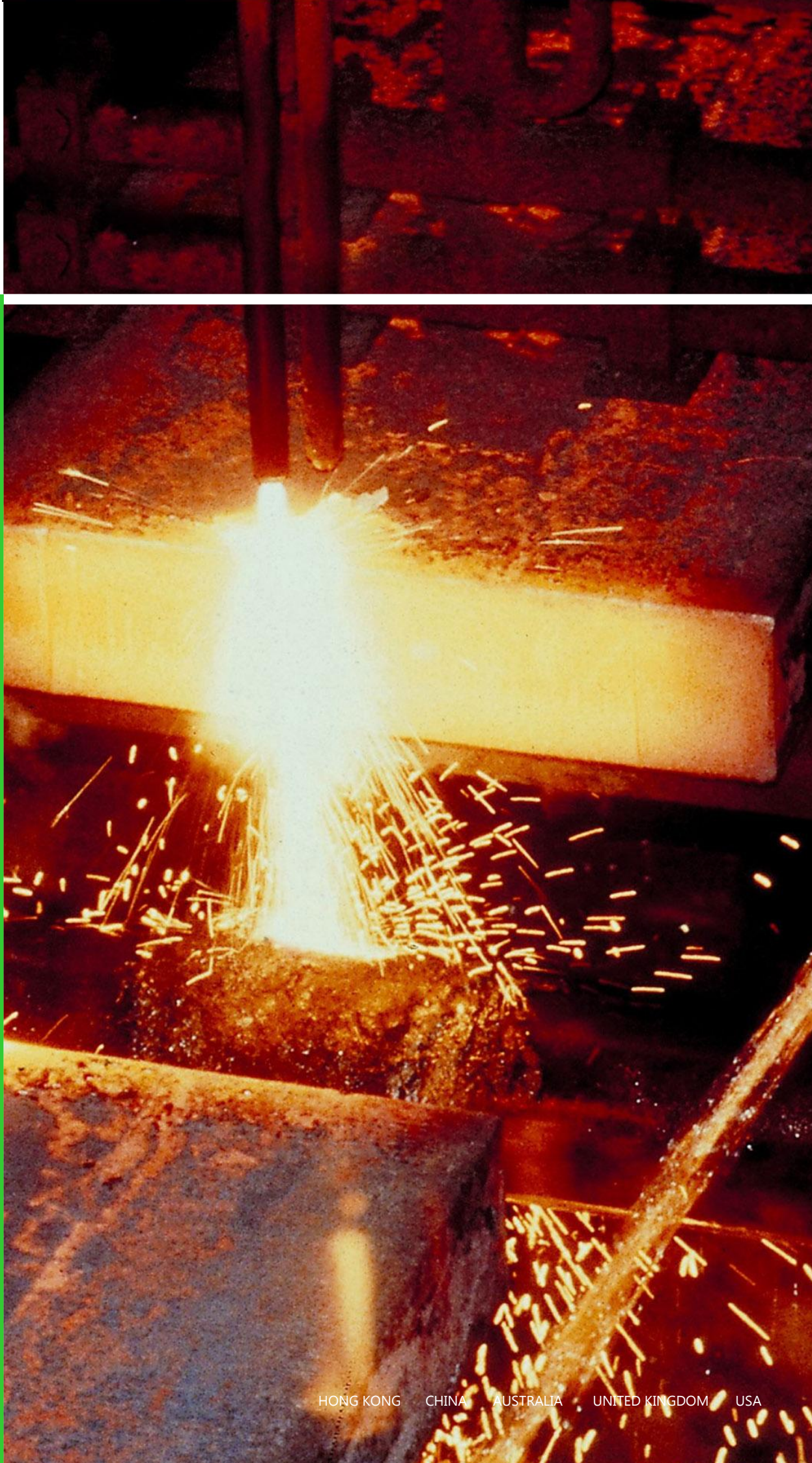


Steel



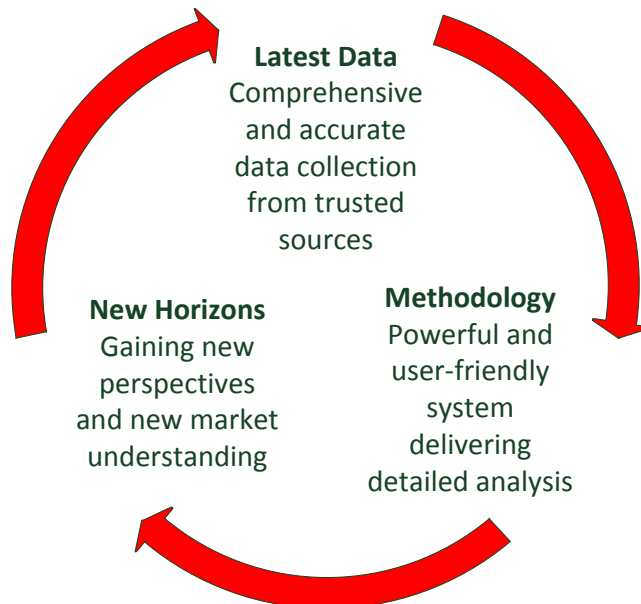


We are one of the founding global research and advisory firms in the world of energy, resources and metals. For 40 years we have offered unparalleled expertise of service to clients in market analysis and strategic insights on the global resources industry.

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 Cost Report covers operational data over a 20-year time span, covering more than 300 steel mills in over 40 countries, including all of the major facilities around the world. Cost estimates, covering the production process from input cost to finished steel products are provided.

All major operations are assessed and updated quarterly for profitability and to identify opportunities within the market.

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



