

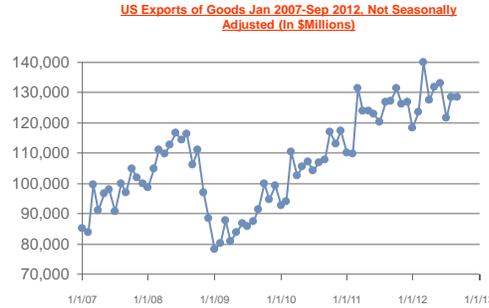
Exports Continue to Grow; Re-shoring Trends Shape Future Outlook



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Exports well exceed pre-crisis levels.

- Growth will continue next year but slowdown in global growth will impact potential.



Broad trends are emerging that are making companies reinvest in American manufacturing.

- Contributing Factors:
 - Lower value of USD \$ vs. major currencies
 - Wage and benefit increases in developing economies (namely China)
 - High shipping costs
 - Supply chain risks
 - Need to shorten lead-times (price volatility)
 - Low natural gas prices



Made in USA

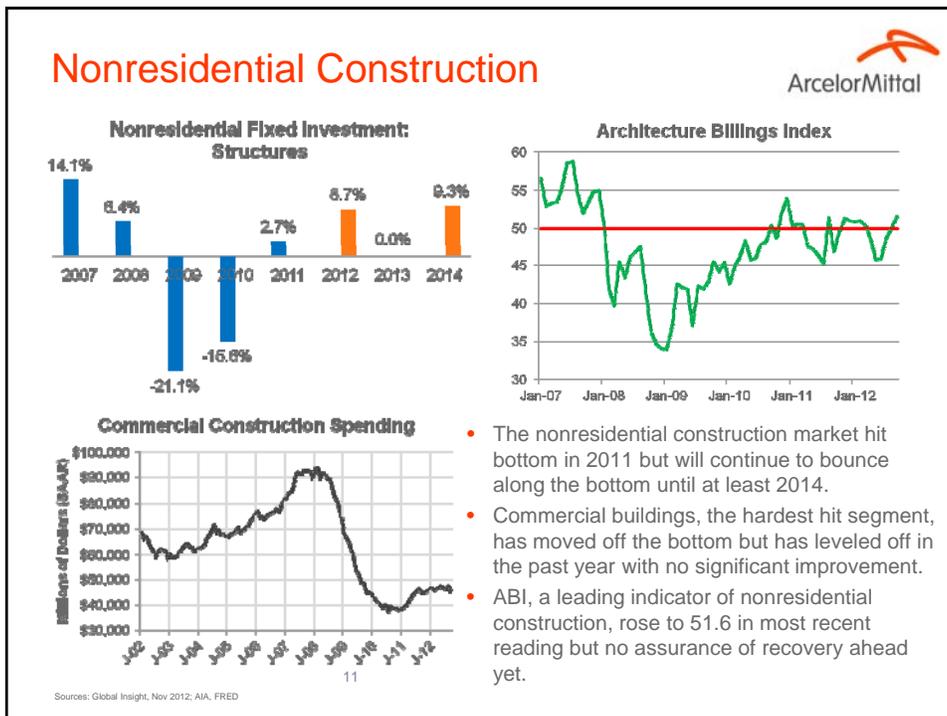
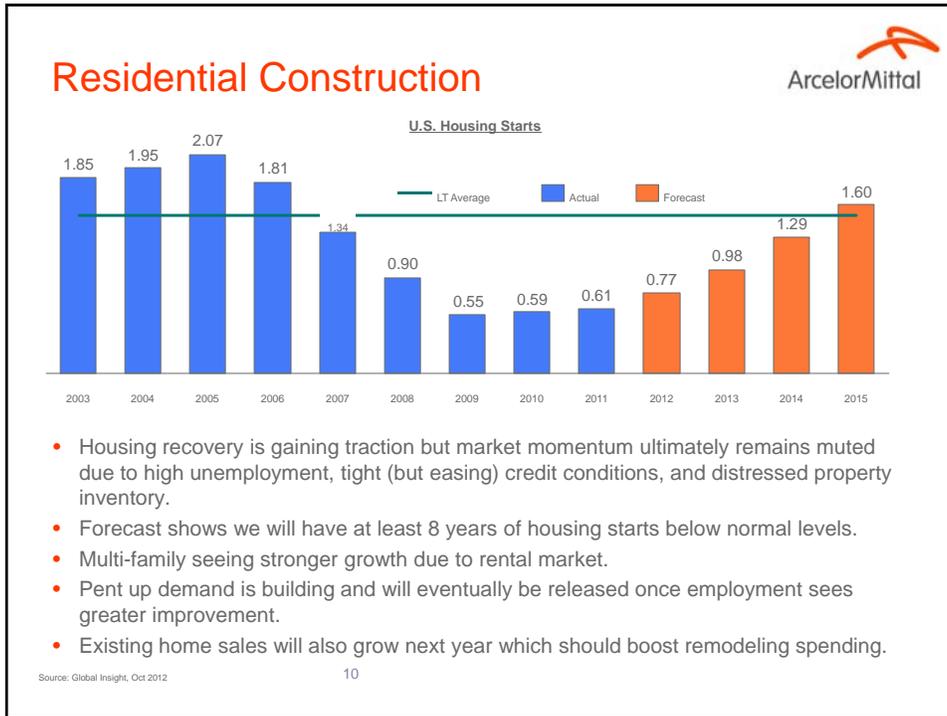
Source: Census Bureau, Global Insight, Nov 2012

