

Fiscal 2016 - Fiscal 2020

# Group Medium-Term Management Plan

April 5, 2016





# Corporate Image that the Kobe Steel Group Aims to Achieve

Further integrate knowledge and technology that distinctly belong to the Kobe Steel Group cultivated through diverse materials and machinery businesses in order to become a:

- Corporate group that has a presence in global markets
- Corporate group with a stable profit structure and a strong financial base
- Corporate group that brings about mutual prosperity to shareholders, business partners, employees and society





#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Management Plan
- 3. Growth Strategy for the Three Core Business Areas
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions (Reference) Specific Measures by Business Segment





#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Management Plan
- 3. Growth Strategy for the Three Core Business Areas
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions (Reference) Specific Measures by Business Segment

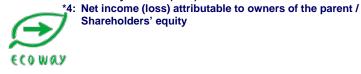




#### Fiscal 2013-2015 Medium-Term Business Plan **Financial Performance**



|   | Fiscal 2015<br>Targets*1                           | Fiscal 2013            | Fiscal 2014            | Fiscal 2015 <sup>*2</sup> |
|---|--|------------------------|------------------------|---------------------------|
| Net sales   |  | 1,824.6<br>billion yen | 1,886.8<br>billion yen | 1,840.0<br>billion yen    |
| Ordinary income   | 80.0 - 100.0<br>billion yen                        | 85.0 billion yen       | 101.6 billion yen      | 25.0 billion yen          |
| Net income/loss attributable to owners of the parent  |  | 70.1 billion yen       | 86.5 billion yen       | -20.0 billion yen         |
| D/E Ratio   | 1.3 times<br>(Achieve 1.0 times at early<br>stage) | 1.11 times             | 0.88 times             | 1.0 times                 |
| ROA *3  |  | 3.8%                   | 4.4%                   | 1.1%                      |
| ROE   |  | 11.9%                  | 12.0%                  | -2.6%                     |
| *1: Targets as of May 29, 2013 *2: Forecast as of the Third Quarter *3: Ordinary income (loss) / Total as |  |                        |                        |                           |



Shareholders' equity

## Fiscal 2013-2015 Medium-Term Business Plan Actual Results from Initiatives (1)



| Measures implemented to  | rebuild th                         | e business base                  |                      |             |  |
|--|------------------------------------|----------------------------------|----------------------|-------------|--|
| Strengthen profitability  Numerical impact from initiative Fiscal 2015 (compared with Fiscal 2015) |                                    |                                  |                      |             |  |
| of the steel business  | Initiatives                        |                                  | Forecast             | (Target)    |  |
|  | Impact from capital investment     |                                  |                      |             |  |
|  | Cost cuts at                       | the production site level        | 42.0                 | 60.0        |  |
|  | Improvement in raw material costs  |                                  | billion yen          | billion yen |  |
|  | Reduction of                       | fixed costs, etc.                |                      |             |  |
| Improve financial  |                                    | _                                |                      |             |  |
| performance  | Cumulative amount for Fiscal 2013- |                                  |                      |             |  |
| periormanoc  |                                    | Initiatives                      | Forecast             | (Target)    |  |
|  | Cash<br>Generation<br>Measures     | Inventory reduction              |                      |             |  |
|  |                                    | Promote securitization           | 180.0<br>billion yen | 120.0       |  |
|  |                                    | Asset sales                      |                      | billion yen |  |
|  |                                    | Careful selection of investments |                      |             |  |



## Fiscal 2013-2015 Medium-Term Business Plan Actual Results from Initiatives (2)



#### Promote measures to lay the groundwork for stability and growth

| Structural reform of the steel business  | <ul> <li>Consolidate upstream operations&gt;</li> <li>◆ Consolidate upstream operations to Kakogawa Works in fiscal 2017         <ul> <li>Equipment orders, field and other work generally progressing as planned</li> <li>Gain re-approval from customers due to changes in upstream operations</li> </ul> </li> <li>Implement more investments for further cost cuts&gt;</li> <li>◆ Determine and promote further strengthening of hot metal treatment capacity (Install second dephosphorization furnace)</li> </ul> |
|--|---|
| New investments in the materials businesses to secure sales volume in growth areas and regions | <ul> <li>◆ Establish a joint venture in China to manufacture and sell cold-rolled high-strength steel sheet for automobiles</li> <li>◆ Establish a joint venture in Thailand to manufacture and sell special steel wire rod</li> <li>◆ Establish a company in China to manufacture and sell aluminum sheet for automotive body panels</li> <li>◆ Reinforce production capacity of aluminum forged suspension products for automobiles in the United States</li> </ul>   |
| Strategic expansion of the machinery businesses  | <ul> <li>◆ Build a construction machinery factory for hydraulic excavators in North America</li> <li>◆ Construct a test facility large-sized reciprocating compressors</li> <li>◆ Build a new comprehensive testing center for hydrogen stations</li> <li>◆ Expand sales bases for compressors overseas (Brazil, India, Thailand)</li> </ul>  |
| Growing the electric power supply business   | ◆ Promote construction of new power plants on the site of Kobe Works' blast furnace<br>and in Moka, Tochigi Prefecture. (Environmental assessments are underway for<br>both projects.)  |



