

# Bankhaus Lampe German Conference

Baden-Baden, April 18, 2018

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This presentation contains forward-looking statements which reflect the current views of the management of Klöckner & Co SE with respect to future events. They generally are designated by the words "expect", "assume", "presume", "intend", "estimate", "strive for", "aim for", "plan", "will", "endeavor", "outlook" and comparable expressions and generally contain information that relates to expectations or goals for economic conditions, sales proceeds or other yardsticks for the success of the enterprise. Forward-looking statements are based on currently valid plans, estimates and expectations and are therefore only valid on the day on which they are made. You therefore should consider them with caution. Such statements are subject to numerous risks and factors of uncertainty (e. g. those described in publications) most of which are difficult to assess and which generally are outside of the control of Klöckner & Co SE. The relevant factors include the effects of reasonable strategic and operational initiatives, including the acquisition or disposal of companies or other assets. If these or other risks and factors of uncertainty occur or if the assumptions on which the statements are based turn out to be incorrect, the actual results of Klöckner & Co SE can deviate significantly from those that are expressed or implied in these statements. Klöckner & Co SE cannot give any guarantee that the expectations or goals will be attained. Klöckner & Co SE – notwithstanding existing legal obligations – rejects any responsibility for updating the forward-looking statements through taking into consideration new information or future events or other things.

In addition to the key figures prepared in accordance with IFRS and German-GAAP respectively, Klöckner & Co SE is presenting non-GAAP key figures such as EBITDA, EBIT, Net Working Capital and net financial liabilities that are not a component of the accounting regulations. These key figures are to be viewed as supplementary to, but not as a substitute for data prepared in accordance with IFRS. Non-GAAP key figures are not subject to IFRS or any other generally applicable accounting regulations. In assessing the net assets, financial position and results of operations of Klöckner & Co SE, these supplementary figures should not be used in isolation or as an alternative to the key figures presented in the consolidated financial statements and calculated in accordance with the relevant accounting principles. Other companies may base these concepts upon other definitions. Please refer to the definitions in the annual report.

Rounding differences may occur with respect to percentages and figures.

The English translation of the Annual Report is also available, in case of deviations the German version shall prevail.

Evaluating statements are unified and are presented as follows:

+/- 0-1% constant, stable

+/- >1-5% moderate, slight

+/- >5-10%
measurable, noticeable,
substantial

+/- >10-15% considerable, dynamic, significant

+/- >15% sharp, strong

## Agenda

- 1. Overview
- 2. Update on strategy
- 3. Highlights and financials FY 2017
- 4. Outlook
- 5. Appendix

## 01 | Klöckner & Co SE at a glance





170 LOCATIONS







200,000

PRODUCTS



50 SUPPLIERS



120,000 CUSTOMERS



6.1 million tons

SHIPMENTS FY 2017



**6** ■ **3** € billion

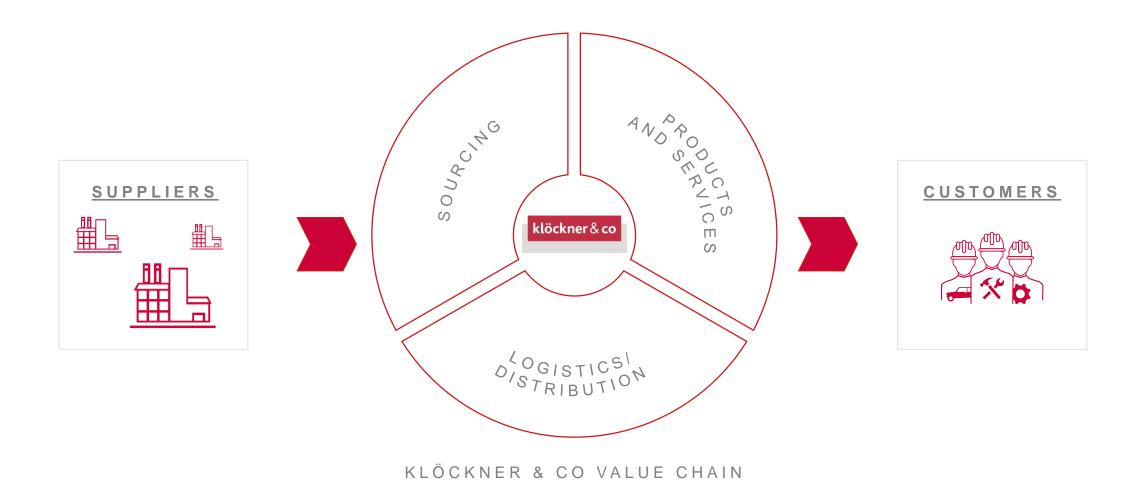
SALES FY 2017



**220** € millio

EBITDA FY 2017

## 01 | Everything from one source

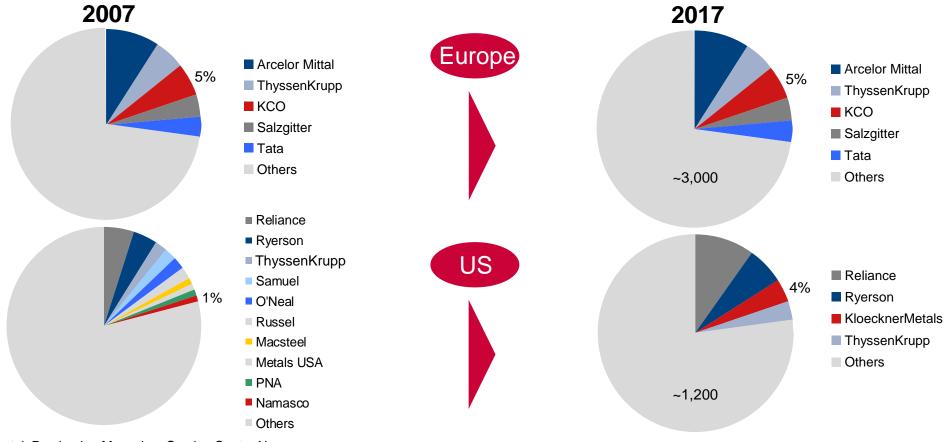


## 01 | Global reach – local presence



## 01 | Market shares of Klöckner & Co

 Position in the US significantly improved whereas market share in Europe remained stable despite heavy restructuring measures



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## 02 | The fundamentals of steel distribution remain challenging

