

BUSINESS AND NORTHERN MARKETS

September 2015

DISCLAIMER

FORWARD-LOOKING STATEMENTS

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

Examples of forward-looking statements include:

- statements about the company’s future performance;
- projections of the company’s results of operations or financial condition;
- statements regarding the company’s plans, objectives or goals, including those relating to strategies, initiatives, competition, acquisitions, dispositions and/or its products;
- expectations concerning the costs associated with the suspension or closure of operations at any of the company’s plants and future plans with respect to any such plants;
- expectations concerning the costs associated with the significant capital expenditure projects at any of the company’s plants and future plans with respect to any such projects;
- expectations regarding the extension or renewal of the company’s credit facilities including changes to terms, covenants or ratios;
- expectations concerning dividend payments and share buy-backs;
- statements concerning the company’s corporate and tax domiciles and structures and potential changes to them, including potential tax charges;
- statements regarding tax liabilities and related audits, reviews and proceedings;
- expectations about the timing and amount of contributions to Asbestos Injuries Compensation Fund (AICF), a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;
- expectations concerning indemnification obligations;
- expectations concerning the adequacy of the company’s warranty provisions and estimates for future warranty-related costs;
- statements regarding the company’s ability to manage legal and regulatory matters (including but not limited to product liability, environmental, intellectual property and competition law matters) and to resolve any such pending legal and regulatory matters within current estimates and in anticipation of certain third-party recoveries; and
- statements about economic conditions, such as changes in the US economic or housing recovery or changes in the market conditions in the Asia Pacific region, the levels of new home construction and home renovations, unemployment levels, changes in consumer income, changes or stability in housing values, the availability of mortgages and other financing, mortgage and other interest rates, housing affordability and supply, the levels of foreclosures and home resales, currency exchange rates, and builder and consumer confidence.

DISCLAIMER (continued)

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

Forward-looking statements are based on the company’s current expectations, estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties, many of which are unforeseeable and beyond the company’s control. Such known and unknown risks, uncertainties and other factors may cause actual results, performance or other achievements to differ materially from the anticipated results, performance or achievements expressed, projected or implied by these forward-looking statements. These factors, some of which are discussed under “Risk Factors” in Section 3 of the Form 20-F filed with the Securities and Exchange Commission on 21 May 2015, include, but are not limited to: all matters relating to or arising out of the prior manufacture of products that contained asbestos by current and former company subsidiaries; required contributions to AICF, any shortfall in AICF and the effect of currency exchange rate movements on the amount recorded in the company’s financial statements as an asbestos liability; governmental loan facility to AICF; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the company operates; the consequences of product failures or defects; exposure to environmental, asbestos, putative consumer class action or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; possible increases in competition and the potential that competitors could copy the company’s 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 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; 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.

STRATEGY

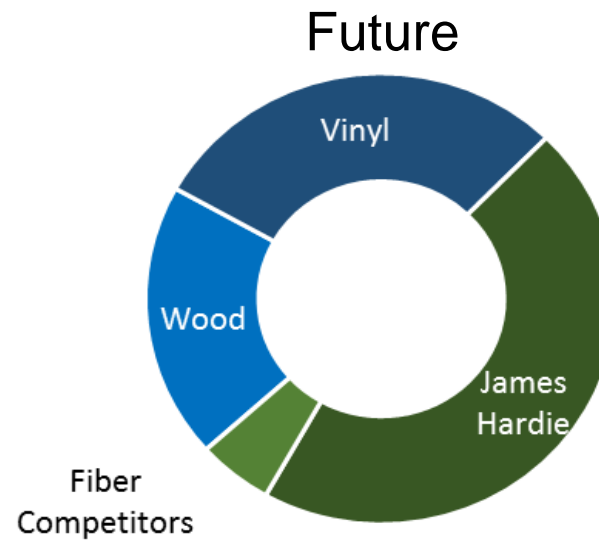
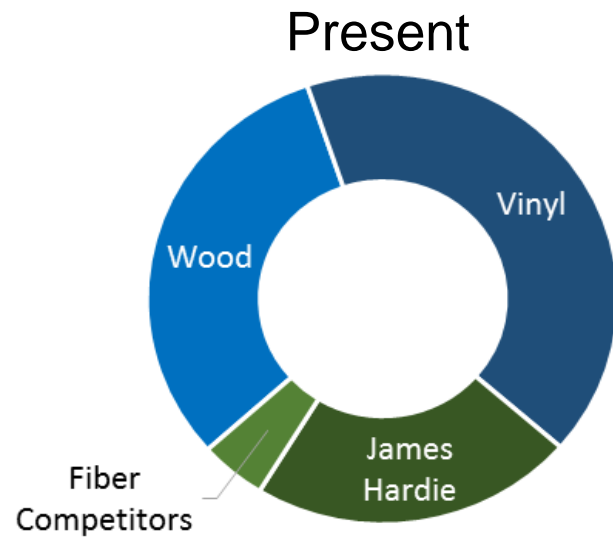
JAMES HARDIE US STRATEGY

