



JamesHardie

SOUTH DIVISION

Ryan Sullivan

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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 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 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 or changes in the market conditions in the Asia Pacific region, the levels of new home construction and home renovations, unemployment levels, changes in consumer income, changes or stability in housing values, the availability of mortgages and other financing, mortgage and other interest rates, housing affordability and supply, the levels of foreclosures and home resales, currency exchange rates, and builder and consumer confidence.



Words such as “believe,” “anticipate,” “plan,” “expect,” “intend,” “target,” “estimate,” “project,” “predict,” “forecast,” “guideline,” “aim,” “will,” “should,” “likely,” “continue,” “may,” “objective,” “outlook” and similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements. Readers are cautioned not to place undue reliance on these forward-looking statements and all such forward-looking statements are qualified in their entirety by reference to the following cautionary statements.

Forward-looking statements are based on the company’s current expectations, estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties, many of which are unforeseeable and beyond the company’s control. Such known and unknown risks, uncertainties and other factors may cause actual results, performance or other achievements to differ materially from the anticipated results, performance or achievements expressed, projected or implied by these forward-looking statements. These factors, some of which are discussed under “Risk Factors” in Section 3 of the Form 20-F filed with the Securities and Exchange Commission on 26 June 2014, 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 any potential tax benefits related thereto; currency exchange risks; dependence on customer preference and the concentration of the company’s customer base on large format retail customers, 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 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

- **South Division:** Overview and Starts Activity
- **Market:** Product & Segment Strategies
- **Manufacturing:** Capability & Capacity