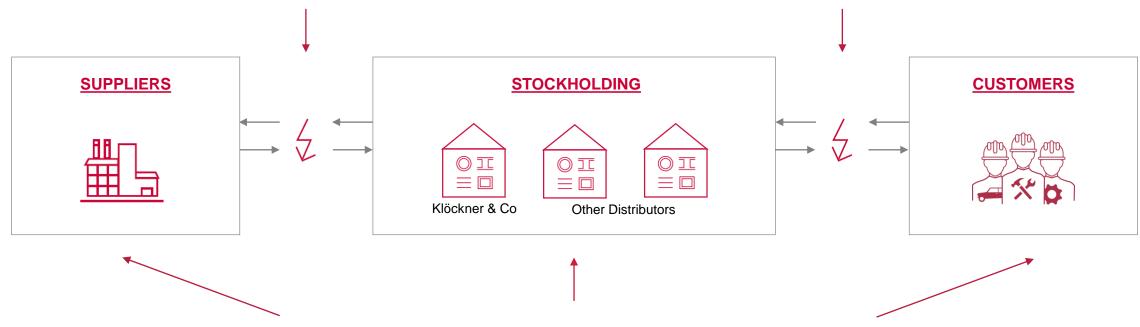
- Low transparency due to non-digitalized value chains
- Fragmented market due to low scale-effects
- Mainly price-driven competition due to low switching-costs

## 02 | Our strategy: "Klöckner & Co 2022"



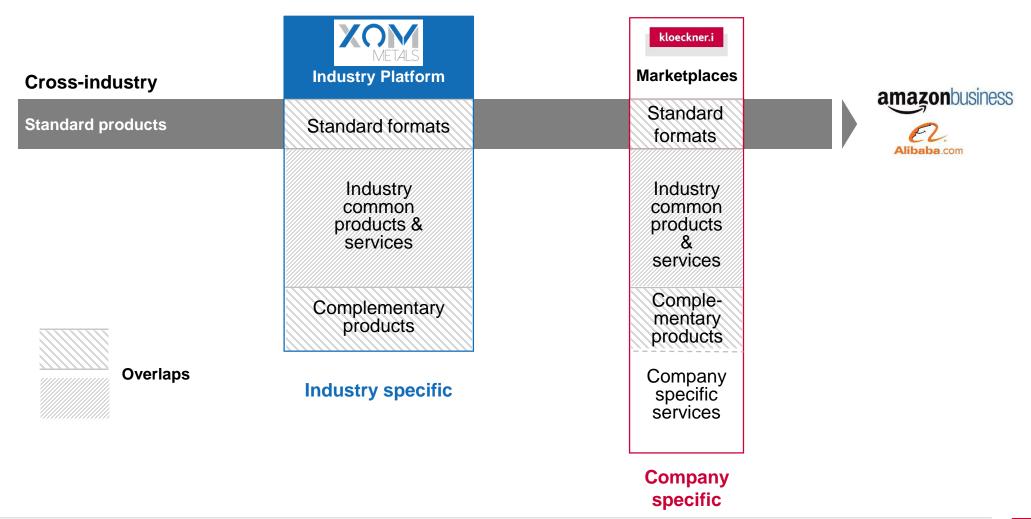
## 02 | Current linear steel supply chain is highly inefficient and intransparent

No effective information and data exchange on available inventory, lead times etc.



Long delivery times, incorrect deliveries and high inventory levels

## 02 | Platforms will shape the future of steel supply



## 02 | Significant progress in enhancing proprietary platforms



**Marketplaces** 

Standard formats

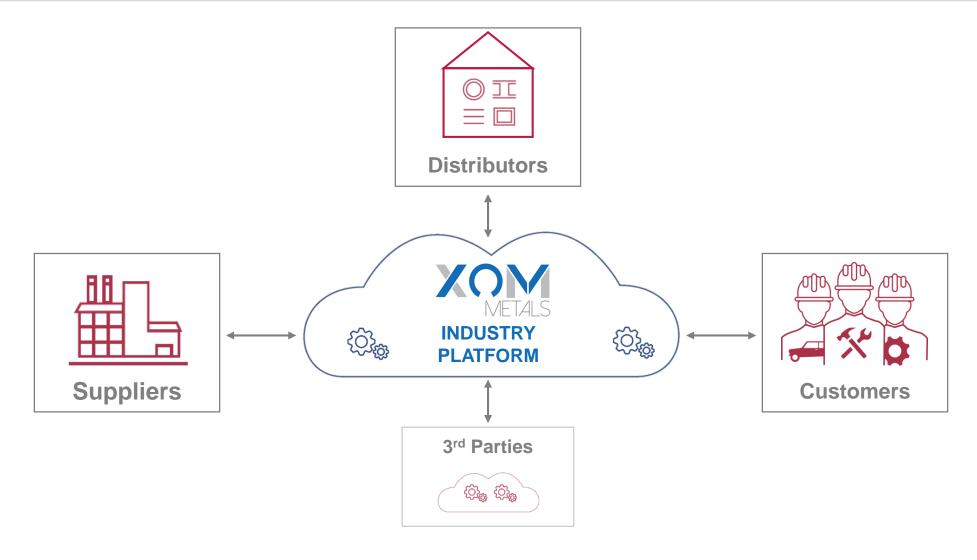
Industry common products & services

Complementary products

Company specific services

- Rollout of online shops in KCO countries concluded
- Transformation of online shops to marketplaces ongoing
- Integration of seven 3<sup>rd</sup> party providers concluded in Germany
- Rollout of marketplace function in other countries completed by year end

## 02 | Vertical platforms will be the dominating factor in our industry

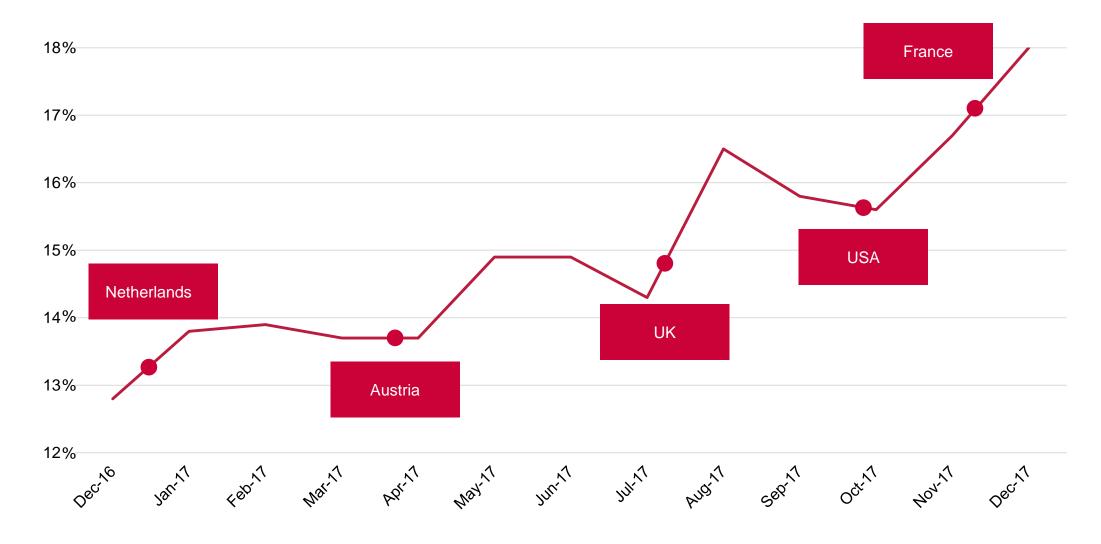


## 02 | Successful launch of open industry platform XOM



- New entity founded and 10 digital experts already hired
- Promising discussions with several US and UK VC investors ongoing
- Successful launch and onboarding of first vendors in Europe concluded
- Onboarding of corresponding participants planned already for this year