#### **Table of Contents**



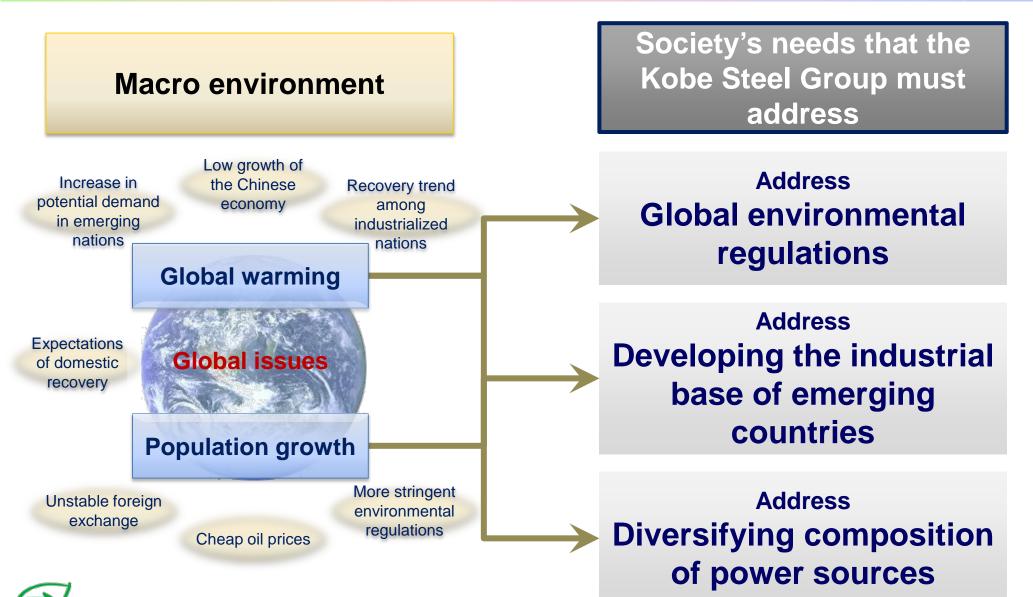
- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Management Plan
- 3. Growth Strategy for the Three Core Business Areas
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions (Reference) Specific Measures by Business Segment





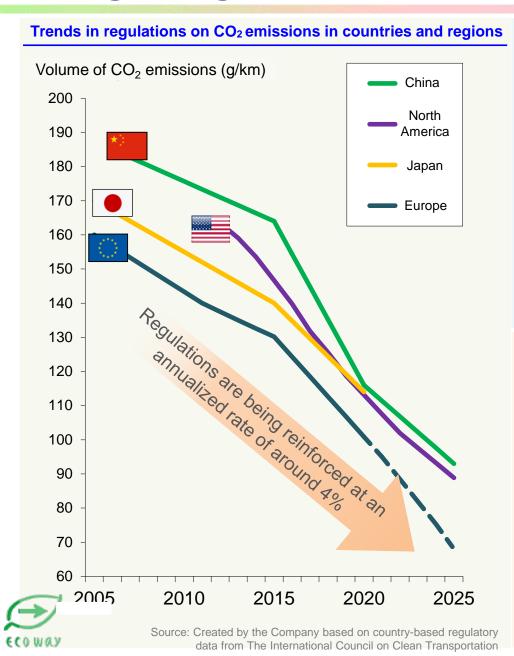
#### **Recognizing the Business Environment (1)**

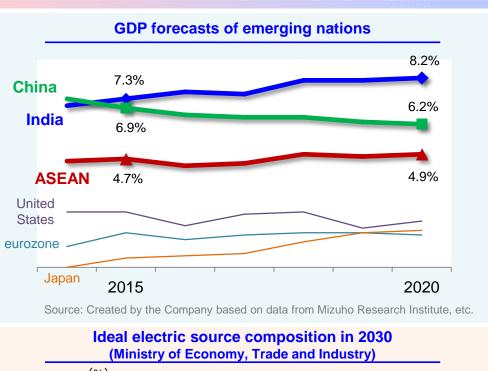


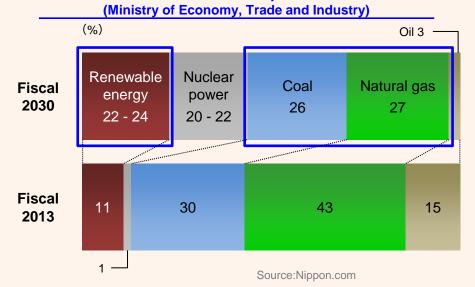


#### **Recognizing the Business Environment (2)**









#### **Growth Areas of the Kobe Steel Group**



Society's needs

Growth areas that will expand over the medium to long term

Kobe Steel's Three Core Business Areas

Global environmental regulations

Weight savings in transportation

Materials Businesses

Development of emerging nations

Energy & infrastructure

Machinery Businesses

Electric Power Business

Diversifying composition of power sources

Approach growth areas of weight savings in transportation and energy/infrastructure through three core business areas:

Materials, Machinery and Electric Power

Expand businesses and contribute to society by achieving a strong competitive edge by strengthening current growth strategies and enhancing the Kobe Steel Group's original added value.



