

# **Ulma Construcción Polska S.A.**



Construcción

## **Roadshow presentation**

*Warsaw, April 2007*

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- 1. Speakers**
- 2. Ulma Group**
- 3. Why UCP**
- 4. UCP business description**
- 5. Financial results**
- 6. Strategy**
- 7. Secondary Offering**

# Speakers

## ULMA Group

### Cristóbal Álvarez General Director of ULMA Construcción

For 14 years with the business of ULMA Construcción, in the beginning as a Spanish Market Director and later as an International Market Director.

### José Irizar Director of ULMA Construcción in Europe.

For 11 years with the business of ULMA Construcción, since 2005 responsible for European operations of the Group. Before 2005 Director of Ulma Hornigón Polímero, and Director of Ulma Agrícola.

### Jose Ramon Anduaga Aguirre

1996 – 2002 CFO in Ulma Group  
From 2003 r. CFO in ULMA C y E, S. Coop.  
Member of the Management Board In ULMA Construcción Poland.

## UCP

### Andrzej Kozłowski President of the Management Board

Founder and father of success of Poland's leading manufacturer and supplier of formwork, shoring systems.

Expert in construction and engineering.  
For 18 years with the business of Ulma Construcción Polska S.A.

### Eñaut Eguídazu Aldalur Vice president of the Management Board

Vice-President of the Management Board,  
CFO in Ulma Construcción Polska S.A.  
1998 - 1999 Quality Engineer in NCR (Holland)  
1999 – 2000 Financial analyst in NCR (Holland)  
2000 – 2002 Accounting Manager in NCR (Holland)  
2002 – 2006 Financial auditor in ULMA Construcción

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# Ulma Group

## Ulma Group

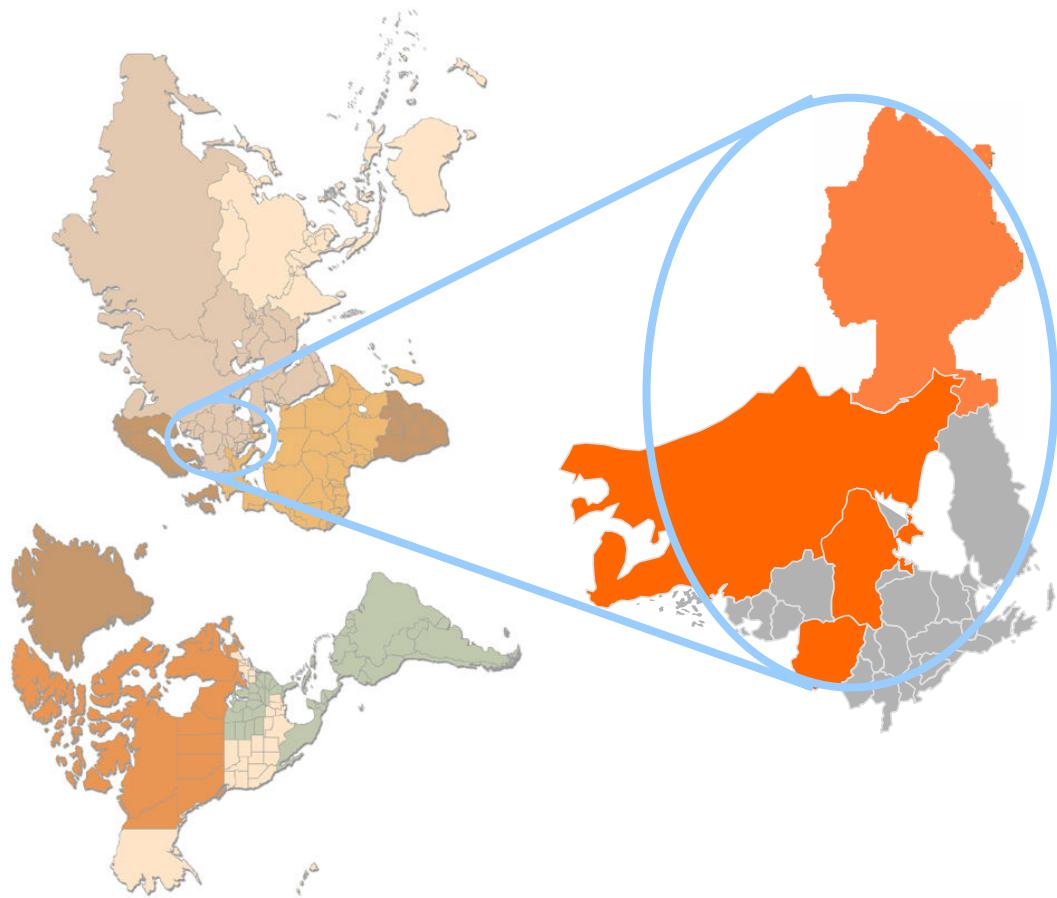
- one of the largest business groups in northern Spain,
- over 40 years of experience in the business,
- business model comprising 4 cooperative companies and its activity pivots around 7 strategic Business units
- more than 3,300 people employed in the Group, generating total sales superior to EUR 600 m.,
- part of Mondragón Corporación Cooperativa (MCC) - turnover of EUR 11,000 m and a total workforce of 72,500.