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



GROWTH - 35

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



HARDIE VALUE AND SEGMENTS AT TERMINAL SHARE

Segment	Decision Maker	Value Creation	Share Implications
Repair and Remodel	<ul style="list-style-type: none">• Home Owner	<ul style="list-style-type: none">• Design• Low Maintenance	++
Single Family New Construction	<ul style="list-style-type: none">• Builder	<ul style="list-style-type: none">• Sell house for more, or sell homes faster	+
Multi Family	<ul style="list-style-type: none">• Management Firm/Owner	<ul style="list-style-type: none">• Total cost of ownership	+++

DEFEND THE CATEGORY - 90

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

JH VALUE PROPOSITION

James Hardie can deliver:

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

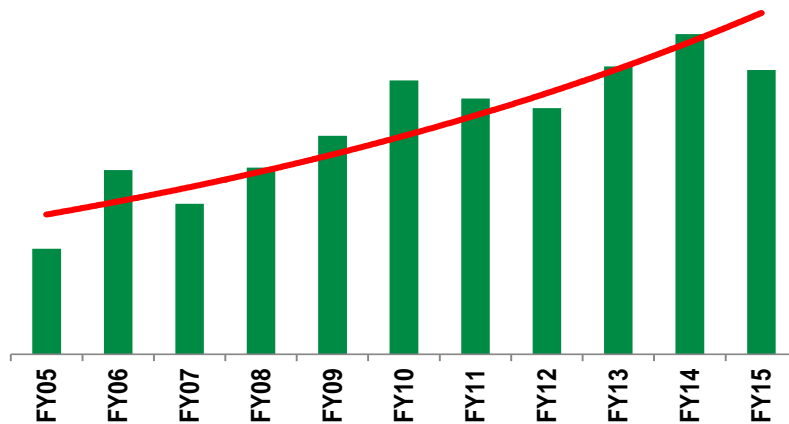


STRATEGIC COMPETITIVE ADVANTAGE

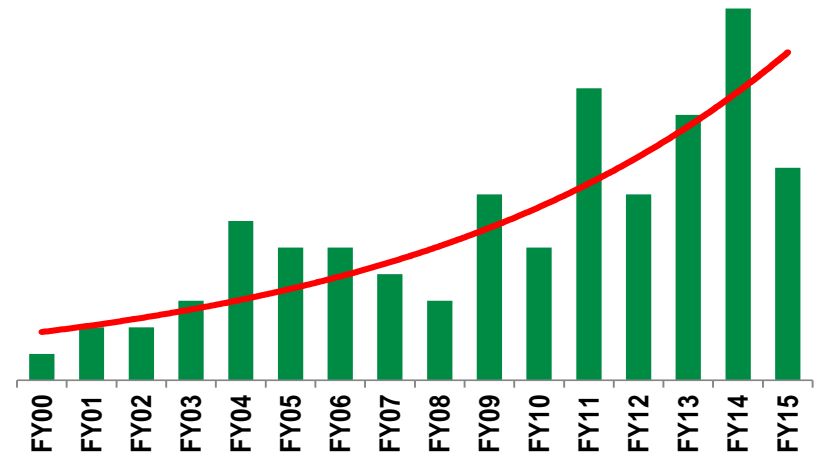
10 YEAR - R&D SPEND

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

US R&D Yearly Spend, \$Millions



US Patents Granted by FY



RESEARCH CAPABILITIES



Thermal
Properties

Compositional
Analysis



Mechanical
Properties

Microscopy



RESEARCH CAPABILITIES



Longer-Term,
Real-Life
Exposure



PLATFORM DEVELOPMENT FOCUS

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

Platform A (Current)

- Plank / Panel
- Flat sheets
- Higher throughput

Commercialized

Platform B (Current)

- Thicker products
- Functional

Commercialized

Platform C (New)

- Aesthetics
- Product Form
- High-end products

Implementation

Platform D (New)

