

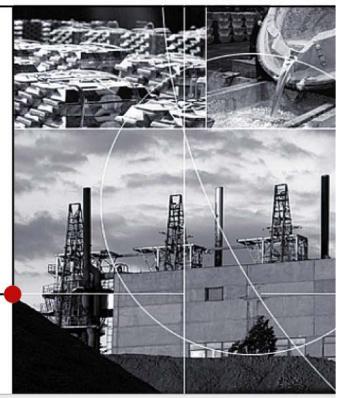
# RUSAL

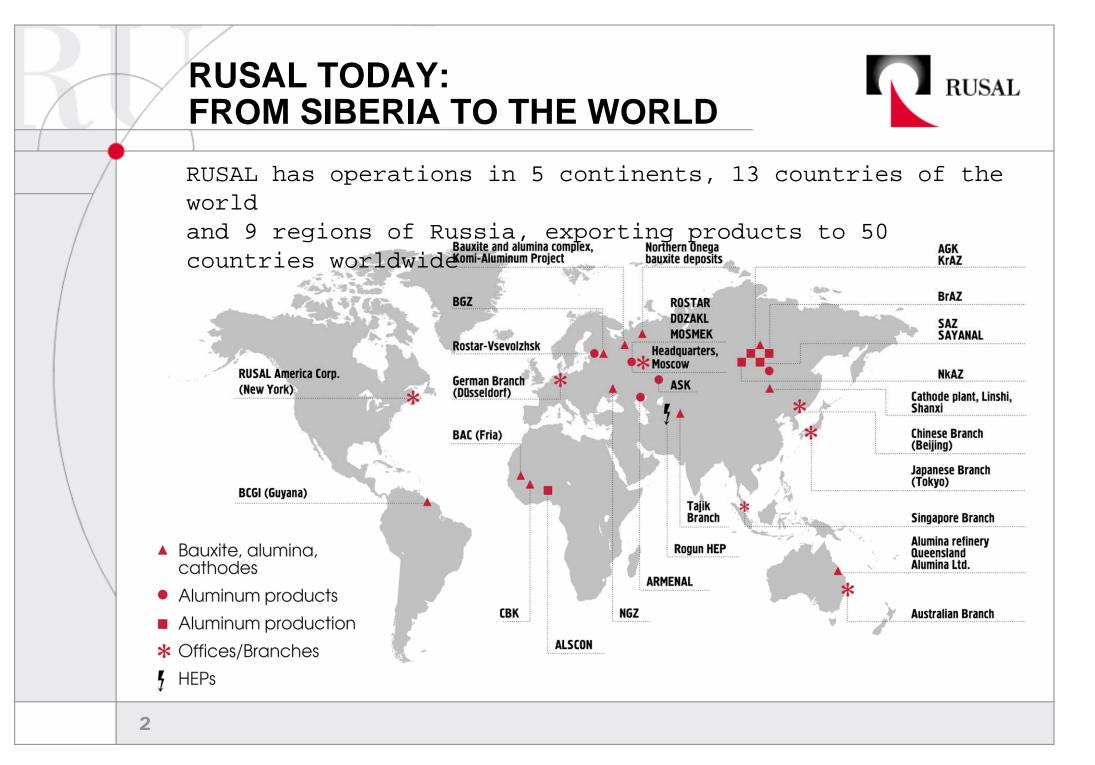
# STRUCTURAL CHANGE IN THE ALUMINIUM INDUSTRY -A RUSSIAN PERSPECTIVE

#### Peter Finnimore,

Director, Sales and Marketing, RUSAL

Platts Aluminum Symposium 2007 Scottsdale, AZ, USA January 29, 2007





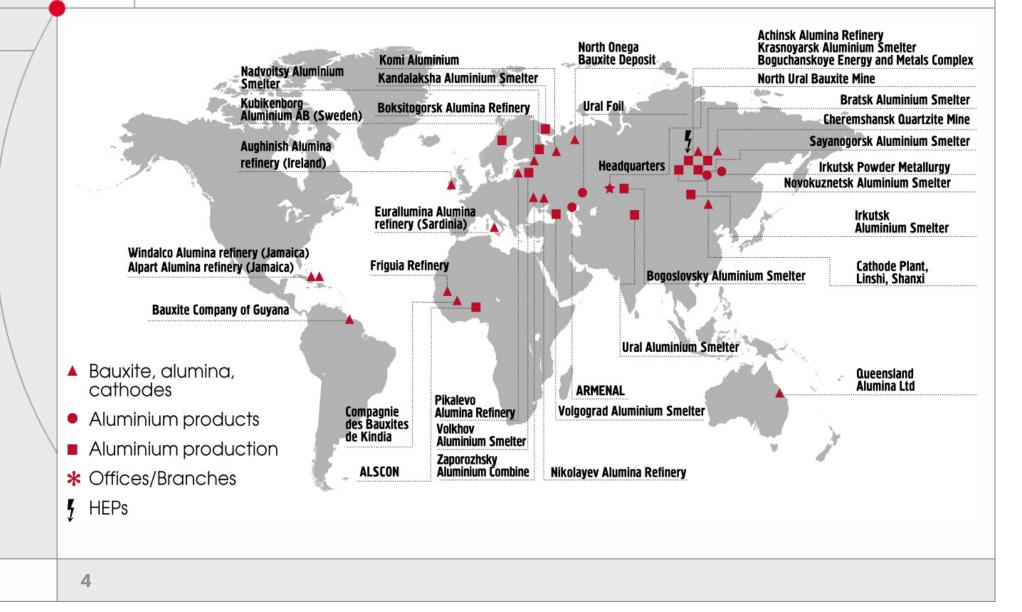






# THE ENLARGED COMPANY: TRULY GLOBAL PRESENCE





# **IMPORTANCE OF THE DEAL**



- Emergence of the first Russian global corporation, world leader in aluminium, meets the key trends of the world economy: consolidation and globalisation
- Consolidation of positions of Russian aluminium industry, balanced on basis of own raw material base, having up-to-date technologies, and meeting the highest international environmental requirements