SOUTH DIVISION AT A GLANCE



Quick Facts

Manufacturing Employees: ~640

Sales Employees: ~100

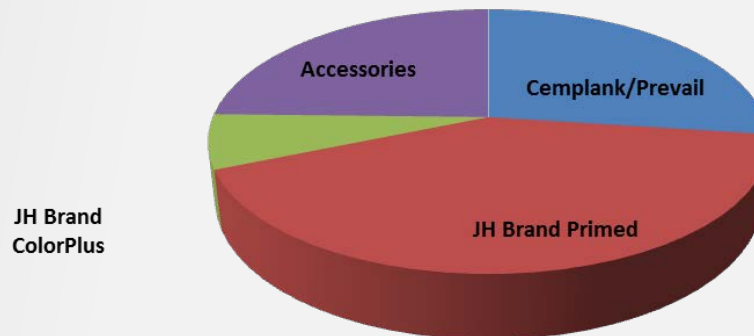
FY14 Volume: ~890 mmsf

~60% of North American Volume

~80% Exteriors vs Interiors

~85% Single Family vs Multi Family

Exteriors Product Mix

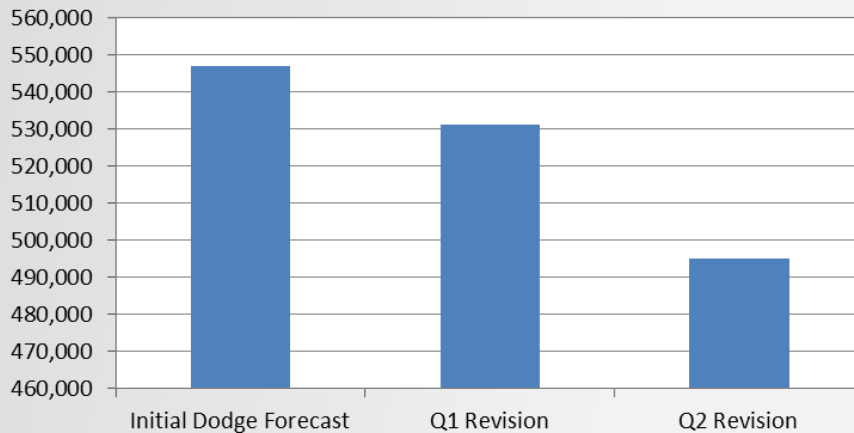


Source: Company data

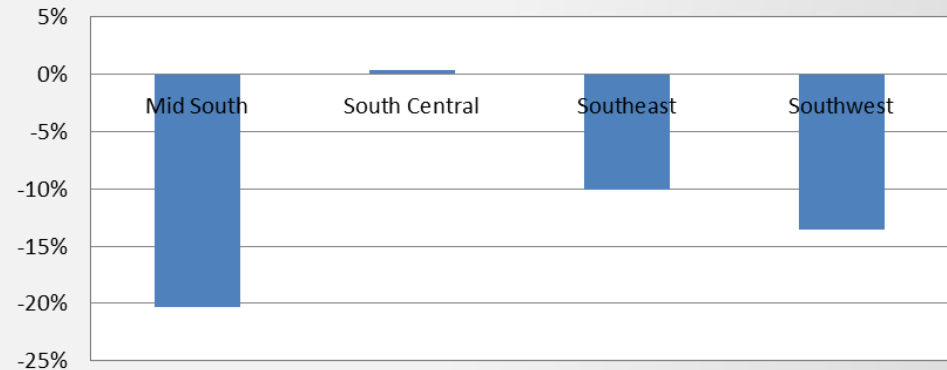
SOUTH STARTS SUMMARY

While the South Division continues to grow above the market, we have seen starts forecasts come down significantly since our FY15 planning cycle

Southern Starts Forecasting (Dodge)



Q2 Revision % Change from Initial Forecast



Source: Dodge/Company data



SOUTHERN DIVISION FY15 FOCUS AREAS

Organizational Development

Focused growth from hardboard and vinyl while executing on the 90

- Key Product Initiatives – Trim, ColorPlus® and Top of Market
- Key Segment Initiatives – New contractor program, Ambassador program, 100% Hardie builder program

