

We have clear, consistent goals

James Hardie is a world-wide leader in fibre cement building products, with operations in the United States, Australia, New Zealand, Chile, Europe and the Philippines.

Using superior product and process technology, and sound marketing, we aim to develop differentiated fibre cement products that will allow us to secure the strongest competitive position wherever we operate. We are committed to becoming, and remaining, the leader in fibre cement technology, research and development.

The decisions we make about our future are driven by three fundamental principles:

- **World's best manufacturers**

We can be the best in the world at making fibre cement. Compared to our competitors, we can build production capacity more quickly and at lower cost, and we can achieve higher throughputs at higher levels of quality, and at lower cost. We can maintain this advantage through operating discipline, and continued investment in process technology and product development.

- **Profitable growth**


We will deliver consistently high levels of revenue growth and grow the company through market penetration, geographic expansion and product innovation. Through revenue growth, we will out-perform all peer companies.

- **Winners**

We are passionate about winning with fibre cement. Our drive is to beat the competition in manufacturing, in product offering, in sales and in all other fields in which we strive.

We want to win the battle for investment dollars so we can continue to grow.

In the following pages, we explore some of the factors that drive our superior performance.



Our goal is profitable growth in a repositioned, differentiated, fibre cement industry.