

# Metal Bulletin's 12<sup>th</sup> Zinc & its Markets Seminar

Paul Fowler, CEO Nyrstar 21 May 2008, Brussels

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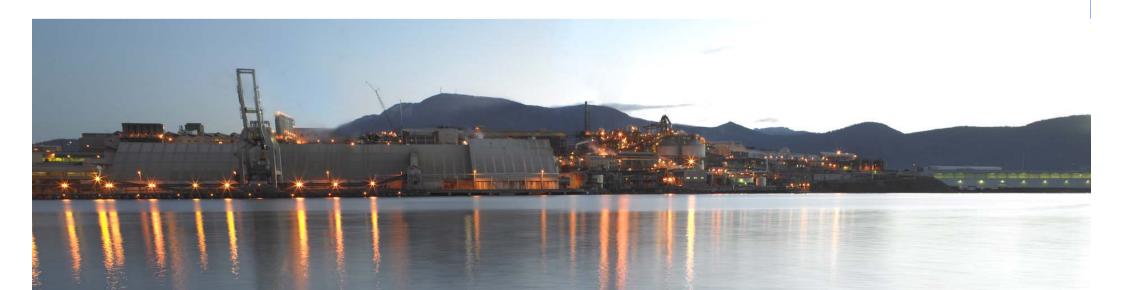
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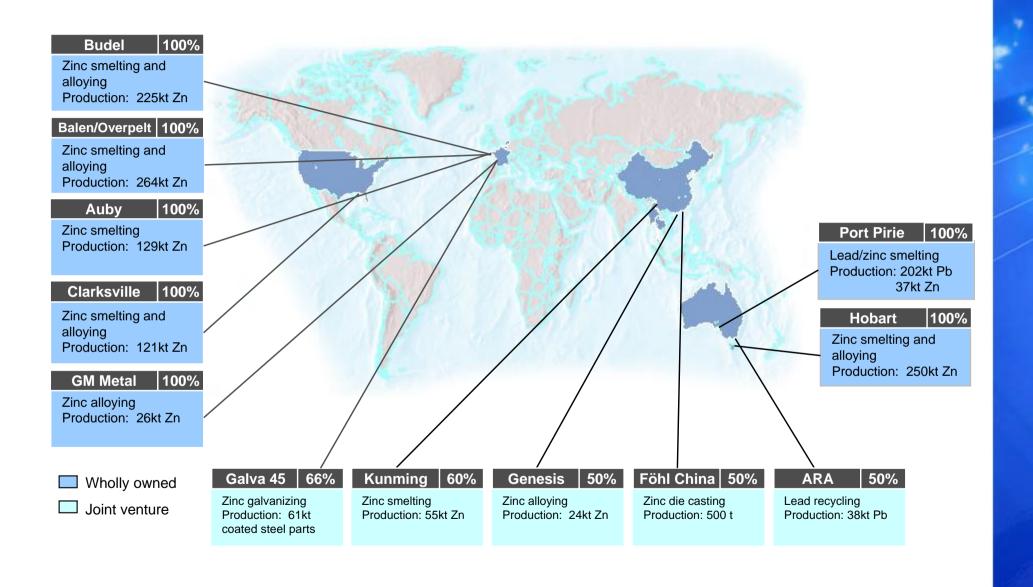
### Who We Are



- Largest smelter of zinc and a major smelter of lead
  - 1.1 million tonnes of zinc
  - 220,000 tonnes of lead
- Operations on four continents
  - Europe, US, Australia and Asia
  - Workforce of 4,000 skilled people
  - Corporate and regional offices in London, Belgium and Australia