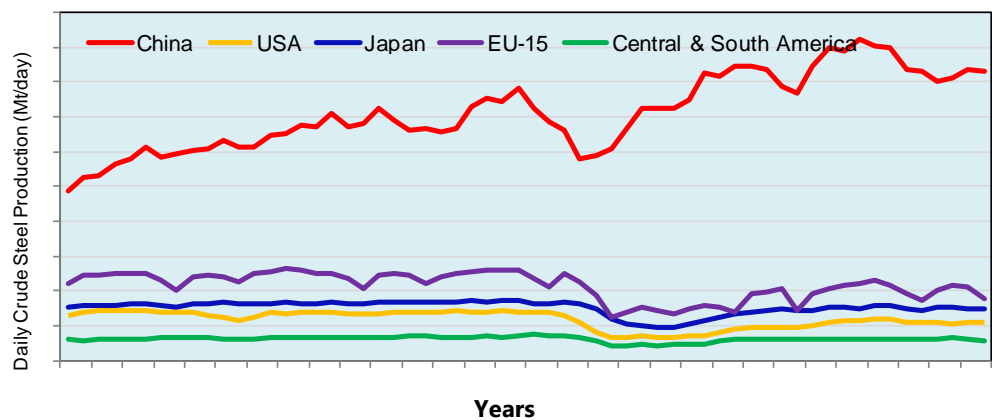


Quarterly Strategic Market Reports

Following a difficult period stemming from the financial crisis, the global steel industry has shown gradual signs of recovery over the last 18-24 months. Although economic and financial instability has provided subdued steel production growth in developed steel producing nations in Europe and North America, continued strong growth in developing countries such as China and India have been the main drivers of world steel demand and production.

Our quarterly Strategic Market Report offers revised detailed long-term strategic supply and demand analysis over a 20 year horizon based upon exhaustive site-by-site data which examines and identifies the dynamic trends of the market

Daily Crude Steel Production Rates – Selected Regions



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.



