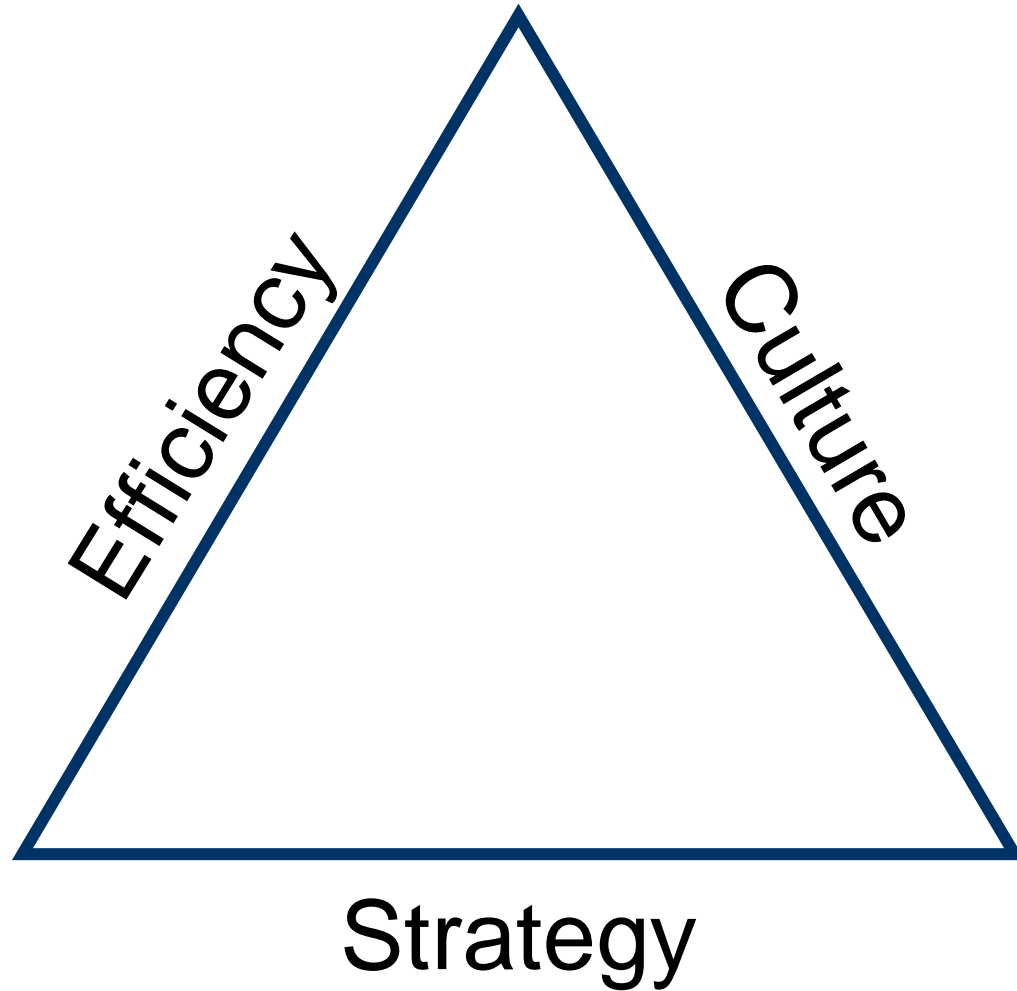


Malcolm Broomhead

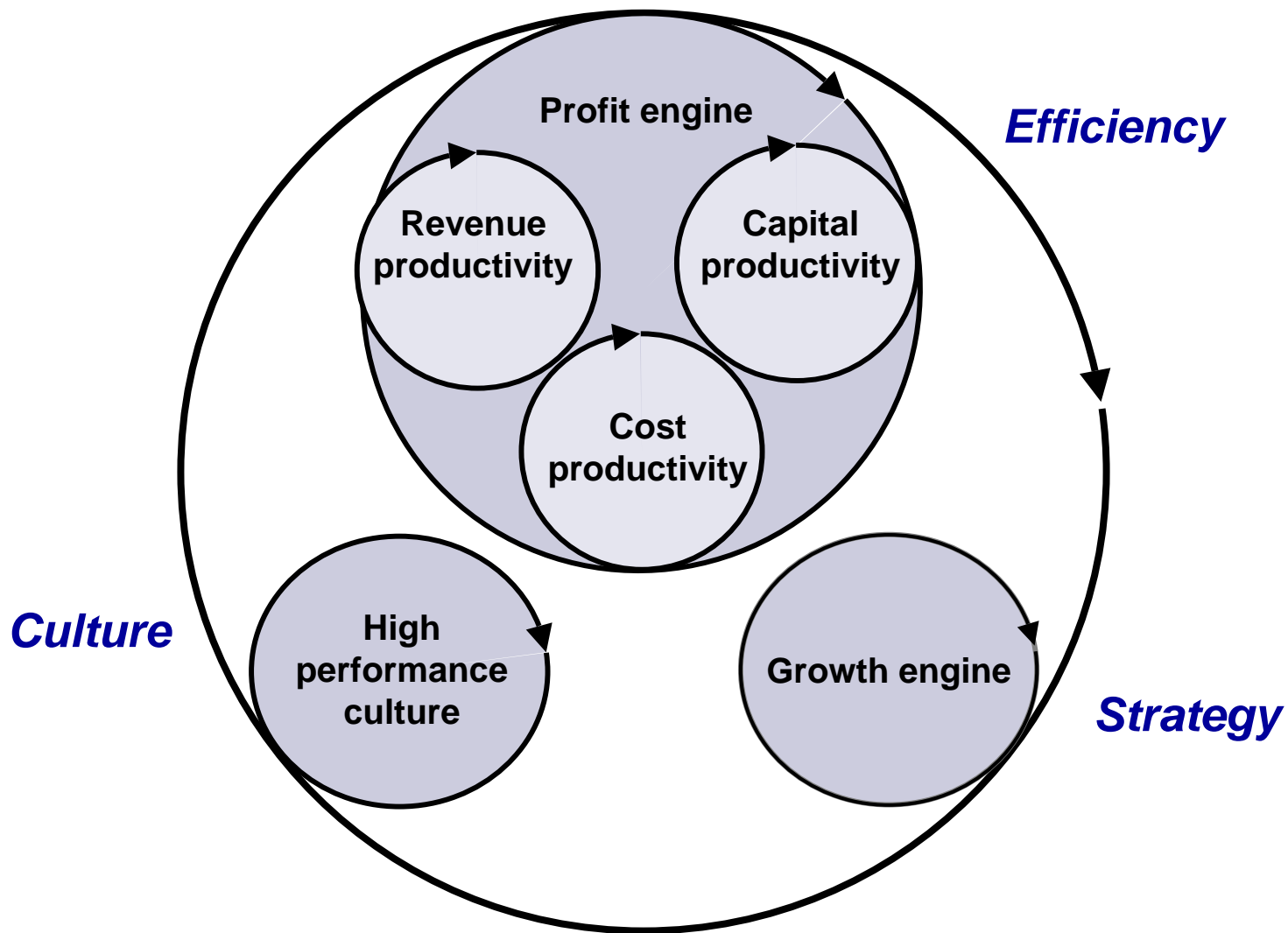
Managing Director & CEO



Orica's Approach



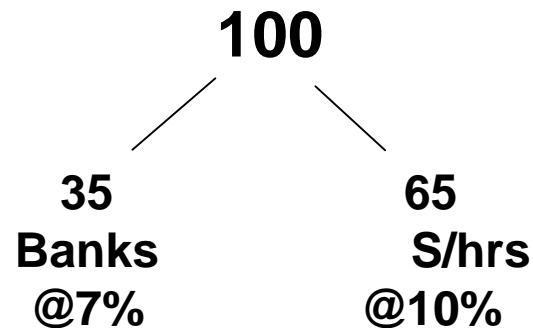
Orica's Approach Value Drivers



Efficiency

ECONOMIC PROFIT: WHY 18%

INVEST



EARN

	18
Interest	(2.5)
Overheads*	(2.0)
Tax	(4.0)
	<hr/>
	9.5
Shareholders	(6.5)
Inflation	(3.0)
	<hr/>
	0

* including Growth Investments

Orica's Approach

Driving the Efficiency Engine

Key Capabilities

- Procurement
- Supply Chain
- Manufacturing
- Strategic Market Planning

Culture – “Deliver The Promise”

At Orica we have implemented a performance-based culture driven by personal accountability for delivering results.

- Safety, Health & Environment
 - *No injuries to anyone ever*
 - *Value people and the environment*
- Commercial Ownership
 - *Run the business as if it is your own*
- Creative Customer Solutions
 - *Think differently, deliver swiftly and capture the value*
- Working Together
 - *Success as a team and success as an individual*

