



Iron Ore

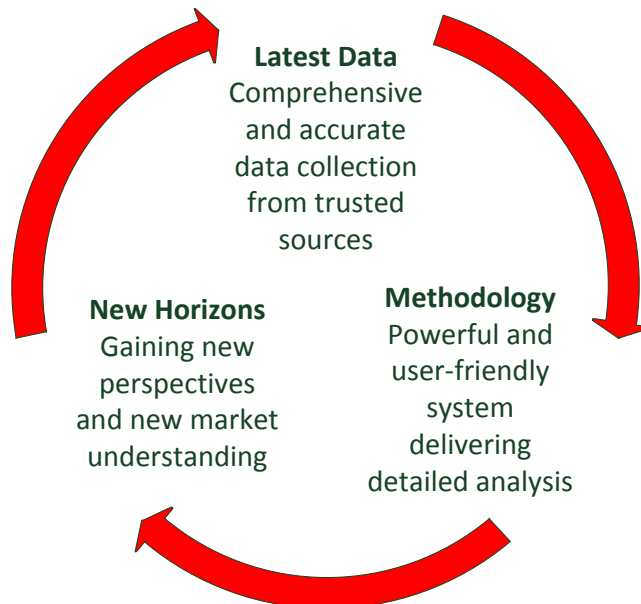


We are one of the founding global research and advisory firms in the world of energy, resources and metals. For 40 years we have offered unparalleled expertise of service to clients in market analysis and strategic insights on the global resources industry.

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 Iron Ore Mine Cost Report covers operational data over a 20-year time span, representing more than 98% of world output in 23 countries, including most of the major mines and mining regions around the world. Cost estimates, covering the production process from raw materials consumption to either concentrate or delivered ore are provided.

All major operations are assessed quarterly 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



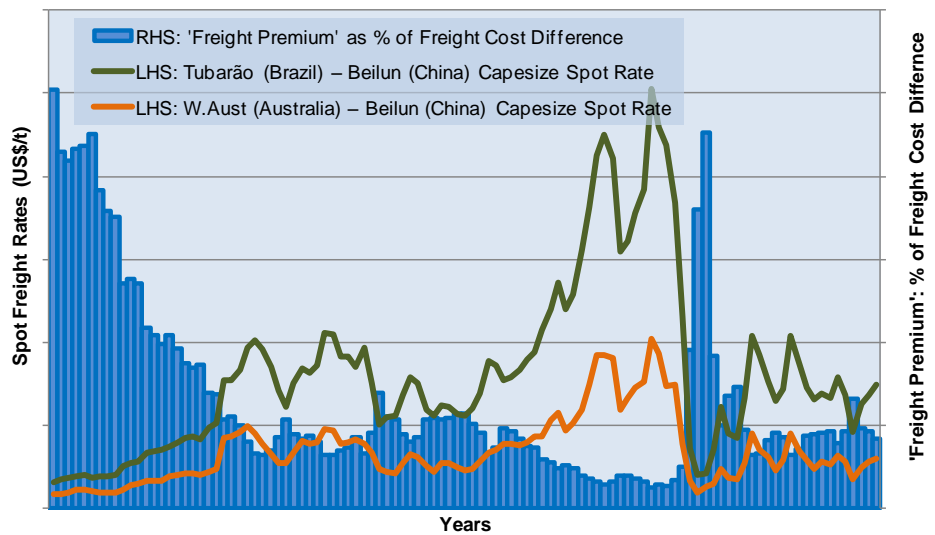


Quarterly Strategic Market Reports

The near term outlook for iron ore remains positive despite the recent softening in China’s steel demand. Global iron ore demand will continue to be robust in the short-to-medium term and although production is ramping up, export restrictions in India and project delays are likely to see supply remain tight. Our quarterly Strategic Market Report offers revised detailed long-term strategic supply and demand analysis over a 15 year horizon based upon exhaustive site-by-site data which examines and identifies the dynamic trends of the market.