## Global Presence

- dating from 90s global expansion strategy,
- 27 subsidiaries in nearly all continents,
- forecasted foreign sales of EUR 250 m.

## Focus on CEE Region

- 2004 purchase of Bauma S.A. („UCP“) in Poland
- strong CEE region presence through assets of UCP:
  - UCP – Poland
  - Ulma Ukraina – UCP subsidiary
  - Kazakhstan – UCP sales office
  - Bauma Russia – Sales office

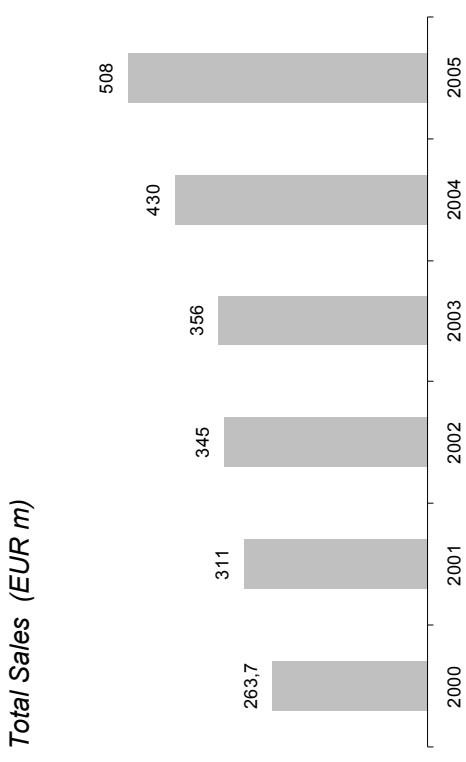


## Ulma's Business Model

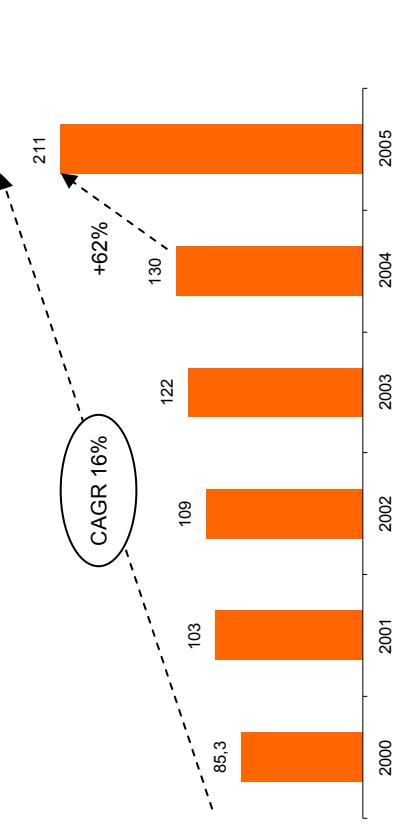
Legal Entities	Business units	Areas of expertise
ULMA C y E, S. Coop	ULMA Construcción ULMA Packaging ULMA Agrícola	Design and manufacturing of products, including the service of application and assembly engineering in the technological areas of Scaffolding, Formworks, Shoring, Bracing and Shuttering. Design and production of packaging equipment, differentiated and all-encompassing offer Solutions for agricultural producers, integral projects of productive systems in sheltered crops.
ULMA Manutención	ULMA Handling Systems ULMA Forklift Trucks	Engineering for the development of innovative solutions through the design, assembly and maintenance of Automatic Logistics Systems. Logistical solutions, range of forklift trucks, thermal and electric, counterweighted and indoor.
ULMA Hormigón Polímero	ULMA Polymer Concrete	Specializations in Prefabricated Systems for Construction, Conduits for the collection of fluids by means of drainage systems and Building.
ULMA Forja	ULMA Forging	Manufacturer of forged accessories for Piping, Flanges and Fittings, destined for the Petroleum and Energy industry.
		Strongly diversified business model focused on providing services for construction sector

# Ulma Group – financial results

Increasing sales strength ...



