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# NatSteel Holdings

## The Leading Pan-Asian Steel Group

Over 40 years of steel-making experience in the construction industry ...

Supplying a variety of fabricated reinforcement products to more than 300 projects each month ...

Delivering orders that comprise up to 15,000 different designs per day through a downstream facility that boasts one of the largest single cut-and-bend operations in the world.

These and more are what NatSteel Holdings is capable of.

If these facts confound you, then just remember that we are an enterprise of Tata Steel – one of the world's top ten steel producers, which has an annual steel production capacity of 30 million tonnes, and nearly 83,000 employees across four continents.



### Vision

We aspire to be the global steel industry benchmark for Value Creation and Corporate Citizenship.

We make a difference through:

**Our people**, by fostering team work, nurturing talent, enhancing leadership capability and acting with pace, pride and passion.

**Our offer**, by becoming the supplier of choice, delivering premium products and services, and creating value with our customers.

**Our innovative approach**, by developing leading-edge solutions in technology, processes and products.

**Our conduct**, by providing a safe working place, respecting the environment, caring for our communities and demonstrating high ethical standards.

## Tata Steel Group

### Goals for 2012

**Value Creation:** Increase our ROIC to 30%

**Safety:** Reduce the LTIF to 0.4

**Environment:** Reduce CO2 emissions to 1.5 tonnes / tonne of liquid steel

**Employer of choice:** Across all industries – top quartile

NatSteel is headquartered in Singapore and has operations that span six countries including Australia, China, Malaysia, Philippines, Thailand and Vietnam. Our Singapore flagship plant serves as the Asia Pacific hub, providing logistics, procurement and other support services.

Currently, NatSteel/Tata Steel has about 2 million tonnes per year (t/y) of steel making capacity and almost 4 million t/y of rolling capacity in the region.



- Australia
- China
- Malaysia
- Philippines
- Singapore
- Thailand
- Vietnam

# What we have to offer

## NatSteel Holdings — Singapore

### Our beginnings

NatSteel's history goes a long way back to 1964 when it was known as National Iron & Steel Mills (NISM). In 2004, NatSteel Asia (Singapore) Pte Ltd was incorporated – it was the steel business in Singapore which was divested by NATSTEEL or NSL – and later renamed as NatSteel Asia Pte Ltd.

A new exciting chapter began in February 2005, when NatSteel Asia was sold to Tata Steel. As a Tata Steel enterprise, we are now plugged into this global network that extends to UK and Europe, lending us greater synergy as NatSteel continues its expansion track.

In line with the internal restructuring exercise of Tata Steel Group's Asia Pacific subsidiaries, NatSteel Asia changed its name to NatSteel Holdings as of August 2008.

### The Singapore Operations

In Singapore, we are the only steel mill with both upstream and downstream capabilities to produce long products for the construction industry. We not only manufacture our own steel (upstream) by recycling scrap, but also value-add through our downstream operations where we fabricate the steel according to our customers' needs.

Our value-added products, depicted in Diagram A, are used in residential and commercial buildings such as Vivo City and Resorts World at Sentosa (below). They are also used in infrastructural works like the Mass Rapid Transit (MRT) systems.

These solutions, coupled with our dedicated customer service, help our clients meet the exacting demands of the construction industry.

