

**RUUKKI** | GROUP

## Introducing Ruukki Group



## Leveraging Competitive Advantages for Growth

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**Ruukki** is an integrated mining and minerals producer supplying specialist products to the expanding steel and stainless steel industries leveraging off its technological advantages, to fuel sustainable growth.



## Team with Prove Track Record

<b>Shares in issue</b>	<b>248,207,000</b>
LSE	RKKI
52wk high	177.00p
52wk low	157.50p
Brokers	Investec / RBC
OMX Helsinki	RUG1V
52wk high	€2.68
52wk low	€1.00
Year End	31 December

Name	Experience
Dr Jelena Manojlovic (Chairman)	Established university lecturer, +35 yrs experience human resources & public sector management
Dr Chris Pointon (Deputy Chairman)	+40 yrs industry experience, including Shell, Gencor, Billiton & BHP Billiton
Dr Danko Koncar (Acting MD)	+40yrs business experience, including +20 yrs in ferrochrome, ex-owner of Samancor
Philip Baum (NED)	Former senior executive at Anglo American for +30 yrs, including CEO of Ferrous Metals
Paul Everard (NED)	+40 yrs in natural resources industry, including +25 yrs as in senior management at Shell, Billiton & BHP Billiton
Barry Rourke (NED)	Former audit partner at PWC for 17 yrs, extensive international experience, holds a number of NED positions
Markku Kankaala (NED)	Former Ruukki CEO, entrepreneur in wood products industry

## Succesful Transition into a Chrome Focused Miner

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### 2008

- Kermas became largest shareholder in Ruukki Group
- Entered mining and metals sector by acquiring Speciality Alloy business in Europe

### 2009

- Entered South Africa by acquiring Alloy processing business

### 2010

- New Board formed and mining and metals focused strategy agreed
- Listed on the LSE
- Completed vertical integration by acquiring Chromex Mining

