



TECHNOLOGY UPDATE

Mark Fisher

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FIBER CEMENT TECHNOLOGY STRATEGY

Enable James Hardie Product Leadership Strategy

Provide a continuous pipeline of innovative new products and technologies that deliver sustainable advantages to achieve our category and market share goals

R&D LOCATIONS

Three research centers – US and Australia

- Fontana, CA
- Naperville, IL
- Sydney, AUS

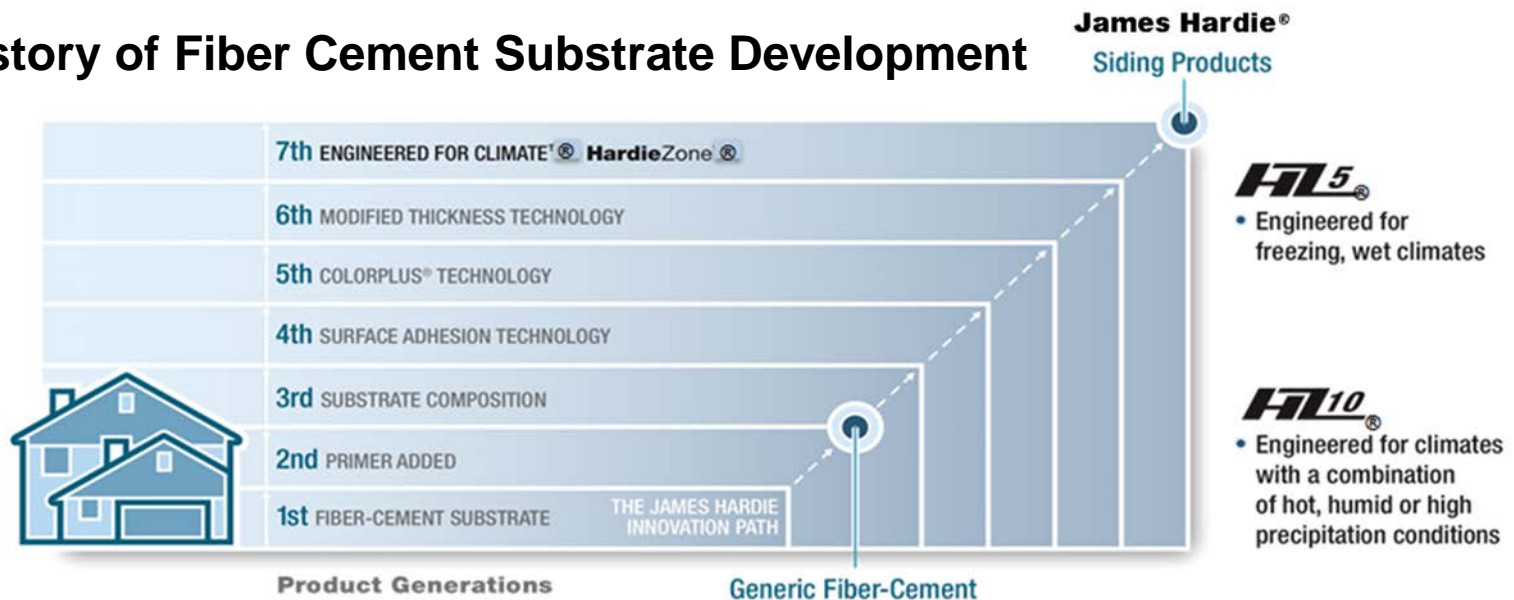


CREATING A SUSTAINABLE AND DIFFERENTIATED ADVANTAGE

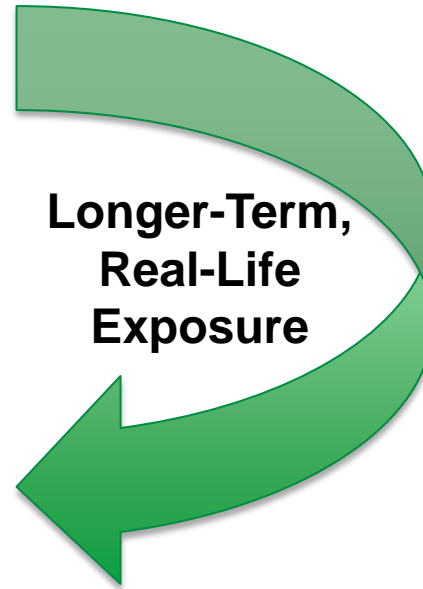
Research and Development: Significant and consistent investment