## 02 | Strong growth of digital sales fostered by successful roll outs



## 02 | kloeckner.i as driver of the digital transformation



KCO started their digitalization already four years ago with KCI as digital hub in Berlin and invested until mid of 2017 about €25m in KCI



Ca. 80 digital experts in innovation & product, software development, digital marketing & sales and business intelligence & analytics



Application of **innovative startup methods** such as design thinking, lean startup and rapid prototyping enables accelerated implementation



Far enough from Klöckner to act independently, yet close enough to leverage expertise as well as access to customers and suppliers

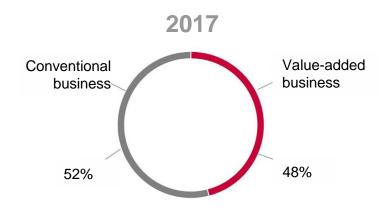


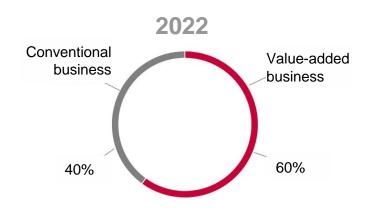






## 02 | Value-added strategy further advanced





- Enlargement of 3D Tube Laser Centers in the UK and Germany
  - 7<sup>th</sup> 3D laser started operation in Dudley/UK in January → meanwhile UK's 2<sup>nd</sup> largest 3D laser center
  - 2<sup>rd</sup> 3D-Laser in Velten/Germany in ramp-up phase
- Trumpf 3D metal printer (powder-bed machine) for additive manufacturing delivered to Velten/Germany in February
- Expansion of aluminum business via Becker Stahl-Service/Germany
  - Aluminum as key growth material for the automotive industry
  - Demand drivers:
    - Strict CO<sub>2</sub> emissions requirements
    - Wheels, motor block, cylinders, gear components already use aluminum
    - Increasing electro mobility

## 02 | Efficiency improvement and way to VC<sup>2</sup>

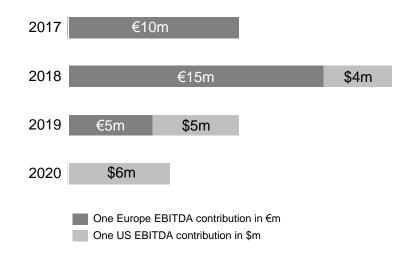
#### **Efficiency improvement**

#### One Europe

 Improvement activities on track: Converging essential activities in Belgium, Germany, France, UK, NL and Austria (espc. procurement and logistics)

#### One US

- Program started in the beginning of this year: Enhancing our US-business by streamlining the organization and improving efficiency
- The three divisions are to be combined in one unit
- Accelerate the implementation of the digitalization strategy and the expansion of the HVAB



VC<sup>2</sup> as holistic approach to speed-up the transformation of the core business – with VAB and efficiency improvement – in order to support the achievement of the KCO 2022 targets

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## 03 | Highlights FY 2017

Best
EBITDA
in 7 years
€220m

Best
EBT
in 9 years
€97m

Best

gross profit

in 9 years

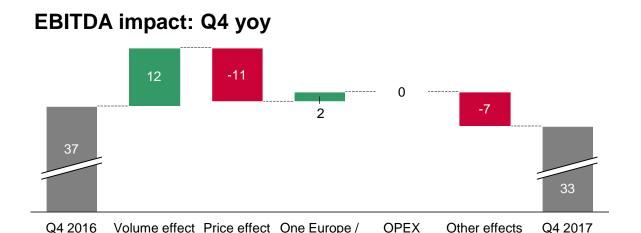
€1,316m

Highest equity ratio since listing in 2006

Lowest **net debt**in **4** years
€330m

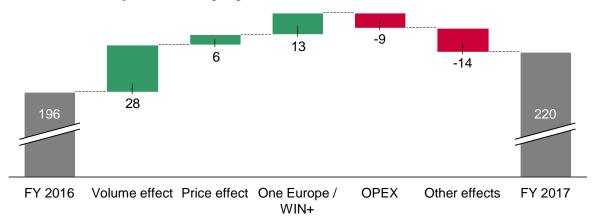
Digital sales reached 18%

## 03 | Significant increase of EBITDA in 2017



WIN+

#### **EBITDA impact: FY yoy**



#### **Comments qoq**

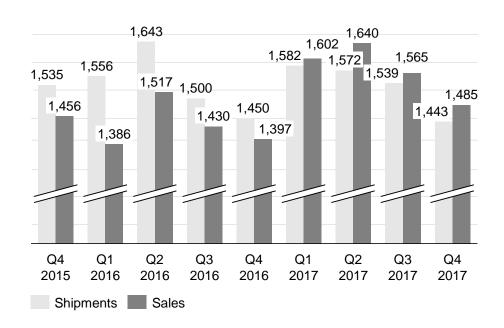
- Positive volume effect mainly due to increasing demand in Europe
- Negative price effect mainly due to margin contraction in Europe
- Other effects contain mainly restructuring effects partly compensated by higher disposal gains

#### **Comments yoy**

- Positive volume effect mainly due to increasing demand in Europe
- Positive price effect in Americas partially offset by margin contraction in Europe
- Other effects contain mainly restructuring effects as well as negative f/x effects

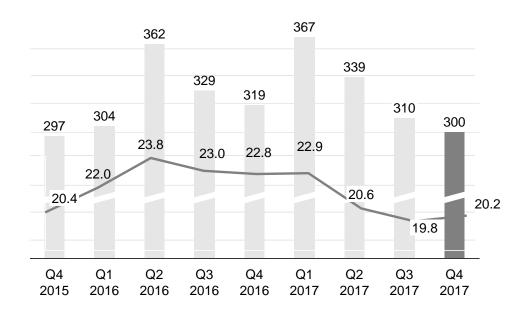
## 03 | Shipments / sales and gross profit

#### Shipments (Tto) / Sales (€m)



- Shipments yoy almost stable despite the sale of Spanish activities, qoq were down due to seasonal pattern
- Sales increased yoy due to higher average sales prices
- Despite weaker f/x qoq sales declined less pronounced than shipments mainly due to higher average sales prices

#### Gross profit\* (€m) / Gross margin\* (%)

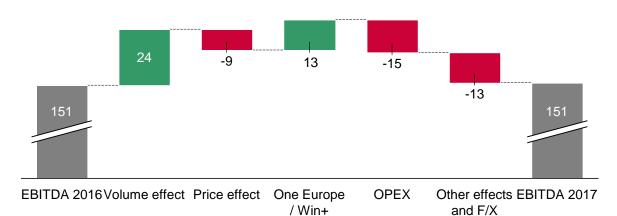


- Gross profit down yoy mainly due to f/x and disposal of Spanish business
- Margin down to 20.2%, 2.6%p below Q4 2016 due to margin squeeze over the year

<sup>\*</sup> Before restructuring cost.