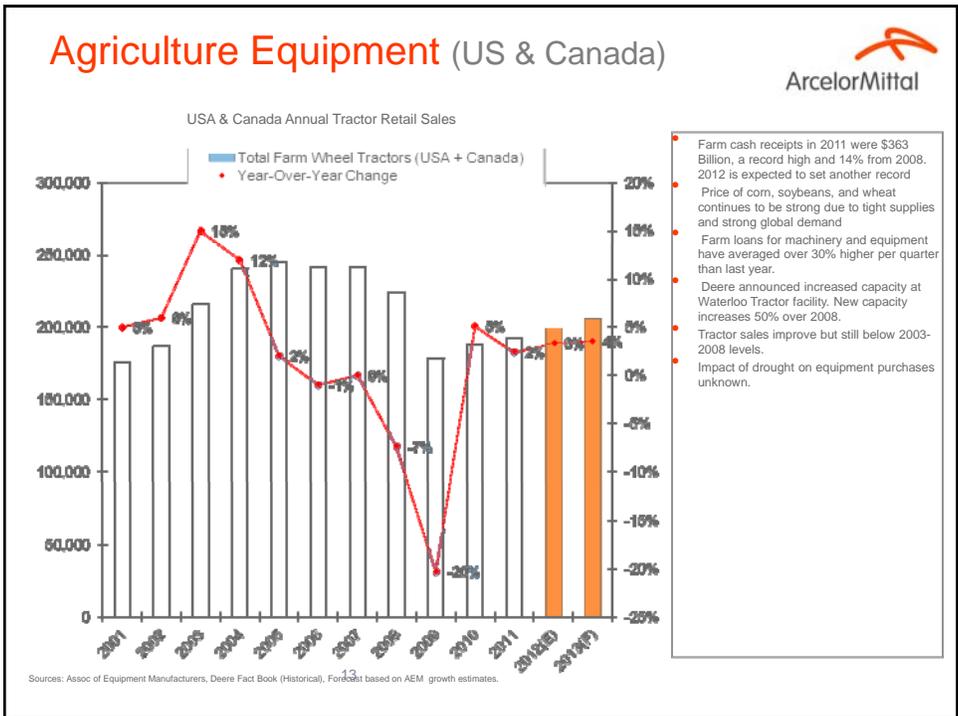
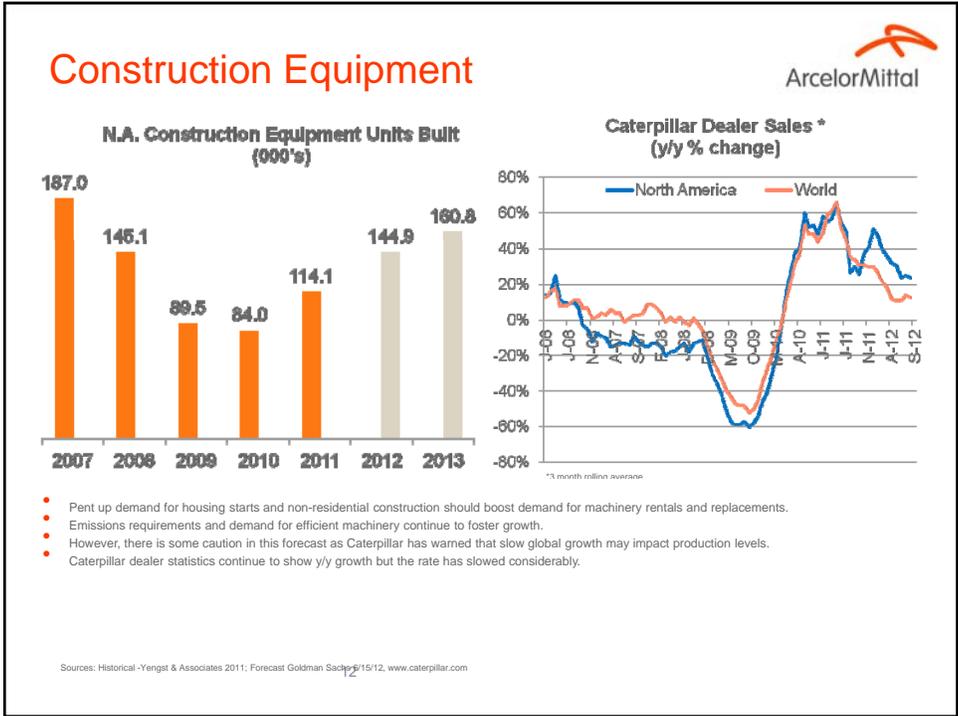
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