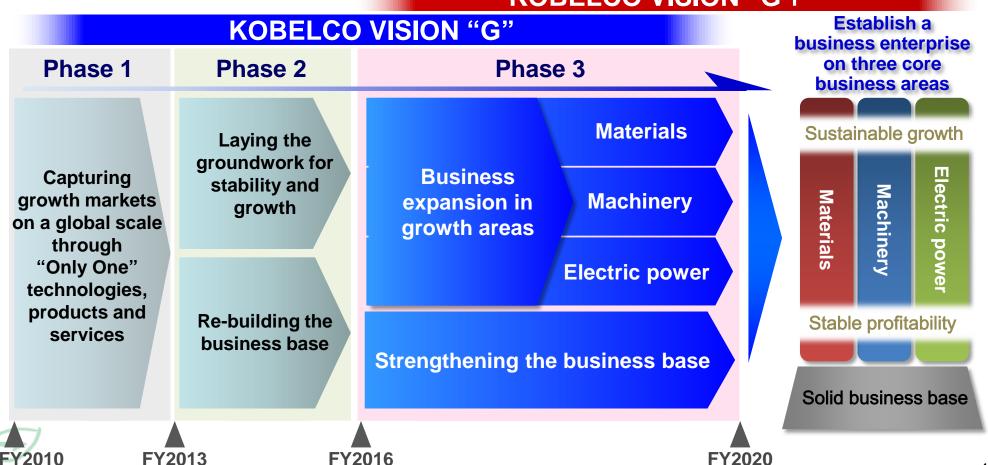
### Fiscal 2016-2020 Medium-Term Management Plan **Positioning**



### Toward establishing a solid business enterprise on three core business areas: Materials, Machinery and Electric Power

KOBELCO VISION "G+," launching in fiscal 2016, combines the current Medium-Term Management Plan and the vision of a business enterprise established on three core business areas

#### **KOBELCO VISION "G+"**



## Fiscal 2016-2020 Medium-Term Management Plan Basic Policies



#### Growth strategies for the three core business areas

#### **Materials**

- I. Initiatives for weight savings in transportation
- II. Strengthening profitability in the steel business

#### Machinery

- I. Initiatives in the fields of energy and infrastructure
- II. Strengthening profitability in the construction machinery business

## Electric Power

Initiatives aimed at stable profitability in the electric power supply business

#### **Strengthening the business base**

## Common strategies

- I. Strengthening corporate governance
- II. Securing and developing human resources
- III. Strengthening technology development and monozukuri (manufacturing) capabilities



#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Management Plan
- 3. Growth Strategy for the Three Core Business Areas
  - **■** Materials Businesses
  - **■** Machinery Businesses
  - **■** Electric Power Business
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions
- (Reference) Specific Measures by Business Segment



#### **Growth Strategy for the Materials Businesses**



#### I. Initiatives for Weight Savings in Transportation

(1) Automotive field

(2) Aircraft field





#### Automotive Field –



#### Need for automotive weight savings

| Challenges of |  |
|---------------|--|
| automakers    |  |

#### Improving fuel consumption and environmental performance

Fuel consumption and CO<sub>2</sub> regulations have become more stringent in regions and nations around the world at around an annualized rate of 4%

#### **Enhancing safety**

Institute standards and strengthen them through regulations and assessments in regions and nations around the world

#### Effective measures

- Automotive weight savings
- Shift to HV/PHEV, popularization of EV/FCV
- → Cannot avoid increase in the weight of automotive frame
- Prepare preventive and safety responses, enhance equipment for automatic driving
- Strengthen automotive frame to improve collision safety
  - ightarrow Cannot avoid increase in the weight of automotive frame

#### Accelerated need for weight savings

Automotive weight savings contributes to fuel consumption, environmental performance, driving performance, safety performance (Improved fuel consumption/longer driving distance range/improved drivability/improved collision safety/enhanced preventive safety equipment)

The need for automotive weight savings will remain intact over the long term

#### Weight-saving methods

- (1) Materials replacement
- (2) Optimize manufacturing methods
- (3) Optimize structure



**Expand use of ultra-high strength steel** 

**Expand use of aluminum** 

**Progress in the use of multi-materials** 

#### Automotive Field –



#### Kobe Steel Group's automotive strategy

#### **Basic policies**

Expand global market share and achieve solid growth in the automotive field. In addition to strengthening the competitive edge of ultra-high strength steel and aluminum, which excel in balancing weight savings and cost, Kobe Steel aims to apply the Company's original solutions technology to realize the use of multi-materials.

#### Parts targeted on the Company's menu

·· Expansion of targeted parts without competition between materials

| Parts      |                               | Small- / Medium-sized vehicles |                    | Large-sized vehicles |                    |
|------------|-------------------------------|--------------------------------|--------------------|----------------------|--------------------|
| Body       | Material for automotive frame |                                |                    |                      | Aluminum extrusion |
|            | Panel, closure panel          | _                              | Aluminum sheet     |                      | eet                |
|            | Bumper                        | Ultra-high strength steel      | Aluminum extrusion |                      | usion              |
| Interior   | Sheet                         |                                |                    | Aluminum extrusion   |                    |
| Chassis    | Suspension                    | Aluminum forgings              |                    |                      |                    |
| Powertrain | Engine                        | Special steel                  |                    |                      |                    |



Ultra-high strength steel: tensile strength ≥ 780 MPa (High strength steel: tensile strength ≥ 340 MPa)

Parts in which multi-materials are progressing

#### Automotive Field –



#### Strategy for each menu and the Company's competitive edge

#### [Common strategy]

- **♦** Strengthening business with Japanese automakers
- ◆ Promoting initiatives aimed at European and U.S. automakers in growth areas (North America, China)

#### **Ultra-high strength steel (UHSS)**

Focusing on weight-savings of car frame by using UHSS with high formability

[The Company's competitive edge]

- Track record, expertise as a leader in UHSS
- Global supply structure



#### **Special steel**

Sales expansion in overseas growth markets

[The Company's competitive edge]

- Global supply structure for high-quality special steel
- Secondary processing bases both at home and abroad