Capacity Additions

PRODUCT STRATEGY: TRIM

Position durability of JH trim against lower performing wood and hardboard trim

Trim Product Initiatives in South



Sanded Edge
Expansion

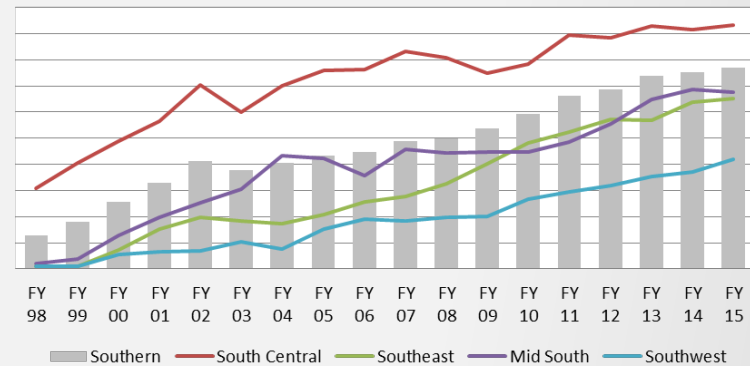


HardieTrim®
Mouldings

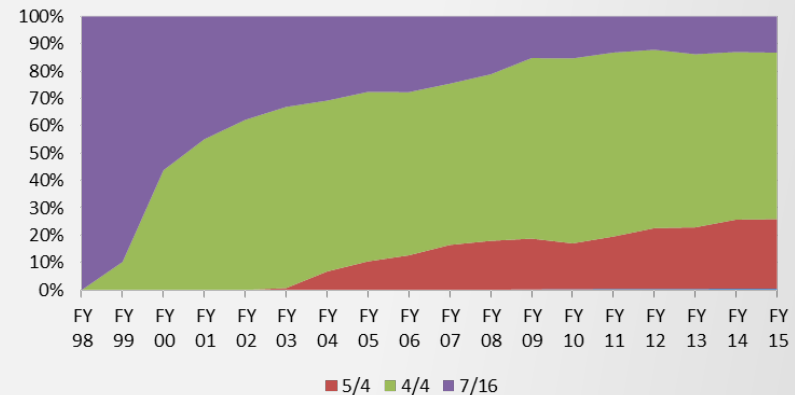


1x2

South Trim Attachment



South Trim by Thickness

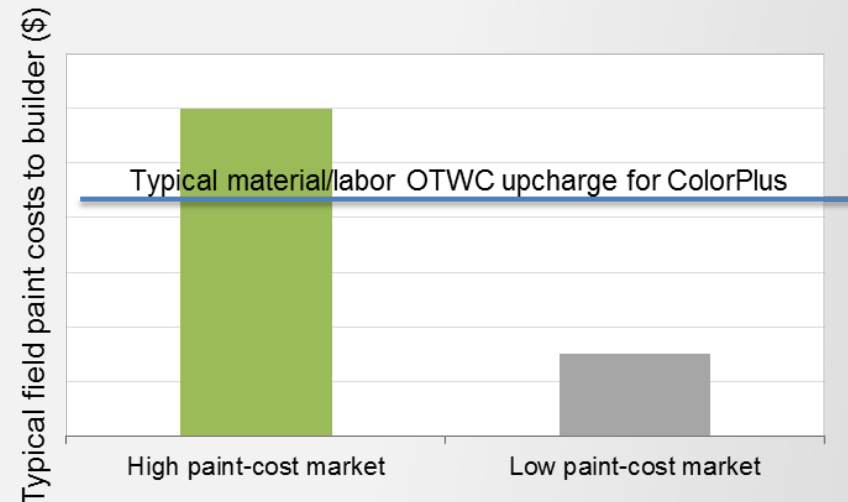


PRODUCT STRATEGY: COLORPLUS®

Provide a superior performing product to homeowners

Provide a more economical JH solution in high paint cost markets

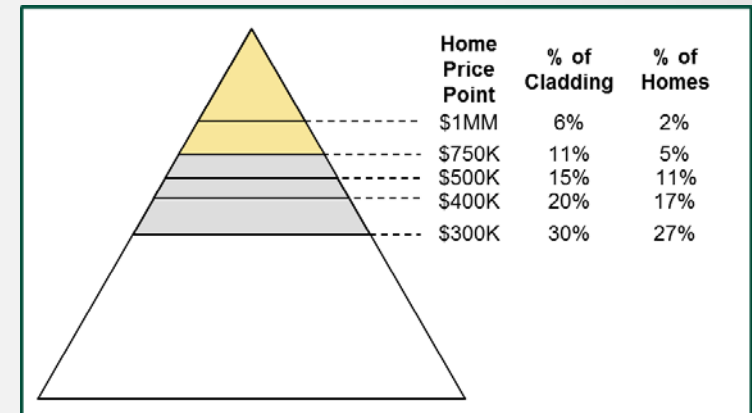
High Paint-Cost Markets in South



Organizational focus for C+ is on Repair/Remodel segments across the South, and New Construction in markets with high field paint costs

PRODUCT STRATEGY: TOP OF MARKET

We are expanding our access to the “Top of Market” by launching new products and entering new markets



Reveal® Panel System



Artisan® Plank



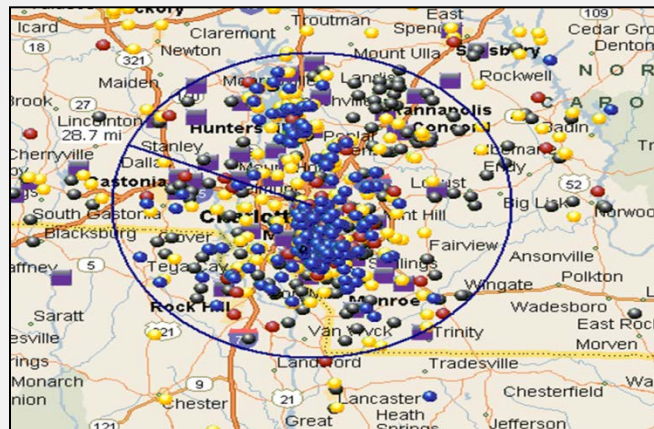
Artisan® V Rustic

SEGMENT STRATEGIES

3 key segment initiatives within the Single Family segment to accelerate growth and product mix shift