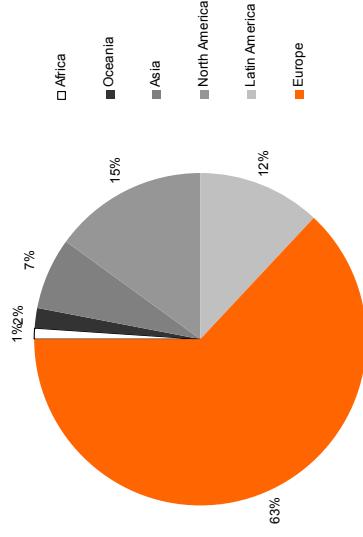
International Sales (EUR m)



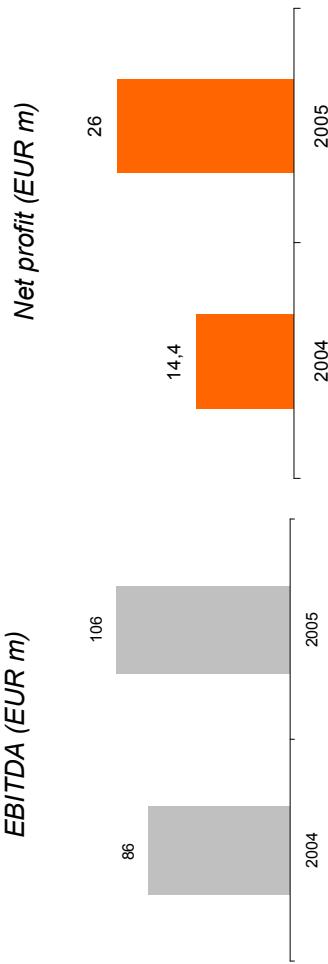
CAGR 16%

+62%

generated in diversified geography ...



backed by EBITDA and earnings growth.



- 1. Speakers**
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# Why UCP

## Facts

- UCP today - 2nd largest distributor of formwork systems in Poland
- Exploiting inter-group product transfer opportunities to strengthen UCP's position in all market segments
- Strong outlook for the future – projected vast infrastructure development in Eastern Europe

## Strategy

- To become the no.1 player in distribution of formwork systems sector in Poland - till 2010
- Fundamental pillars of competitive advantage:
  - Comprehensive product offer/high quality/technology
  - Focus on providing highest quality of service
  - Reliability among clients - supervision and management of contract throughout all project phases
- Dynamic organic growth in the home market thanks to:
  - Expected secured long term growth in construction output in Poland
  - Strong position of UCP in core growth markets – engineering, civil engineering, residential
- Potential additional value creation through presence in other growth markets: Ukraine, Kazakhstan, Russia

## SPO

- SPO proceeds aligned with the strategy
- Value creation potential resulting from SPO evident already in 2007
- Post SPO shareholding structure/free float attractive to investors

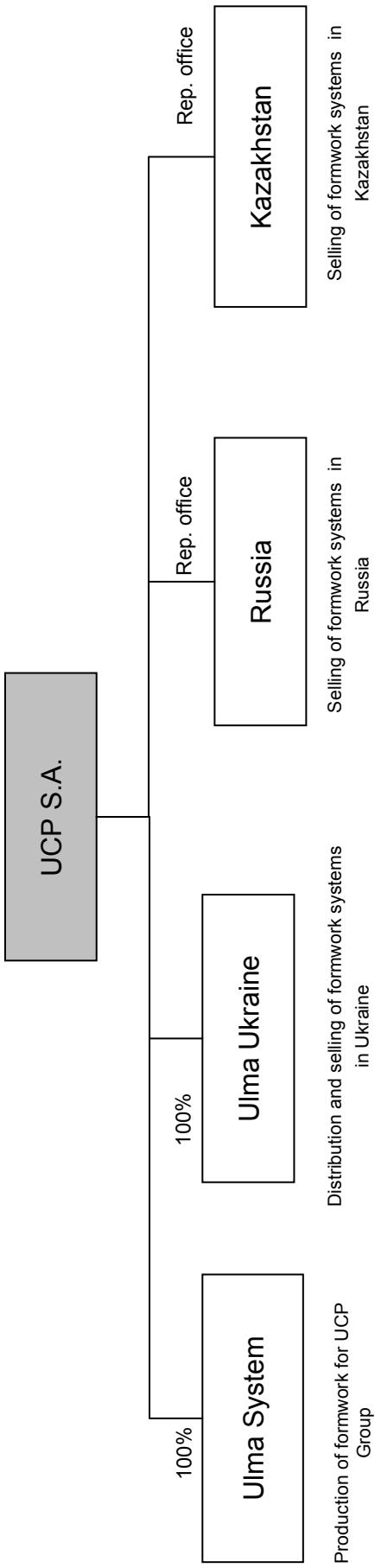
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# Accelerated pace of change