#### Aluminum forgings Capture expanding global demand

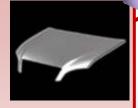
[The Company's competitive edge]

- Development, design, capabilities in die/mold and forging technologies
- Three-country structure covering Japan, the U.S., China

## Aluminum sheet Responding to growing global demand for aluminum panels

[The Company's competitive edge]

- Technological edge in alloy technology, etc.
- High surface quality cultivated through can stock



#### **Aluminum extrusions**

Addressing bumper/frame materials on a global basis, using 7xxx series high-strength aluminum alloy

[The Company's competitive edge]

- High-strength alloy for large weight savings
- Bumper design technology





Automotive Field –



#### Solutions technology that realizes the use of multi-materials

**Proprietary key technologies Proprietary menu** Ultra-high strength steel + Design/database aluminum + bonded joints A low cost **Cutting-edge high**process to Prototypes/ end materials weld CAE + vehicle simulation assessment (ultra-high strength dissimilar steel/aluminum) materials **Processing** Press forming, warm forming, procedures etc.

Contribute to automotive weight savings

#### Establishing a global supply structure

#### **Current state**

| Menu                      | Production bases (including secondary processing) |                  |       |                   |  |  |
|---------------------------|---|------------------|-------|-------------------|--|--|
| Wenu                      | Japan   | North<br>America | China | Southeast<br>Asia |  |  |
| Ultra-high strength steel | 0   | 0                | ☆     | _                 |  |  |
| Aluminum sheet            | 0   | Δ                | ☆     | _                 |  |  |
| Aluminum extrusions       | 0   | Δ                | Δ     | _                 |  |  |
| Aluminum forgings         | 0   | ☆                | 0     | -                 |  |  |
| Special steel             | 0   | 0                | 0     | ☆                 |  |  |

#### **Initiatives in the current Medium-Term Management Plan**

Strengthen domestic mother plants, the source of our competitive edge

Capture growth in overseas markets (North America, China)

Consider strategic investments on a scale of 100 billion yen

#### Aerospace field –



#### Trends in the aerospace field and Kobe Steel's menu

#### **♦** Trends in demand

- The number of aircraft in operation will nearly double in the next 20 years. (19,900 in 2014 → 37,100 in 2034)
- > The number of large and small aircraft will increase sharply in Asia.
- > The aircraft market in 2014 was around 60 trillion yen.
  - → Materials around 1.6 trillion yen

#### Forecast for the number of major jets in operation 40,000 37,100 North America Europe Other 35,000 Asia-Pacific 30,000 25,000 19,900 20,000 15,000 10,000 5,000 2014 2020 2025 2034 Created by the Company based on data from the Japan Aircraft Development Corporation

#### ◆ Trends in materials (macro)

Large aircraft

**Medium aircraft** 

**Small aircraft** 

**CFRP + Titanium** 

**Aluminum / Magnesium** 

#### <Large aircraft>

Increase in the use of weight-saving material CFRP (carbonfiber-reinforced polymer) for improved fuel efficiency, due to stricter environmental regulations around the world

→ **Titanium**, which has similar characteristics, is used in joined parts

<Small aircraft (regional jets/business jets)>
Aluminum, magnesium used

#### **♦ Kobe Steel's menu**

#### <Titanium>

Large forgings for airframes, landing gears, rotors and non-rotor parts for jet engines

#### <Aluminum, Magnesium>

Forgings for airframes, landing gears Castings and forgings for jet engines











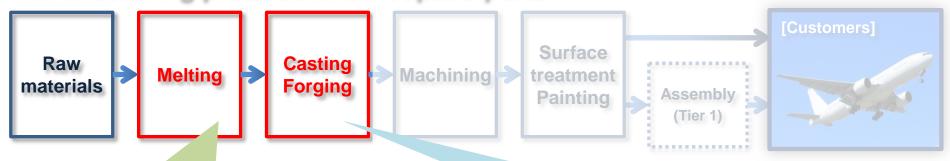
Aerospace Field –



#### Initiatives to date in the aerospace field

Working on maximizing sales expansion in response to growing aerospace demand, along with strengthening upstream operations from melting to forging and casting

#### Manufacturing process of aerospace parts



#### **Titanium**

Increase melting capacity

→ Decided to install the latest melting furnace model



#### **Titanium**

Established Japan Aeroforge, Ltd.

→ Operates a 50,000-ton forging press, one of the world's largest



- Aerospace Field -

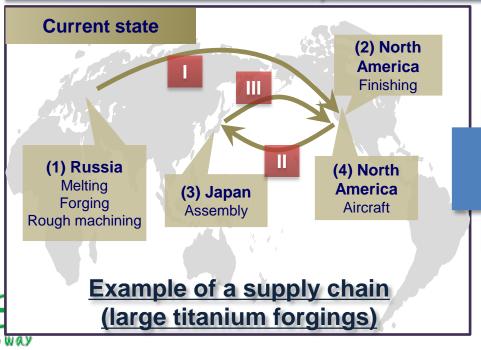


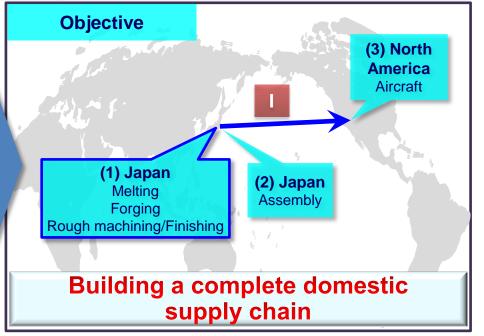
#### Changes in customer needs

Amid an increase in the number of aircraft,

- Greater need to provide an integrated response, from materials to parts processing, to suppliers
- Search for suppliers in the Asian region, a growth area

Kobe Steel aims to establish a complete domestic supply chain with an integrated approach from the upstream operations of materials and casting/forging to the downstream operations of machining and surface treatment.