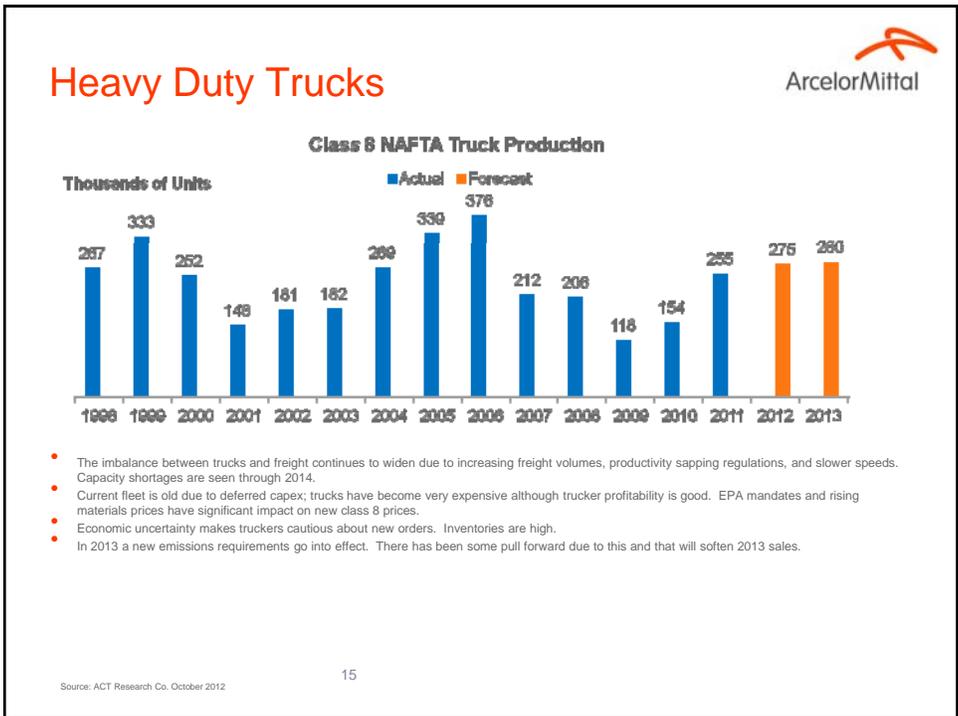
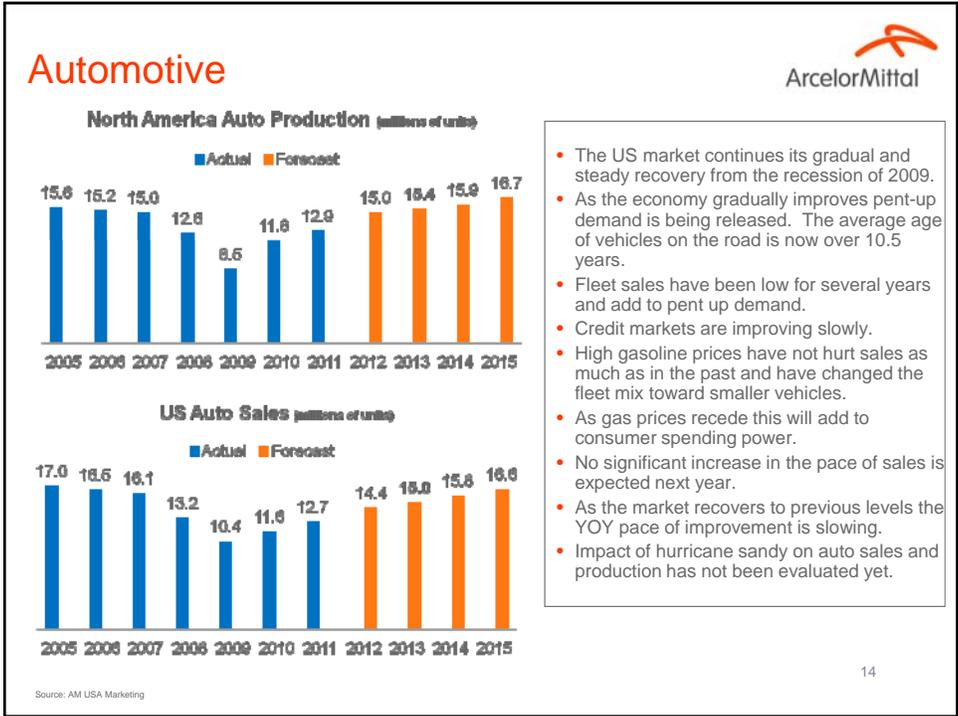


