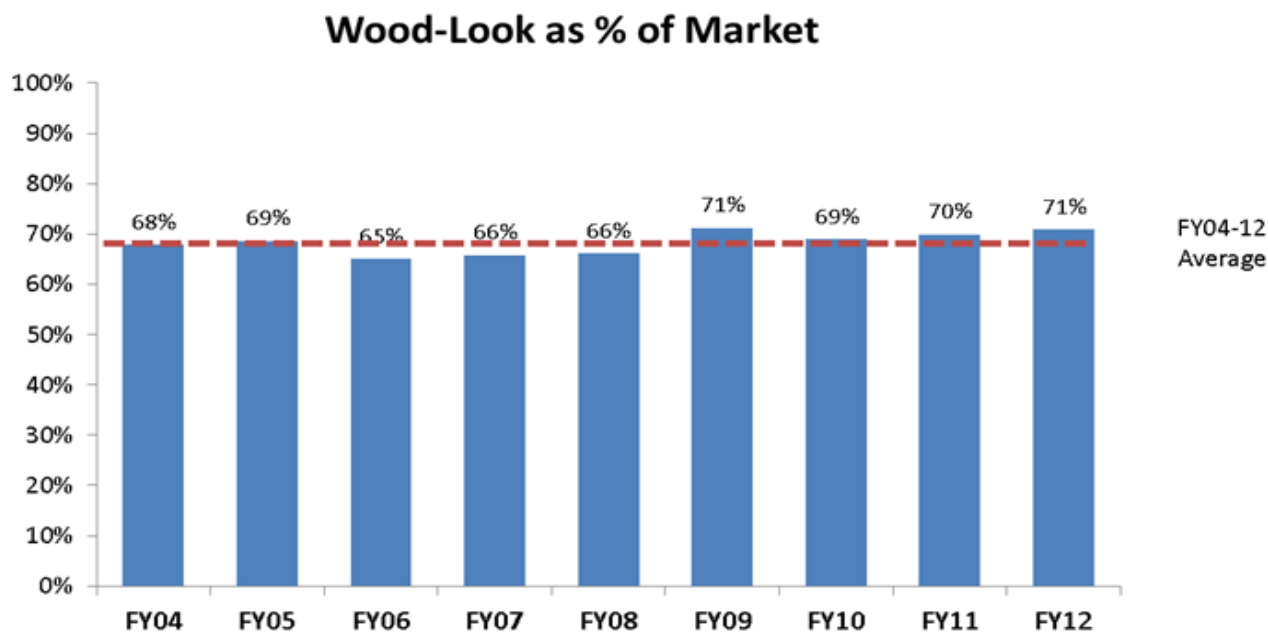
- Single-family new construction & multifamily starts growing at a faster rate than the repair and remodel segment



WOOD-LOOK SHARE OF TOTAL MARKET OPPORTUNITY



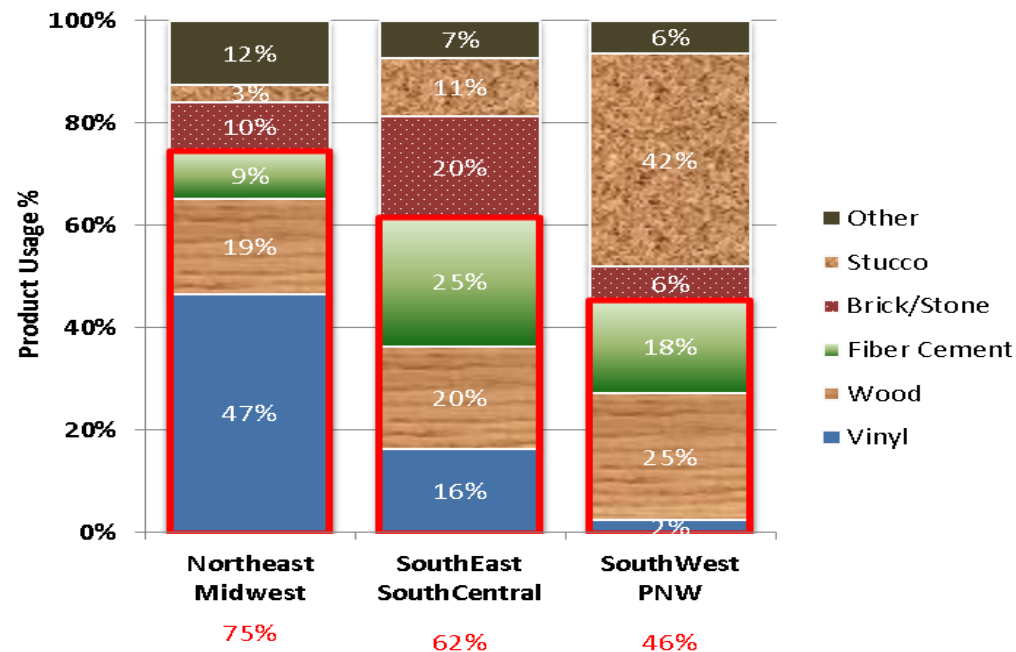
Wood-look products continue to maintain ~ 2/3rds of the of the wall against stone, stucco, and brick



Based on product usage estimates provided by NAHB

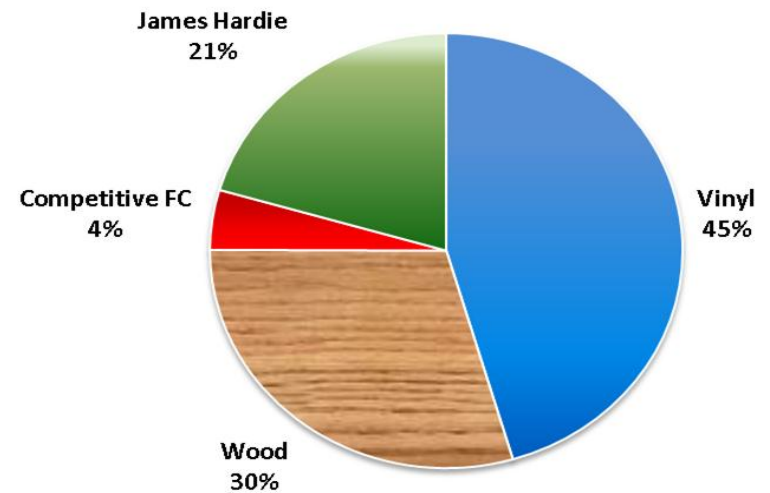
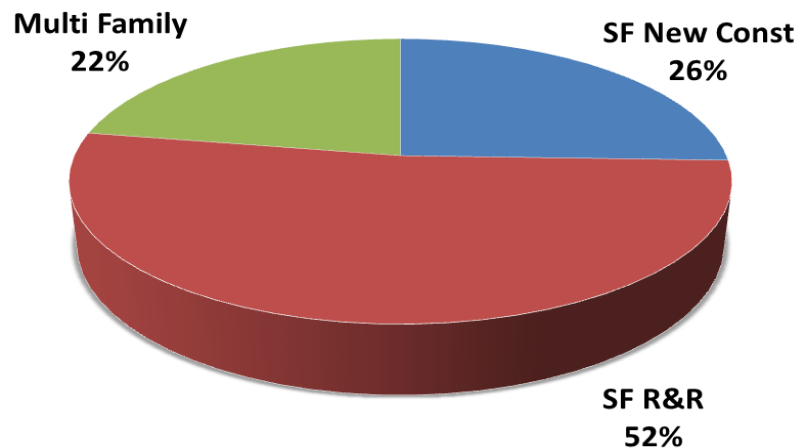
WOOD LOOK SIDING SHARE