Strategy



Orica's Strategy

Sustainable Bottom Line Growth

- Market leadership
- Growing only value adding businesses
“earn the right to grow”
- Related growth - “building on our best businesses”

Orica's Strategy

Driving the Profit Engine

- Mergers & Acquisitions
- Capex
- Productivity
- Industry Growth

How do we embed this approach?

PRINCIPLE

VALUE

OPERATING STRATEGY TOOLS

SH&E

Value our PEOPLE
SUSTAINABILITY
Value added

- 1) ZERO FATALITIES STRATEGY
- 2) ORICA SH&E SYSTEM

Commercial
Ownership

ECONOMIC
Value added

- 1) GROUP PROCUREMENT
- 2) SUPPLY CHAIN IMPROVEMENT
- 3) MANUFACTURING IMPROVEMENT
- 4) SIX SIGMA

Creative
Customer
Solutions

CUSTOMER
Value added

- 1) ORGANIC GROWTH PROJECTS
- 2) STRATEGIC MARKET PLANNING
- 3) INNOVATION & TECHNOLOGY
- 4) CUSTOMER DRIVEN PERFORMANCE METRICS
- 5) SUSTAINABILITY BUSINESS

Working
Together

PEOPLE
Value added

- 1) TALENT DEVELOPMENT
- 2) CAREER DEVELOPMENT AND SUCCESSION PLANNING
- 3) GENDER PROGRAMMES
- 4) CULTURAL DIVERSITY PROGRAMMES