Founding of Bauma Sp. z o.o.	Change of legal status into S.A.	Presence of EI	Acquiring strategic investor	Prospects post SPO
<ul style="list-style-type: none"> <li>In the beginning production of concrete seit „Bauma seit“ has become synonym of this product for years</li> <li>In 1991 also distribution of formwork systems, progressive specialization in the area of monolithic technology</li> </ul>	<ul style="list-style-type: none"> <li>IPO on WSE</li> <li>Activity in the area of road construction</li> <li>Expansion beyond Mazowieckie Province – first subsidiary in Łódź</li> </ul>	<ul style="list-style-type: none"> <li>Purchase of majority stake by enterprise investors</li> <li>Slogan - 100 products for construction</li> <li>Developing of trade network in Poland – 15 subsidiaries planned</li> <li>1998 – Beginning of steel shores production</li> <li>1999 – 2000 Building of production plant in Starachowice</li> <li>2000 – beginning production of PRIMO</li> <li>2001 – starting export activity - Ukraine</li> <li>2002 – beginning of DSD production – bridge construction system</li> </ul>	<ul style="list-style-type: none"> <li>Reorganization of capital Group</li> <li>Changes in the Management Board</li> <li>Focus on rental as the core competence of UCP</li> <li>Larger product portfolio</li> <li>Financial support from Spain, granting Corporate guarantees to the loans signed in 2004 by Bauma</li> <li>Reorganization of some production processes</li> <li>Reorganization of sales force and warehouses in Poland</li> <li>Rebranding Bauma to Ulma</li> </ul>	<ul style="list-style-type: none"> <li>Acquiring funds from the equity market + bank loans</li> <li>Investments in material and warehouses</li> <li>Increasing export sales</li> <li>Increase of production capacity</li> <li>New product development</li> <li>Improvements in IT systems</li> <li>Improvement in staff management</li> </ul>
1989	1996	1997-2004	2004 - 2006	2007 - .....

# Core Assesses of UCP

## UCP Capital Group

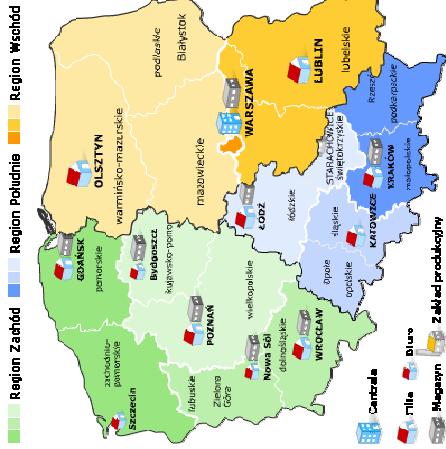
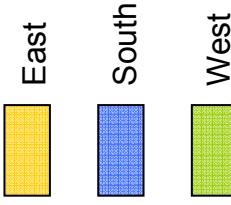


## Distribution model in Poland

### Sales network :

- 11 sales offices
- 8 warehouses
- 40 dedicated salesmen

**Regional division adjusted to construction market output:**



Selling of formwork systems in  
Russia

Selling of formwork systems in  
Kazakhstan

Asset mix fitted for further expansion in local and foreign markets

# Key components of UCP's competitive advantage

## Management Know-how

- Highly skilled and experienced Management team,
- Expert sales/ project manager team,
- Ability to retain, employ and train new experts.

## Product mix

- Product offer of 24 framework/shoring systems
- Diversified sources of new products: (i) Ulma System (ii) Ulma Group
- Comprehensive product proposal for all market segments
  - tech/civil engineering, residential
- Development of new products - R&D cooperation with Ulma Group

## Distribution/Logistics

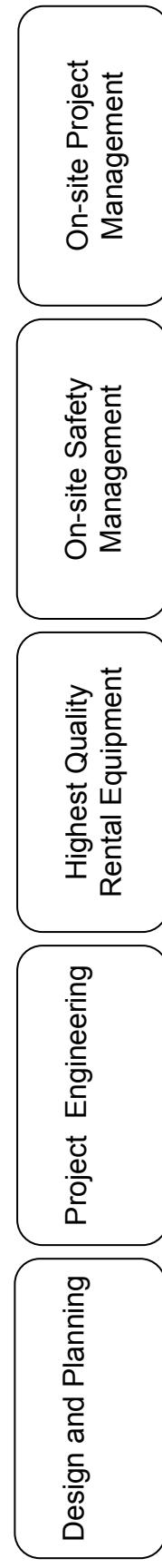
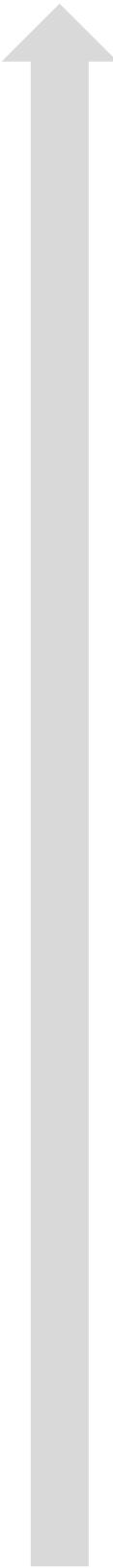
- Logistics/sales tailored to maximise market reach
- 8 warehouses in Poland/11 sales offices

## International presence

- Limited operational risk – international businesses operating on salvaged assets of UCP
- Ukraine – distribution of formwork systems, 2006 sales – PLN 8.14 m
- Bauma Russia – distribution of formwork systems, 2006 sales – PLN 4.28 m
- Kazakhstan – distribution/rental of formwork systems in Kazakhstan, 3rd market position, 2006 PLN 11,35 m.

