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THE INDEPENDENT AUTHORITY
MINING | METALS | FERTILIZERS

Enhanced
for 2013

Steel Cost Service

ACCURATE | ANALYTICAL | AUTHORITATIVE

... from CRU's leading range of cost services

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Helps you to analyse and benchmark costs at 255 steel mills producing semi-finished, flat and long products worldwide

Your essential resource for examining costs across the global steel industry

CRU's exclusive **Steel Cost Service** provides you with comprehensive coverage of the global steel industry and our independent view of the cost structures for the production of semi-finished products, flat products and long products for the years 2005-2017.

Our user-friendly and flexible cost model interface allows you to conduct detailed analysis and benchmarking of all 255 steel mills included in the model and, on a monthly basis, you receive our newest publication, the Steel Cost Review. Bringing together CRU's latest analysis of the raw material and finished steel markets, the Steel Cost Review gives you an up-to-the-minute view of steel costs and steel mill margins and provides a forecast of these during the coming year. This is an invaluable reference for anyone interested in the dynamics of steel mill cost competitiveness, steel pricing or the potential reactions of market participants during times of volatility.

As a subscriber to the Steel Cost Service, you also receive detailed cost profiles for all 255 operations, as well as quarterly macroeconomic updates to ensure you have the latest economic and pricing information available. Additionally, you also have access to the analysts within the Steel Costs Team to help ensure you get the most from the service, whether you wish to benchmark mill operations, investigate potential investment opportunities, track steel costs and prices or carry out strategic planning initiatives.

Our Steel Cost Service will enable you to:

- 1 Analyse the cost competitiveness of operations** under different operating scenarios by flexing input data.
- 2 Analyse the position of individual operations** on the cost curve under different macroeconomic conditions.
- 3 Understand the Chinese market** better by examining costs at 35 Chinese mills and tracking mill performance on a monthly basis with the Steel Cost Review.
- 4 Better understand steelmakers' behaviour** under different market conditions with the scenario analysis capability within our cost model.
- 5 Benchmark specific cost parameters** at individual steel mills using the ready-made cost breakdowns included in our profiles.
- 6 Edit existing operation profiles** or add new profiles for your own operations or other mill configurations.
- 7 Securely input your own data** by downloading our cost model onto your own computer.
- 8 Analyse one consistent view** of the world via CRU's in-house forecasts for macroeconomic data.

NEW Enhancements for 2013

1 Steel Cost Review

Twelve times each year, we provide you with an additional report that analyses how steelmaking costs have developed across the industry during the past month and expectations for the coming year. In the report, we bring together our latest analysis of raw material and finished steel markets and examine the likely short- and near-term response from steelmakers from a capacity utilisation and pricing perspective. The report also examines past and future profitability of the industry. Our unique Steel Cost Review ensures that you always have the latest view on steelmaking costs around the world.

2 Input Analysis

Each of the 255 mill profiles contained within our Steel Cost Model contains a new summary page at the finished steel stage showing a detailed breakdown of the consumption and price of 23 individual cost items. The inclusion

of this new information allows you to inspect costs and raw material consumption at a more granular level than previously possible, enabling more detailed benchmarking between mills.

3 CO₂ Curves

We now provide you with the ability to create a CO₂ emission curve at the finished steel stage for all of the plants in the Steel Cost Model, based on World Steel emission factors. This new functionality means your analysis takes into account all of the latest and potential future developments in steelmaking costs in relation to carbon emissions.

4 Mid-year Update

At the end of November, you will receive a full update of the Steel Cost Model which will include an even greater ability to benchmark between mills with the inclusion of a new 'use and input price' variance analysis capability.

Why should you use CRU for steel?

- 1** A truly global understanding of the steel industry, built upon more than 30 years' experience covering the industry worldwide.
- 2** Our steel coverage is enhanced by CRU's team of 28 full time analysts dedicated to researching the entire steel value chain, from raw materials through to semi-finished and finished products. Our unique expertise across the value chain ensures you benefit from a truly robust understanding of how the steel industry is evolving and the factors that are driving it forwards.
- 3** Our dedicated team of steel analysts, based in our international offices, ensure you receive an unrivalled coverage of the entire value chain around the world.
- 4** Our steel industry analysis is underpinned by the CRU Steel Platform. This is the most advanced and comprehensive steel information system in the industry. Taking almost four years to develop it ensures that we deliver you robust and consistent forecasts along the entire steel supply chain.
- 5** CRU's offices in Beijing and Mumbai provide a first-hand presence in the vitally important Chinese and Indian markets, allowing us to build personal relationships with the major market participants and to provide a substantial amount of first-hand data. CRU's presence in these key markets ensures you benefit from our in-depth understanding of both the local markets and the global industry.

Meet the team behind CRU's analysis of steelmaking costs...



Paul Butterworth
Head of Steel Costs
& Raw Materials



Fraser Campbell
Principal Consultant -
Iron Ore & Steel Costs



Adrian Doyle
Consultant - Steel Costs



Shrenik Patel
Senior Consultant -
Iron Ore Costs

...and our wider team of global and regional experts with over 240 years of combined experience across the steel industry



Chris Houlden
Head of Semi-Finished
& Finished Steel



Robin Adams
Managing Consultant



Philip Tomlinson
Managing Consultant



Phil Newman
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Kevin Bai
Consultant



Andre Nascimento
Consultant

Our Global Reach



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About CRU Founded in 1969, CRU Group is the leading, independent, global metals, mining and fertilizers analysis, consultancy and conference business. CRU is located in London, Beijing, Pittsburgh, Santiago and Mumbai and, with representative offices in Sydney and Sao Paulo, CRU is dedicated to providing high quality analysis and insight to its global customer base. CRU employs more than 220 expert staff, including economists, engineers, metallurgists, geologists and chemists.

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Steel Cost Service

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CRU provides an unrivalled range of cost services across the mining, metals and fertilizer industries:

- > Alumina
- > Aluminium
- > Aluminium Rolled Products
- > Base Metals
- > Bauxite
- > Copper
- > Ferrochrome
- > Iron Ore
- > Lead
- > Manganese
- > Nickel
- > Nitrogen
- > Phosphate Fertilizers
- > Phosphate Rock
- > Potash
- > Silicon
- > Uranium
- > Zinc



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