## **Global Operations**

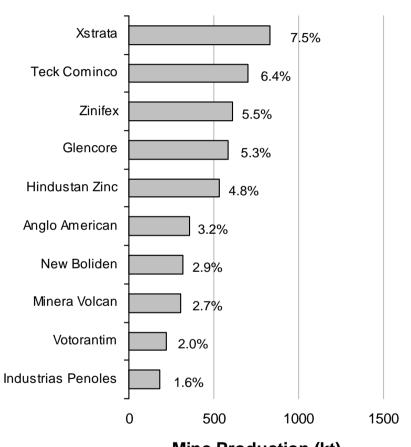


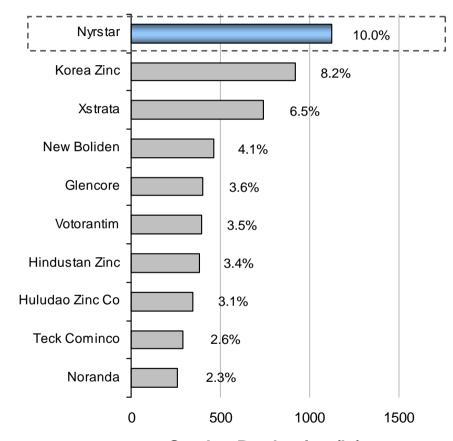


### Nyrstar has 10% of the global zinc smelting market

**Top 10 Zinc Mining Companies (2007)** 

**Top 10 Zinc Smelting Companies (2007)** 





Mine Production (kt)

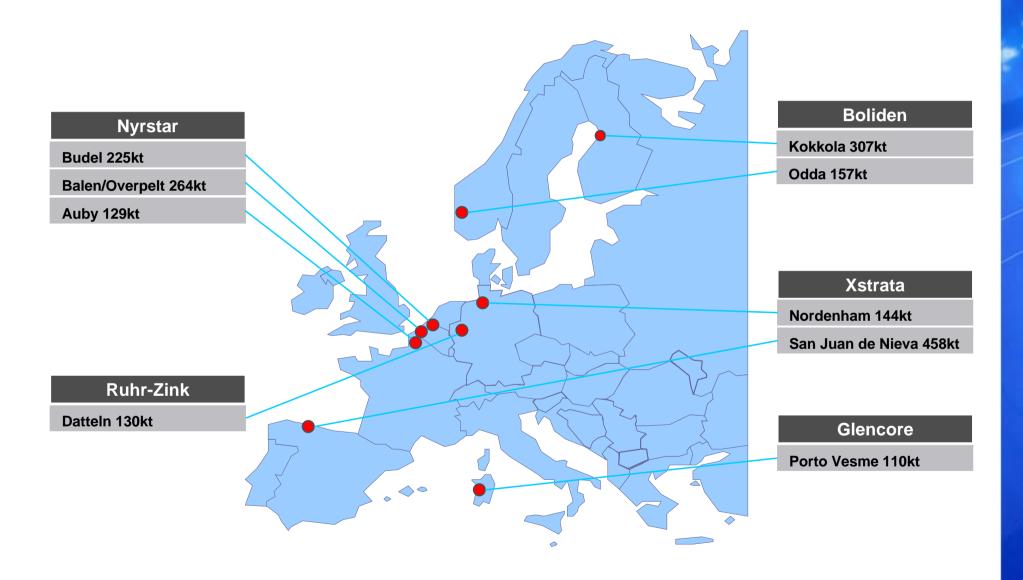
Top 4 = 25% Top 10 = 42% **Smelter Production (kt)** 