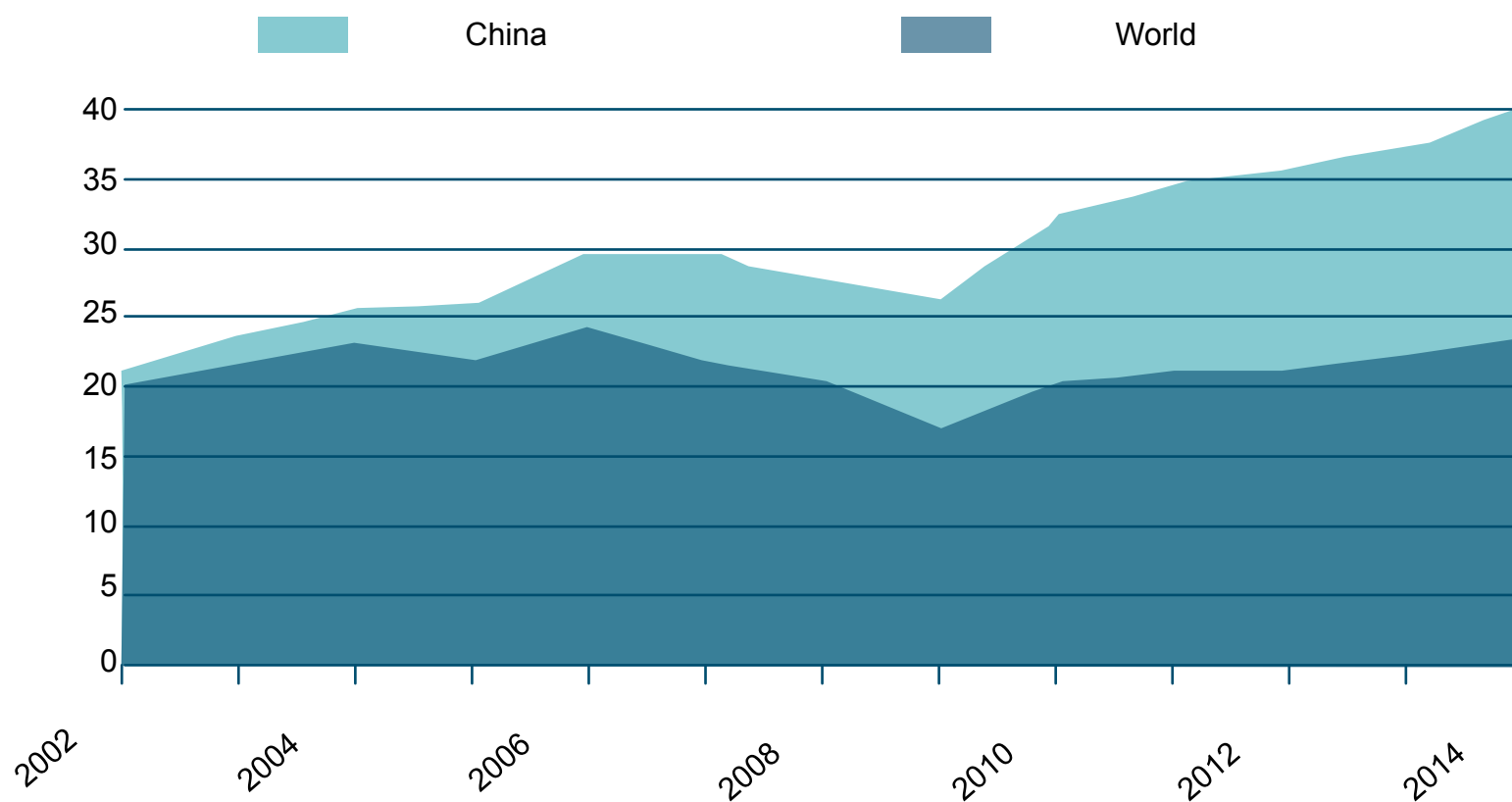
### 2011

- Disposal of wood assets
- Transformation into pure mining & minerals processing business to be completed
- Restructure management team to be completed
- Development and improvement of current operating assets, investments in growth, playing an active role in industry consolidation