# UCP's business model

Value Added for the Client



UCP's approach - Construction partner present on-site through all project phases

# UCP – clients, references

## Selected clients:

- Budimex-Dromex
- STRABAG
- WARBUUD
- Skanska

## Selected projects:

### Engineering

#### Bridges:

- Bridge over the Czarna Przemsza River
- Highway bridge over The Kwisa River
- Overpass in the Siekierkowska Route
- Buildings constructed down the A2 motorway
- Ringroad in Piotrków Trybunalski
- Route 18 from Olsztyn to Golinice
- Overpass in Piłowiecka street in Warsaw
- Railway overpass WK2 & WK3 in Olsztyn
- Overpass junction in Wołoska Street in Warsaw
- Berlin-Kaliningrad Route in Elbląg
- Route S-69, WD-23 overpass in Milówka
- The Hulanka Tunnel in Bielsko-Biała
- Czerniakowska Road Junction

### Residential construction:

- Erbud
- Mostostal
- Warszawa
- HOCHTIEF

### Civil engineering:

- Partia Housing Estate in Warsaw
- Eko Park Housing Estate in Warsaw
- Eco Tower in Warsaw
- Villa Marina Housing Estate in Warsaw
- Zielona Galicja Housing Estate in Karkow
- Jagodno Housing Estate in Wrocław
- Stary Browar Shopping Centre in Poznań
- The Polish Theatre in Warsaw
- Plaza Shopping centre in Lublin
- Pasaż Grunwaldzki Shopping Centre in Wrocław
- New HQ of Polish Energy Network in Warsaw
- Terminal II in Warsaw Airport
- Galeria Copernicus in Toruń
- The Piramida Hotel in Tychy
- Cinema City in Toruń
- Zielone Tarasy Shopping Centre in Elbląg
- Reduta Shopping Centre in Warsaw
- Galeria Kazimierz in Krakow
- Promenada III Shopping Centre in Warsaw
- Arkadia Shopping Centre in Warsaw
- Krzywy Dom in Sopot
- The Metropolitan Hotel in Warsaw

### Sewage treatment plants:

- Katowice
- Kozięgowy
- Częstochowa
- Bolesławiec
- Piastów

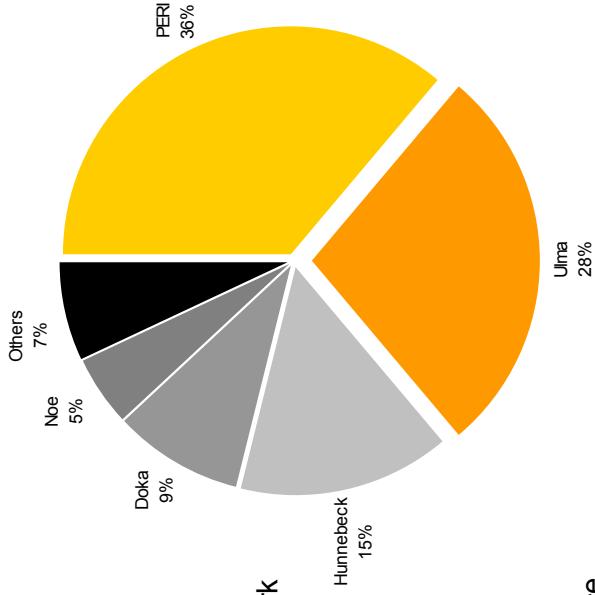
Over 2000 projects realised during the year

# UCP's market share / competition

## Market characteristics:

- Estimated value of Polish formwork/shoring market: PLN 350 m – 2006 estimate
- Market dominated by 4 major players: PERI, Ulma, Hunnebeck and Doka (88% market share)
- Market entry barriers due to intensive capex requirements – product portfolio/logistic network
  - Bargaining power of clients (investors/general contractors) depending on project value
    - the larger the project the higher the bargaining power of the client
  - Apart from pricing Clients' decision on the supplier of services based on reliability and possibility to deliver solutions in the envisaged project timetable
- Ulma and Peri perceived as market leaders in terms of product offering and quality of service