Top 4 = 29% Top 10 = 47%



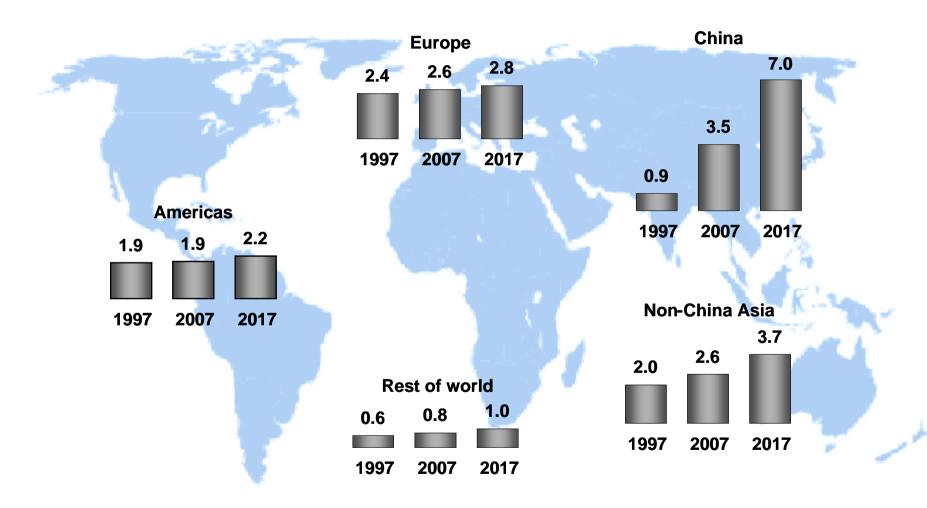


## Zinc smelting in western Europe





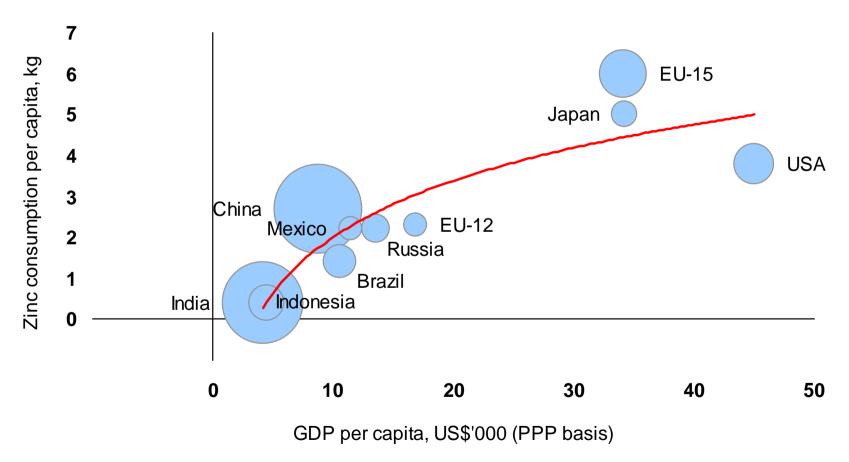
## Whilst consumption remains steady in the western world, there is strong growth in emerging markets





# Zinc consumption is linked to economic growth and leveraged to emerging markets – China is leading the way but some are yet to take off

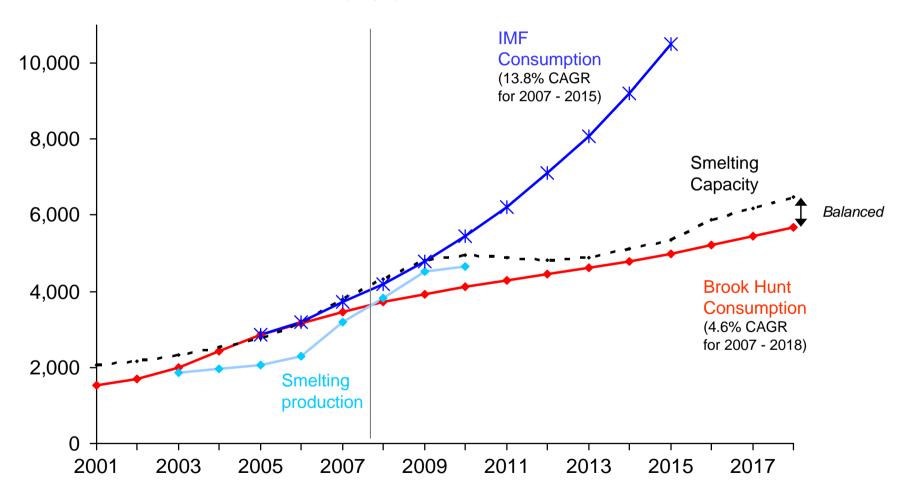
#### ZINC CONSUMPTION & INCOME PER CAPITA





## China's zinc consumption and smelting capacity are forecast to be balanced, or perhaps not?

CHINA ZINC METAL BALANCE (mtpa)

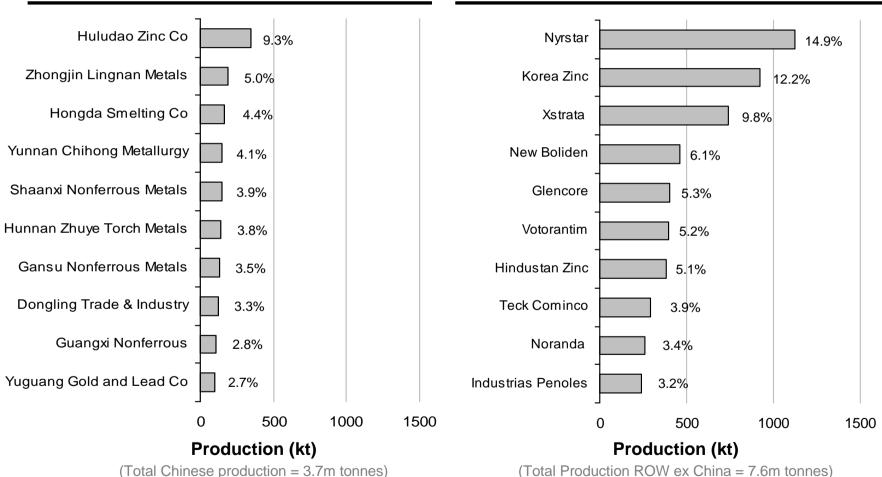




### New Chinese capacity is coming from numerous small companies... whilst the rest of the world consolidates

Top 10 Zinc Smelting Companies China Only (2007)