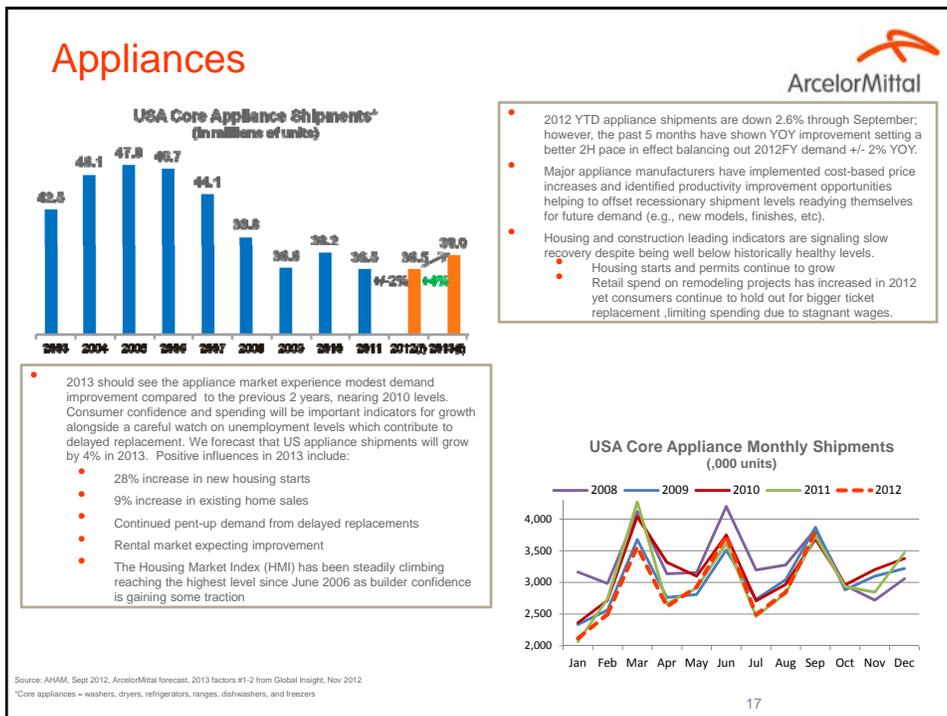
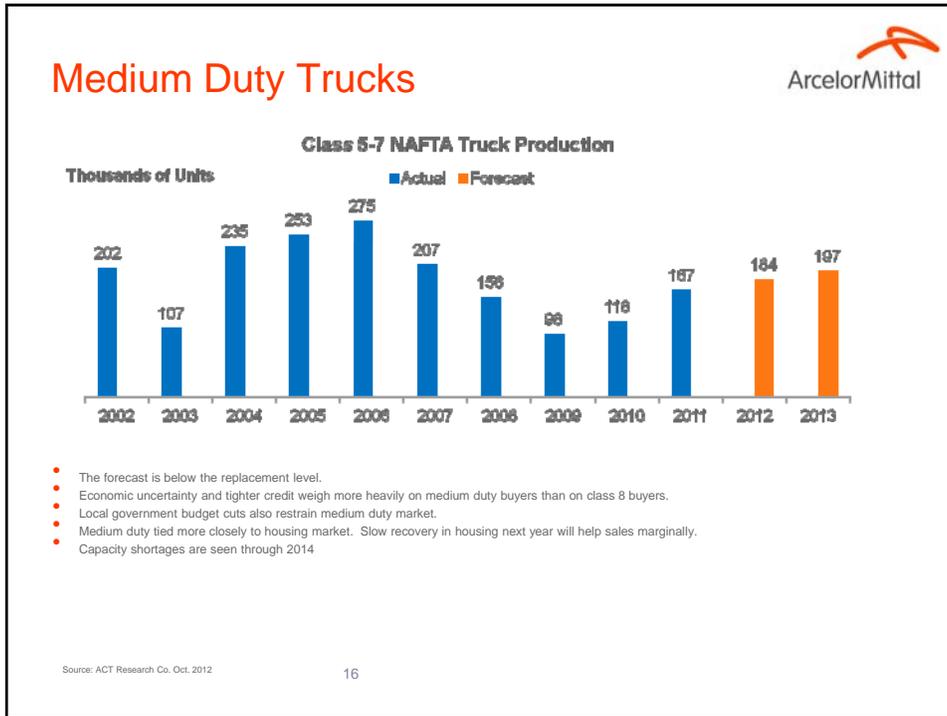
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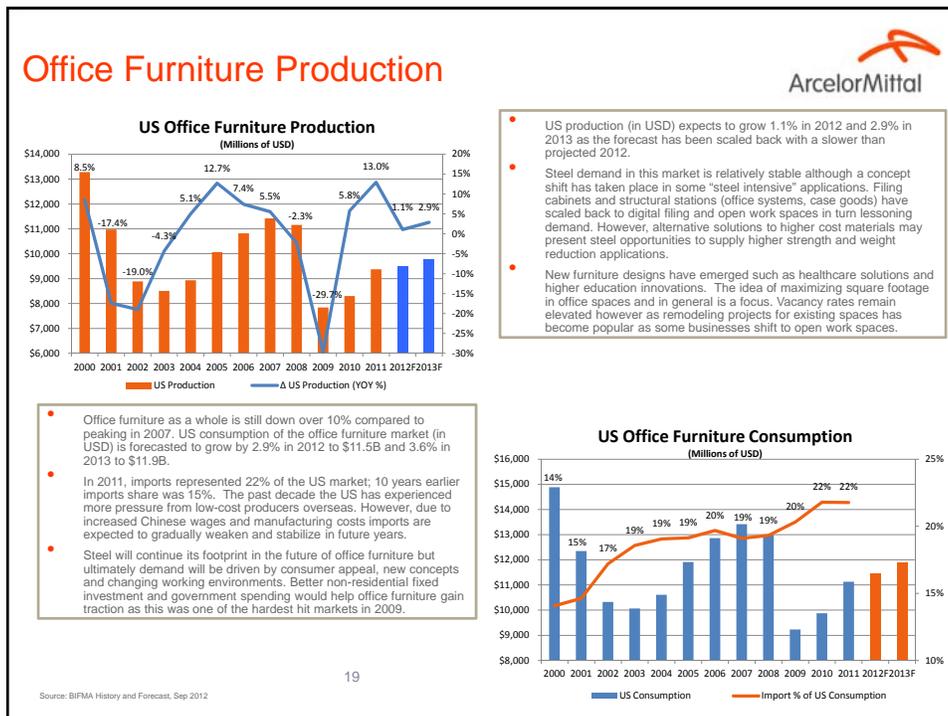
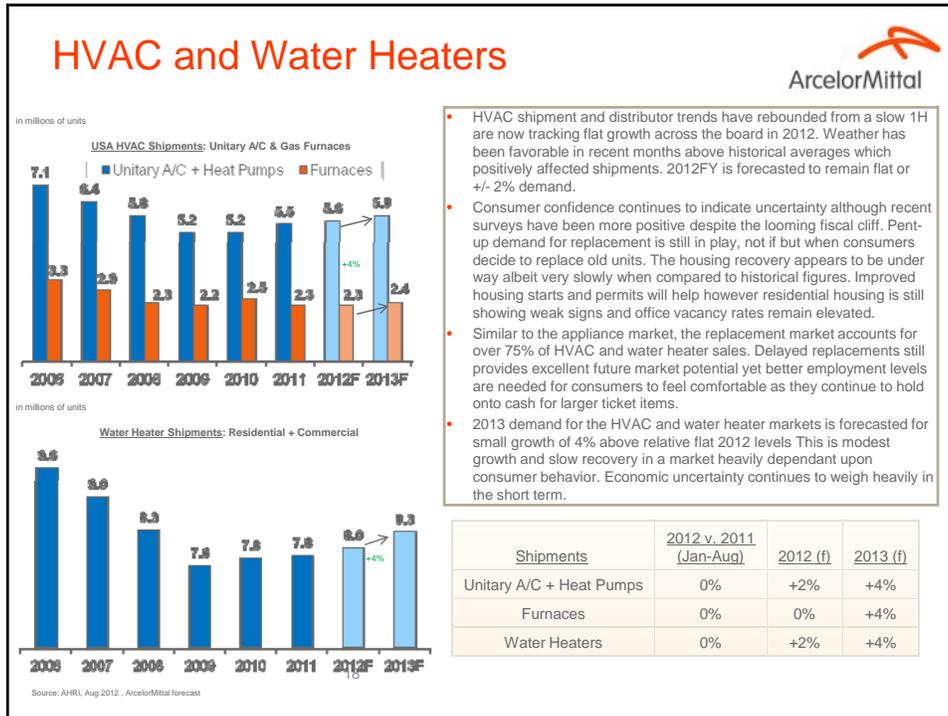
Steel Markets