Aerospace field –



#### Future initiatives in the aerospace field

In addition to continuing reinforcing upstream operations, will promote research and development toward introducing and expanding downstream operations that address the needs of customers

#### Manufacturing process of aerospace parts



#### **Titanium**

Promote research and development to introduce machining for large forgings

#### Aluminum, Magnesium

Promote research and development of machining and surface treatment to expand menu for machined parts



Research and development period: until the end of fiscal 2018

#### **Growth Strategy for the Materials Businesses**



#### II. Strengthen Profitability of the Steel Business

(1) Consolidating upstream operations at steelworks

(2) Additional measures to improve profitability

(3) Pursue growth in the transportation field





#### Strengthen Profitability of the Steel Business



## Fiscal 2015 ⇒ Fiscal 2020 Impact from improved profitability

(1) Consolidation of upstream operations at steelworks

+15.0 billion yen/year or more

Consolidation to be completed in the fall of 2017

- (2) Additional measures to improve profitability
- +30.0 billion yen/year
- Impact from capital investments
- Cost cuts at the production level
- Improved raw materials cost
- Reduction of fixed costs

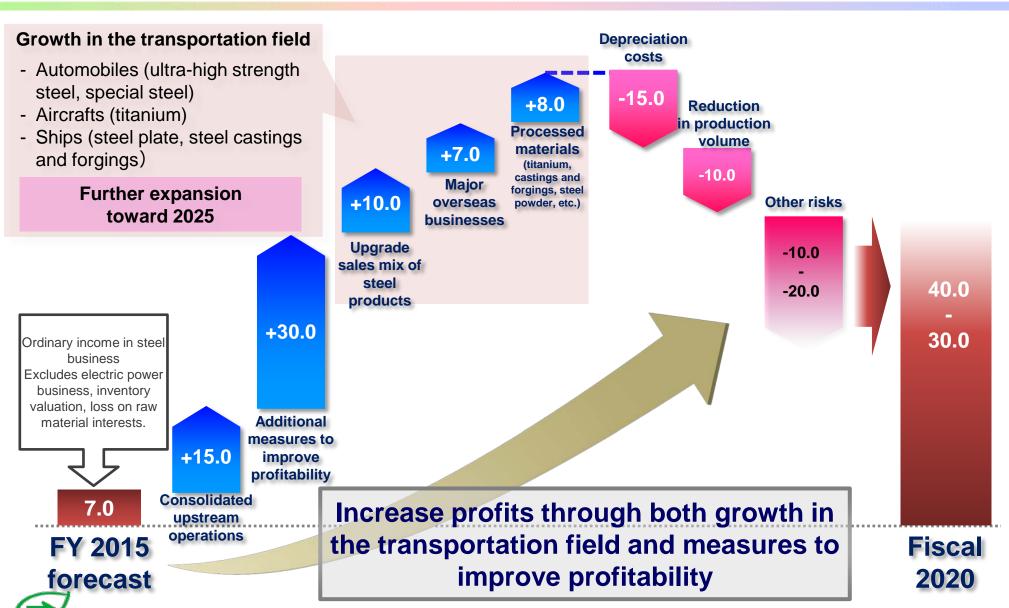
(3) Growth in the transportation field

- +25.0 billion yen/year
- Upgrade sales mix of steel products
- Improve profitability of overseas businesses
- Growth of the processed materials business



### Image of Improved Profitability of the Steel Business (Unit: in billions of yen)





#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Management Plan
- 3. Growth Strategy for the Three Core Business Areas
  - **■** Materials Businesses
  - Machinery Businesses
  - **■** Electric Power Business
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions
- (Reference) Specific Measures by Business Segment



### Growth Strategy for the Machinery Businesses



#### I. Initiatives in the Energy & Infrastructure Fields

(1) Compressor business expansion

(2) Initiatives in the hydrogen-related business





#### **Energy/Infrastructure Fields (1)**

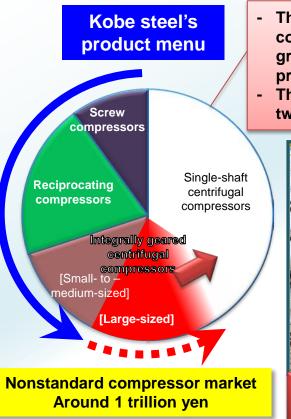
- Compressor Business Expansion -



#### **Nonstandard compressors**

#### **Basic policy**

New domain: Enter the large-sized centrifugal compressor market



 The market for integrally geared compressors is growing due to the great need for large-capacity, highpressure and high-efficiency units.

- The current market is dominated by two European companies.





Verification of quality of final product
Verification by testing at a large-scale facility

capacity
400,000 Nm³/h class
Track record in large

Construction of one of the world's largest test facilities

Output: 40 MW Completion: April 2017 Top class in the world

Production

units

**Performance** 

Competitive edge
Cost reduction by
also taking a strong
yen into account

Focus on capturing the Asian market where Kobe Steel has an edge



#### **Energy and Infrastructure Fields (1)**

Compressor Business Expansion –



#### Standard compressors

Basic policy

Establish position as the top group in Asia

## Products with a competitive edge

Launch global strategic products that boast performance and costs at the best levels in the world



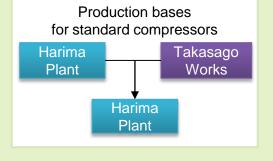
#### **Global expansion**

Expand sales and production bases in Asia (India, Thailand, etc.)