- US\$29.5m spent on Research & Development in FY16

History of Fiber Cement Substrate Development

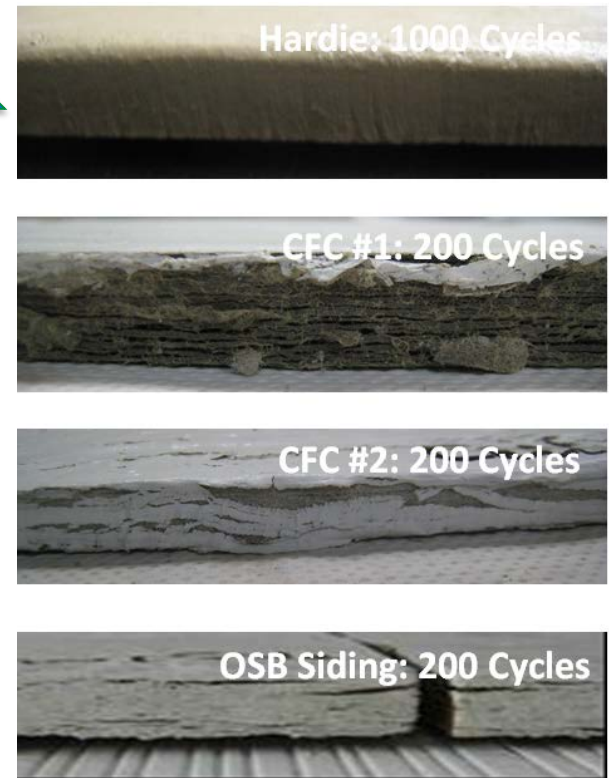
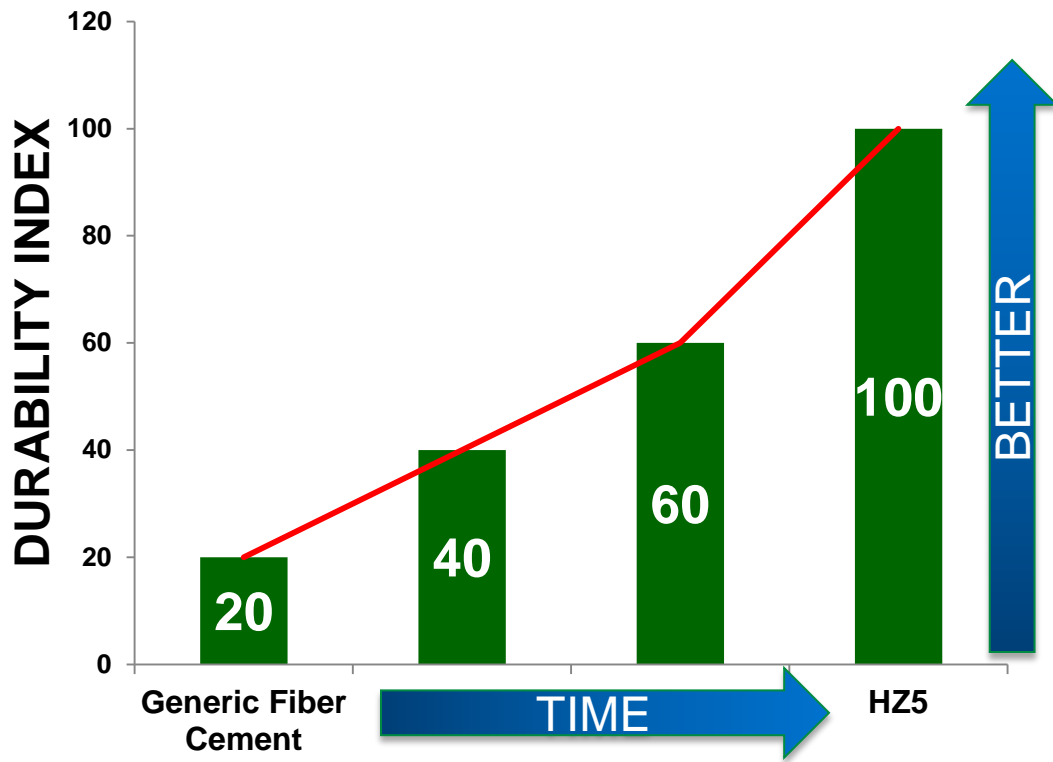


RESEARCH CAPABILITIES



PRODUCT PERFORMANCE

HZ5[®] siding performs 5X better than generic FC in system testing

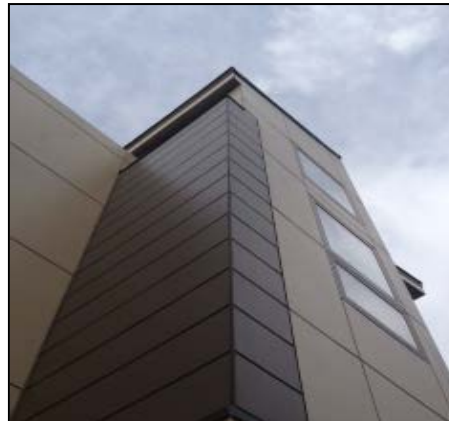


Source: James Hardie Internal Research and Testing

PRODUCT DEVELOPMENT



Artisan® V-Rustic Siding



**HardieReveal2.0™
Panel System**



HardieTrim™ Mouldings



**Artisan® Cove and
Beveled Channel Siding**

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

**HardieTrim™ NT3®
Roughsawn**

NON – FC TECHNOLOGY STRATEGY

Evaluate and develop alternate material technologies and Non – FC product opportunities for fit with current and future JH Business

- New technology exploration – materials, process and applications
- Utilize existing markets or new opportunities to springboard viable technology
- Development and support for invested technology

NON – FC TECHNOLOGY CAPABILITY

Established Non – FC research and development capabilities in Naperville center over the last 2-3 years

Coatings
Development

Non FC
Materials

Product
Performance
and Support

Windows
(Design and
Performance)



Current Areas of Capability



QUESTIONS