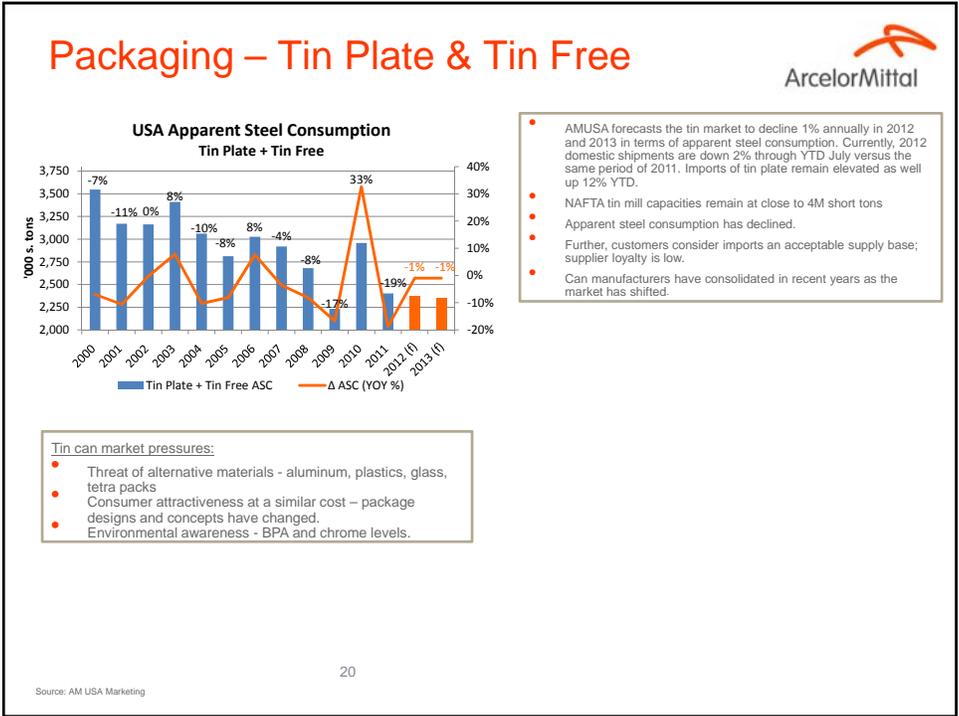








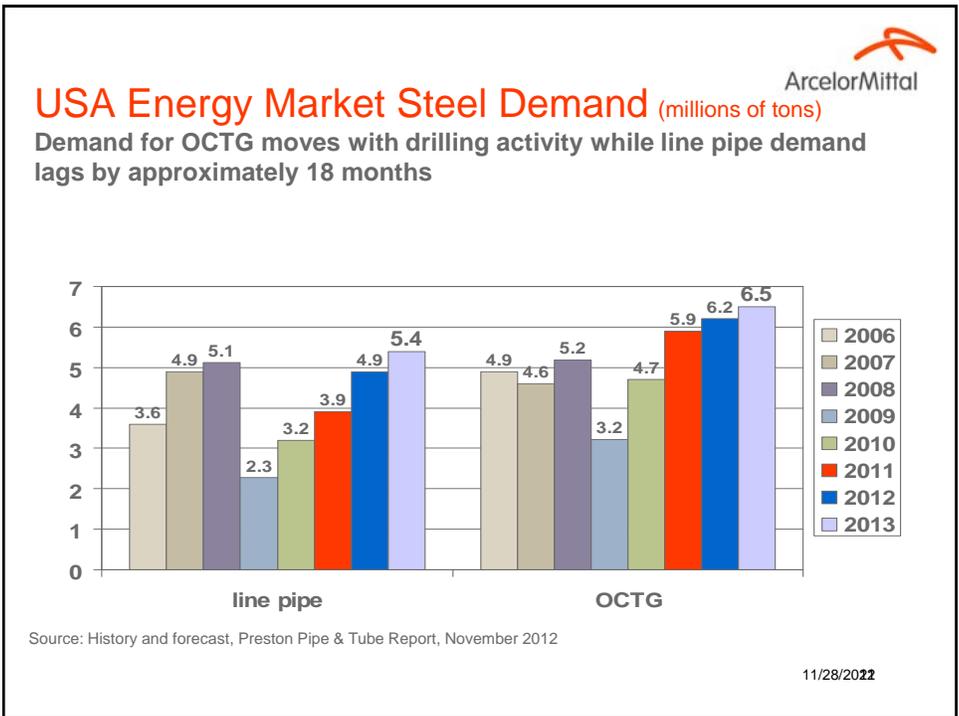


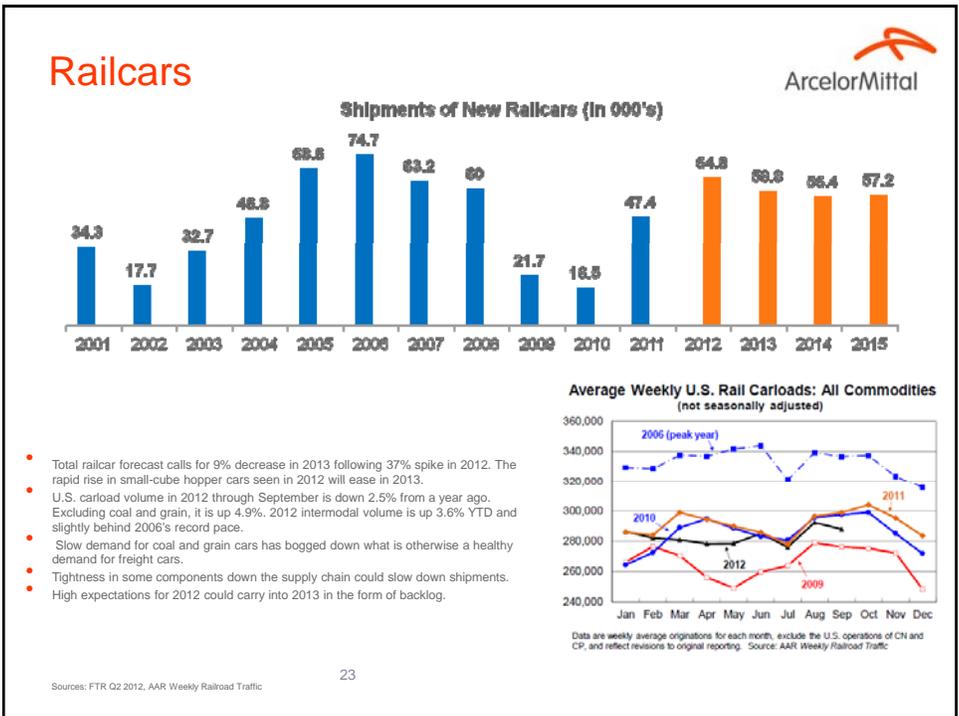
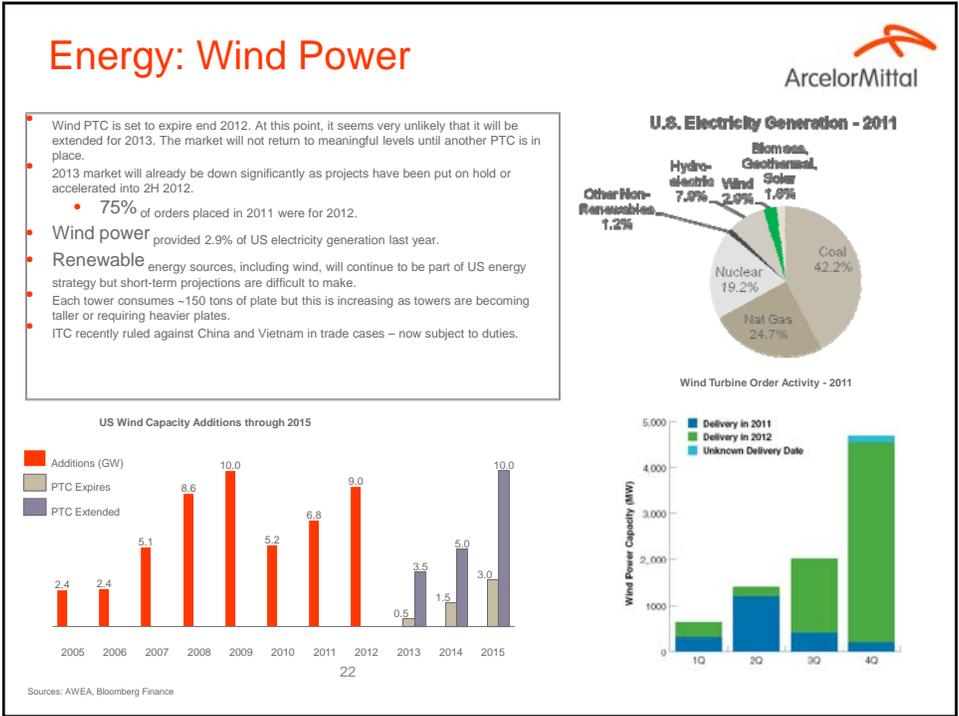