- Shapes
- Extreme applications
- Functional

Commercialized

PRODUCT DEVELOPMENT FOCUS

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

Form

- Aesthetics
- Texture
- Shape
- Weight
- Color

Function

- Water management
- Drainage
- Durability
- Energy efficiency

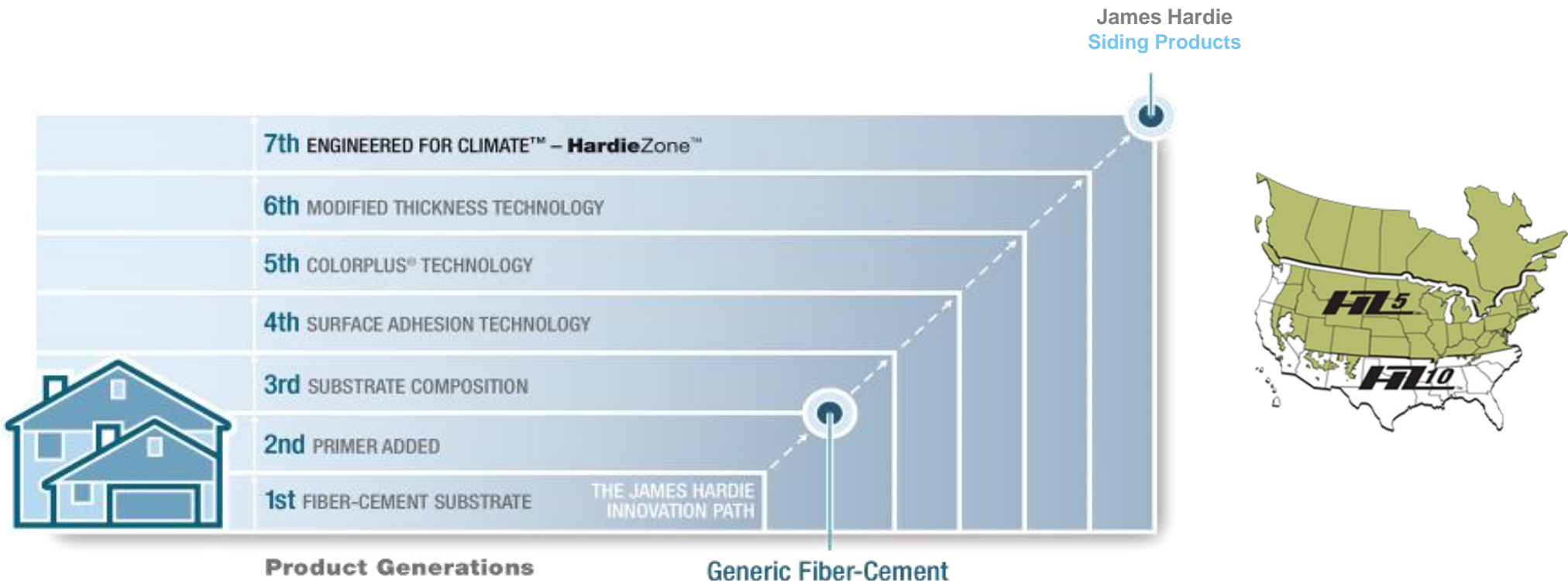
Features

- Concealed fastening
- Nail line
- Ease of install

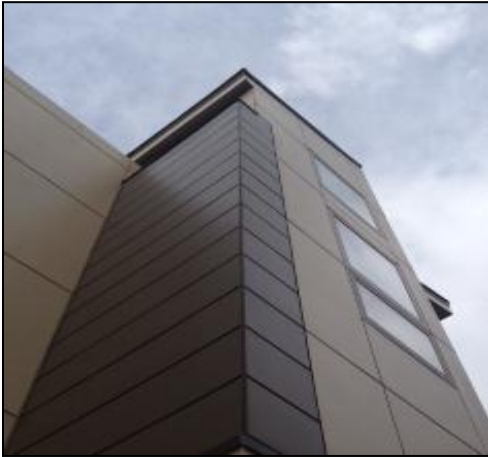
HARDIEZONE® SYSTEM– ENGINEERED FOR CLIMATE®

Delivered HardieZone® Engineered for Climate® Products