With four decades of experience, AME appreciates the old adage “the devil is in the detail” is a fundamental truth. To this end, we concentrate our investigation on end-users, particularly the construction, transport, equipment and consumer durable sectors from a global to an individual country perspective.

Australian and Brazilian Freight and Cost differentials to China



We offer:

Fundamental Analysis

An innate understanding of raw material flow which supports our project-by-project costing analysis. Our analysis comprehensively covers the entire global supply chain and we provide an aggregated analysis of demand, supply, inventories and prices.

Consistency

Integrated and transparent demand analysis through detailed end-use analysis, (transport, construction, consumer-durable sectors) as part of a coherent macro-economic demand view

Service

Support from our analytical teams.



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.



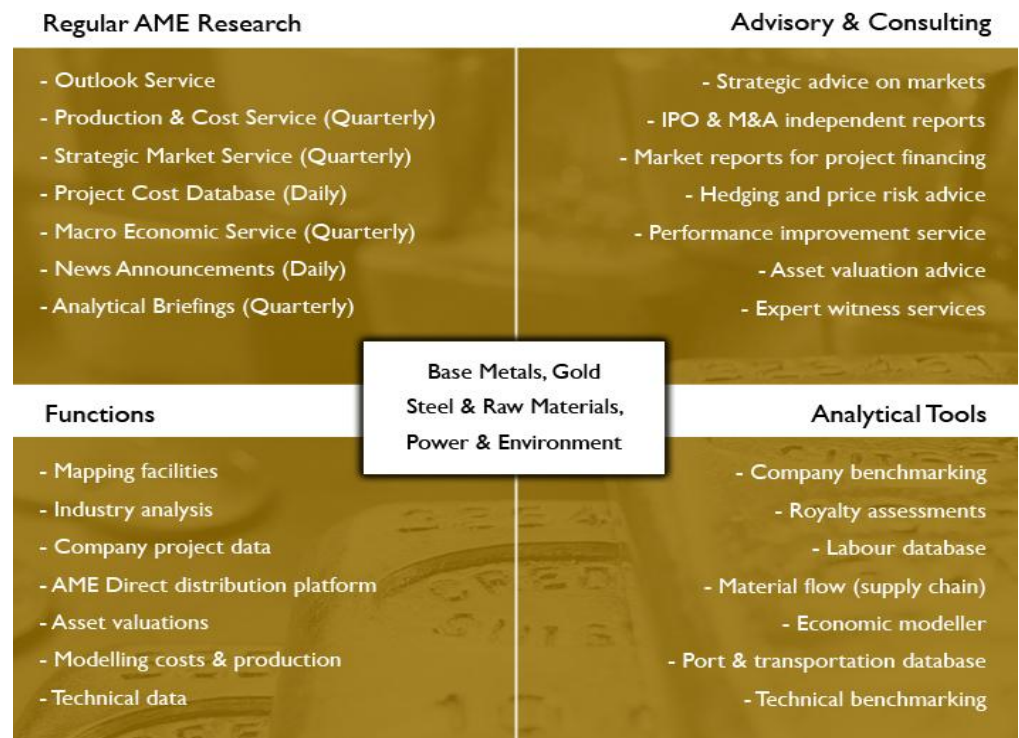
Iron Ore Outlooks

Our monthly Outlook provides short-term analysis on developments, operations, consumption, production and trade and export in the Iron Ore industry.

We offer:

- A tactical, topical and thought-provoking perspective on the market as it stands now.
- Detailed supply/demand research offering company and country breakdowns.
- Forecast and analysis on near-term prices and the short term drivers of what is currently moving the market and how to profit from it.
- Real insight on major activities and important news that is changing patterns in demand, supply and industry structure.
- Support from our analytical teams.
- Access to current and recent archived issues via AME Direct.

The AME spectrum of capabilities and services





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
Steel & Raw Materials Division				
Thermal Coal				
Metallurgical Coal				
Steel & Steel Products				
Iron Ore Mining				
Iron Ore Pellets			/	/
DRI/HBI			/	/
Manganese	/	/		/
Base Metals Division				
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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