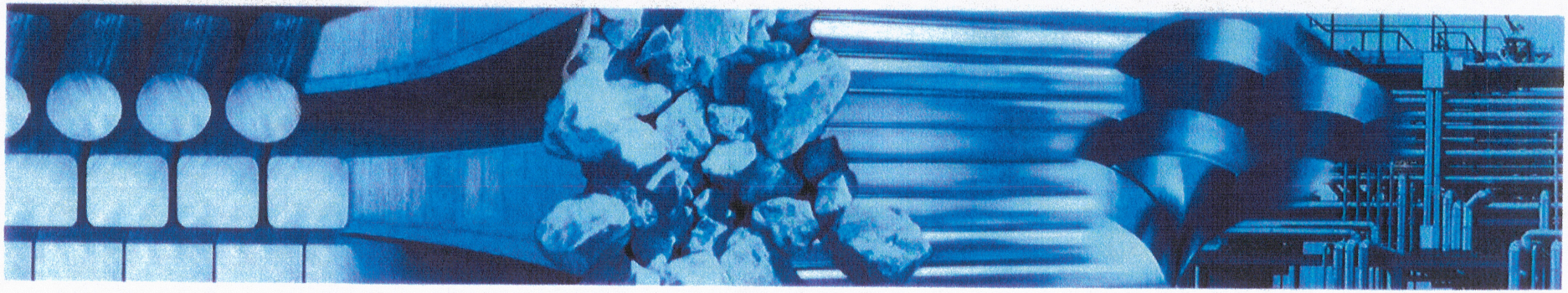
RHI AG

World Market Leader in Refractories Technology



www.rhi-ag.com

RHI

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Submitted by
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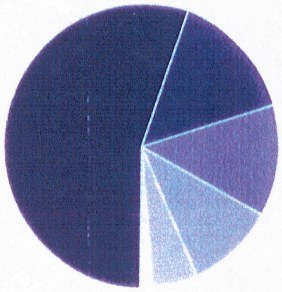
RHI

Global partner in more than 180 countries

Customer Industries

RHI Group – Revenues Q1 - Q3/2009
by customer industry



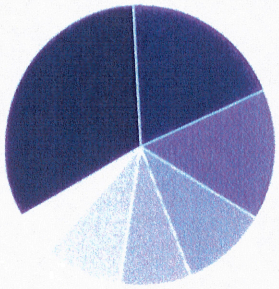
- 55% Steel
- 15% Cement/Lime
- 13% Glass
- 10% Nonferrous metals
- 5% Environment, Energy, Chemicals
- 2% Raw materials

Corporate Actions

- Steel Division lost dominance of group due to weak 1st half 2009 revenues (2008: 60%)
- Gaining of market share in FLS-business
- Compared to Steel Division the crises effected Industrial Division delayed and somewhat lower

Global Market Coverage

RHI Group – Revenues Q1 - Q3/2009
by region



- 32% Western Europe
- 20% North America (incl. Mexico)
- 15% Asia/Pacific
- 10% Africa
- 9% Eastern Europe
- 9% Near/Middle East
- 5% South America

Corporate Actions

- New plants in China, India, South Africa and USA improve global market presence & cost structure
- Increased presence in South America lead to higher market share
- New raw material JV in China and capacity expansion in Turkey (2009) strengthens backward integration

RHI

Strategic Approaches

Existing Capital Structure: RHI maintains its strong market position
by improving portfolio, regional footprint and raw material access

Steel Division

- Shift from products to solutions (FLS, ISO and functional products)
- Transfer commodity production to China and re-import (USA, Europe)
- Expansion in South America
- Small acquisitions

Industrial Division

- Maintain the strong market position
- Capacity expansion in China for export and gaining domestic market share
- Grow the Business Unit Environment, Energy, Chemicals
- Small acquisitions

Raw Material Division

- Further backward integration (small acquisitions and JVs)
- Positioning as merchant player in the refractory market and outside
- Enter new markets and products
- Capture reclaim position