Top 10 Zinc Smelting Companies Rest of World (ex China) (2007)



Top 4 = 23%Top 10 = 43% Top 4 = 43%Top 10 = 69%



## Benefits of industry consolidation

#### **THEORY**

"When an industry is highly concentrated ... leaders can impose discipline"

**Porter** 

#### **RESEARCH**

"The Structure-Conduct-Performance (SCP) model predicts that the **structure of the market** in which a firm operates will be the most important **determinant of its profits**"

**Slade** 

#### **PERCEPTION**

"Concentration of production in the hands of fewer companies should result in greater price and production discipline:

- -Resist over-expansion at the peak and trough of the cycle
- -Less volatility in sales and profits through the business cycle"

**Standard and Poor's** 

#### **STRUCTURE**



Drives

#### **CONDUCT**



**Delivers** 

#### **PERFORMANCE**

Measured by consolidation

(e.g. HHI, CR4)

Through discipline

- Volume allocation
- Production management
- Price efficiency

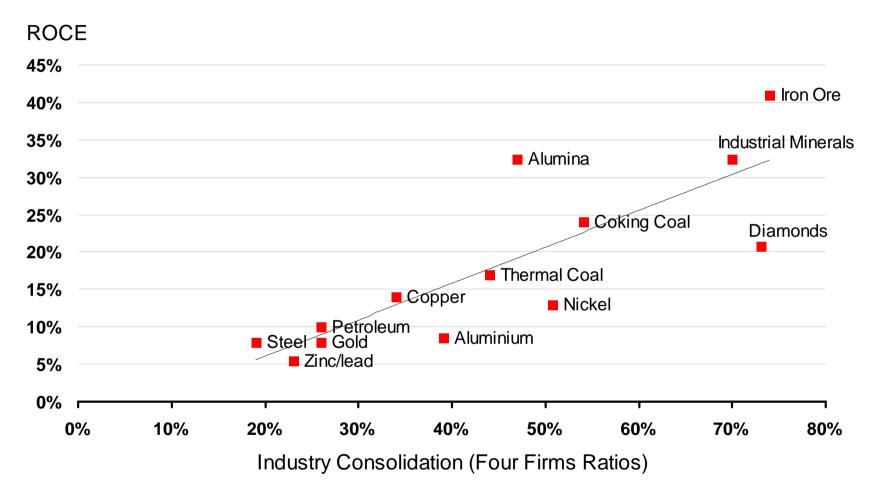
Measured by return (e.g. TSR, ROE)

Source: Michael E Porter "Competitive Strategy: Techniques for Analysing Industries and Competitors"; Standard and Poor's "Industry Surveys: Metals; Industrial" Jan 2007; Margaret E. Slade "Competing Models of Firm Profitability" 2003.



## Industry consolidation drives higher returns

#### INDUSTRY CONCENTRATION VS ROCE



Source: Citigroup Mar-2008

Note: Four Firms Ratio consists of the market share, as a percentage, of the four largest firms in the industry



## Other industry challenges..... Responding to climate change

- We are an energy intensive industry (EII) due to our electricity demand.
   Energy costs can represent up to 40% of the operating cost of modern zinc smelters, so energy efficiency is a key focus
- A number of developed countries are responding to climate change by implementing Emissions Trading Schemes (ETS). We will see higher electricity costs as generators pass through their CO2 costs



- Ell's need recognition to prevent market distortion until a global ETS is implemented
- Nyrstar is working with the International Zinc Association and other zinc smelting companies to represent the industry on this issue



## And opportunities.... Increasing production from secondary feeds

- Nyrstar believes increasing zinc recycling is both a corporate responsibility and a significant industry opportunity
- The lead industry is an excellent model for recycling with a high proportion of production coming from secondary feeds