7th Generation of FC products



PRODUCT DEVELOPMENT



HardieReveal2.0™ Panel System



HardiePlank® Lap Siding with Insulation



HardieTrim® Mouldings



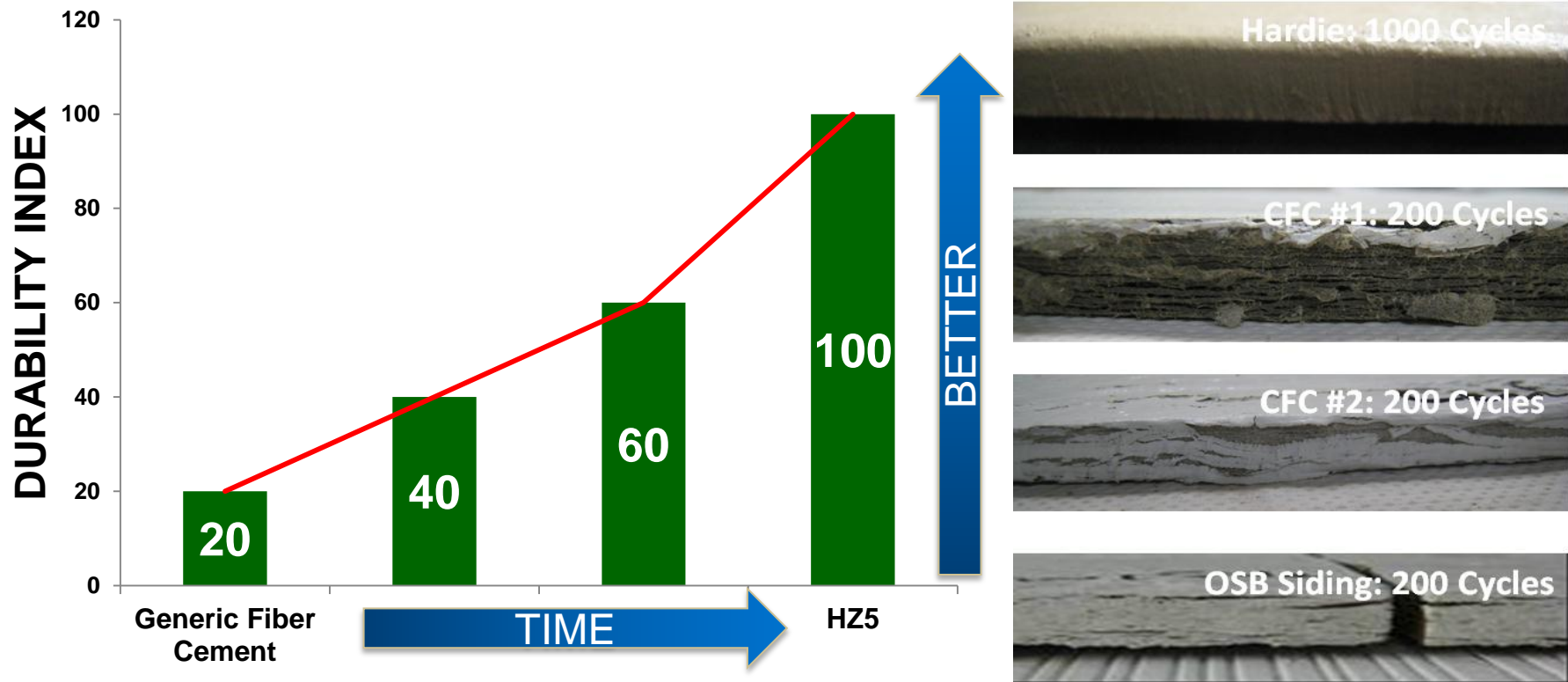
Artisan® V-Rustic Siding

Thickness	1 in.				
Width	3.5 in.	5.5 in.	7.25 in.	9.25 in.	11.25 in.
ColorPlus*	✓	✓	✓	✓	✓
Primed	✓	✓	✓	✓	✓
NEW					

HardieTrim® 5/4" NT3® Roughsawn

PRODUCT PERFORMANCE

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



Source: James Hardie Internal Research and Testing

JH vs. COMPETITORS (OSB)

