

Fact Sheet: Steel Europe

(November 2013)

Overview

Business Area:

Steel Europe

Sales: 9,620
EBIT adj.: 143
EBIT: 62
Employees: 26,961

2012/2013 sales and EBIT in million €
Employees as of September 30, 2013

Business Units:


ThyssenKrupp
Steel Europe AG

Processing

Products

- Hot strip
- Medium-wide strip
- Heavy plate
- Cold strip
- Coated products
- Electrical steel
- Tinplate

Key strategic elements

- Focus on premium flat carbon steel products
- Optimum realization of economies of scale und differentiation potential through “large-scale, premium-niches” approach
- Safeguarding and expansion of competitiveness and profitability through program  to earn more than the cost of capital on a sustainable basis
 - improvement of the cost position
 - optimization of the product mix
 - strengthening differentiation through customer orientation and innovation

Key figures

(in € m)

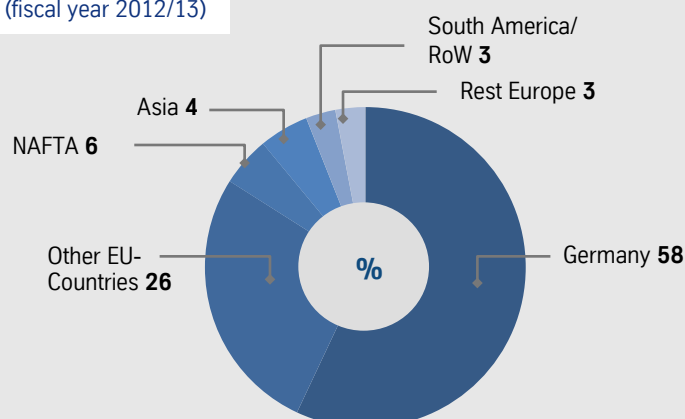
2011/12

2012/13

Order intake	10,455	9,515
Sales	10,992	9,620
EBITDA	659	512
EBIT	188	62
BCF	68	280
TKVA	(332)	(432)
Ø Capital Employed	5,773	5,198
Employees	27,761	26,961
Crude steel production	11.9 m t	11.6 m t
Shipments	12.0 m t	11.5 m t

Sales by region

(fiscal year 2012/13)



Selected competitors

- ArcelorMittal Flat Carbon Europe
- Salzgitter Division Steel
- Tata Steel Europe
- voestalpine Division Steel

Market positions Europe²⁾

- Coated Products #2
- Tinplate #1
- Medium-wide Strip #1
- Electrical Steel, GO #1
- Heavy Plate, quenched & tempered #3

²⁾ in part estimated; Source: internal analysis

Sales by customer group

(fiscal year 2012/13)