## 03 | Segment performance FY 2017

#### Europe (€m)



#### Americas (€m)

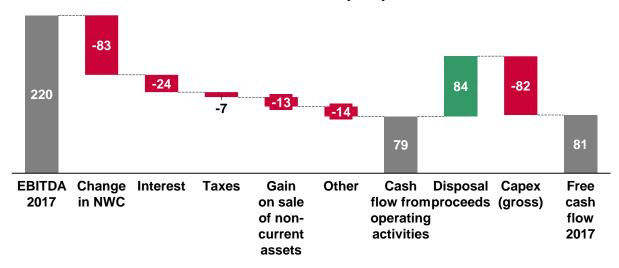


#### Comments

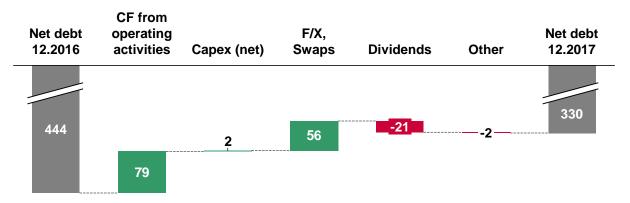
- Volume effect +€23m due to increasing demand
- Price effect -€9m due to margin contraction
- One Europe and KCO WIN+ programs contributed
   €13m to EBITDA improvement
- OPEX up yoy business-driven (mainly shipping and outside storage)
- Other and F/X included lower disposal gains (-€5m)
   and restructuring expenses (-€6m)
- Volume effect of +€4m (net of disposal of Pipe business)
- Price effect +€15m driven by strong economic environment
- OPEX slightly down (-€3m) mainly due to personnel related savings
- F/X effect of -€2m

## 03 | Cash flow and net debt development

#### **Cash flow reconciliation FY2017 (€m)**



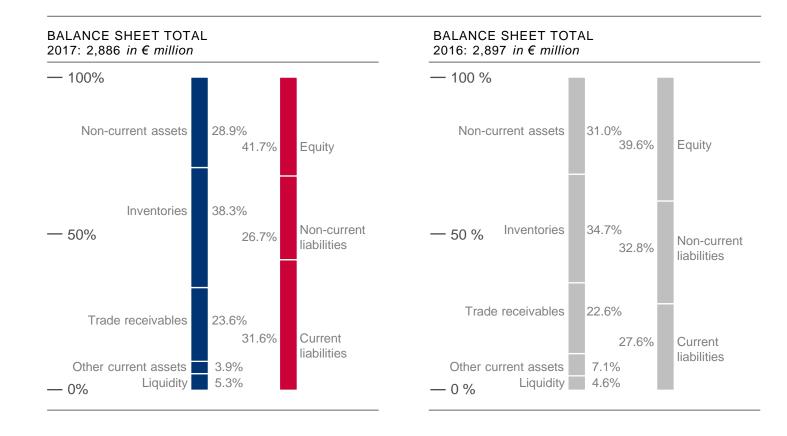
#### Net financial debt 12/2017 vs. 12/2016 (€m)



#### **Comments**

- NWC increased by €83m due to higher average prices
- Gain on sale of non-current assets mainly related to the disposal of property in Switzerland and Contorion
- "Other" included changes in other liabilities, other provisions and especially provisions for pensions
- Cash flow from operating activities €79m
- Free cash flow also positive with €81m
- Disposal proceeds included sale of Spanish operations (€55m), real estate Sennwald (€16m) and share in Contorion (€8m)
- Net financial debt decreased due to positive free cash flow of €81m and also due to f/x (€30m) and settlement of f/x swaps (€26m) used to hedge intercompany financing in US\$ and GBP

## 03 | Strong balance sheet



#### **Comments**

- Equity ratio further healthy at 42%
- Net debt of €330m
- Leverage 1.5x
- Gearing\* at 28%
- NWC almost flat at €1,132m vs €1,120m

<sup>\*</sup> Gearing = Net debt/Equity attributable to shareholders of Klöckner & Co SE less goodwill from business combinations subsequent to May 23, 2013.

#### Maturity profile – well-balanced & diversified funding portfolio 03

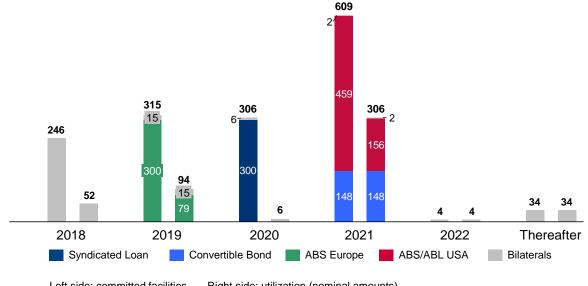
Facility	Committed (€m)	Drawn amount (€m, IFRS*)				
racility	Committed (em)	FY 2017	FY 2016			
Syndicated Loan	300	0	0			
ABS Europe	300	79	115			
ABS/ABL USA	459	157	218			
Convertible 2016 1)	148	135	131			
Bilateral Facilities 2)	307	113	114			
Total Debt	1,514	484	578			
Cash		154	134			
Net Debt		330	444			

<sup>\*</sup>Including interest accrued, excluding deferred transaction costs

- Principal €148m, equity component €18m at issuance (September 8, 2016).
- Including finance lease; drawn bilaterals mainly Switzerland.
- Net debt/Equity attributable to shareholders of Klöckner & Co SE less goodwill from business combinations subsequent to May 23, 2013.