## The Chrome Market Offers Long-Term High Growth

Stainless steel output, m tonnes,  
CRU August 2010

**Demand**

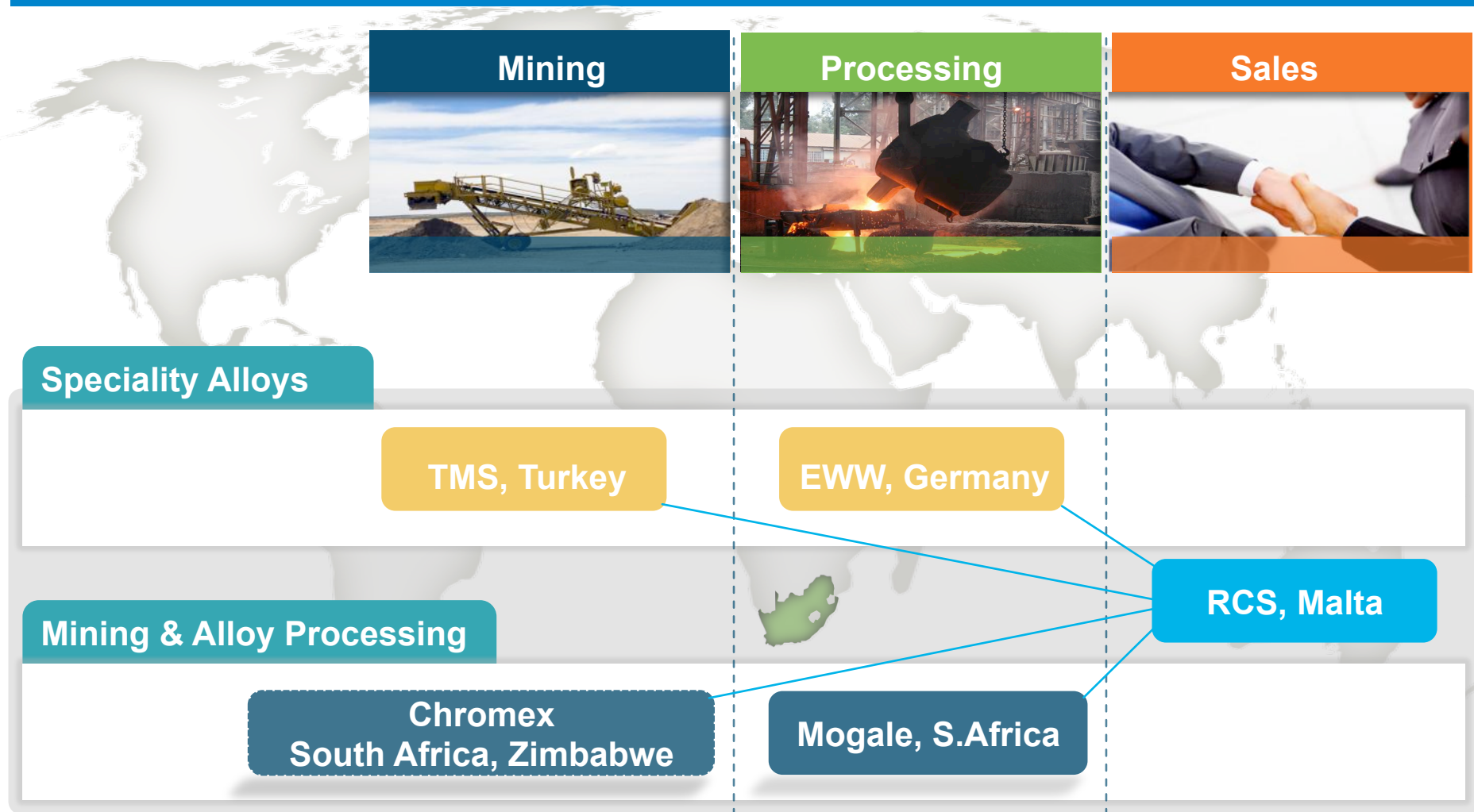


## Key to Success in Chrome: Exploiting the Volatility

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- Management with proven track record (Samancor)
- Vertical integration
- Low cash cost position
- Preferred products, value in use for customer
- Captive power through ownership of coal and generating facility
- Low cost raw materials
- Technological advantage

# Integrated Mine to Metals Asset Base



## Developing Organic Growth Opportunities

### DC Furnaces

- ✓ Targeting 2 DC furnaces
- ✓ Total production capacity of 280,000 tpa
- ✓ Targeting strategic partnership with with major Asian corporates

### Mecklenberg – Eastern Limb, SA

- ✓ New Order Mining Rights
- ✓ Current resource: 9.1Mt
- ✓ Open pit & underground potential
- ✓ Multi-seams: LG6, LG6a

### Waylox Mine Project – Zimbabwe

- ✓ Alluvial chrome, high grade 13.8%  $\text{Cr}_2\text{O}_3$
- ✓ Open pit mining operation, quick start
- ✓ Low capex, low opex project
- ✓ Will produce high carbon ferrochrome

### Power Plant

- ✓ Targeting coal fired power plant
- ✓ Will provide additional power required for 2 DC furnaces
- ✓ Targeting strategic partnership with major Asian corporates

## Financing the Growth

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- 2010 was a year of restructuring assets and creating a platform for strong growth
  - After completion of Wood disposal cash at hand app. 100 MEUR
- In 2011 strong focus on generating cost efficiencies in our existing operations
  - Global demand for ferroalloys products is expected to be higher in 2011
  - Therefore expect to result in higher prices and improved financial performance
  - Fluctuations of exchange rates between euro, South-African rand, Turkish lira and US dollar can significantly impact our financial performance
- Securing financing for growth through strategic partnerships with leading Asian groups

## 2011: Moving the Strategy Forward

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- In 2011 we will generate significant efficiencies in our existing operations
- We will progress new smelting capacity located at chrome mines
- The combination of DC technology and own power generation will place us in an attractive position on the industry cost curve
- We will actively participate in industry consolidation

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[www.ruukkgroup.fi](http://www.ruukkgroup.fi)