Distribution of formwork systems market in Poland



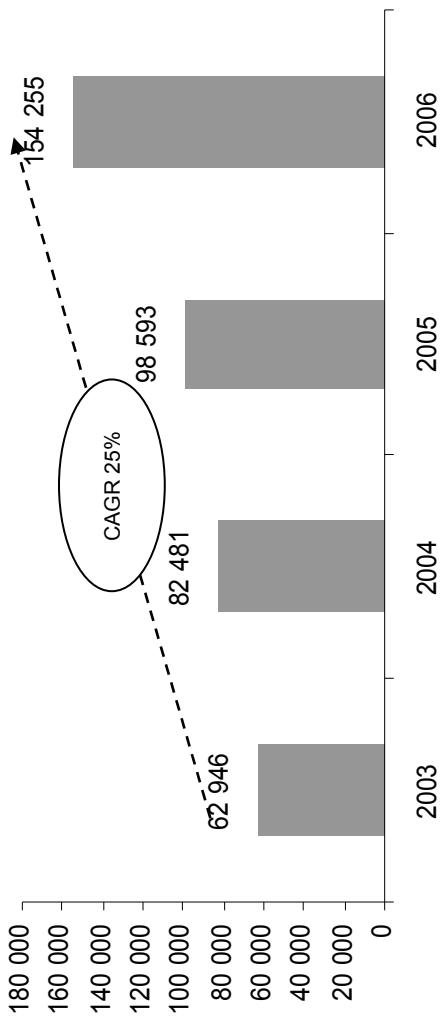
Source: *The Issuer*

Highly concentrated market dominated by 4 major players

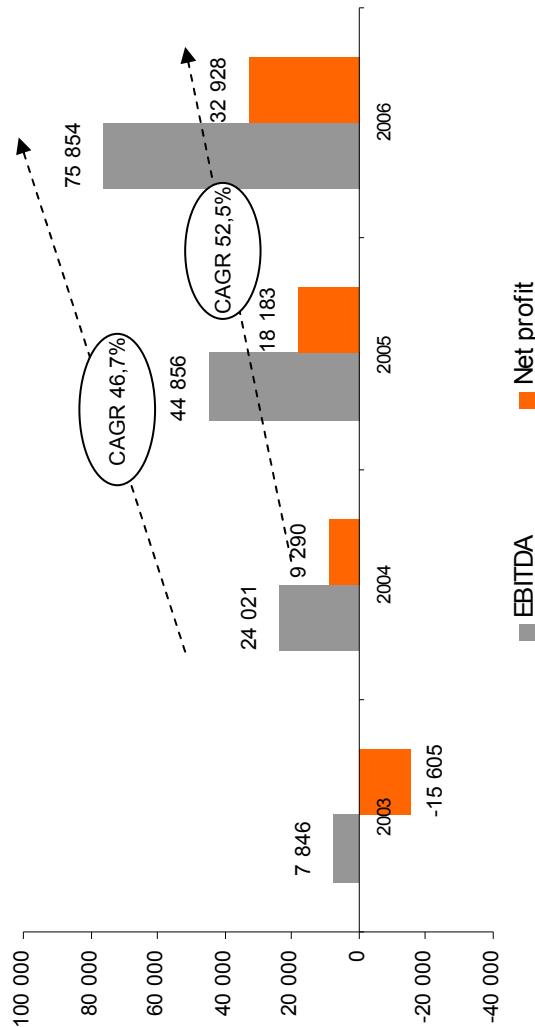
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# UCP's financial performance