## Strengthen production base

Improve production efficiency and shorten lead time by consolidating production at Harima Plant





#### **Energy & Infrastructure Fields (2)**

#### -Initiatives in the Hydrogen-Related Business -



#### Creating a track record for the coming hydrogen society

#### **Domestic market**

Hydrogen and fuel cell strategy Road map revised version (Ministry of Economy, Trade and Industry)

#### **Targets for hydrogen stations**

Current: around 80 locations 2020: around 160 locations 2025: around 320 locations 2030: around 900 facilities

#### Consideration of hydrogen generation through renewable energy

Develop water electrolysis technology, renewable energy that is cheap, stable and highly efficient

#### Overseas market

Increase in the number of environmentally friendly cars in response to more stringent regulations on CO<sub>2</sub> emissions

Great anticipation for the U.S. market when FCV becomes popularity in the future

#### **Initiatives of the Kobe Steel Group**

#### Expand sales of units for hydrogen stations

- ◆ Compact design for compressors, freezers, etc.
- ◆ Total engineering capability for hydrogen stations
- ⇒ Increase share in association with the Tokyo Olympics



#### Strengthen competitive edge

#### New comprehensive test center for hydrogen stations

- ◆ Test station-related machinery based on various criteria
- Product development that addresses laws and regulations as well as market needs
- ◆ Lower costs and establish differentiated technologies



#### **Demonstration testing of renewable energy hydrogen station**

Manufacture CO<sub>2</sub>-free hydrogen with renewable energy for use in hydrogen stations (utilize technology from Kobelco Eco-Solutions Co., Ltd.)



Differentiated technologies, product menu

[Utilize U.S. base] Conduct sales activities using track record in Japan

### **Growth Strategy for the Machinery Businesses**



## Il Strengthen Profitability of the Construction Machinery Business

Promote rebuilding of the China business





#### **Strengthen Profitability of the Construction Machinery Business**



#### **Rebuilding the China business**

#### Undertake structural reform to strengthen profitability

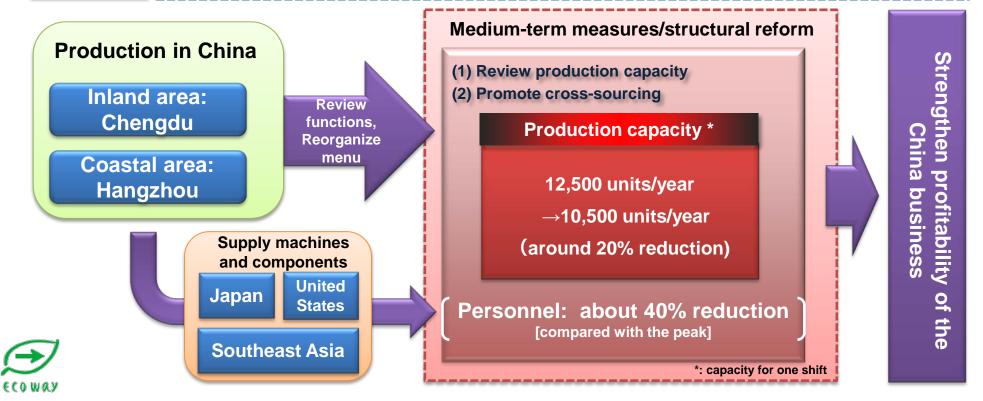
**Demand** 

- Total demand, which exceeded 100,000 units in 2010 (only foreign firms) fell to 27,000 units in 2015
- Major recovery cannot be anticipated in 2016-2020, with levels remaining at those seen for replacements (30,000-50,000 units)

Measures

- (1) Review production capacity, which is in a surplus situation
- (2) Supply machines and components to Japan, United States, Southeast Asia and maintain operating rates 

  ⇒ **Promote cross-sourcing**



## Image of Improved Profitability in the Construction Machinery Business (Unit: in billions of yen)





#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Management Plan
- 3. Growth Strategy for the Three Core Business Areas
  - **■** Materials Businesses
  - **■** Machinery Businesses
  - **Electric Power Business**
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions
- (Reference) Specific Measures by Business Segment





#### **Business Strategy for the Electric Power Business**



#### Initiatives for stable profits in the electric power business

- Secure maximum profits through stable operations of the current IPP business
- Complete the Moka project and achieve smooth start-up
- Steadily promote the Kobe project

# Kobelco Power Kobe, Inc.

1.4 million kW

#### Establish a stable profit base

Achieve cost-competitiveness through cutting-edge facilities

3.95 million kW

Nos. 3 & 4 power plants in Kobe to begin operations

[Pulverized coal-fired, ultra-supercritical pressure power generation (USC)]

Nos. 1 & 2 power plants in Moka to begin operations

[Gas turbine combined cycle using city gas]

Continued stable operation of Nos. 1 & 2 power plants in Kobe

[Pulverized coal-fired, supercritical pressure power generation (SC)]



2.65 million

kW

#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Management Plan
- 3. Growth Strategy for the Three Core Business Areas
  - **■** Materials Businesses
  - **■** Machinery Businesses
  - **■** Electric Power Business
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions
- (Reference) Specific Measures by Business Segment