- Growth opportunity varies by region, vinyl & wood in the north, wood and competitive cement in the south and west

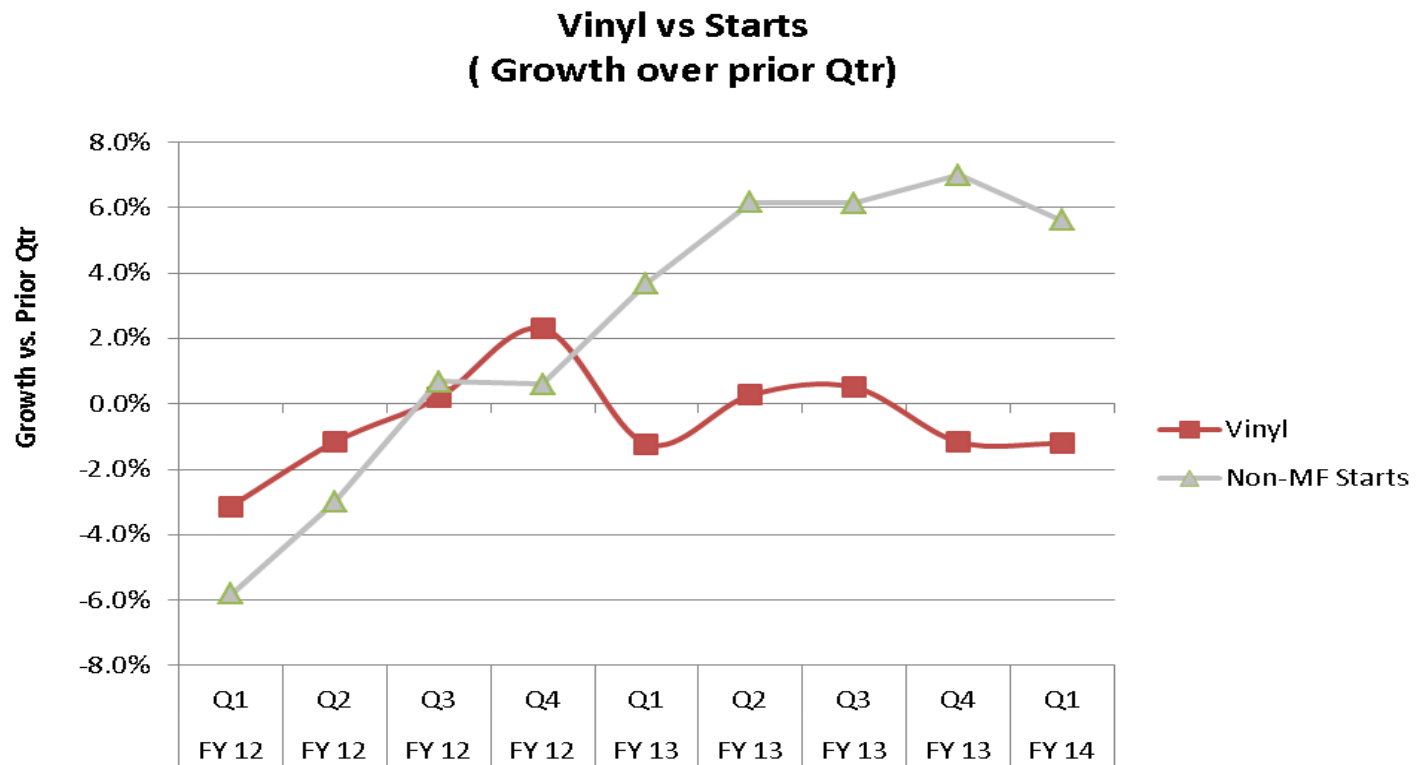


MARKET SIZE / OPPORTUNITY

We estimate the total wood-look siding market in FY14 to be 4.6 bsf



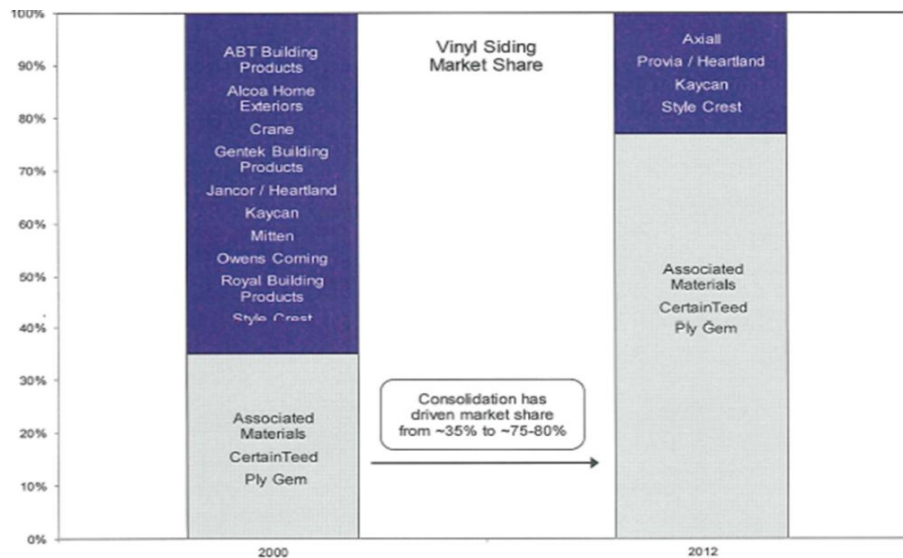
VINYL IS UNDERPERFORMING US HOUSING STARTS



VINYL



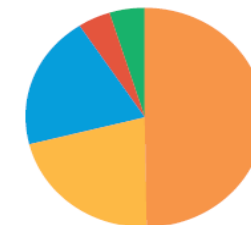
Consolidation in the vinyl siding segment