01 Vivo City at HarbourFront  
02 Resorts World at Sentosa

# NatSteel's Products

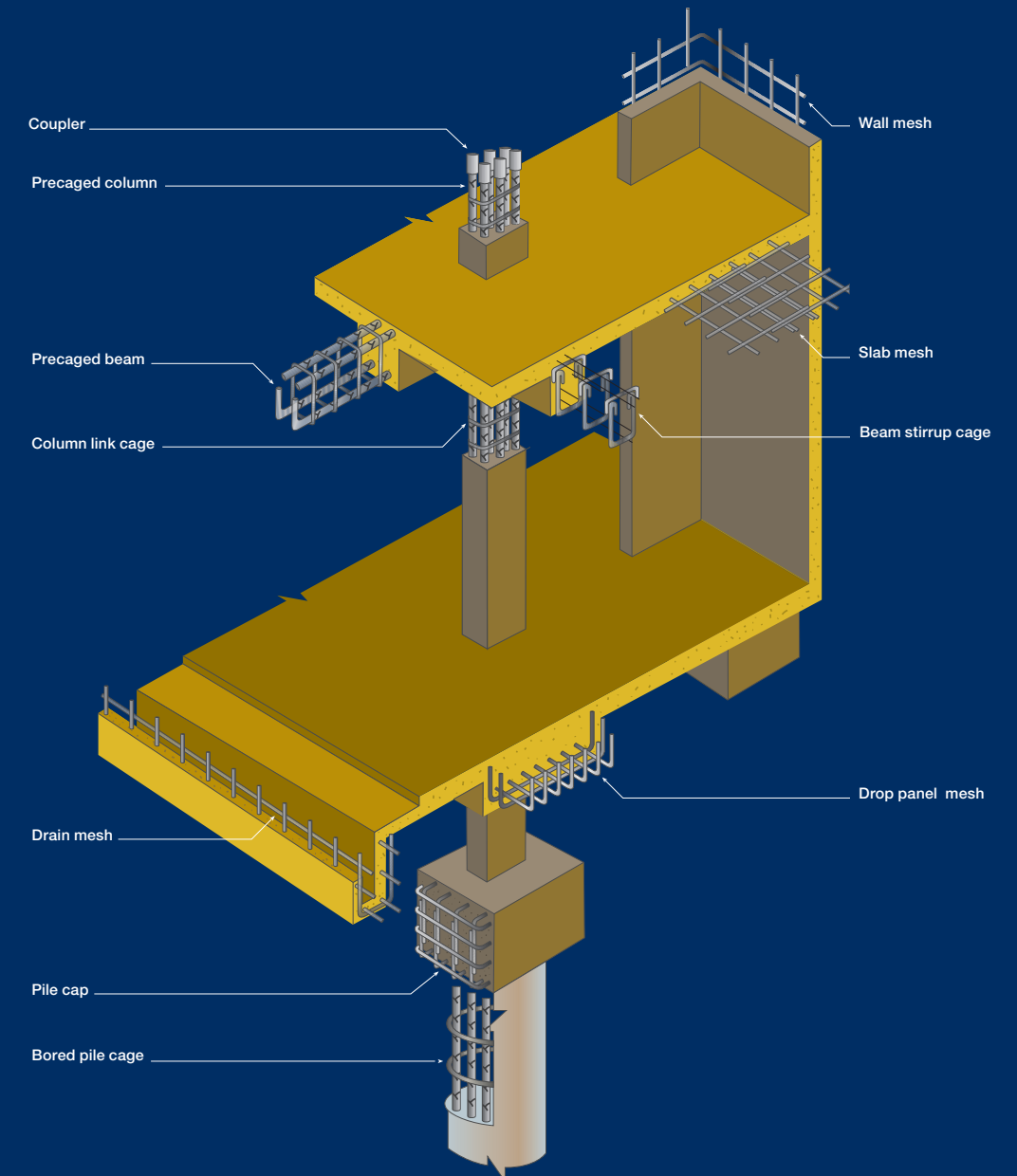


Diagram A: Different parts of a building reinforced with NatSteel's products.



01 02



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# Facilities, Capabilities & Accreditations

## Not run-of-the-mill

Our downstream facility boasts one of the largest single cut-and-bend (CAB) operations in the region with state-of-the-art machinery that enables us to customise rebars, produce welded wire mesh and prefabricated cages of diverse dimensions.

Mechanisation of these labour-intensive processes aids us to value-add to our steel in an efficient and productive manner. As a supplier to more than 300 projects per month for a variety of prefabricated reinforcement products, we can handle orders comprising up to 15,000 different designs per day. Our ability to customise products and our just-in-time delivery service translate into benefits and cost-savings for our customers.

Behind these capabilities is a dedicated team of specialists who ensure that our customers' needs are met from the onset right up to the final delivery.

## Facilities

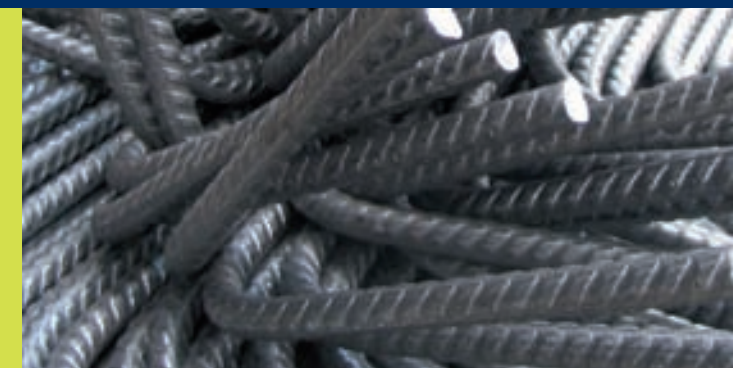
- One 80-tonne DC Electric Arc Finger Shaft Furnace
- One 80-tonne ladle furnace
- One high-speed four-strand continuous casting machine
- One high-speed rolling mills to produce a full range of deformed bars, round bars and wire rods
- The latest cut-and-bend machines for precise fabrication of reinforcement bars
- State-of-the-art machines for producing cold rolled wires, stretched wires and welded wire mesh

