

Company Profile

Adelaide Brighton Limited is Australia's largest supplier of cement and lime with operations in all mainland states of Australia. With origins going back to 1882, today the Company has sales of \$400 million and employs around 1000 people in all mainland states of Australia. The Group is listed on the Australian Stock Exchange and trades under the symbol "ABC". The RMC Group p.l.c., a UK Public Company and a world leader in the supply of materials and services to the construction industry, is a 55% shareholder of Adelaide Brighton Limited.

Vision and Values

We are committed to achieving leadership in safety, customer satisfaction and cost and are working towards a sustainable future for the industry.

Core Business and Markets

The principal activities of the Company are:

- Production and marketing of clinker and cement products;
- Marketing of supplementary cementitious materials, such as fly ash and ground blast-furnace slag;
- The production and marketing of lime products; and
- The provision of specialised road construction, maintenance and rehabilitation services.

We have market leadership positions in Western Australia, Northern Territory and South Australia with our 50% owned associates holding strong positions in Queensland and Victoria.

The major end-use markets of the Company's products are residential and non-residential construction, engineering construction, mining and road services.

Strategy Overview

Adelaide Brighton is seeking to increase returns to shareholders by improving the performance and efficiency of its business. We are continuing to pursue our strategy based on:



- Developing strong management and operating capability;
- Reducing debt to provide capacity for new investment post 2001; and
- Remaining alert to opportunities for further improvements in industry structure in Australia believing such evolution is inevitable and desirable.

Growth

Significant opportunity exists for earnings growth through continuing cost reduction, and revenue growth when the present difficulties caused by dumped imports from Asia can be resolved.

The cement market offers further potential for rationalisation and we remain alert to opportunities in this regard.

ABOVE: DELIVERING A 'PERFECT ORDER' IS A KEY DRIVER IN THE COMPANY'S FOCUS ON IMPROVING CUSTOMER SATISFACTION. ADELAIDE BRIGHTON CEMENT AREA MANAGER, GREG FIEDLER, (L) SEEN HERE DISCUSSING CEMENT SUPPLY LOGISTICS WITH CUSTOMER, RINO OBBIETTIVO, (R) OF CONCRETE SUPPLY PTY LTD

Our lime business offers long-term growth and we have a strong position based on world class assets at the bottom of the cost curve.

Our road stabilising business continues to contribute to group profitability and cash flow, and is a major customer of our cement and lime operations.