Source: Company data, Zelman & Associates analysis

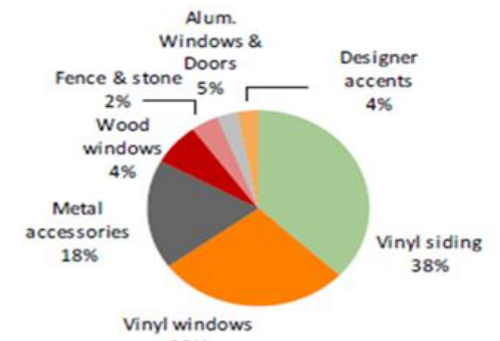
Associated Materials Product Mix

2000



Vinyl Siding	\$216,307
Vinyl Windows and Doors	92,618
Other	85,717
Other Vinyl	19,247
Metal Siding	20,956
Total Sales	\$434,845

2012



* Company Reports

Wood based siding is growing in markets where it is well positioned

Wood strength in its core markets is driven by;

- Strong channel position
 - Trim & panels
 - Pre-Finishers
- Install / trade bias
- Price

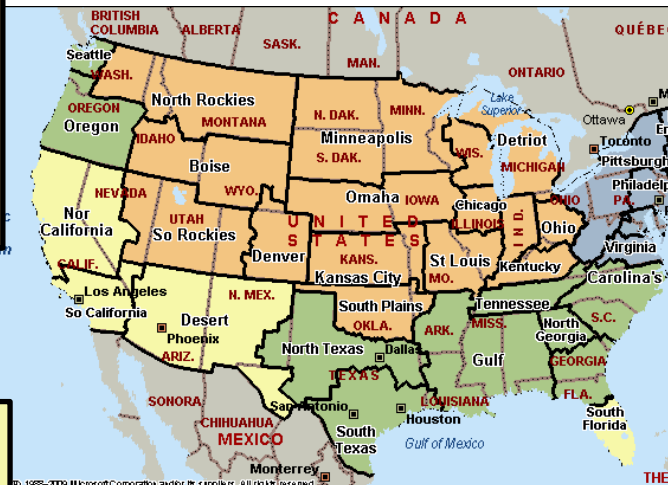
Vinyl standard markets

- High paint costs
- Fragmented customer base
- Predominance of 1-Stepper

Well positioned in mature FC markets

- Strong channel position
- Dominant trim position (South)
- Established Install base
- Cemplank fighter brand
- History of wood failures

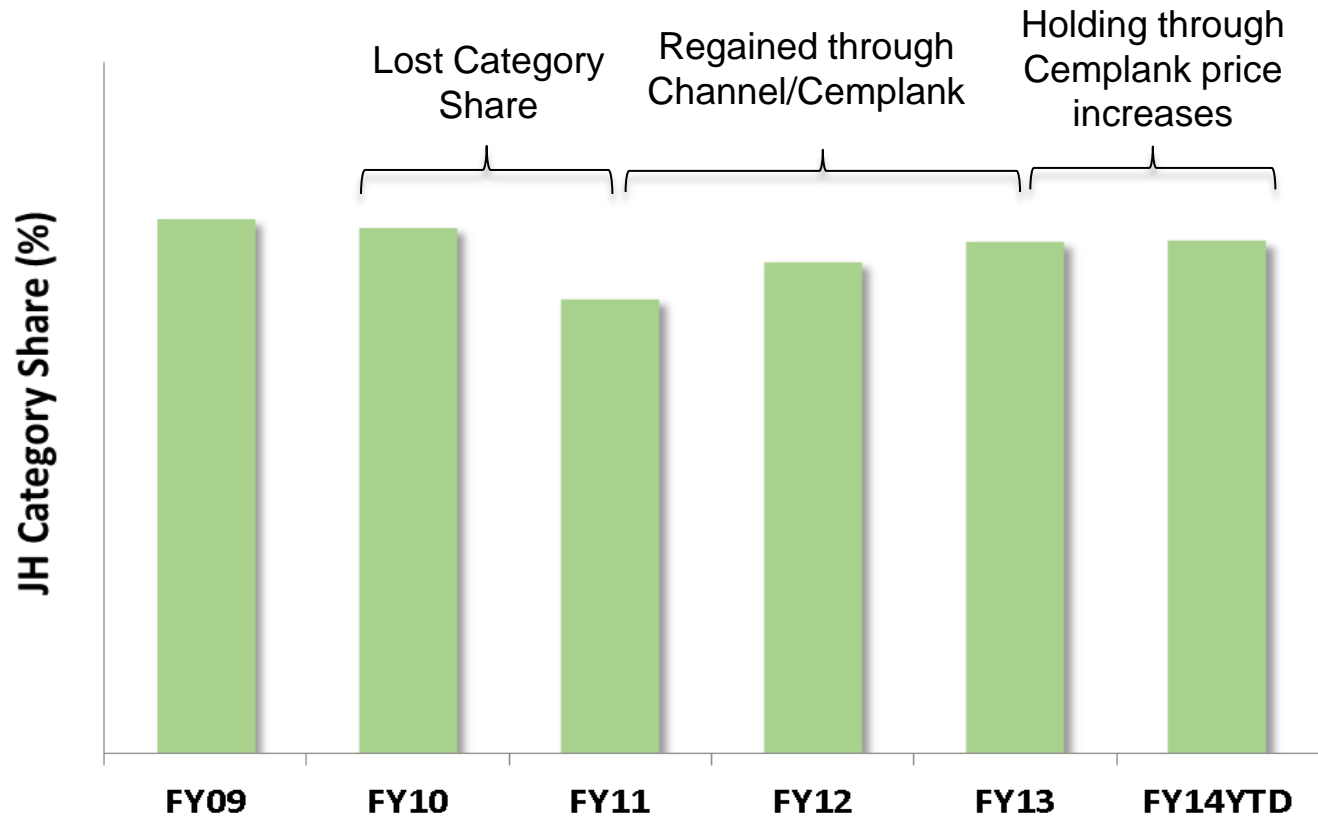
Stucco markets will be a low focus area due to low opportunity





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Competitive fiber cement is growing with the category but not taking share





US Segment focus



Our 35/90 strategy focuses on a product leadership platform and a unique position in our channel that enables growth within our 4 targeted customer segments

- Repair & remodel segment
- Single family new construction segment
- Multi Family segment
- Retail & interiors segment



We continue to focus our efforts around growth within the single-family repair and remodel segment

- Growth opportunity primarily from vinyl
- End-user is the decision maker
- Shift the mix to James Hardie differentiated products in mature fiber cement markets
- Momentum in vinyl-dominated markets, executing our neighborhood targeting strategy as well as growing our network of aligned James Hardie contractors