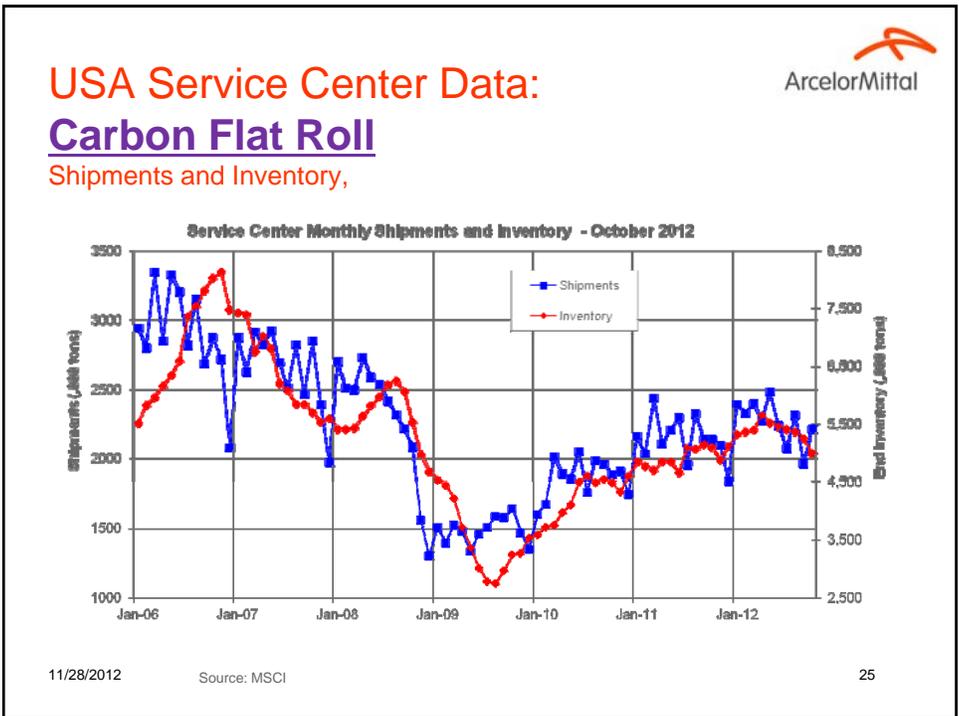
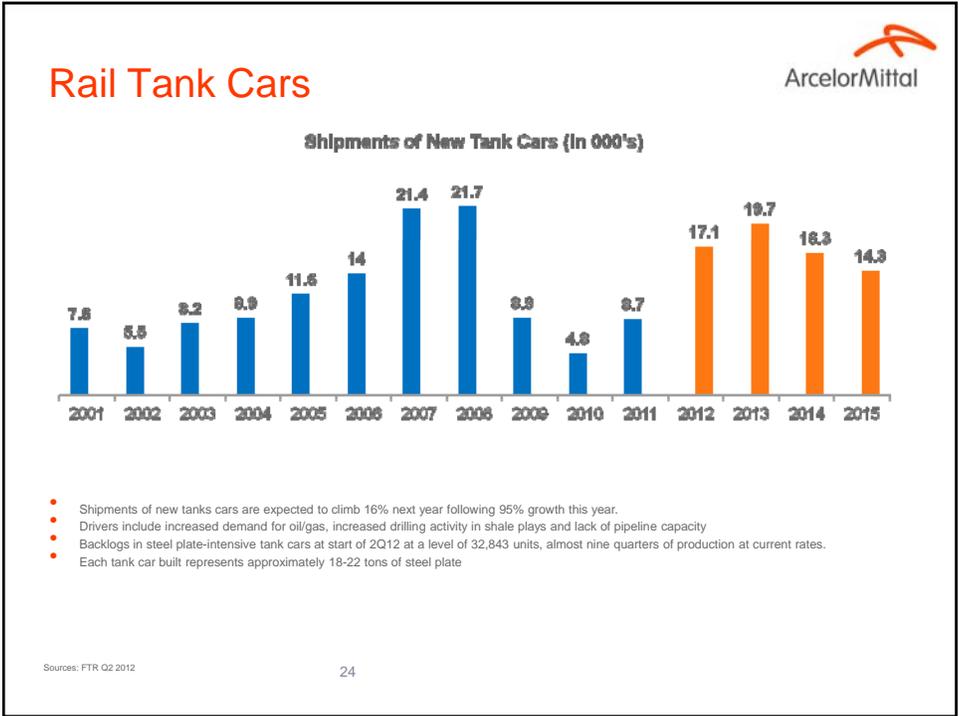
Tin can market pressures:

- Threat of alternative materials - aluminum, plastics, glass, tetra packs
- Consumer attractiveness at a similar cost – package designs and concepts have changed.
- Environmental awareness - BPA and chrome levels.