- Important step in recognition of the role of the Russian business as an active participant in the international economical integration
- Access to world reserves of high quality raw materials, necessary for aluminium production and historically lacking in Russia
- Raising competitive abilities through the concentration of investment, integration of technologies and know how
- Major competitive advantages of the united company are global presence in the key markets, access to energy and raw materials, unique manufacturing capability and financial strength

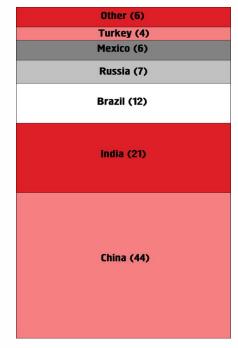
## THE RUSSIANS ARE COMING



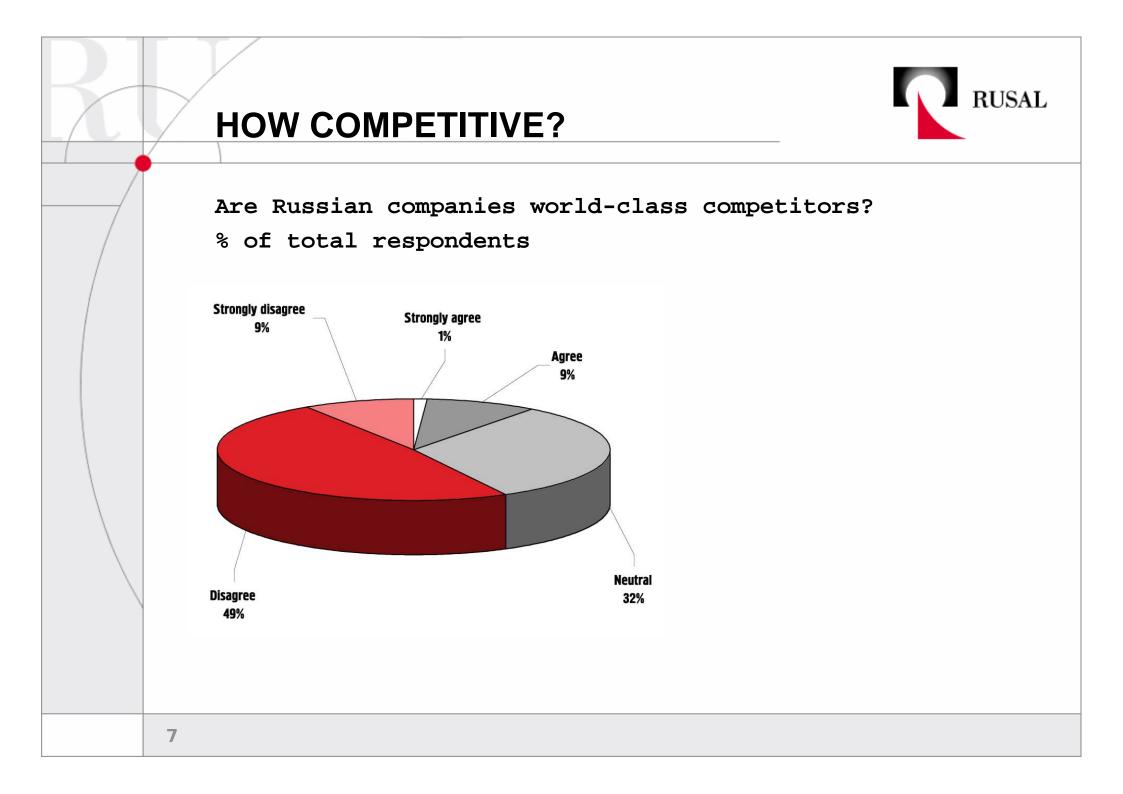
The research, commissioned recently by RUSAL together with the Economist Intelligence Unit has revealed a number of important issues on the prospects of the Russian business globalization