New R&R Contractor Program



R&R Ambassador Program



100% Hardie

R&R SEGMENT STRATEGY

Ensure R&R segment is disproportionate share of 35-90

Build and maintain a winning network of aligned contractors

Contractor Programs

Contractor Business Solutions

Digital

Build an organization of R&R experts

Training

Organizational Alignment

Compensation for Right Behavior

Focus resources on vinyl standard markets

Identify Markets

Drive Preference for JH

Leverage Wins to Develop Contractors

Ensure differentiated position with the homeowner

Win Share of Voice

Lead Nurturing

Tools & Proof Sources



PURPOSE OF WEBSITE CONTRACTOR PROGRAM

To increase the number of homes that receive a high-quality Hardie sales and install experience via growing our network of aligned contractors.

JH POV	CONTRACTOR POV	HOMEOWNER POV
<ul style="list-style-type: none">• Extension of our Brand. Deliver JH value prop in local markets• Match in-market homeowners with trusted professionals who can install.• Drive product strategy.• Promote long-term loyalty.	<ul style="list-style-type: none">• Manufacturer endorsement• Leads• Continuing education• Access to unique business solutions• Rewards	<ul style="list-style-type: none">• Find qualified JH contractors• Contractor options to choose from• Peace of mind in decision

WHY CHANGE OUR PROGRAM NOW?

Combining the best of both programs and offering even more non-product value adds and growth opportunities for companies of all sizes.

Preferred Remodeler Program

**Dedicated
Replacement Contractors**

***“James Hardie
is my business.”***

- *Highest endorsement from Hardie*
- *Enhanced support and tools*
- *Differentiation from other siding contractors*

Associate Contractor Program

**Any Contractor or Remodeler,
No Matter the Business Size.**

*“James Hardie
is a part of my business.”*

- Tools/programs to grow with JH
- Clear path/requirements to achieve Preferred
- Transitional tier via “Directory Listing”

CEMENTING OURSELVES AS YOUR GREATEST ALLY



Program launching Q3 FY15

MEMBERSHIP LEVELS FOR ANY SIZE BUSINESS

By offering one consolidated program, we are able to streamline the contractor acquisition and account development process, as new companies are brought on board and we work to help grow their businesses with James Hardie as a focus.



- Elite logo & certificate
- Elite placement on the Remodeler Locator
- Distinguish your business with Contractor Alliance Badges
- Participation in the HardieRewards™ Program (25% Bonus Points)
- HardieReward Milestones™
- Members Only access to production, sales, and marketing business solutions
- Advanced training opportunities on installation best practices, job-site safety, lead generation, and in-home sales
- Free GuildQuality Surveying



- Preferred logo & certificate
- Preferred placement on the Remodeler Locator
- Distinguish your business with Contractor Alliance Badges
- Participation in the HardieRewards™ Program (10% Bonus Points)
- HardieReward Milestones™
- Members Only access to production, sales, and marketing business solutions
- Advanced training opportunities on installation best practices, job-site safety, lead generation, and in-home sales
- Free GuildQuality Surveying

REWARDS ADVANTAGE

- Listing on the James Hardie Remodeler Locator
- Participation in the HardieRewards™ Program
- Earn HardieReward Milestones™
- Members Only access to production, sales, and marketing business solutions
- Advanced training opportunities on installation best practices, job-site safety, lead generation, and in-home sales
- Free GuildQuality Surveying

REWARDS PLUS

- Earn HardieReward Milestones™
- Access to unique production, sales, and marketing business solutions
- Advanced training opportunities on installation best practices, job-site safety, lead generation, and in-home sales

REWARDS

- Participation in the HardieRewards™ Program
- Training opportunities
- Beyond the Level eNewsletter