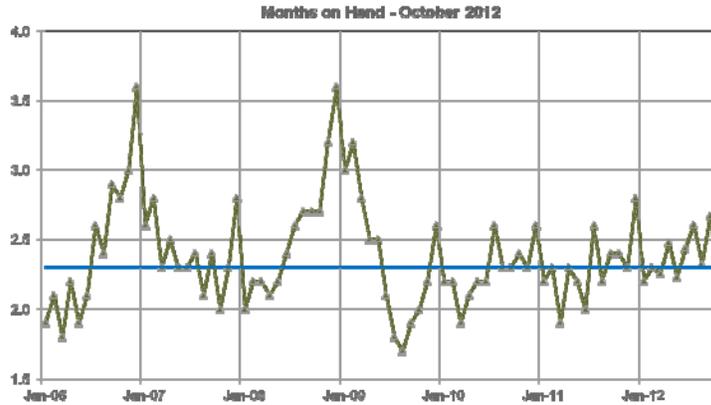
- AMUSA forecasts the tin market to decline 1% annually in 2012 and 2013 in terms of apparent steel consumption. Currently, 2012 domestic shipments are down 2% through YTD July versus the same period of 2011. Imports of tin plate remain elevated as well up 12% YTD.
- NAFTA tin mill capacities remain at close to 4M short tons
- Apparent steel consumption has declined.
- Further, customers consider imports an acceptable supply base; supplier loyalty is low.
- Can manufacturers have consolidated in recent years as the market has shifted.







USA Service Center Data:
Carbon Flat Roll
Months-on-Hand



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Source: MSCI

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USA Service Center Data:
Carbon Plate
Months-on-Hand



11/28/2012

Source: MSCI

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Steel demand change 2013



Auto	
Residential Construction	
Non-residential Construction	
Machinery	
Agriculture	
Electric motors	
Infrastructure	
Energy	
Steel Inventories	

Most major steel consuming markets will continue to recover over the next 18 months. However the pace of recovery for the US economy is still very slow. Therefore, there is no expectation that we will see robust growth any time soon.

Source: AMUSA analysis

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USA Steel Demand Forecast



Finished Steel (mmt)	2011	2012	Δ YOY	2013	Δ YOY
Industry Shipments	83.3	88.5	+6%	92.1	+4%
Finished Imports	19.8	22.7	+15%	22.9	1%
Adjustments	1.8	2.0		2.2	
Exports	12.2	12.8	+5%	12.9	+0%
US Apparent Steel Use	89.1	96.5	+8%	100.0	+4%
Inventory Change	0.6	1.1		0.9	
NAFTA ASC	122	132	8.0%	135	2.5%

This forecast predicts a continuing recovery but, even if these predictions are achieved, 2013 ASU will still be only 85% of the 4-year annual average preceding the 2008-2009 recession.

*ASU = Shipments + finished imports - adjustments - exports.
**RSU = ASU - net increase in end-user and merchant inventories.

Sources: (listed clockwise)
 P2 - U.S. Department of Commerce, U.S. Federal Reserve Board, U.S. Census Bureau, Institute for Supply Management
 P3 - U.S. Bureau of Economic Analysis, U.S. Bureau of Economic Analysis, U. of Mich. & Conference Board, U.S. Bureau of Labor Statistics
 P4 - U.S. Department of Commerce, U.S. Department of Commerce, Metals Service Center Institute
 P5 - Wards Automotive, Wards Automotive, Baker-Hughes, U.S. Department of Energy, McGraw-Hill (Dodge)
 P6 - American Iron and Steel Institute, U.S. Census Bureau, American Iron and Steel Institute, U.S. Census Bureau
 P7 - American Iron and Steel Institute

2011 89.1 = 98.0
 2012 96.5 = 106.1
 2013 100.0 = 110.0

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Global Steel Markets



Europe

- Europe still in recession and uncertainty and risk remain on the downside. Success of ECB scheme depends on countries agreeing to ESM conditions & undertaking structural reforms.
- Companies remain cautious and uncertainty is causing them to scale back capital investment
- 2012 auto demand has grown in all regions except EU27 (-8%) with light vehicle assembly up an estimated 6%, in 2013 EU27 down further (-3%) while global assembly up (+5.5%)
- Construction shows similar weakness in Europe, where indicators and output continue to decline and steel intensity is falling as output is held up by less steel intensive renovation.

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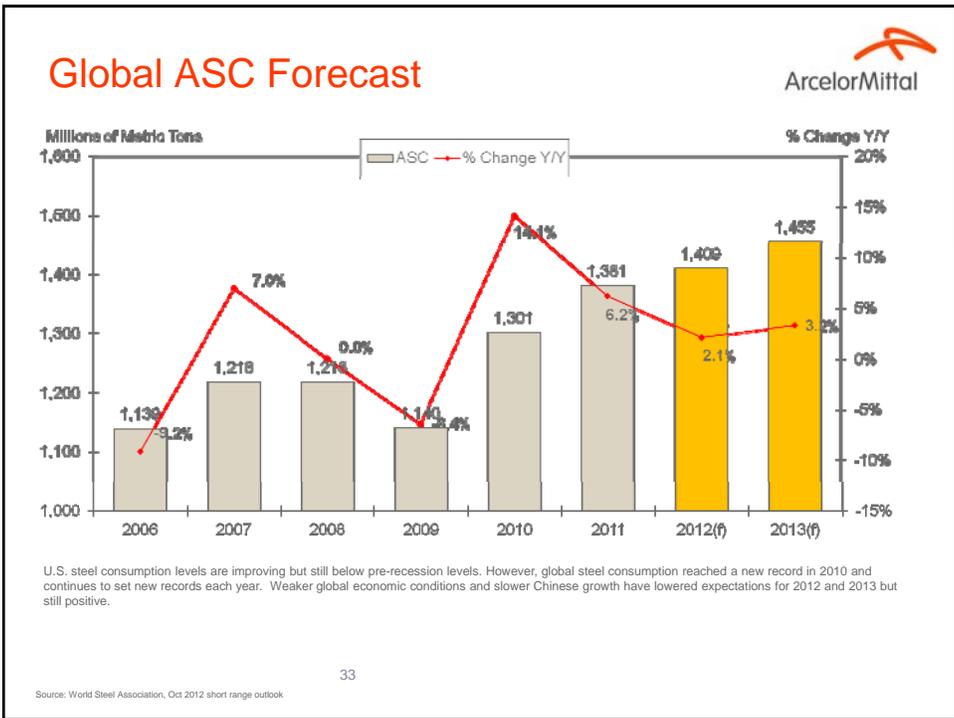
China Overview