Sales revenue 2003-2006



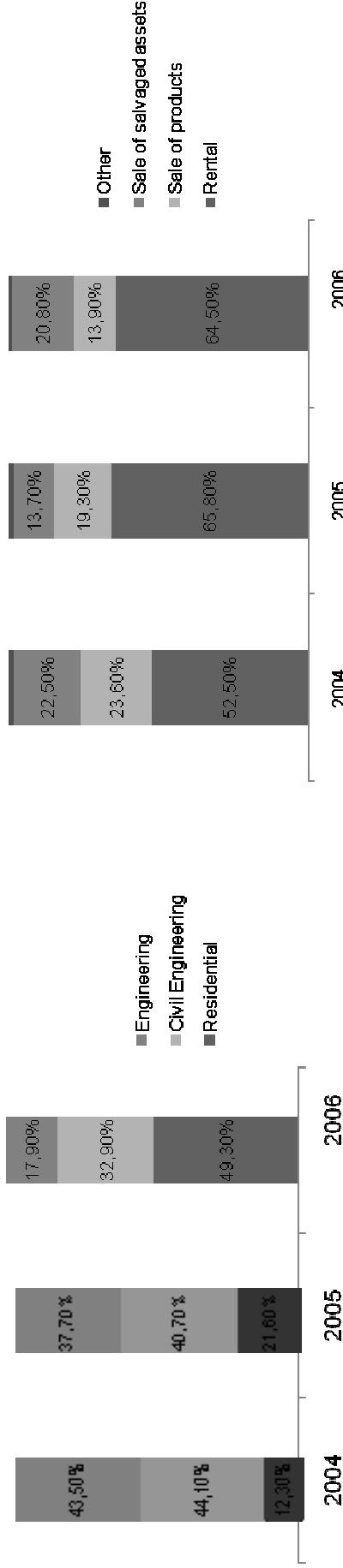
Net profit and EBITDA 2003-2006



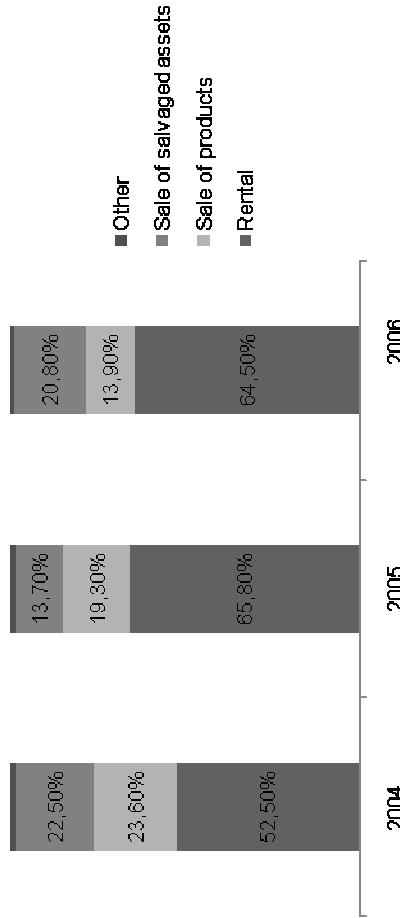
Source: The Issuer

# UCP's financial performance

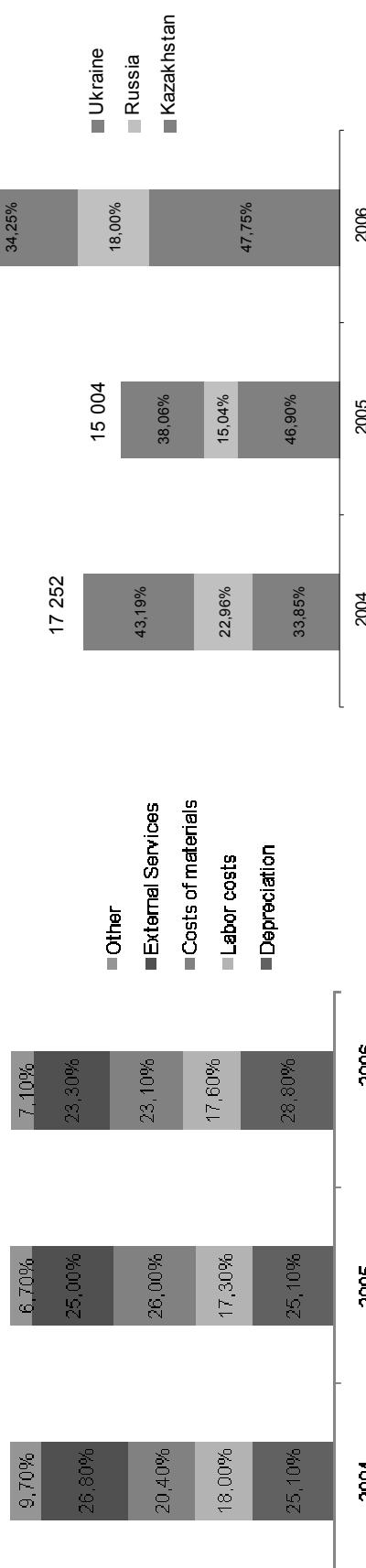
## Revenue structure – market segments



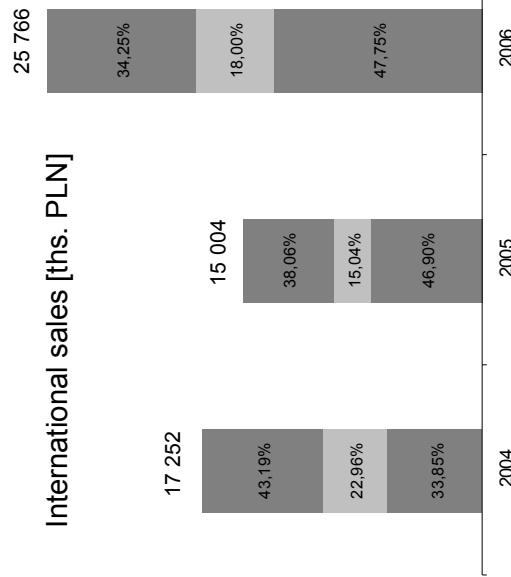
## Revenue Structure



## Cost structure



## International sales [ths. PLN]



Source: The Issuer

# UCP's financial performance

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## Balance sheet – [ths PLN]

	<b>Assets</b>	<b>2005</b>	<b>2006</b>
1. Non-current assets		114 654	181 594
2. Current assets		39 212	61 725
<b>Total assets</b>		<b>153 866</b>	<b>243 319</b>
<b>Equity and liabilities</b>			
1. Share premium account		9 781	9 781
<b>Total equity</b>		<b>68 107</b>	<b>100 768</b>
<b>Liabilities</b>			
1. Long-term liabilities		44 901	90 098
2. Short-term liabilities		40 858	52 453
Long-term loans and borrowings		38 940	86 420
Short-term loans and borrowings		12 390	17 227
<b>Total liabilities</b>		<b>85 759</b>	<b>142 551</b>
<b>Total equity and liabilities</b>		<b>153 866</b>	<b>243 319</b>

Source: The Issuer

# UCP's financial performance

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## Consolidated profit and loss account [ths PLN]