#### Maturity profile of committed facilities & drawn amounts (€m)



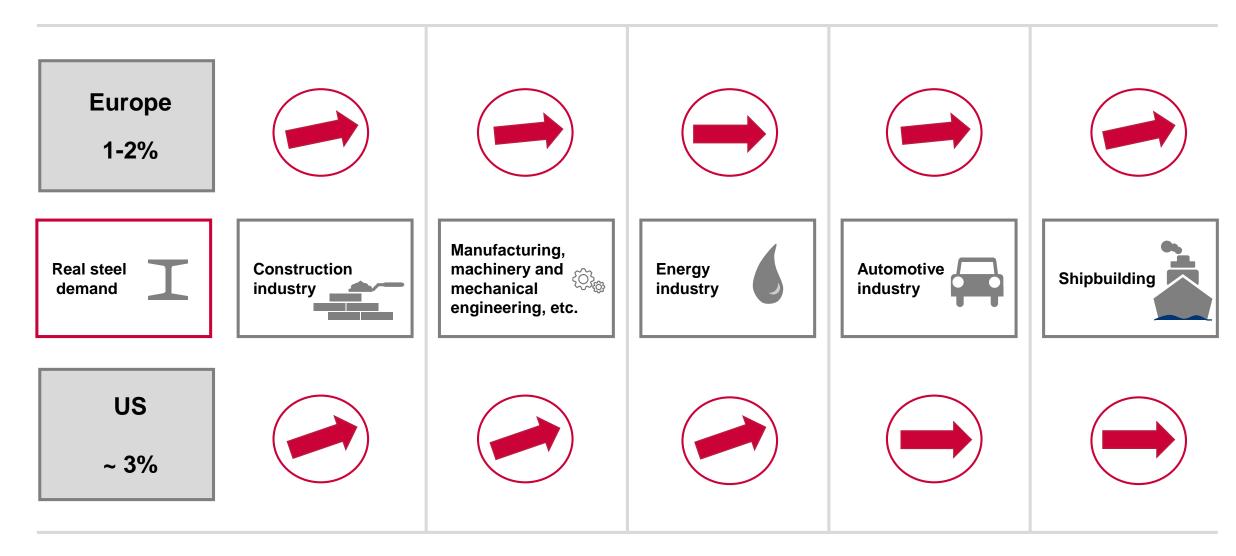
Left side: committed facilities

Right side: utilization (nominal amounts)

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## 04 | Segment specific business outlook 2018



### 04 | Outlook

Q1 2018

Seasonally higher sales anticipated

Operating income (EBITDA) expected to be between €45m and €55m

FY 2018

- Slightly higher sales anticipated due to growing steel demand
- EBITDA at least at the level of the previous year (€220m) expected
- Upside potential for EBITDA in case of further increasing steel prices

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## 05 | Quarterly and FY results

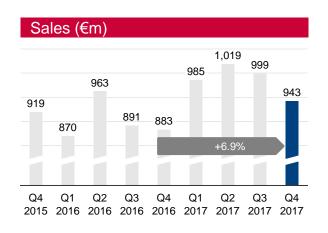
(Cm)	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	FY	FY	FY	FY	FY
(€m)	2017	2017	2017	2017	2016	2016	2016	2016	2015	2015	2015	2015	2017	2016	2015	2014	2013
Shipments (Ttons)	1.443	1.539	1.572	1.582	1.450	1.500	1.643	1.556	1.535	1.636	1.645	1.661	6.135	6.149	6.476	6.598	6.445
Sales	1.485	1.565	1.640	1.602	1.397	1.430	1.517	1.386	1.456	1.597	1.693	1.697	6.292	5.730	6.444	6.504	6.378
Gross profit	300	310	339	367	319	329	362	304	297	311	320	310	1.316	1.315	1.237	1.261	1.188
% margin	20,2	19,8	20,6	22,9	22,8	23,0	23,8	22,0	20,4	19,4	18,9	18,2	20,9	22,9	19,2	19,4	18,6
EBITDA rep.	33	47	63	77	37	71	72	16	2	28	-17	10	220	196	24	191	124
% margin	2,2	3,0	3,9	4,8	2,6	5,0	4,8	1,2	0,2	1,8	-1,0	0,6	3,5	3,4	0,4	2,9	2,0
EBIT	9	25	41	54	-4	48	49	-8	-297	5	-44	-15	130	85	-350	98	-6
Financial result	-9	-8	-8	-8	-10	-8	-7	-8	-12	-12	-13	-12	-33	-33	-49	-59	-73
EBT	1	17	33	46	-14	40	42	-16	-309	-7	-56	-27	97	52	-399	39	-79
Income taxes	29	-4	-9	-10	2	-9	-9	2	45	-2	1	6	5	-14	50	-17	-12
Net income	30	13	24	36	-12	31	33	-14	-263	-9	-55	-22	102	38	-349	22	-90
Minority interests	0	1	1	0	0	0	1	0	-1	0	-1	0	1	1	-2	0	-6
Net income KCO	30	12	23	36	-12	31	32	-14	-263	-9	-54	-21	101	37	-347	22	-85
EPS basic (€)	0,30	0,12	0,23	0,36	-0,13	0,31	0,32	-0,14	-2,63	-0,09	-0,54	-0,22	1,01	0,37	-3,48	0,22	-0,85
EPS diluted (in €)	0,28	0,12	0,22	0,34	-0,13	0,31	0,32	-0,14	-2,63	-0,09	-0,54	-0,22	0,96	0,37	-3,48	0,22	-0,85
Net debt	330	435	486	475	444	438	435	383	385	517	571	650	330	444	385	472	325
NWC	1.132	1.282	1.306	1.296	1.120	1.197	1.168	1.134	1.128	1.369	1.452	1.559	1.132	1.120	1.128	1.321	1.216

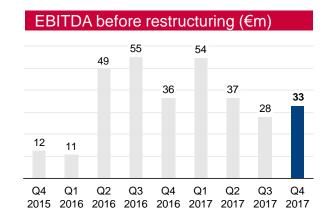
<sup>\*</sup> Restated due to initial application of IFRIC 21.