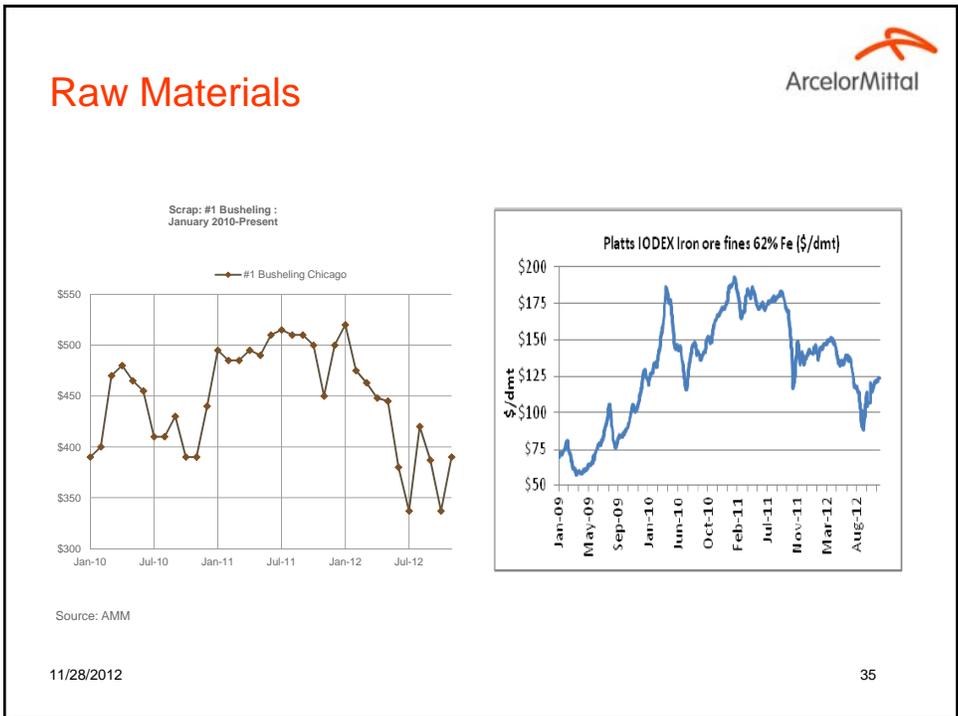
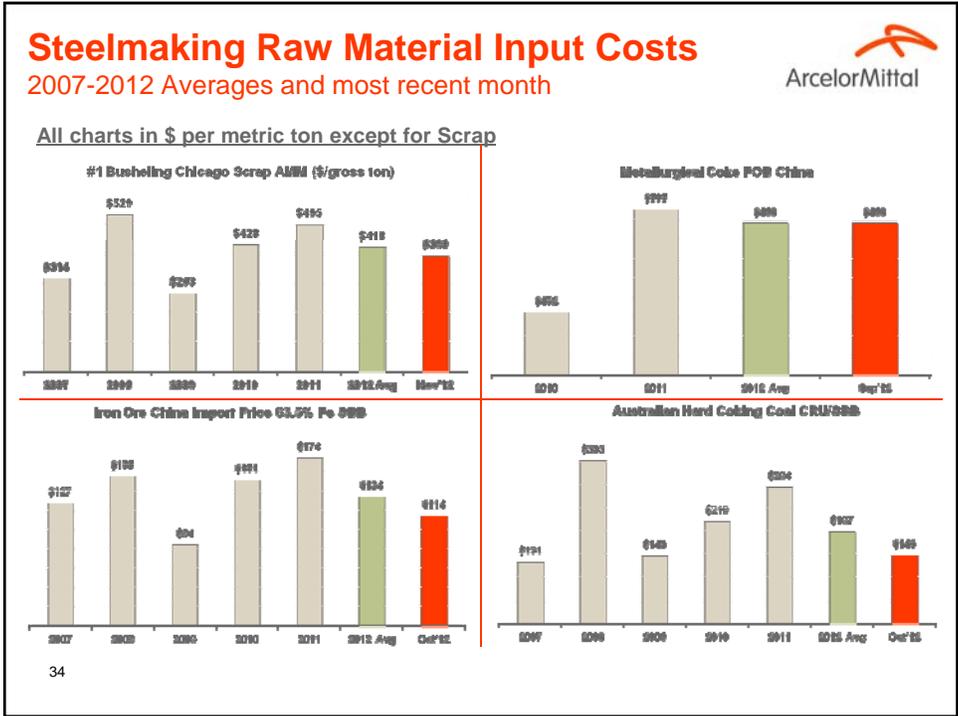


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- Inventory at 25 warehouses is seasonal but has recently been declining as lack of available loans increased pressure to sell stock even if realising loss. Inventory now down y-o-y.
- Real demand has increased slowly in Sept/Oct on stronger infrastructure investment and mills were able to cut inventory from >14mt (+60% y-o-y) in July to <11mt in Sept (+6%).
- 2012 ASC forecasts have been revised down from 4.5-5% at budget to ca 2.5% now, due to weaker demand (lower construction starts, slower manufactured exports), and an upward revision to 2011 production.
- Policy has been stimulated (bank reserve requirements and interest rates cut) but less than expected – with people believing that this is due to the leadership changeover .
- While new leaders are likely to continue to stimulate demand in 2013, with emphasis on encouraging urbanization - we doubt that this will be a significantly stronger stimulus as:
 - With wage growth high and food price inflation low there is little urgency to act
 - Local government remains highly indebted and threat to banks asset quality.
 - Housing market controls will remain in place to avoid any new housing bubble.
- This means real steel demand is likely to become stronger during 2013 growing around 4% and as de-stocking continues, 2013 ASC growth may be closer to this than our 3.1% forecast.

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Risks

- Fiscal cliff and taxmageddon
- European recession
- European debt crisis
- China's recovery
- Global energy shock

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Summary

- Slow growth continues and the rate of growth is slowing
- Global steel markets will show a lot of volatility and risk
- Cautiously optimistic

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