- Emergence of Russian multinationals is part of broader global phenomenon
- Russia now ranks 3rd among emerging markets as source of outward foreign direct investment, moving up from 12th place in 2000
- Globalising Russian companies enjoy significant competitive advantages to drive growth

#### Top 100 global challengers by country of origin



Source: Boston Consulting Group



## CHALLENGES



Perception of Russia in the West comparable with that of other

BRIC countries:

- Complicated ownership structures
- Lack of transparency
- Shallow management capacities
- Poor understanding of modern environmental, health & safety standards
- Reputation legacy from the 1990s
- Post-Soviet cold war prejudice

# STRENGTHS



#### • Emerging markets know-how

- In-depth knowledge of some of the world's largest and most difficult markets
- Low-cost resources
- Efficient models to push down costs

#### • Financial strength (liquidity/cash-flow)

- Enormously ambitious expansion strategies due to rising commodity prices, domestic economic growth, and access to low-cost resources
- Strong but flexible structures: high concentration of ownership
  - Critical mass
  - Extremely quick strategic decision-making
  - Operating on the basis of long-term competitive advantage vs quarterly results

## AN ALUMINIUM PERSPECTIVE – MARKET DRIVERS



- Ascending global demand for aluminium: fuelled by the growth of emerging markets
- Need for better economies of scale due to:
  - rising energy prices
  - increased competition for access to bauxites/ alumina
- The China factor predicted by 2015 to:
  - consume one third of global aluminium output
  - account for half of growing global demand

Global consolidation in the industry - a natural move forward

# **OUTCOME OF THE MERGER**



New enlarged and unified RUSAL entity creates No. 1 global leader:

- Capable of producing 4 million tonnes of aluminium and 11 million tonnes of alumina a year
- Sales in excess of \$12.2 billion
- Employing 111,000 employees in 17 countries on 5 continents
- 12.5% of global aluminium production
- 16% of world alumina output

# **CONSOLIDATION BENEFITS**



- Control over timing of production growth
- Synergy in production and sales pipeline
- Economy of scale (cost reduction)
- Strengthening the company's competitive advantages
- Integration of technologies and know how
- Access to the world resources of high quality bauxites
- Expansion of sales markets

# WHAT IT MEANS FOR RUSAL IN THE MARKET



- Build greater confidence in long-term viability of Russian supply.
  - with leadership comes responsibility
- No change to overall strategy.
  - value added focus
  - target end user customers
- Plans to broaden global market presence
  - build on success of Rusal America, Japan, etc.
- Optimise cast house product / mix allocation customer
  - logistics opportunities

# WHAT IT WILL MEAN FOR THE MARKET / COMPETITION



No change in pricing / premium structures

- Big, but not that big!

There will be a competitive response

- Chalco activity

- 'Majors' response in Middle East/Africa/Iceland etc.