## 05 | Segment performance

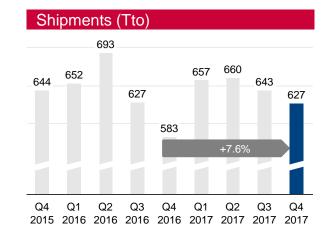
Europe

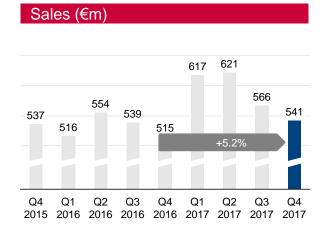
# 950 891 903 873 867 816 -5.9% Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 2015 2016 2016 2016 2016 2017 2017 2017











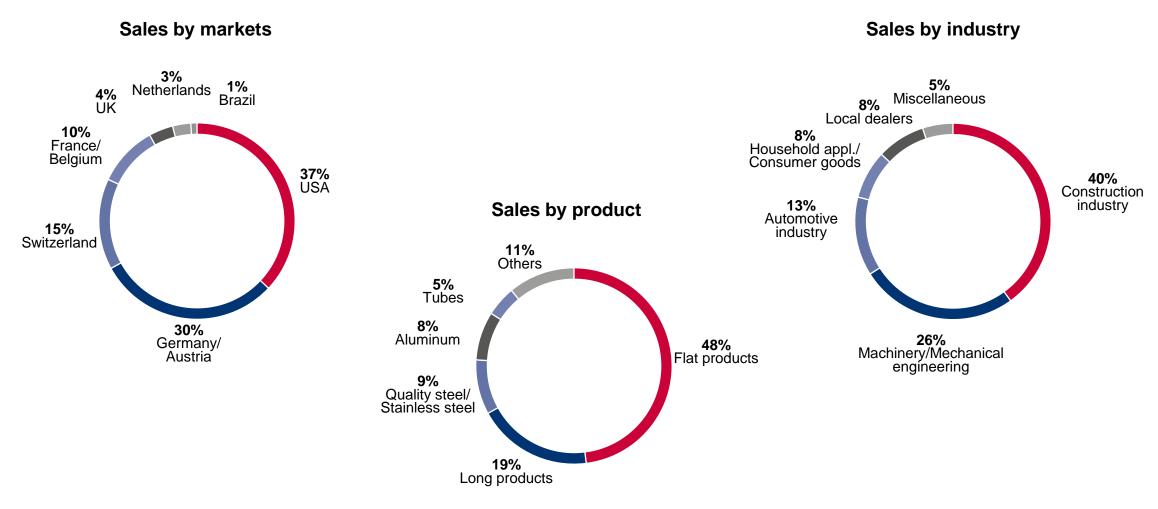
						- J \	- /	
		30			30	32		
			22				19	
								13_
	11			11				
3								
Q4	Q1	Q2	Q3	Q4		Q2	Q3	Q4
2015	2016	2016	2016	2016	2017	2017	2017	2017

EBITDA before restructuring (€m)

Restructuring costs (€m)*	Q4 2015	Q4 2017
Europe	2	
Americas	2	

<sup>\* €4</sup>m are reported in HQ in Q4 2015.

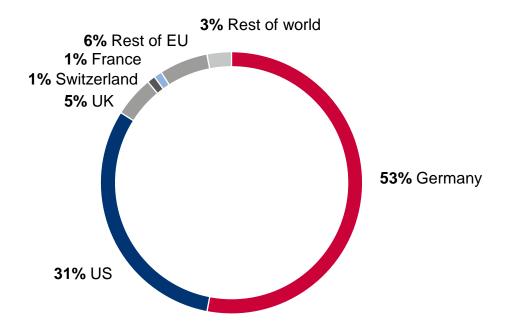
## 05 | Sales by markets, products and industries



As of December 31, 2017.

## 05 | Current shareholder structure

## Geographical breakdown of identified institutional investors



#### **Comments**

- Identified institutional investors account for 72%
- German investors incl. retail dominate
- Top 10 shareholdings represent around 51%
- Retail shareholders represent 21%

As of January 2018.

## 05 | Dividend policy

# Dividend policy

In general, Klöckner & Co SE follows a dividend policy of distributing 30% of net income before special items.

Given the **volatility** of our business model, a sustainable **dividend payment** can not be guaranteed. If there is a **possibility of dividend distribution**, we will do it for the **benefit of our investors**.

- In line with the dividend policy of €0.80 per share for the years 2006 and 2007
- Suspension of the dividend policy for the financial year 2008 in view of the beginning of the euro crisis and no dividend payment
- Due to earnings no dividend payment in 2009
- Inclusion of our general dividend policy in financial year 2010 with a dividend of €0.30 per share
- Due to earnings no dividend payment in 2011, 2012 and 2013
- Full distribution of net profit for the financial year 2014 (€0.20 per share)
- Dividend payment of €0.20 per share in 2016 and €0.30 per share for the 2017\* financial year

DIVIDEND PAYMENT PER SHARE

2006	2007	2008-2009	2010	2011-2013	2014	2015	2016	2017*
€0.80	€0.80		€0.30	-	€0.20	-	€0.20	€0.30

<sup>\*)</sup> Proposal to the Annual General Meeting on May 16, 2018.

# 05 | Current shareholder structure

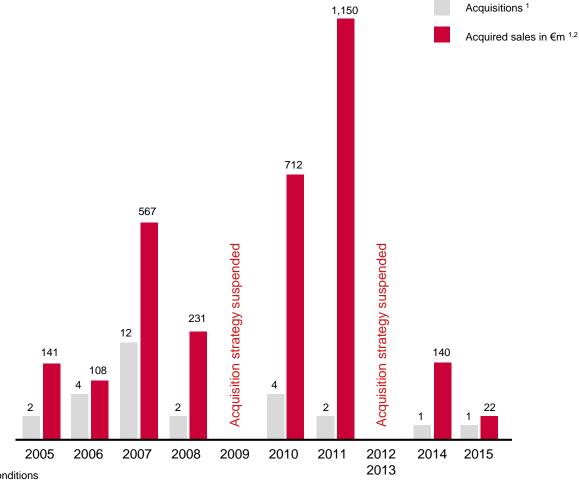
Voting Rights Announcements according to WpHG (Security Trading Act)\*

Date of publication	Subject to compulsory notification	Portion of voting stock
22/08/2017	Federated Global Investment Management Corp.	3.01 %
09/02/2016	Swoctem GmbH / Friedhelm Loh 25.25%	
04/03/2015	Franklin Mutual Series Funds	3.07%
18/03/2014	Franklin Mutual Advisors 5.35%	
02/02/2012	Dimensional Holdings Inc. / 3.06% Dimensional Fund Advisors LP	

<sup>\*)</sup> The table lists all shareholders, whose Klöckner & Co SE voting shares **exceed** one of the notification thresholds under section 21 clause 1 WpHG, based on notification as of Feb. 28, 2017.