HARDIE AMBASSADOR PROGRAM



Concept

JH builds awareness & drives the preference for Hardie Products in vinyl battleground neighborhoods

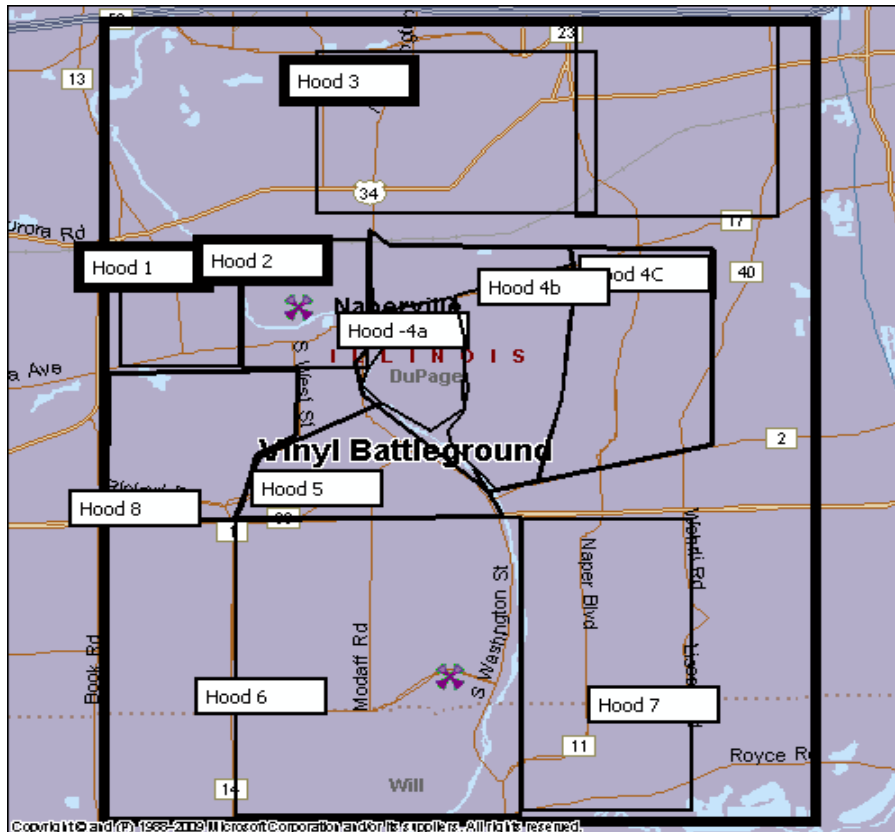
- Partner with contractors for scale in battlegrounds
- Build lead generation and neighborhood competencies
- Leverage “2 thru 10” strategy
- Scalable & relocatable
- Over invest short term for long term sustainability





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NEIGHBORHOOD DEEP DIVE

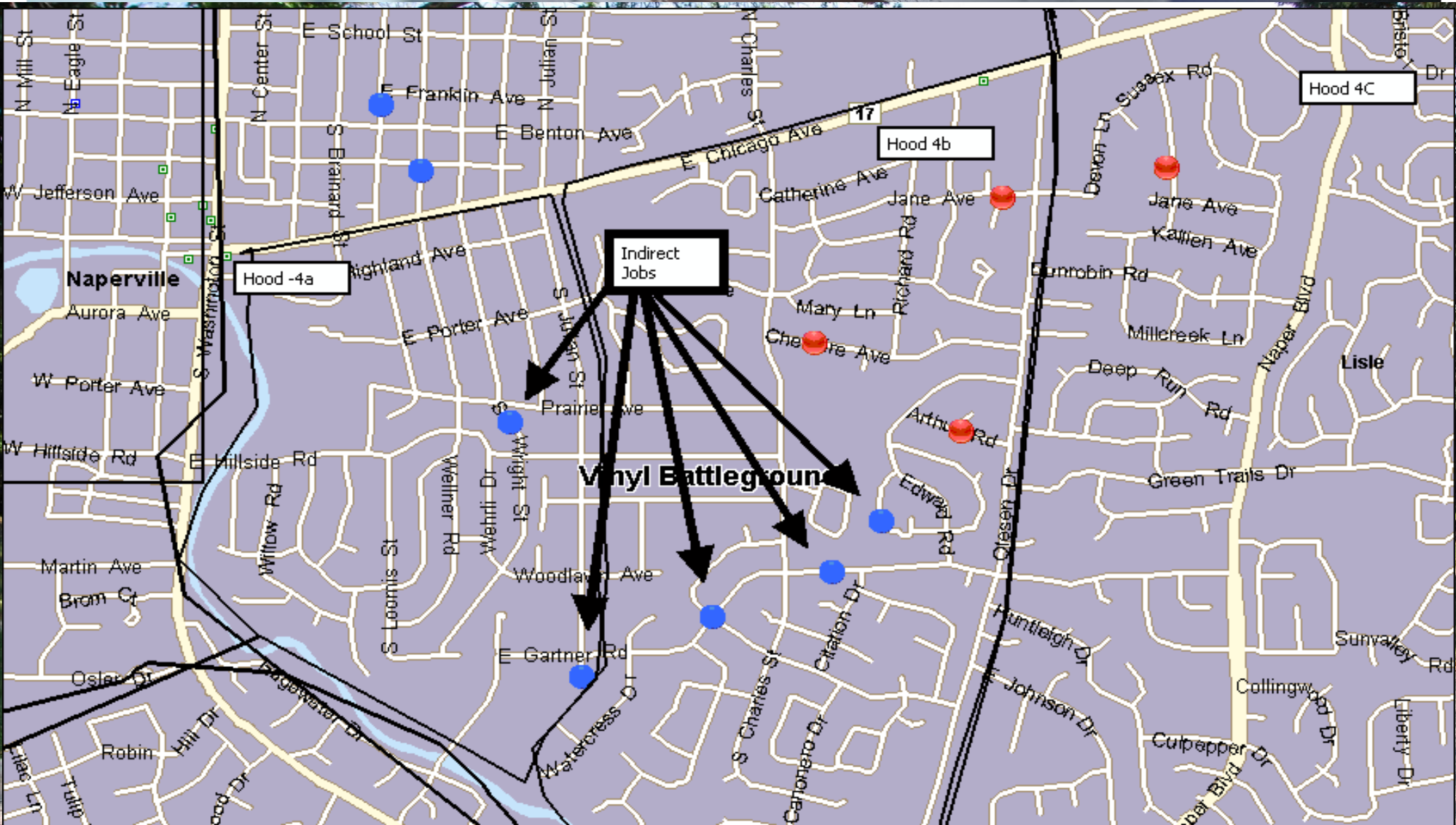


- Population 120,000
- Why? - what was the approach
- We broke into 12 sub neighborhoods
- Current investment of 20 days in canvassing & events
- 10,000 doors knocked
- 7,000 door hangers left
- 2 paid events
- 4 box events
- 2 Neighborhood events