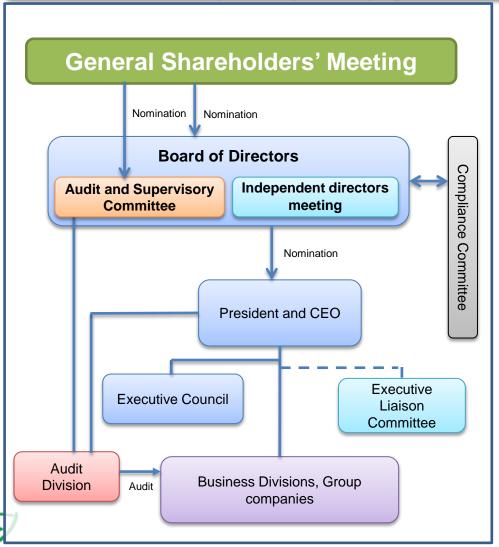


#### Strengthening the Business Base I

#### Strengthening Corporate Governance



Strengthen the corporate governance structure that is necessary to realize Kobe Steel's corporate philosophy and the Medium-Term Management Plan



#### (1) Transition to a company with an audit and supervisory committee

- Improve transparency and fairness of the Board of Directors by increasing the ratio of outside directors
- Strengthen the supervisory function of the Board of Directors through audit & supervisory committee members
- Accelerate the decision-making process.

#### (2) Review members of the Board of Directors

Newly nominate a director to serve as the President and Representative Director of Kobelco Construction Machinery

#### (3) Establish a board of independent directors

Establish a meeting system that exchanges information based on the appropriate participation of independent outside directors and on an objective standpoint

#### (4) Strengthen the business execution system

Consolidate operations to seven business segments: Iron & Steel, Welding, Aluminum & Copper, Machinery, Engineering, Construction Machinery, Electric Power

## Strengthening the Business Base II -Secure and Cultivate Human Resources-



#### **Promote diversity**

Selected as a Nadeshiko Brand in fiscal 2015





- Expand hiring of women
- System to support early return from childcare leave
- System to support continuation of career, etc.

## Changing work styles

-improve staff productivity



- Work style reform
- Prohibit overtime work past 7 pm, etc.
  - ⇒ Increase taking of annual paid leave Reduce long working hours

## Human resource development that drives growth



Cultivate leaders, young technical experts, global human resources, etc.

## Safety and health management

Selected as a Health & Productivity Stock in Fiscal 2014 & 2015



- Educate employees and improve work/equipment to achieve zero deaths and prevent serious disasters
- Company to fully pay for complete medical check-ups, etc.



### Strengthening the Business Base III -Strengthening Technology Development and Manufacturing KOBE STEE



Improve technology development capabilities that support growth strategies

- O Create differentiated technologies to strengthen competitive edge of major products that support business and profit expansion
  - Materials: high-strength, high-formability automotive materials (ultra-high strength steel, aluminum)
  - Machinery: large-size, high-pressure compressors. Strengthen design base technology.
- O Create products and processes that provide customer value that only the Kobe Steel Group can offer in the automotive, aerospace and energy fields
  - Access markets and customers through newly established bases in North America, Europe, etc.
  - Strengthen cross-sectional coordination within the Group (established the Transportation Materials Business Planning Section at head office)
  - Create products and processes together with customers and realize a common place that brings together Kobe Steel's technology (Set up and utilize technology show rooms)

Strengthen production infrastructure and increase manufacturing capabilities

 Promote activities for higher product quality and improved on-site capabilities that contribute to reinforcing production infrastructure and utilizing data to achieve innovation (ICT utilization in *monozukuri*)



#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Business Plan
- 3. Growth Strategy for the Three Core Business Areas
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions (Reference) Specific Measures by Business Segment





#### **Financial Strategy**



#### **Basic policy**

In principle, business cash flows are to be used to finance large strategic investments to grow the materials and machinery businesses, as well as regular investments that support the business foundation.

#### **Cash generation measures**

Growth investments centered on the automotive field (included in large strategic investments) ⇒ 100.0 billion yen

Consider and implement cash generation measures with a maximum target of 100.0 billion yen to steadily implementing growth investments, while maintaining financial discipline even when cash flow conditions deteriorate as a result of a change in the business environment

#### **Asset sales**

Improve working capital

Careful selection of investments

- Sale of the Group's assets
- Improve capital efficiency of overseas companies, etc.
- Make careful decisions after close examination of the need, urgency and certainty of projects



#### **Management Targets**



# Targets to achieve in the final year of the Medium-Term Management Plan (Fiscal 2020)

♦ ROA 5% or more

[ordinary profit ÷ total assets]

◆ D/E ratio 1 time or less

[interest-bearing debt ÷ equity]

Achieve improved profitability (capital efficiency), while securing financial health



#### **Image of Business Performance**



#### **KOBELCO VISION "G+"**

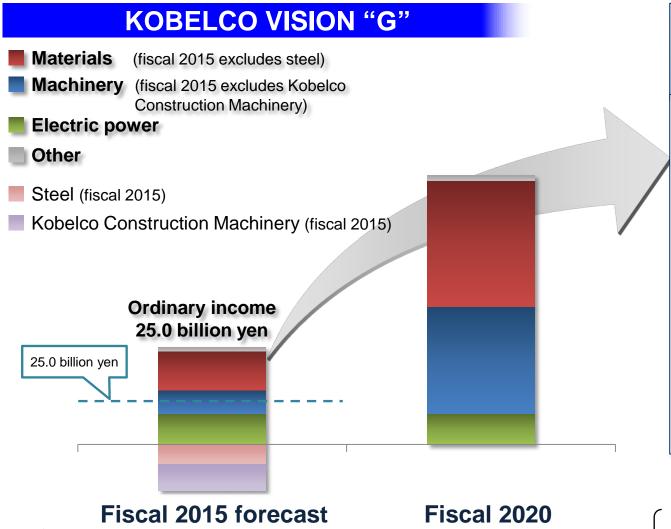


Image of business portfolio in the future (Profit composition by business)