# 05 | Strong Growth: 26 acquisitions since the IPO

Country	Acquired 1)	Company	Sales (FY) <sup>2)</sup>
	2015	1 acquisition	€22m
USA	Oct. 2015	American Fabricators	€22m
	2014	1 acquisition	€140m
СН	2 <sup>nd</sup> quarter 2014 <sup>3)</sup>	Riedo	€140m
	2011	2 acquisitions	€1,150m
Brazil	May 2011	Frefer	€150m
USA	April 2011	Macsteel	€1bn
	2010	4 acquisitions	€712m
USA	Dec 2010	Lake Steel	€50m
USA	Sep 2010	Angeles Welding	€30m
GER	Mar 2010	Becker Stahl-Service	€600m
СН	Jan 2010	Bläsi	€32m
	2008	2 acquisitions	€231m
US	Mar 2008	Temtco	€226m
UK	Jan 2008	Multitubes	€5m
	2007	12 acquisitions	€567m
	2006	4 acquisitions	€108m



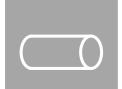
<sup>&</sup>lt;sup>1</sup> Date of announcement <sup>2</sup> Sales in the year prior to acquisitions <sup>3</sup> The transaction is still subject to normal closing conditions but has already been approved, with a different transaction structure, by the Swiss Competition Commission.

# 05 | Overview of the main digital portals and tools



#### **Kloeckner Connect**

Kloeckner Connect is a portal combining all services we provide. Find all the digital solutions at first glance.



### **Contract Portal/ Part Manager**

It supplies information on all current and historical contracts and allows materials to be called-off.



## **Onlineshop/ Marketplace**

Onlineshop makes ordering steel more comfortable than ever – no matter where or when.



#### **Kloeckner Direct**

US customers are granted transparency in terms of stock availability at specific branches. Currently updated to a comprehensive onlineshop.



### **Order Transparency Tool**

This tool grants access to all information concerning the current and historical orders.

#### Benefits for the customer:

- Portal which connects all relevant information on our digital products and services
- ✓ It informs about online tools, interfaces and intl. networks

### Benefits for the customer:

- All Klöckner contracts at a glance
- ✓ View individual material stock
- ✓ Look into future and historical material call-offs

#### Benefits for the customer:

- Abandon time and place bound ordering
- ✓ Instant quotes; easy order, reorder, bulk order
- Lower transaction costs/ lower stock

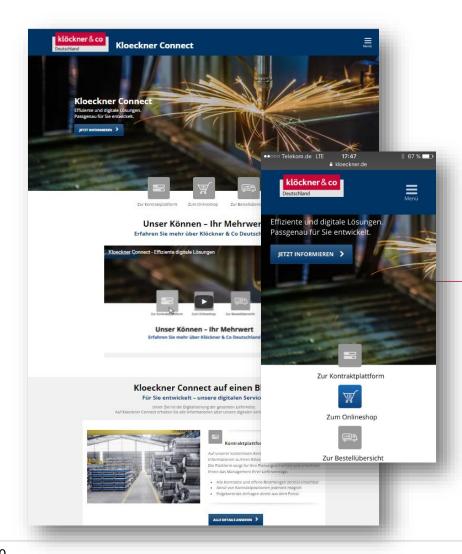
#### Benefits for the customer:

- Direct view into the branches stock and availability
- Quote generation easy and convenient online, saves time
- Create and send a request for a quote

#### Benefits for the customer:

- Complete overview of all open and closed orders
- Check the status of future deliveries
- Intuitive and user friendly interface

# Service portal Kloeckner Connect as central access point for customers to Onlineshop, Contract Portal and various digital tools



- Responsive design for mobile and smartphone access
- Starting point for the digital journey of KCO's customers
- Important source for KCO's SEO\*-ranking
  - SEO is a specific discipline focused on the optimizations needed on content that is relevant to users and ultimately attracts the right customers to the business
  - Rankings in SEO refers to a website's position in the search engine results page influenced by various ranking factors
  - Important role for overall digital marketing

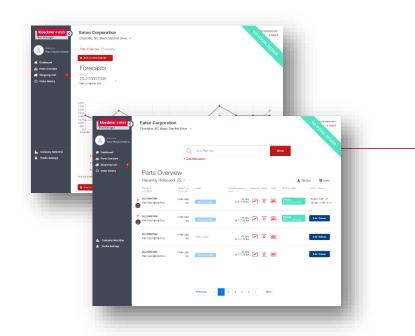
<sup>\*</sup> Search engine optimization

# **European Contract Portal for customers with time, volume and product contracts**



- Clearly structured overview of prices, volumes and maturity dates
- Order-Release 24/7 by mouse click via PC or tablet
- Option to contact KCO sales agent for new contract negotiations
- Fully integrated into service portal Kloeckner Connect
- OCI interface to ERP systems of customers
- Integrated into third party platform Axoom (Trumpf)

# The Part Manager has become an important sales channel for flat rolled products in the US



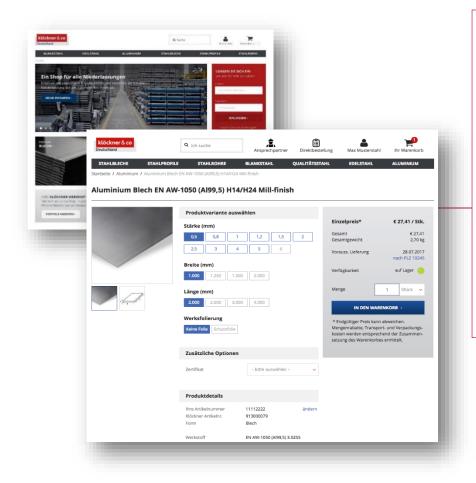
## **Key facts**

- Clearly structured overview of prices, volumes and maturity
- Real-time availability of parts and pending orders
- Placement of orders directly from the shop floor via tablet
- Forecasted and historical consumption
- Online release of consigned goods
- Currently redesign for better customer experience

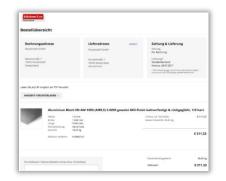
# Whirlpool customer quote:

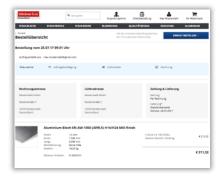
"Parts Manager has been a great tool for us here at the Whirlpool Tulsa plant. It has allowed my team to place daily steel orders more accurately and efficiently, which has opened up more time for us to move our business forward and make improvements that are critical to our success."