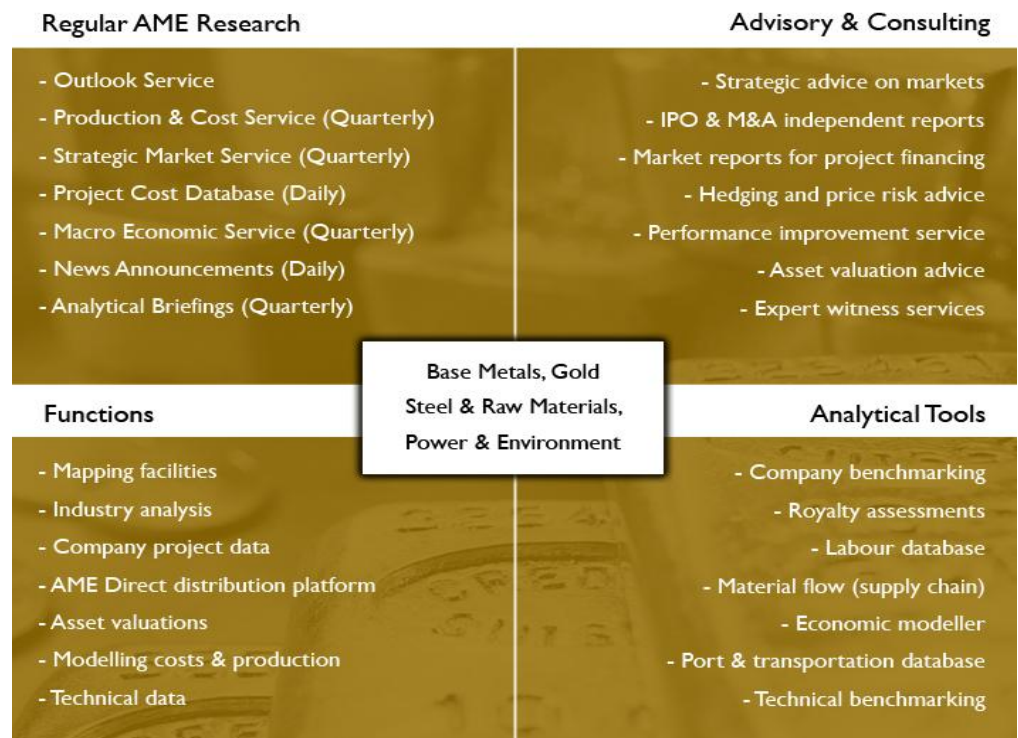
Steel Outlooks

Our monthly Outlook provides short-term analysis on developments, operations, consumption, production and trade and export in the Steel 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



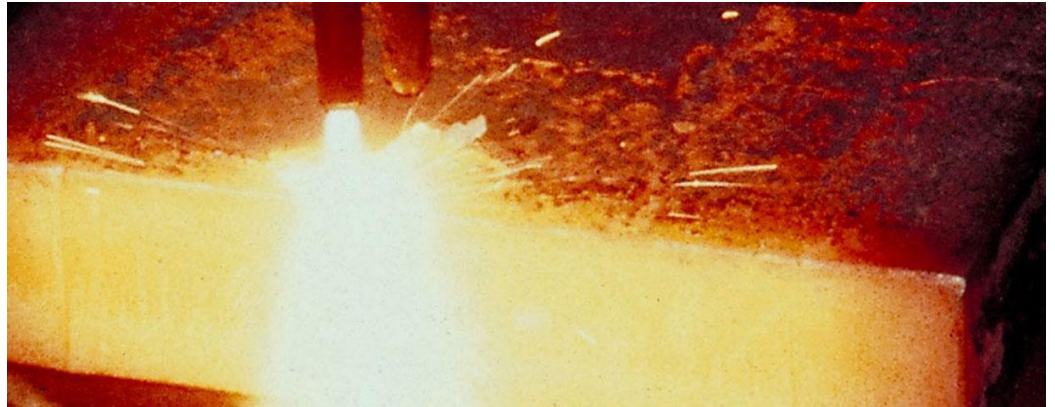
AME Data Logistics and Methodology

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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