- Aditya Birla (Hindalco) - investing outside of India

- Steel consolidation will keep pressure on aluminium

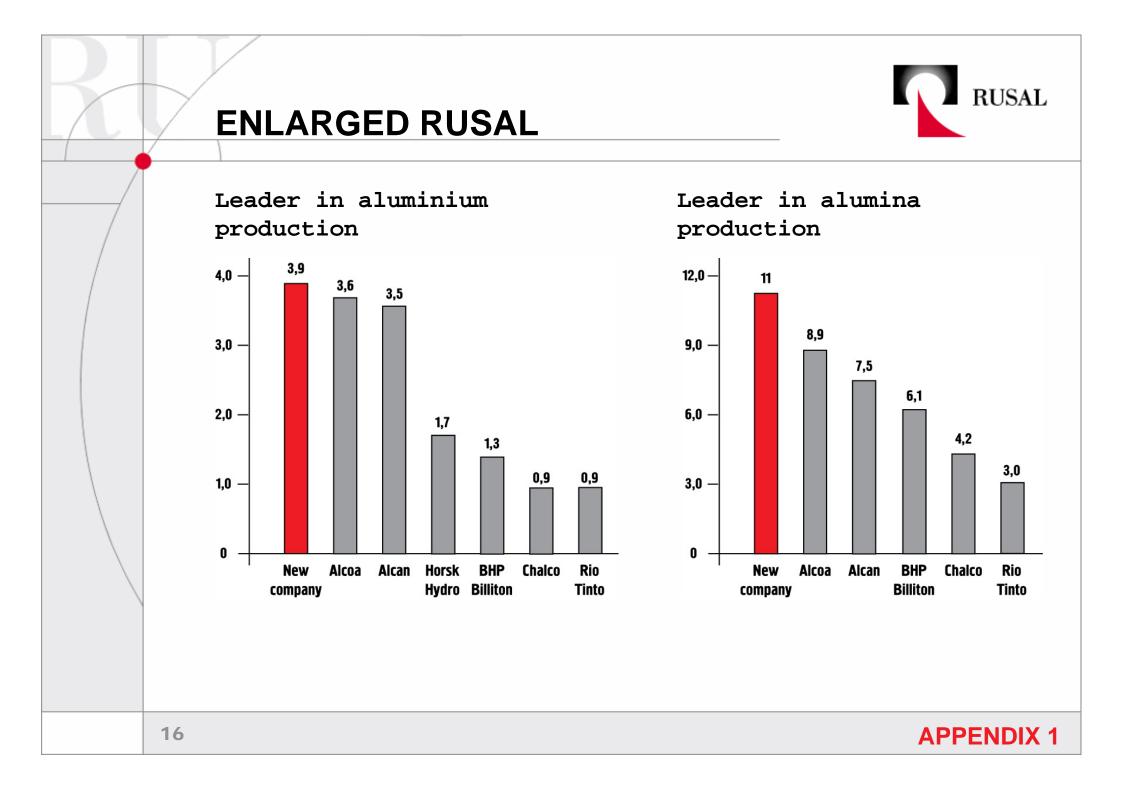
May lead to further diversification

- Attractive to investor community

## THE FUTURE



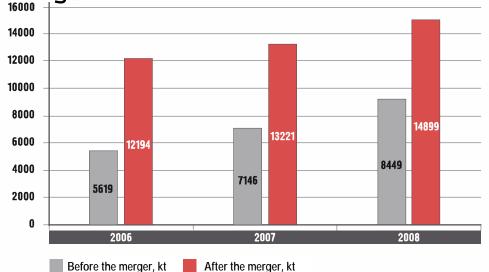
- Increasing share of international aluminium production through vertical integration
- Driving higher-value products to customers
- Maintaining cost-competitiveness
- Reinforcing sustainable development
- Further acquisitions to complement and diversify the business



### ACCESS TO WORLD BAUXITE RESOURCES



Supply of bauxites before and after the merger



• There is a lack of high-grade bauxite deposits in Russia

• The merger provides access to the following world sources of high-grade bauxites:

- Jamaica
- Guyana
- Guinea

17



## **PROVISION WITH ALUMINA**



#### Access to world processing capacities:

Access to new alumina production capacities, unavailable in Russia

#### Efficiency:

Improvement of logistic chains and absence of a dependence on price fluctuations

#### Provision with raw materials:

Full provision of the company with raw materials. Positive alumina balance give a chance to build new aluminium smelters in Russia and intensify the influence in world markets.

#### New technologies:

The United Company, after integration of Glencore's assets, receives access to new advanced technologies : for example, the Aughinish Refinery (Ireland) is one of the most efficient alumina refineries worldwide.



## IMPACT ON THE ALUMINIUM MARKET



- Emergence of the new global leader in aluminium from Russia
- Possibility for full load of Russian aluminium smelters and increase of production volumes through selfsufficiency in raw materials
- Presence in key sales markets
- Increase of aluminium supply as a result of expanded production volume
- Increase of reliability and flexibility of aluminium supplies
- Integration of technology resources for production of new kinds of products
- Creation of conditions for diversification and development of high value-added processing technologies

# **CONTACT INFORMATION**



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