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

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



Fire



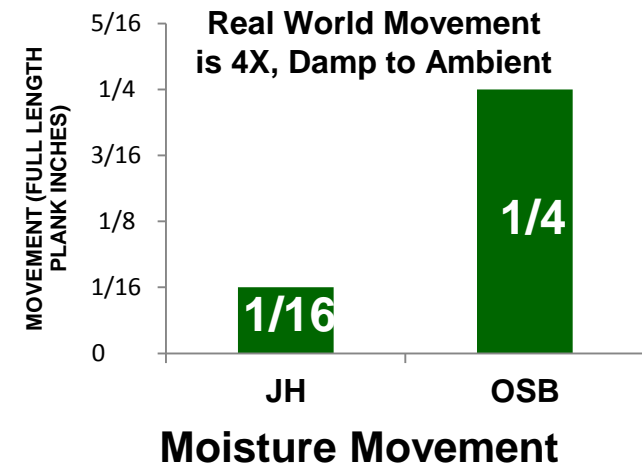
Splitting



Mold Growth



Termite Activity



Source: James Hardie Internal Research and Testing

FLEXIBLE AND LOW COST MANUFACTURING

- **Low cost manufacturing**

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

- **Enable James Hardie product leadership and brand promise**

- Durability
- Product portfolio



WELL DEVELOPED SUPPLY CHAIN

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

Regional Sourcing Zones



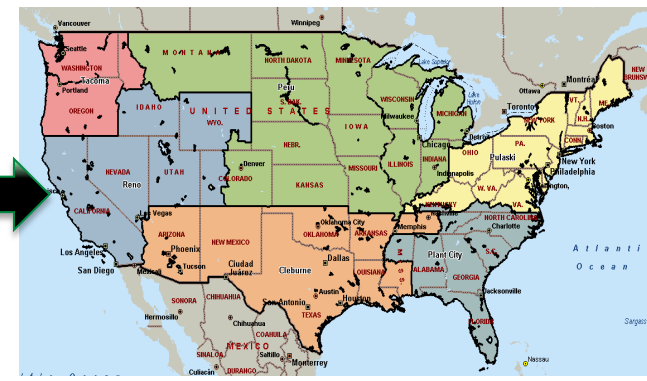
Customer demand is grouped
into sourcing zones