NEIGHBORHOOD DEEP DIVE



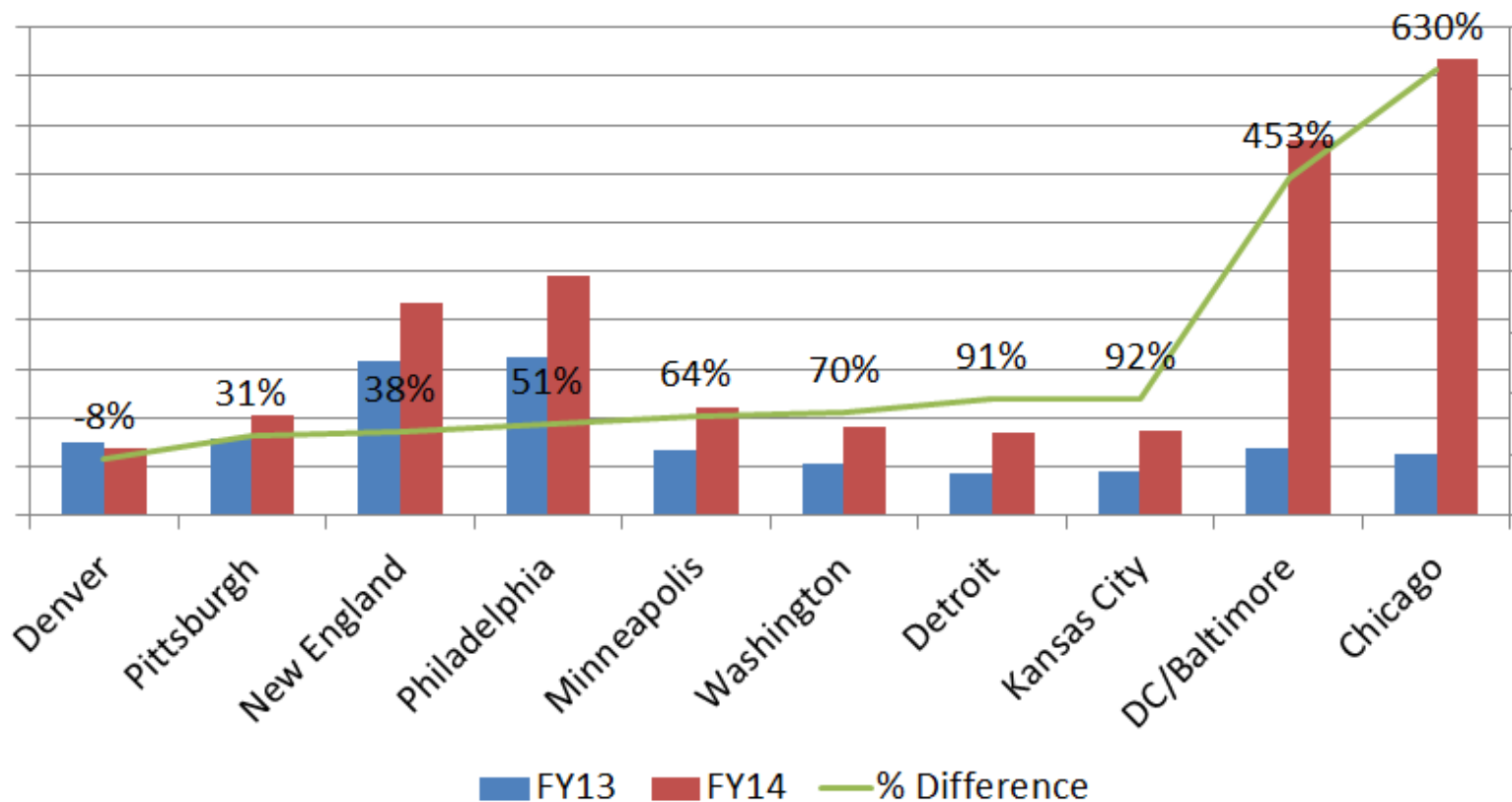
James Hardie





James Hardie

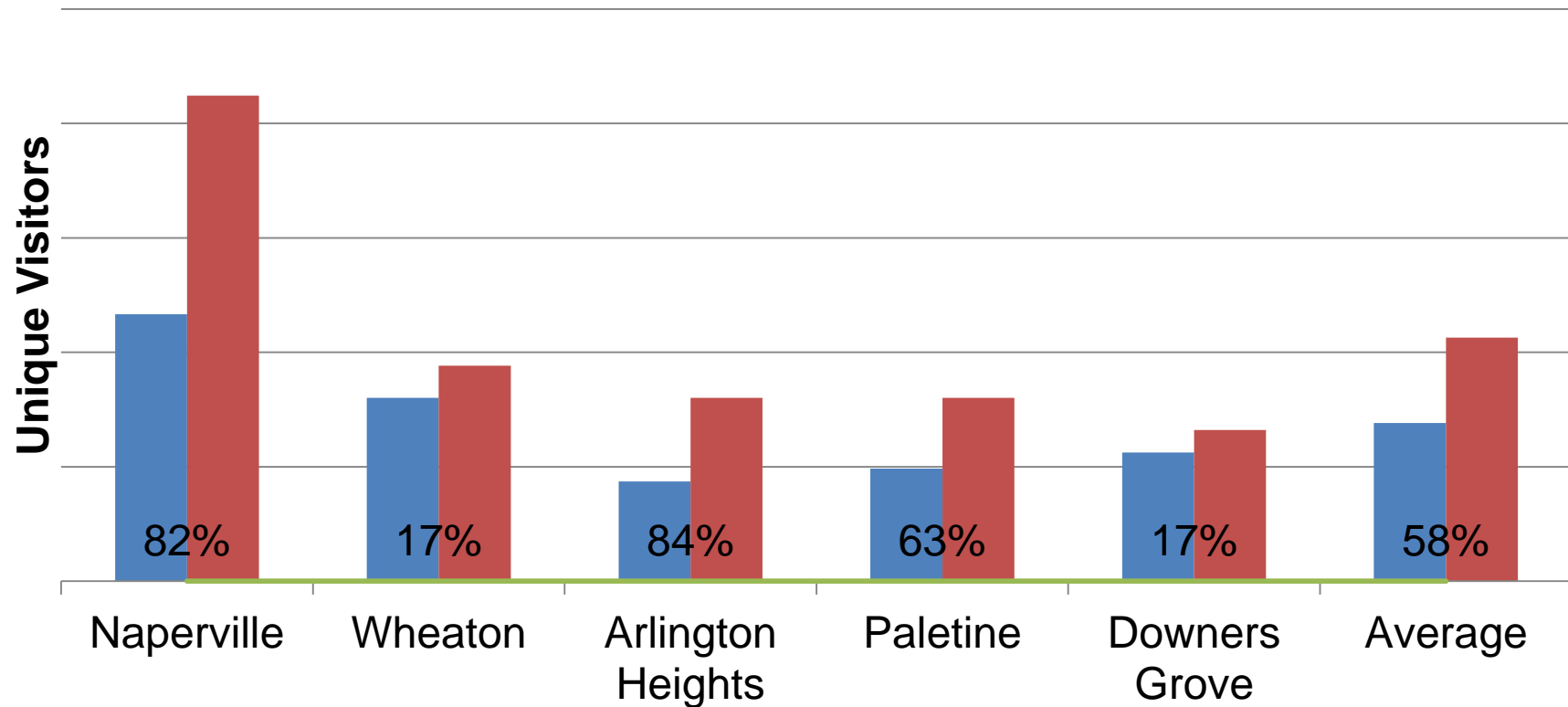
R&R CONSUMER LEAD GENERATION – TRIAL MARKETS





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R&R CONSUMER WEB TRAFFIC – TRIAL MARKETS



Chicago = +
17%
US = +17%

■ 2012 ■ 2013 — % Difference

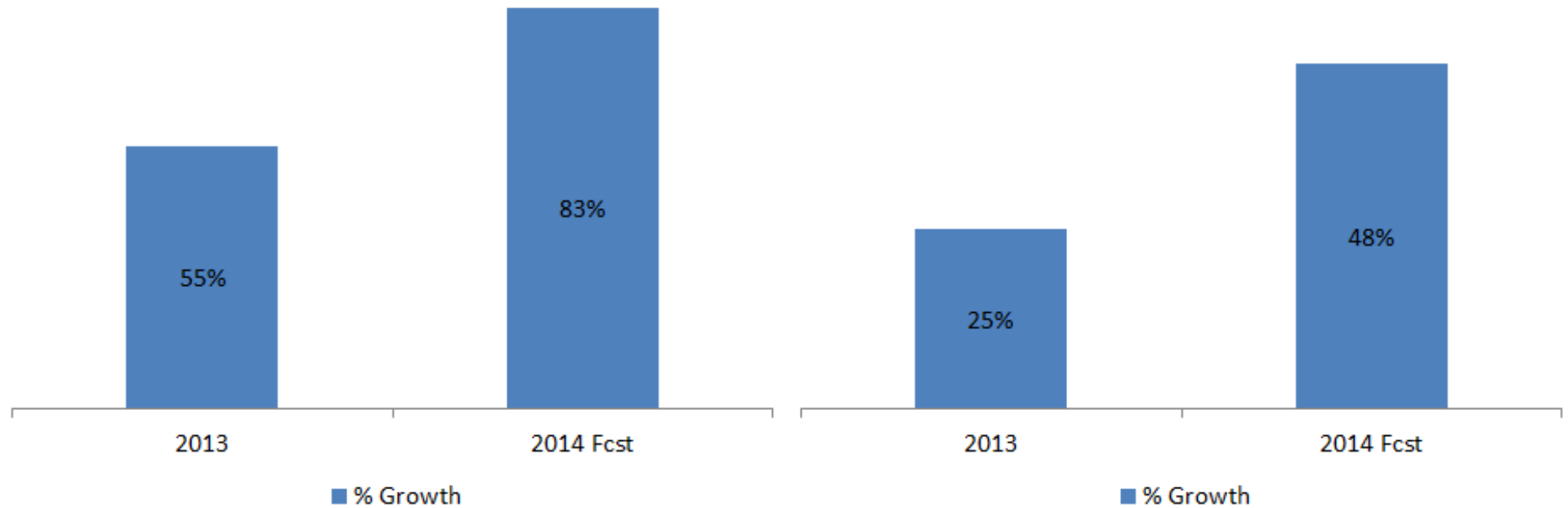


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R&R CONTRACTOR GROWTH – TRIAL MARKETS

Chicago

DC/Baltimore