Orica's Approach – Driving the Profit Engine

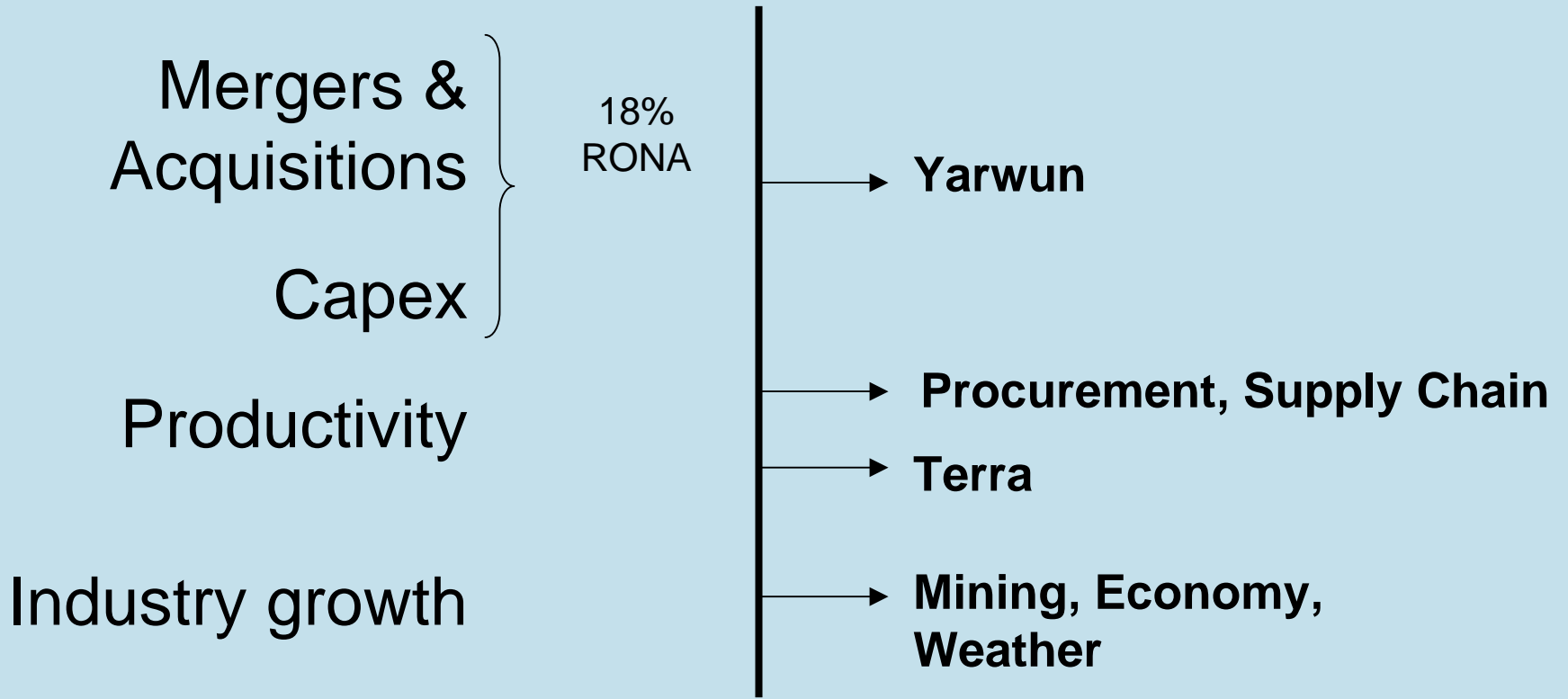
- Transforming Orica initiatives require resources to build people capability and robust processes
- In the medium term and beyond, this will deliver sustainable year-on-year bottom line growth

Leveraging Revenue, Cost and Capital Productivity – Illustrative Example

Item	Amount \$	% Movement	New Amount \$
Revenue	100	↑8%	108.0
Costs	<u>90</u>	(-1%: 89%)	<u>96.1</u>
Net Profit	10	19%	11.9

Item	Amount \$	% Movement	New Amount \$
Revenue	100	↑8%	108.0
Costs	90	↑0%	<u>97.2</u>
Net Profit	10	↑8%	10.8

Orica's Approach Driving the Profit Engine



Three Aims

- Deeper understanding of our businesses
- Get to know our Leadership Team better
- Fuller appreciation of the sustainable profit growth engine we are putting in place at Orica to grow outstanding performance into the future

Who Are We? Orica's Group Executive



Peter Bailey
General Manager
Consumer Products



Graeme Liebelt
Executive Director and
CEO Explosives



Noel Meehan
Chief Financial Officer



Malcolm Broomhead
Managing Director and CEO



Greg Witcombe
General Manager
Business Transformation
and Human Resources



Julian Segal
Managing Director
and CEO Incitec Pivot

Bronek Karcz
General Manager
Chemnet Group



Patrick Largier
General Manager
Mergers and Acquisitions



John Beevers
General Manager
Chemical Services



Shaun O'Sullivan
General Manager
Business Development