Growth through materials and machinery, with electric power as a stable profit base

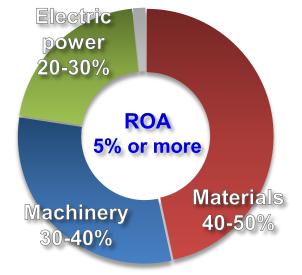


Image of business enterprise established on three core business areas

After the ongoing new electric power projects start operations



#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Business Plan
- 3. Growth Strategy for the Three Core Business Areas
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions

(Reference) Specific Measures by Business Segment





#### **Policy on Shareholder Returns**



#### Dividend policy

- ✓ Kobe Steel's basic policy is to provide continuous and stable dividends to its shareholders. Dividends are decided taking into account the Company's financial condition, future capital needs, quarterly business performance and the dividend payout ratio.
- ✓ For the time being, priority will be placed on investments necessary for future growth to improve profitability, raise the overall corporate value of the Group, and thereby improve the common interest of shareholders.

#### Consolidated dividend payout ratio (tentative)

✓ Shall be 15% - 25% for the time being



#### **Social Contributions**





#### **Table of Contents**



- 1. Summary of the Fiscal 2013-2015 Medium-Term Business Plan
- 2. Basic Policies of the Fiscal 2016-2020 Medium-Term Business Plan
- 3. Growth Strategy for the Three Core Business Areas
- 4. Strengthening the Business Base
- 5. Financial Strategy and Management Targets
- 6. Policies on Shareholder Returns and Social Contributions

(Reference) Specific Measures by Business Segment





#### Iron & Steel



- Strengthen safety and production infrastructure, and complete consolidation of upstream operations
  Reinforce profitability of the steel business through accumulation of measures aimed at improving profits
- Promote steel product strategy centered on the transportation field (automobiles), strengthen global supply system (start production of special steel wire rod in Thailand, secure maximum sales volume by increasing sales of high strength steel sheet in North America and China)
- Promote growth strategies for the processed materials business by leveraging the product appeal and strength of steel castings and forgings, titanium and steel powder centered on the transportation field (ships, airplanes and automobiles)





#### Welding



- Secure a dominant share in the domestic market by strengthening regional marketing activities, and by expanding sales in the shipbuilding industry and in steel frame applications
- Strengthen ASEAN and China businesses by launching new products that match market needs and by improving sales capabilities
- Pursue the solutions business by promoting the development of basic elemental technologies and initiatives for automated welding in shipbuilding and steel frames





#### **Aluminum & Copper**



- Pursue growth in the transportation field (automotive panels, suspensions, bumpers, castings and forgings for aerospace, automotive copper strip, etc.)
- Strengthen and maintain existing core businesses (can stock, disk materials, etc.)
- Strengthen the business base by improving technological excellence and monozukuri-ryoku (manufacturing capabilities)





#### **Machinery**



- Expand the nonstandard compressor business through entry into new fields (large-sized centrifugal compressors) and new applications (LNG carriers, hydrogen)
- Expand the standard compressor business through the launch of global strategic products and development in Asia
- Pursue a high profit structure in the industrial machinery business by strengthening cost competitiveness and optimizing the product mix





#### **Engineering**



- Strengthen initiatives in the waste treatment business associated with the decommissioning nuclear reactors
- Increase orders in the water treatment- and waste treatment-related businesses and strengthen profitability
- Reinforce initiatives directed at the creation of new businesses
- Further coordination of the engineering business in the Group





#### **Construction Machinery**



- Implement structural reforms in the China business for excavators
- Provide differentiated products and solutions through organic coordination in business fields that utilize ICT (information and communications technology)
- Maintain a presence in the small and medium-sized markets for crawler cranes; establish a business base in the large crane market into which the Company has re-entered





#### **Electric Power**



- Continue stable operations of the current IPP business and secure steady profits
- Complete the Moka project and smoothly start up operations
- Steadily implement the Kobe project







## THE KOBE STEEL GROUP'S CORPORATE PHILOSOPHY

- 1. We provide reliable and advanced technologies, products and services that satisfy customers.
- 2. We support each employee in developing his or her abilities, while respecting mutual cooperation within the Kobe Steel Group.
- 3. Through continuous efforts for innovative change, we aim to enhance our corporate values.







#### **Cautionary Statement**

- Certain statements in this presentation contain forward-looking statements concerning forecasts, assertions, prospects, intentions and strategies. The decisions and assumptions leading to these statements were based on information currently available to Kobe Steel. Due to possible changes in decisions and assumptions, future business operation, and internal and external conditions, actual results may differ materially from the projected forward-looking statements. Kobe Steel is not obligated to revise the forward-looking contents of this presentation.
- Uncertain and variable factors include, but are not limited to:
  - Changes in economic outlook, demand and market conditions
  - Political situation and trade and other regulations
  - Changes in currency exchange rates
  - Availability and market conditions of raw materials
  - Products and services of competing companies, pricing policy, alliances, and business development including M&As
  - Strategy changes of alliance partners