ColorPlus “Full Wrap” provides the best value to the consumer in the repair and remodel segment

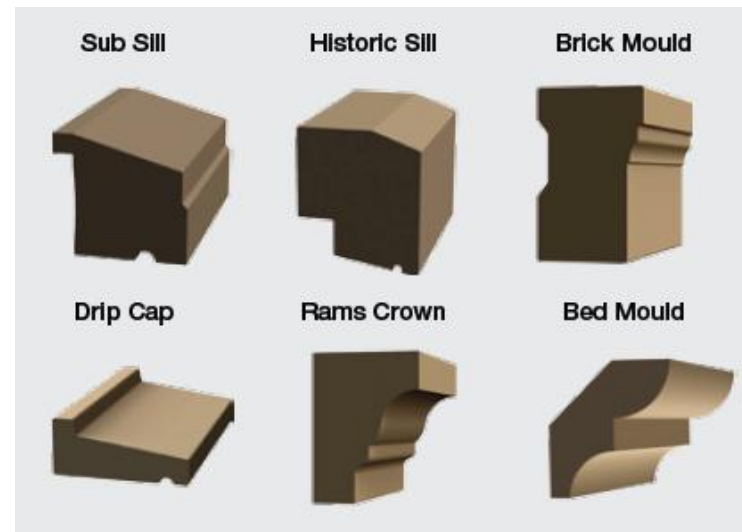
- **Unique formulation** – HardieZone engineered for climate
- **Superior finish technology** – Colorplus Technology platform
- **Design flexibility** – all products



“FULL WRAP” ENABLED

- ColorPlus Siding & Accessories
- Trim Innovation (Mouldings)
- Job Packs
- Quality Installation
- Channel

Moulding Profiles:



Single-family new construction segment is resurging, focus remains on our position with the production, regional & custom builders.

