

# DRI and HBI



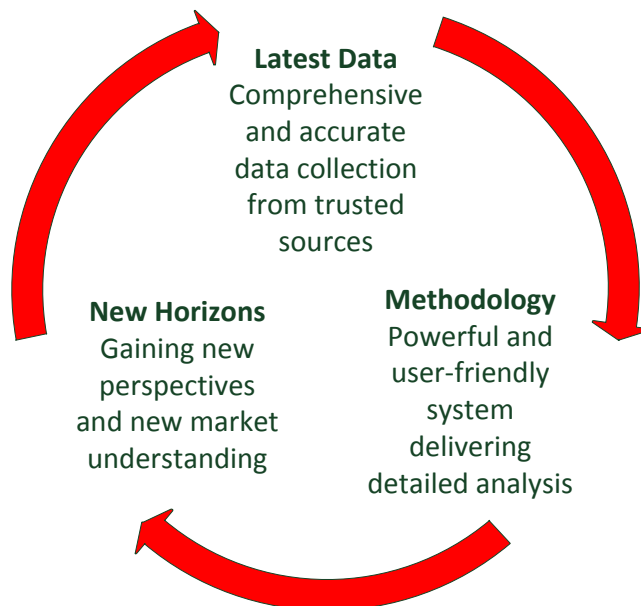


We are one of the founding global research and advisory firms in the world of energy, resources and metals. For 40 years we have offered unparalleled expertise of service to clients in market analysis and strategic insights on the global resources industry.

The heart of AME is based upon the talents and rich experience of our diverse group of engineers, economists, market experts, scientists, accountants and software developers.

## AME’s Comparative Advantage

- Underlying Data Integrity** Our data quality is the independent variable – the first building block of our work. We are scrupulous and rigorous in capturing accurate knowledge by undertaking site visits, attending industry conferences and meeting company management.
- Transparency** We offer an integrated, linked and holistic picture of supply and demand. It is compiled from sites up to company, country, regional and global level to the end users, countries and usage based demand.
- Comprehensiveness** We have specialist teams around the world covering the entire industry in Base Metals, Gold; Steel & Raw Materials and Power & Environment.
- Independence** Our supply side perspective offers detailed material flow analysis from the mine gate through to end-consumers, including all the interlinked beneficiation and transport stages.
- Asian expertise** Our history and success in the broader global environment is now complemented by our focus on the Asian region. We have cultivated extensive networks through which we offer clients a rare access and insight into the Asian countries and in particular China – the engine of economic growth.



## Quarterly Cost Analysis & Production Databases

Our work rests upon our data integrity which is conducted through disciplined quarterly examinations of company, country and industry research and data. This provides a basic launch pad for our insights and is supplemented by detailed analysis of flow sheets, exhaustive company research, mine visits and technical contact with individual operations.

Our DRI/HBI Cost Report covers operational data over a 20-year time span, representing more than 92% of world output in 18 countries including most of the major mines and mining regions around the world. Cost estimates, covering the production process from raw materials consumption of DR pellets to DRI/HBI are provided.

All major operations are assessed annually for profitability and to identify opportunities.

We offer:

**Long Term Insight**

Comprehensive data and forecasts for production and financial performance over a 20-year time span.

**Detailed Analysis**

Detailed cost breakdowns by project, company and country such as process technology, production, labour, energy usage, royalties and transport costs

**Flexibility & Customisation**

Customised analysis and solutions through AME Direct, enabling you to tailor global cost curves for your specific requirements or scenario analysis. You can:

- Change operating cost, energy cost and off-site assumptions.
- Alter exchange rates and freight rates.
- Introduce new operations or projects or alter cost assumptions





## AME's data and research delivery system: AME Direct

**AME Direct** is a user-friendly and portable system delivering our research and analysis via PDFs, database analytics and news empowering rapid decision-making. **AME Direct** offers:

**Leading Delivery Platform** AME Direct was developed in-house by our experienced team of software engineers. This affords our clients enormous analytical flexibility.

**Interaction** The **Cost Modeller** software enables you to manipulate our costing assumptions and forecasts and instantly observe the results.

**Timeliness** Our analysis, data and system platforms are updated daily to incorporate the latest reported data releases.

**Analytical and Technical Support** **AME Direct** is managed and supported by professional multilingual colleagues based around the globe, meaning our assistance is always effective and prompt.

**Everything is Flexible** You are encouraged to customise and tailor your assumptions and information requirements to run scenario and sensitivity analysis and model different market conditions. These stored results can be updated and exported to excel worksheets.

**Integration** All our databases are fully integrated allowing effortless company, country and regional comparison as well as the ability to transform and export anything and everything.



## AME Data Logistics and Methodology

The methodology employed by AME for conducting analysis is rigorous and methodical. Our data capture is extensive and without equal.

### Data Capture

Through our sophisticated proprietary internal databases we compile information from a vast array of sources including:

- Site visits
- Management contact
- Quarterly and Annual Reports
- Technical papers
- Flow charts
- Consulting assignments
- Technical Journals
- Company briefings and presentations
- Industry Associations
- Port Authorities
- Government statistical agencies and bodies
- Specialist data providers
- Economic Agencies such as the World Bank, IMF, OECD
- Professional Associations such as CIM, IMM, AusIMM, SME
- Trade Agencies
- Consulting services
- Conferences
- AME professional knowledge and databases
- Economic Research Journals
- Exchange announcements



### Reconciliation

This information is then painstakingly assessed and reconciled. We verify all information against audited company data on a site, divisional and company basis.

### Benchmarking and Analysis

AME benchmarks the data to enable suitable "like-for-like" comparative analysis ensuring compatibility and a common standard of data.

This whole data check is then compiled and aggregated from site level up and reconciled against company, government and industry agency data.



## Advisory & Consulting Services

**AME Advisory** offers you the ability to commission reports on most aspects of the resources industry. Specifically we offer:

- Market assessments for debt information memorandums and feasibility studies.
- Project audits and reviews involving both technical and market reports.
- Analysis of end-use markets for specific commodities.
- Cost benchmarking analysis for mines, smelters and refineries.
- Advice and independent assessments on trade sales or public equity issues.

### Enquiry Form

For product information please tick box(es) and return via fax or email

	Cost Reports & Cost Database	Production Database	Strategic Market Services	Monthly Outlook Series
<b>Steel &amp; Raw Materials Division</b>				
Thermal Coal				
Metallurgical Coal				
Steel & Steel Products				
Iron Ore Mining				
Iron Ore Pellets			/	/
DRI/HBI			/	/
Manganese	/	/		/
<b>Base Metals Division</b>				
Alumina				/
Aluminium				
Nickel				
Lead & Zinc				
Copper Mining				
Copper Smelting & Refining			/	/
Gold				/

Please contact our Sales & Marketing staff for further assistance regarding our analysis.

Name: _____	
Position: _____	
Company: _____	
Address: _____	
E-mail: _____ Telephone: _____	
Fax: _____ Signature: _____	
Please send me information on: _____	
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