# 05 | Onlineshop further advanced



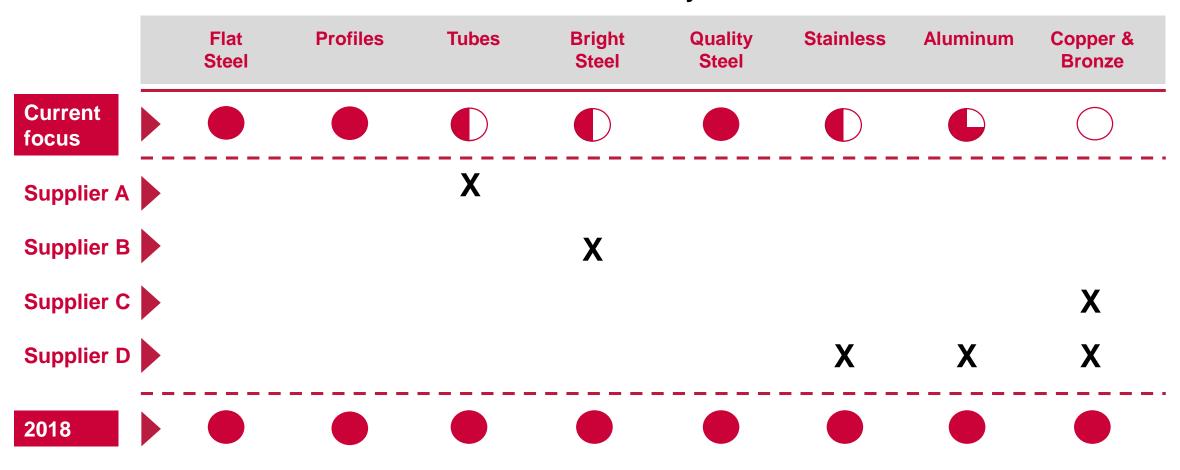
- Live in Germany, Austria, the Netherlands, United Kingdom
- Further rollouts in France this year and in Belgium in 2018
- Offers full price and delivery time transparency
- Integration into ERP systems of customers via OCI interface
- Open for 3rd party sellers / distributors with complementary products shortly
- Possibility of payment via credit card shortly
- Third party interface via webservice API
- Fully integrated into service portal Kloeckner Connect



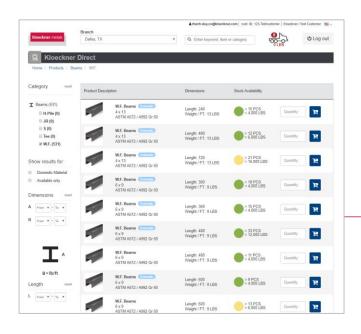


# Offering the full range of steel and metals through online shop marketplace feature without inventory build-up

## **KCO Germany**



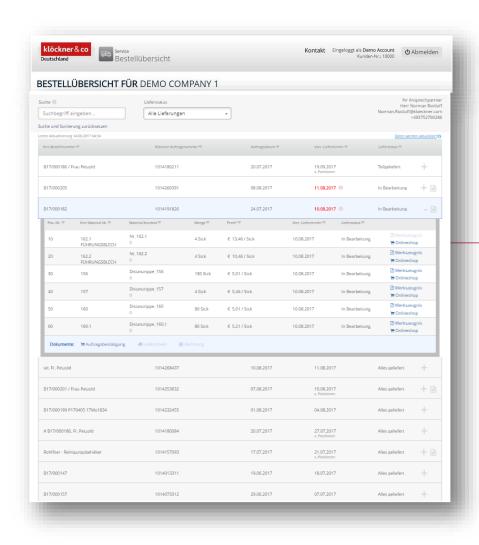
# Kloeckner Direct will be expanded to a comprehensive online shop for the US



- Online product catalog of KCO in the US
- Focus on spot market
- Better overview of stock availabilities within a region
- Automating quote and order process
- Rolling out to >130 customers in the first stage in May 2017
- Continuous development to a comprehensive Onlineshop fully inhouse in 2018
- Total investment until June 2017 €0,7m

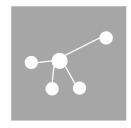
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# The Order Transparency Tool helps KCO's customers to manage their orders and track deliveries from one single interface



- Easy overview of orders for all customers
- Tracking of order status and deliveries
- Easy access to invoices and mill certificates
- Integration into Onlineshop under development
- Already close to 4.000 active users

# 05 | Overview of further digital solutions



#### OCI/ EDI

This interface allows a direct connection between an ERP and the Klöckner online shop.



- ✓ Klöckner plugin for the SAGE 100 ERP System
- Enables ERP to ERP communication
- ✓ Lowers transaction costs significantly



## **Application programming interface (API)**

Klöckner API is a REST interface which allows to easily connect with third party systems.

### Benefits for the customer:

- ✓ Klöckner products can be delivered in third party systems
- Quotes and orders possible via REST API
- Developer community to build business models around the API



### **Sage 100**

This solution allows a direct connection to Klöckner ordering system and coordinates business processes.

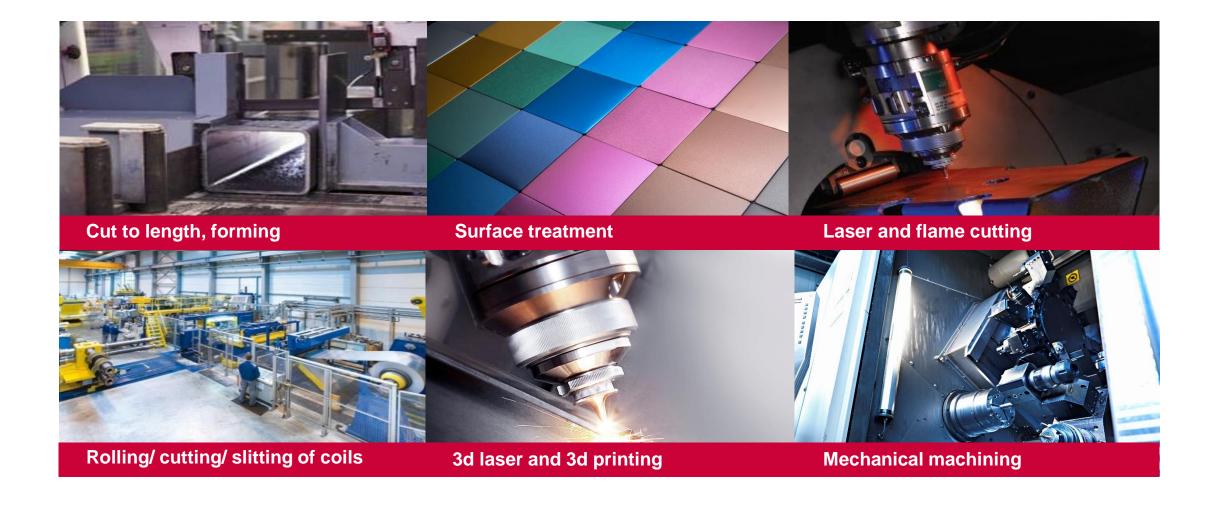
#### Benefits for the customer:

- ✓ More transparency and an automatic exchange of information
- ✓ Efficient processes which increase your competitive edge
- Transparent insights into current purchasing conditions

# 05 | Products



# 05 | Services



## **Contact details**

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## Financial calendar

April 25, 2018 Q1 interim statement 2018

May 16, 2018 Annual General Meeting

October 24, 2018 Q3 interim statement 2018