- Drive conversions from wood & vinyl
- Maintain 90% share
- Tactically price
- Unique position in the channel to enable 35/90
- Enable both push / pull strategies

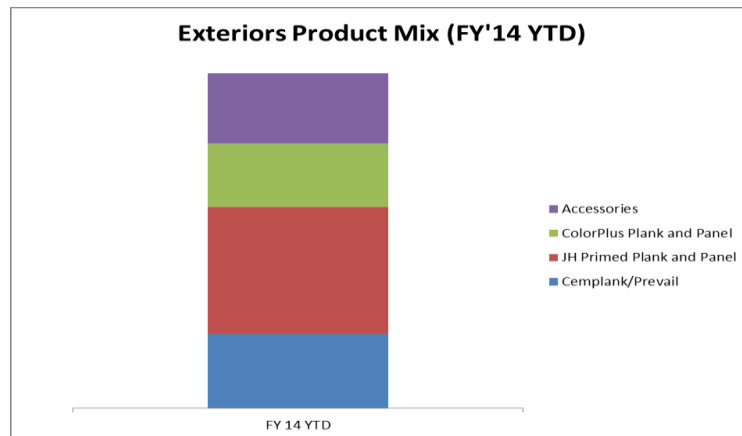
		Risk Tolerance			
Business Strategy		Visionary (V)	Early Follower (E)	Late Follower (L)	
	Quality and Features (Q)				Brand
	Key Brands (B)				
	Cost per Square Foot (C)				OTWC

Competitive Pressure

Product Credibility

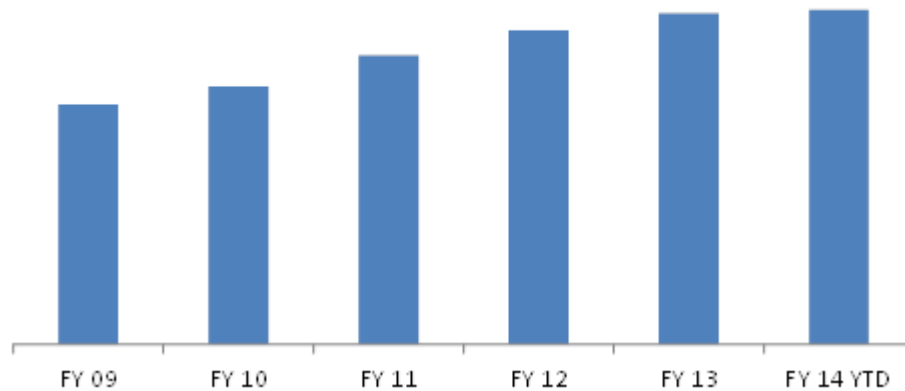
3 Product strategy in single-family new construction

- ColorPlus
- Hardie brand primed
- Cemplank

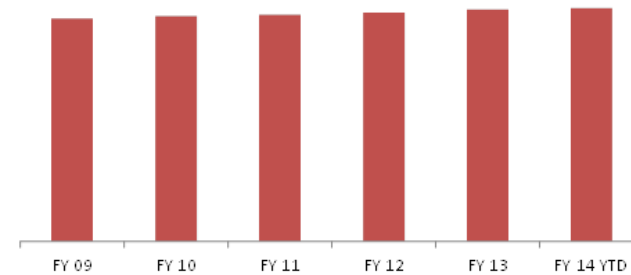


CONTINUE TO DRIVE THE VALUE OF A 100% HARDIE HOME

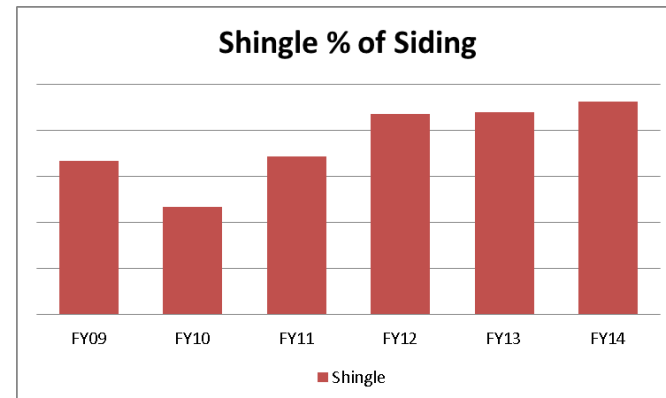
Total Trim Attachment



Soffit as % of Siding



Shingle % of Siding

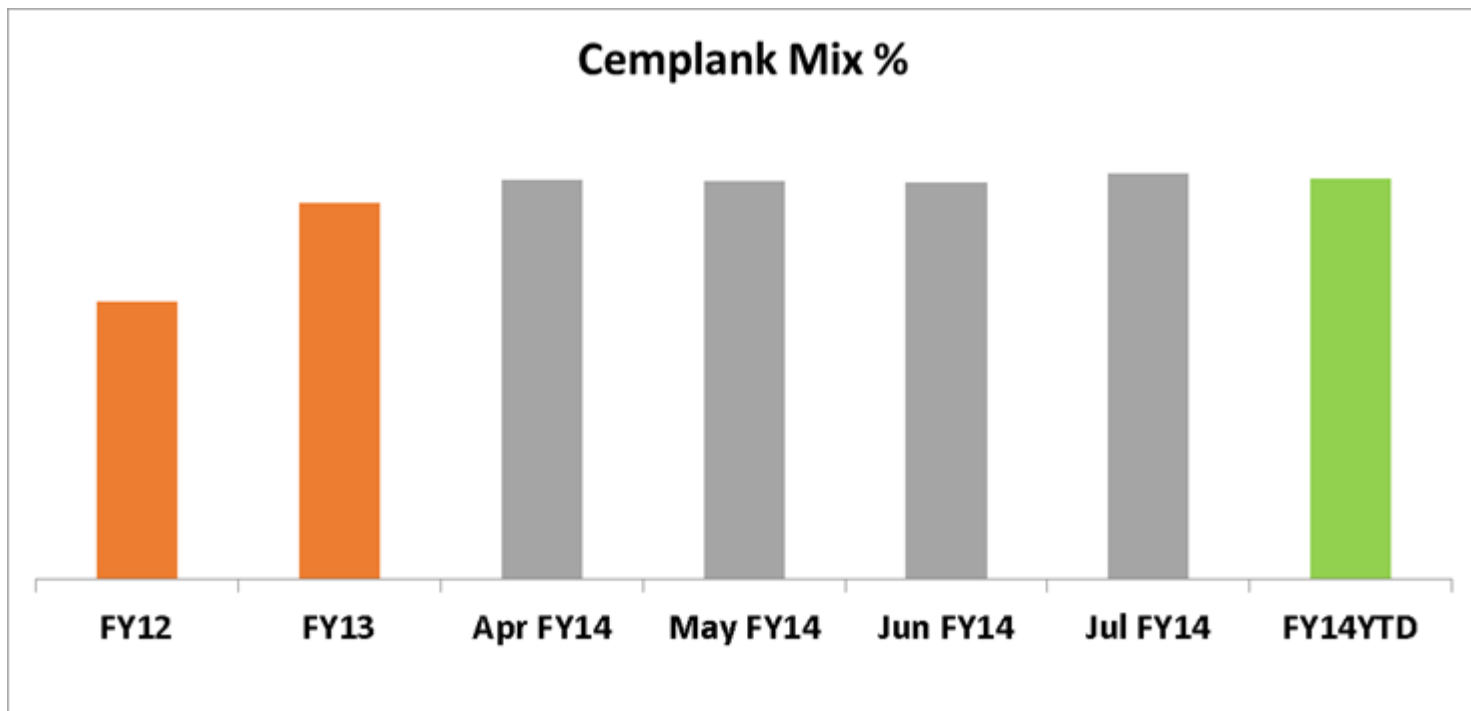


Production new home builders are primarily serviced by the volume lumber dealer or thru turnkey install from the vinyl distributors; Custom builders are primarily serviced thru the Independent lumber dealer.

