Strategy of Growth

- Our Goal is to consistently deliver to our shareholders an attractive return on capital.
- Carefully focussed development of all Strategic Business Units
Growing Testing

- **New Outsource Projects**
- **Middle East**
  - 6 permanent laboratories
  - 9 site laboratories
  - New Projects e.g. Burj Tower Dubai
Growing Testing

- Extending Strategic Partnerships
  - Additional Engine Test Facilities in Tennessee and Mexico

- CSM Acquisition, Sweden
Growing Testing

- **New Services**
  - Detroit Lab – specialist testing of vehicle interiors
  - Bodycote Plastic Piping Group: technology transfer – e.g. Chlorine test
  - Entry to Food Testing Market
    - Lawlabs
Growing Testing

- **New Markets**
  - Caspian Region – Bodycote brand drives business to our regional labs
  - New agents in Libya and Turkey
Growing Heat Treatment

- **Geographically**
  - Poland
    - Five plants
    - Organic and acquisitional expansion
  - CEG
    - Eastern European expansion
  - China
    - SP in Wuxi,
Growing Heat Treatment

• Penetration of Growth Markets
  – Aerospace – Development of metal joining specialities, Vacuum Brazing and Electron Beam Welding
  – Low Pressure Carburising of latest technology diesel injector parts
Growing Heat Treatment

• ‘Swap-out’ of Facilities
  – Portfolio management
  – Disposal for market strategy or profit improvement
    • Sale of Grand Rapids
  – Replacement with better business
Niche market developments

- K-Tech – Thin film ceramic diffusion coatings
- CoatAlloy – metallic diffusion coatings
- Sherardizing
- Anodising
Growing Metallurgical Coatings

- Extends our geographical reach
- Expands the variety of PVD coatings
- Enlarges our technical expertise
- 41 Coating Centres in 15 Countries
- 700 Employees

Physical Vapour Deposition (PVD)
Growing HIP

- **Densal® II**
  - Volume automotive sector
  - Now attractive for volume production of cast aluminium automotive components
  - Additional capacity for Germany to support new model and engine programmes
Bodycote Strategy - Goal

- Our Goal is to consistently deliver to our shareholders an attractive return on capital.