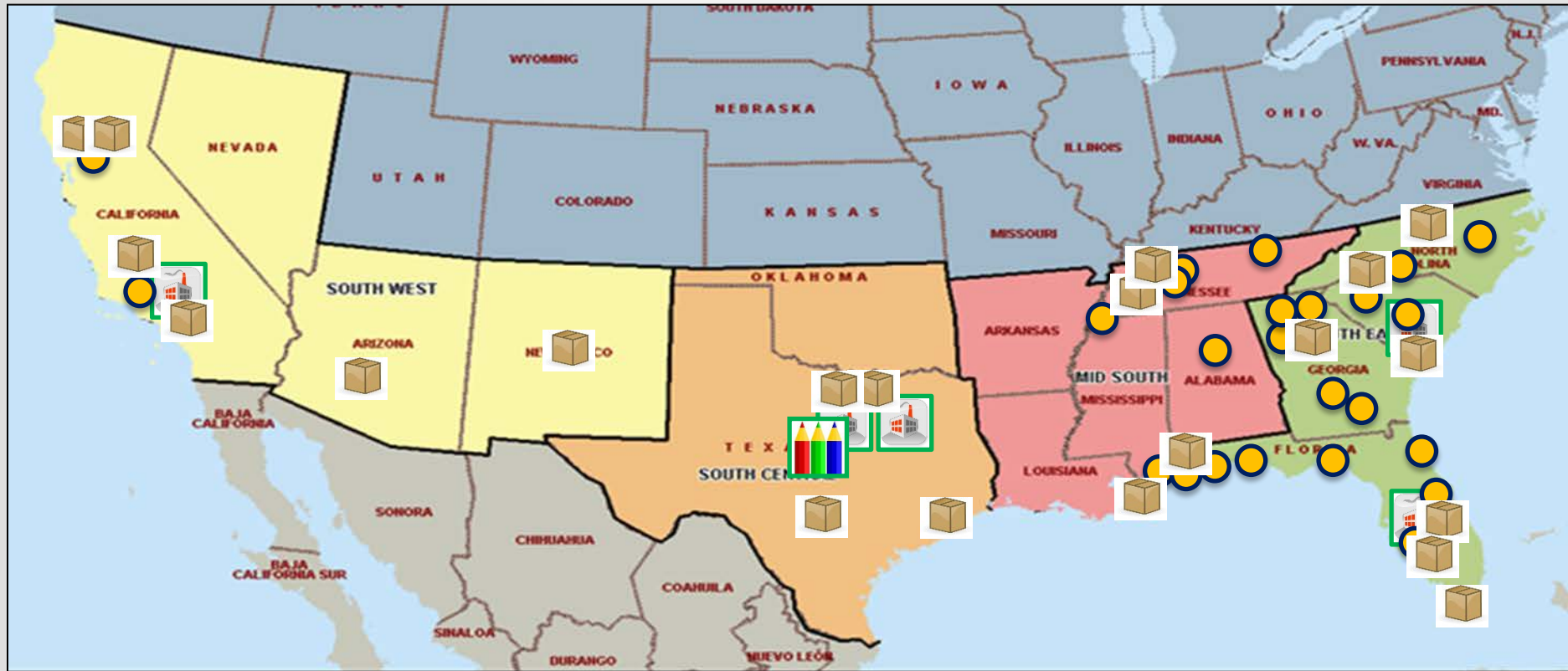
SOUTH DIVISION MANUFACTURING

Keys to Operational Strategy

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

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

SOUTH MANUFACTURING LOCATIONS



HZ10 Manufacturing Facility



ColorPlus®
Products Facility



VMI Distribution Center



Big Box Distribution Center



SOUTHERN CAPACITY UPDATE

Capacity expansion plans aligned to current forecast and our 85% target utilization rate

- **Fontana:** Ramp-up currently on track
- **Plant City Trim:** Construction complete Q415
- **Cleburne:** Construction complete Q116
- **Evaluating next capacity add:** Summerville vs Mid South



SUMMARY

- South is predominantly mature FC market. Growth must come from wood, hardboard, accessories, and vinyl in certain regions
- Starts/Market coming in below forecast
- Key Product Initiatives; Trim, ColorPlus[®], and Top of Market
- Key Segment Initiatives; New Contractor Program, Hardie Ambassador Program, 100% Hardie Builder Program
- Capacity expansion plans adjusted for new forecasts

QUESTIONS