- Held our position with the volume lumber dealer & vinyl distributors
- Independent lumber dealers are the most at risk for JH to lose connection to
- Category share loss came mainly in the single-family new construction segment serviced through the Independent lumber dealer



Market initiatives targeting the Independent lumber dealer who services the top end of the single-family new construction market





We have built a late stage infrastructure to manage our category share in the MultiFamily segment – our focus moves to early stage market development

- Growth from wood, vinyl & stucco
- Job bid model
- Largely metro biased
- Early stage efforts to drive a differentiated position



Dual brand strategy to target late stage category share and drive our product strategy around a differentiated position in the segment

- Prevail
- ColorPlus
- Commercial panel product line



PRODUCT STRATEGY



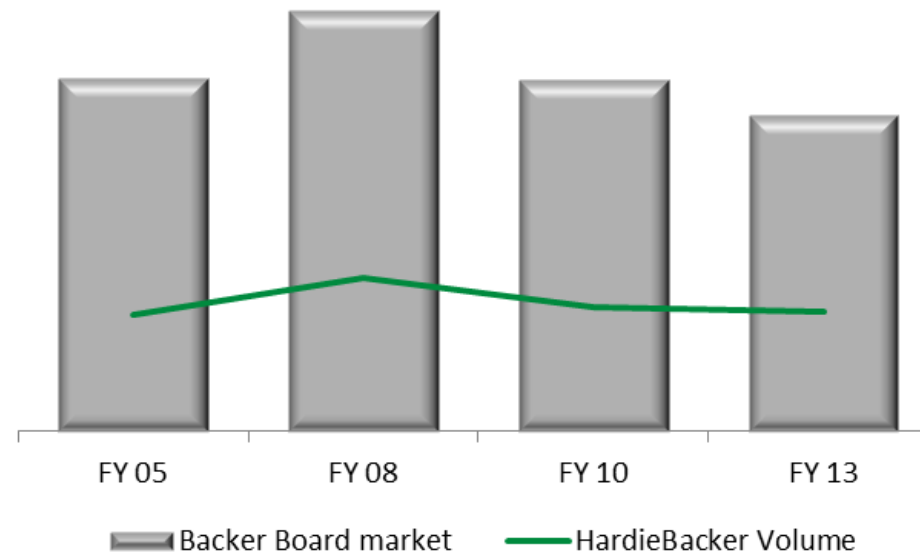
- MF design trends in urban metro moving to modern panelized look



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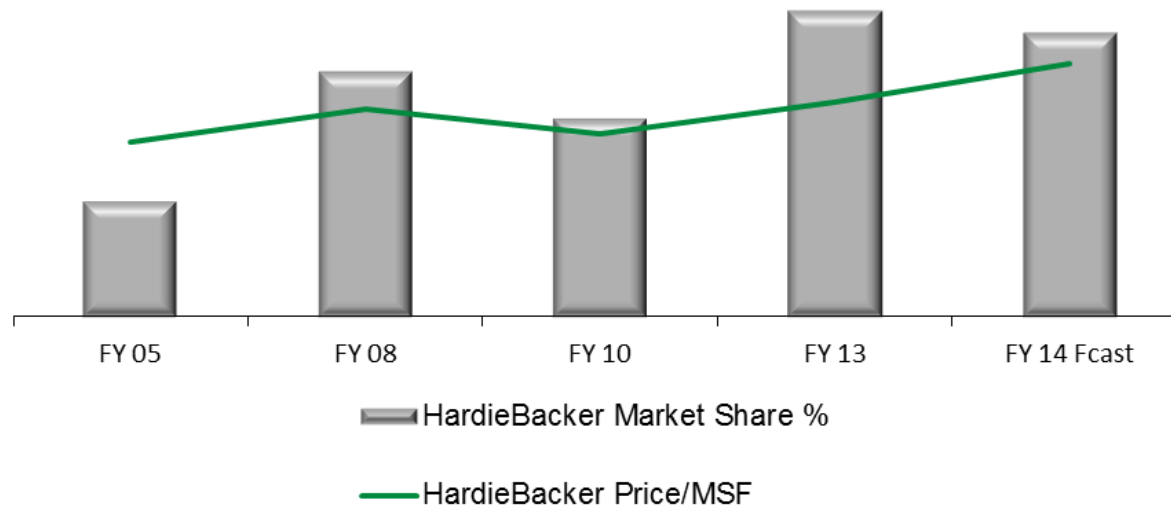
Management Presentation

The retail and interior rigid backerboard segment is maturing; continued focus on share growth and maximizing returns



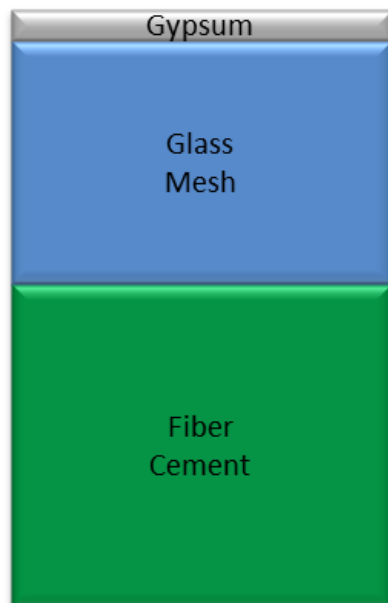
EXECUTE A 2 PRODUCT STRATEGY

- Strong value proposition to the user
- Price premium vs. competitors





Delivered thru the retail & profile specialty channel



Retail



Profile

SUMMARY

- Recovering market
- Wood look siding is greater than 2/3 of the cladding opportunity in the US
- Vinyl share declining as the US housing recovery take place
- Engineered wood has taken some share in the downturn and presents itself as a competitive threat in markets susceptible to a wood based product
- James Hardie is well positioned by segment to deliver on our product leadership strategy driving growth towards 35/90



Questions?