## Capabilities (tonnes per annum i.e. t/y)

- Meltshop: 720,000 t/y
- Rolling Mill: 720,000 t/y
- Cut & Bend: 360,000 t/y
- Mesh: 90,000 t/y
- Cold Rolled Wire: 200,000 t/y
- Caging Centre: 100,000 t/y

## Products

- Reinforcement bars
- Wire rods
- Cut-and-bend reinforcement bars
- Welded wire mesh
- Prefabricated cages
- Steel couplers (including E-Splice)



## Our marks of distinction

The NatSteel brand is synonymous with quality as underscored by our accreditations. The entire product cycle is stringently managed with various quality control procedures, within the context of the good environmental, as well as safety and health measures.



## Our accreditations:

### Production & Process Certifications

- PLS Certification Mark, Singapore Standard 2:1999 (Plain Mild Steel Bar/Deformed Bar)
- PLS Certification Mark, Singapore Standard 32:1999 (Welded Steel Fabric)
- ACRS Mark (Australian Certification Authority for Reinforcing Steel)
- ISO 9001:2000

- BS4449 from CARES, UK (UK Certification Authority for Reinforcing Steels)

### Environmental, Safety & Health Certifications

- ISO 14001:2004
- OHSAS 18001:1999



# Our Approach

## Our people-centred approach

Ensuring staff well-being is one of the top priorities in NatSteel. We believe in investing in people and processes to deliver the highest quality products and services through continuous improvement/learning.

Our awards like the People Developer Standard (PDS), Singapore Health Award (Platinum) and the Work-Life Excellence Award (2006 & 2008) attest to our commitment to our staff in:

- Developing their talent to its highest potential through training
- Ensuring a high standard of health and safety
- Promoting a work-life balanced culture



- 01 The Sports & Recreation Club organises a host of activities ranging from lunchtime recreation to friendly competitions and family outings. Picture shows staff having a great time at the NatSteel Family Day 2008 event at Jurong Bird Park.
- 02 The Occupational Health Unit (OHU), our in-house clinic, not only provides free medical services, it also organises talks and exhibitions on health and family relationships.



01



02

# It's about others

## Building Beyond Borders (B<sup>3</sup>)



01

Following in the footsteps of our parent company, Corporate Social Responsibility (CSR) is an integral part of our business. In December 2007, we pledged \$1 million over three years to community initiatives when we launched the CSR plan dubbed 'Building Beyond Borders' or B<sup>3</sup>.

B<sup>3</sup> encompasses community-giving, in particular to the disadvantaged elderly and the education of needy children and youth, and responsible environmental stewardship. It also extends to the community which we support via corporate sponsorships, plant visits and other activities.

- 01 At the launch of B<sup>3</sup>, cheques of \$50,000 each were presented to St Joseph's Home and Society for the Physically Disabled at the inaugural NatSteel Golf Challenge and Dinner.
- 02 NatSteel donated a van to St Joseph's Home and launched the CSR leave for staff to take the elderly residents out on excursions.
- 03 Staff taking part in a blood donation drive.



02



03

02

# Our Evergreen Commitment



Being 'green' has always been high on our agenda, especially in light of our growth and expansion. We have adopted a multi-pronged approach at a whopping cost of \$20 million and counting.

Some systems in place include:

- Fume extractor systems that minimise air pollution
- Radiation detection system that ensures our steel is radiation-free and complies with the safety standards of the International Atomic Energy Agency
- Electric Arc Finger Shaft Furnace which helps us reduce energy usage by 25 percent, making NatSteel a steel maker with one of the lowest electricity consumption in the world
- Automated conveyor system which links the Meltshop to the rolling mill, thereby reducing fuel consumption by nearly 50 percent
- Recycling protocols for the reutilisation of slag (by-product from melting steel scrap) for use in road construction, and the recycling of water used for cooling hot steel
- Dust system upgrade to ensure that the dust collection is of greater efficiency
- Oxygen lancing where chemical instead of electrical energy is used