Lowest Cost Sourcing



Manufacturing & freight costs
determine “ideal” source plant

Actual Network Sourcing



Introducing manufacturing
capacities shifts the model

ORGANIZATION CAPABILITY

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

Recruit

Engage

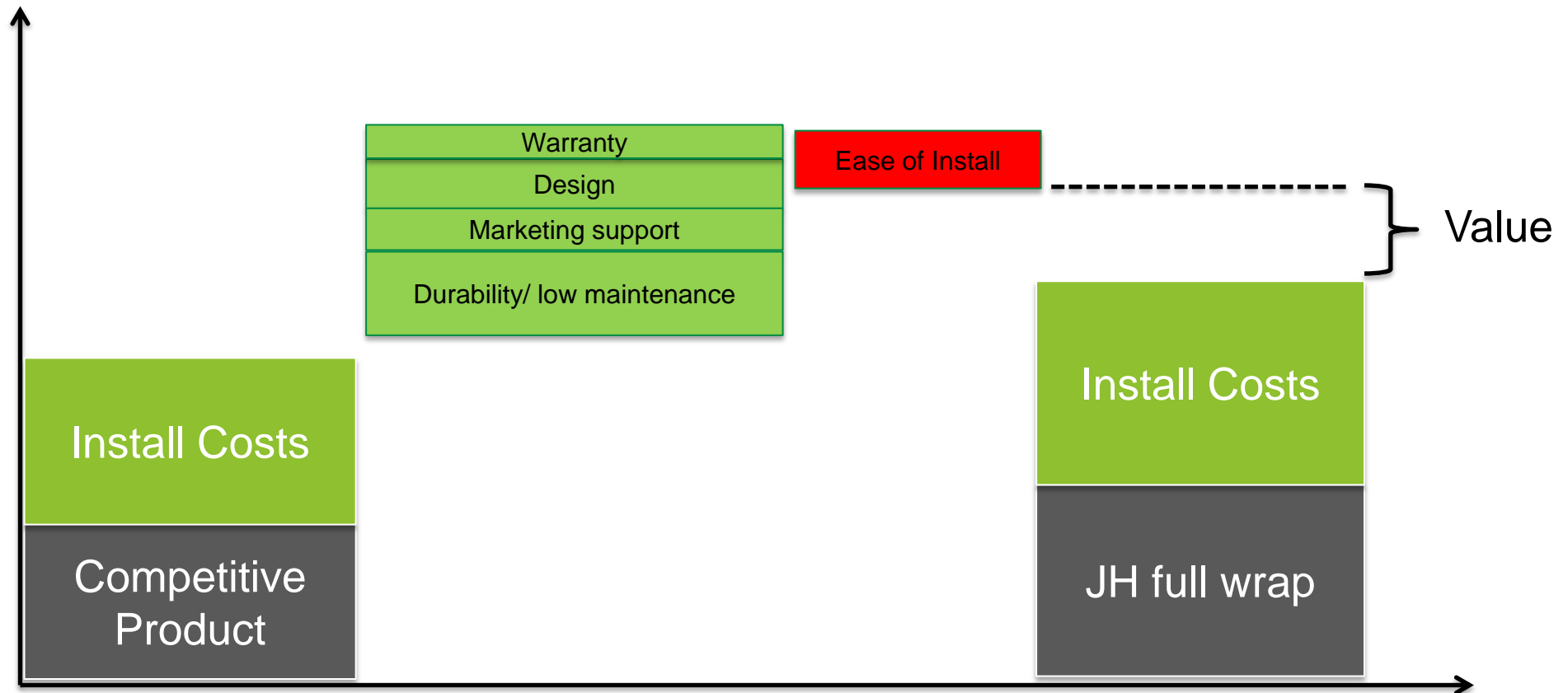
Develop

Evaluate

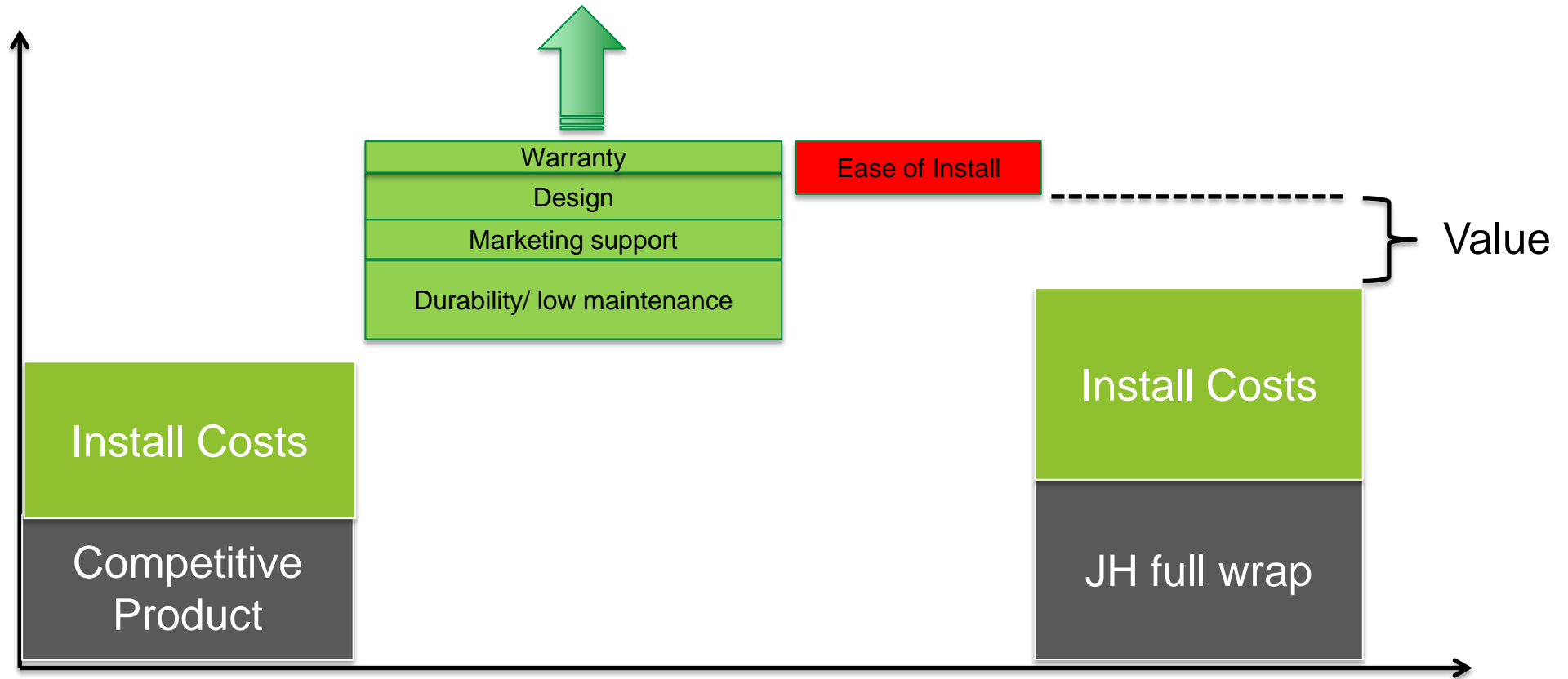
Promote

MARKET INITIATIVES DRIVING NON-PRODUCT ADVANTAGE

ECONOMIC VALUE ANALYSIS

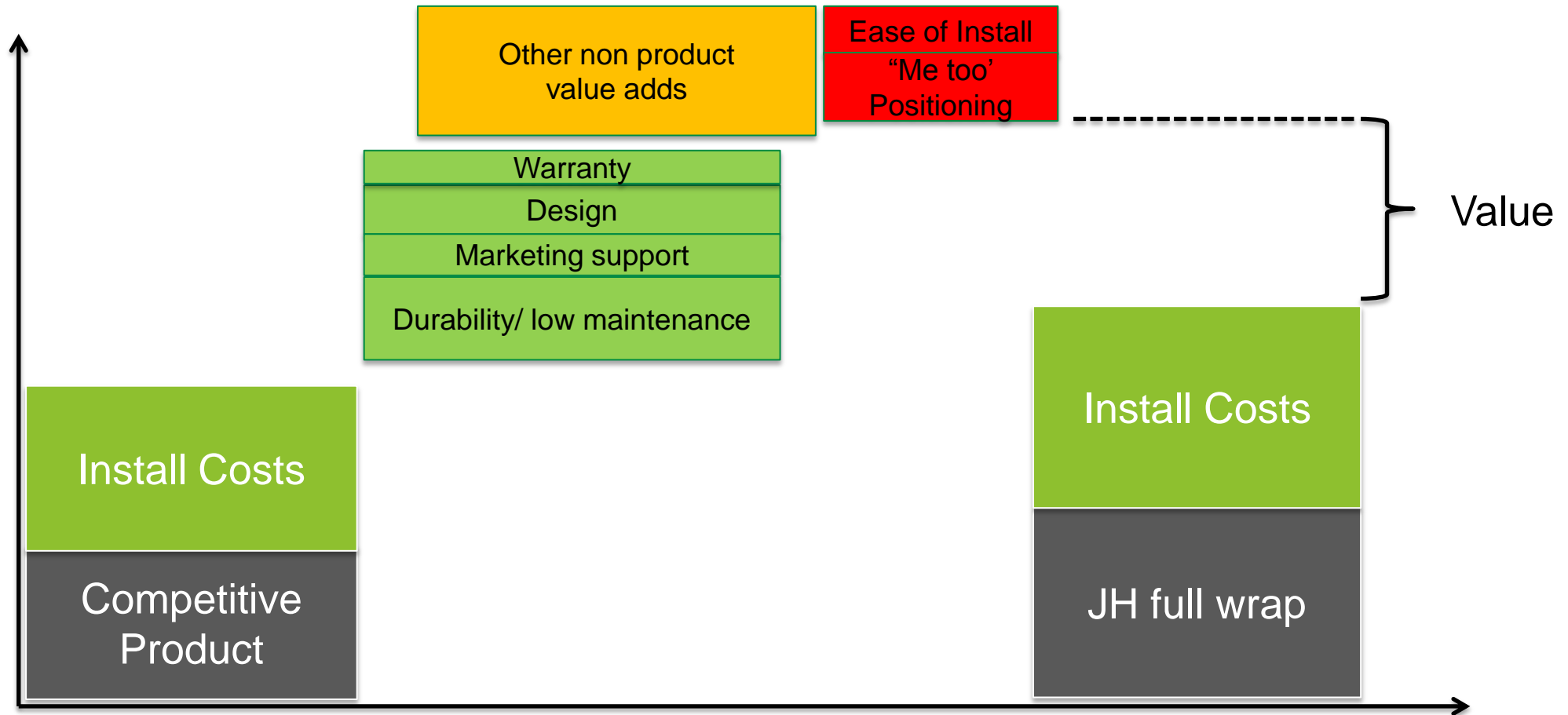


ECONOMIC VALUE ANALYSIS



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

ECONOMIC VALUE ANALYSIS



MARKET INITIATIVES

Aimed at facilitating growth

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



SIDE MASTER INSTALLATION PROGRAM

Process:



Output (JH Benefit):

1. Target Builder Conversions
2. New Builder Leads
3. Increased Compliance

1. Increased Compliance
2. New Builder Leads
3. Capacity Leads



SAFETY • INTEGRITY • DURABILITY • EFFICIENCY



100% HARDIE - SINGLE FAMILY NEW CONSTRUCTION

A program that:

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



For a home that looks beautiful longer,
CHOOSE 100% HARDIE™ SIDING AND TRIM

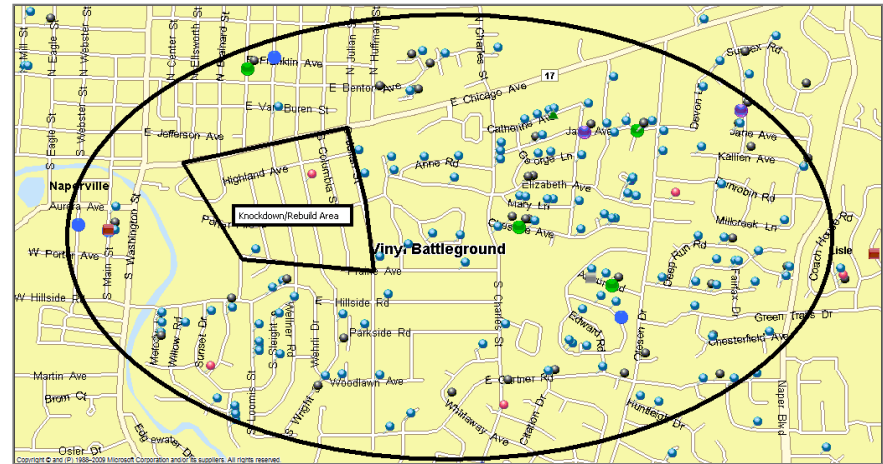
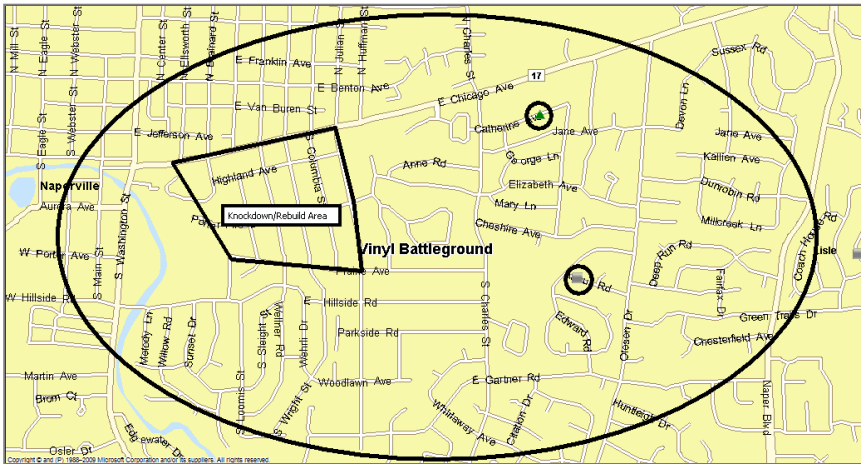
A new 100% HARDIE home is protected from every angle. With our high-performance siding, trim, soffit and finishes, you have the peace of mind that comes from choosing the best.

We are so confident in our 100% HARDIE exterior, that if you encounter any siding or trim issues during the first 10 years after construction, simply call James Hardie directly. We'll come to your home and correct the problem at no cost to you.* That promise is in addition to our standard 30-year non-prorated, transferable siding and 15-year limited trim warranties.

Our 10-Year Service Commitment
covers 100% of labor and material costs.
To speak with a James Hardie representative about
this program for new homes, call 1.844.833.2336

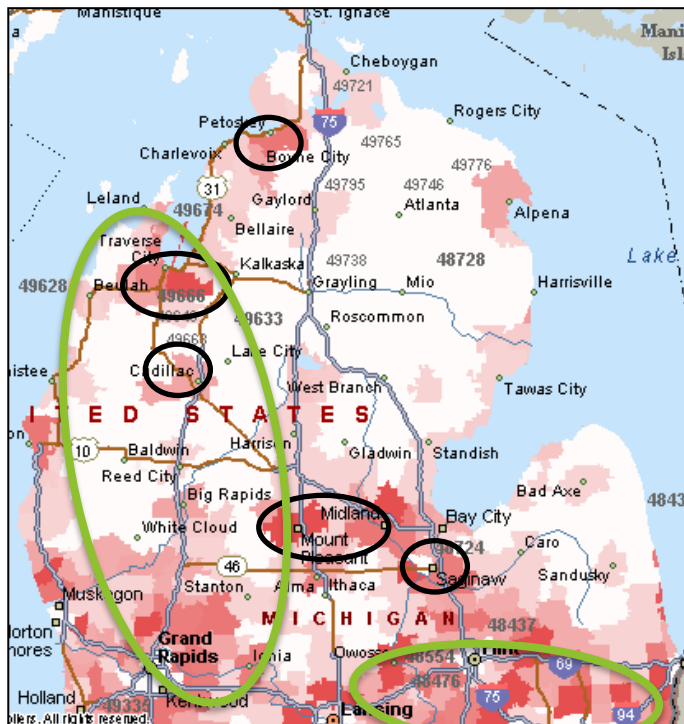
HARDIE AMBASSADOR PROGRAM – SINGLE FAMILY REPAIR AND REMODEL

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



ASKHARDIE™ SUPPORT IN SMALLER MARKETS

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



askHardie Support

askHardie™
Comprehensive Trade Support



Products

Get immediate answers to your product-related questions, including the availability of profiles and sizes for your market and specific questions about accessories, colors and warranties.



Installation

Get customized support for your James Hardie® product and accessory installation questions. You can also arrange installation training events.



Marketing Materials

Get quick, easy access to a wide range of marketing materials such as brochures, samples and displays.



Ordering

Get expedited access to your product inquiries and order status.



One-on-one Support

Address any needs or questions you may have with one-on-one support from your representative.

QUESTIONS