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	2005	2006
<b>Sales revenue</b>	<b>98 593</b>	<b>154 255</b>
Cost of sales	59 980	90 549
<b>I. Gross profit on sales</b>	<b>38 613</b>	<b>63 706</b>
Cost of Sales and marketing	5 078	7 925
General administrative expenses	7 768	9 795
Other operating expenses	384	355
<b>II. EBIT/Gross operating profit/loss</b>	<b>25 383</b>	<b>45 621</b>
EBITDA	44856	75 854
Financial income	583	428
Financial expenses	3 675	4 987
<b>III. Profit before tax</b>	<b>22 291</b>	<b>41 062</b>
Current corporate income tax	4 110	8 134
ROE	26,69%	32,67%
ROA	11,81%	13,53%
<b>IV. Net profit</b>	<b>18 181</b>	<b>32 928</b>

Source: The Issuer

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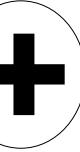
# UCP Strategy

## UCP Strategy

### Main Sources of competitive advantage

#### Current status

- 24 complex formwork systems
- Use of Ulma Group in R&D to design new products
- Focus on maximising utilisation rate
- Warehouses in 8 cities
- Project management throughout all phases of construction process



### Polish market

Become market leader in Poland through:

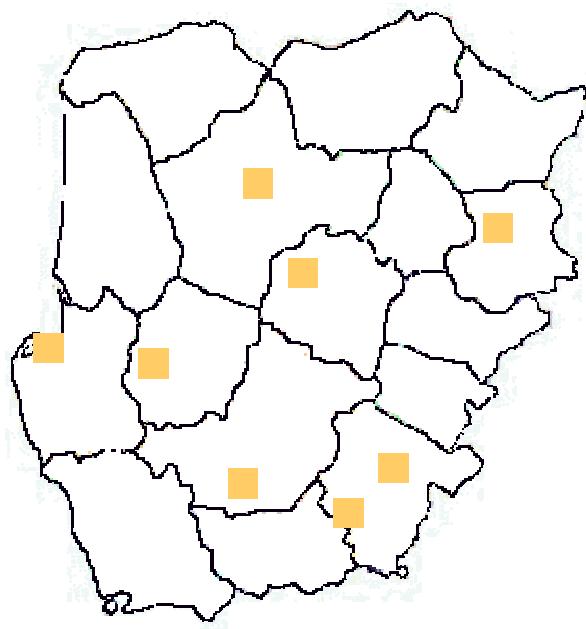
- Investment in products:
  - (i) increasing rental stock to fit the market potential
  - (ii) higher value rental equipment which generates stronger margins
- Focus on sectors, which value engineered solutions
- Maximising utilisation rate and market reach through :
  - (i) reorganising logistics/distribution network – target structure 3 large service hubs + 6 warehouses
  - (ii) optimising distance to construction projects

### Leveraging growth potential in international markets

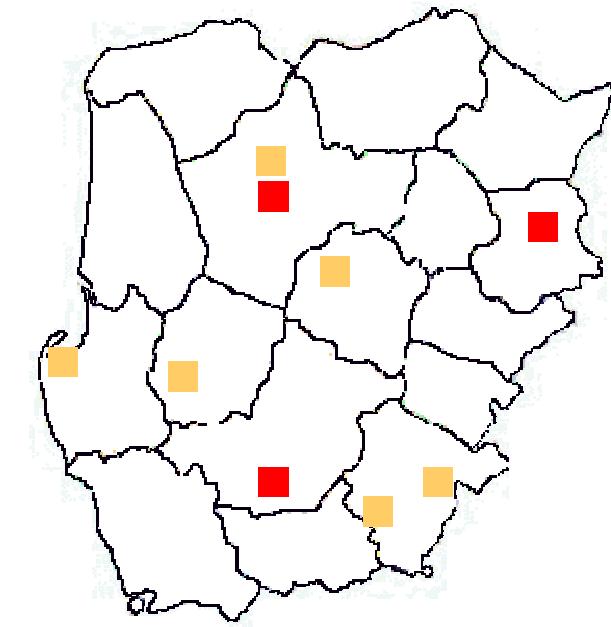
- Current international presence:
  - Ukraine – Sales dynamics 2004-2006 – 23,5 %
  - Kazakhstan – 3rd position
  - Russia – Sales dynamics 2005-2006 – 22%
- Presence in new markets

# UCP's target – logistics / distribution model

Current



Planned



- 8 Warehouses:
  - Nowa Sól
  - Warsaw
  - Poznań
  - Bydgoszcz
  - Gdańsk
  - Łódź
  - Kraków
  - Wrocław

- 3 Service Hubs:
  - Warsaw
  - Poznań
  - South Region

- 6 Warehouses:
  - Gdańsk
  - Bydgoszcz
  - Nowa Sól
  - Łódź
  - Wrocław
  - Warszawa

## Value creation through maximising utilisation rate

- Improved rotation of products
- Consolidating larger product potential in a single location
- Decrease of fixed costs associated with maintenance of warehouses e.g. forklifts, transporting costs, level of employment
- Higher product safety

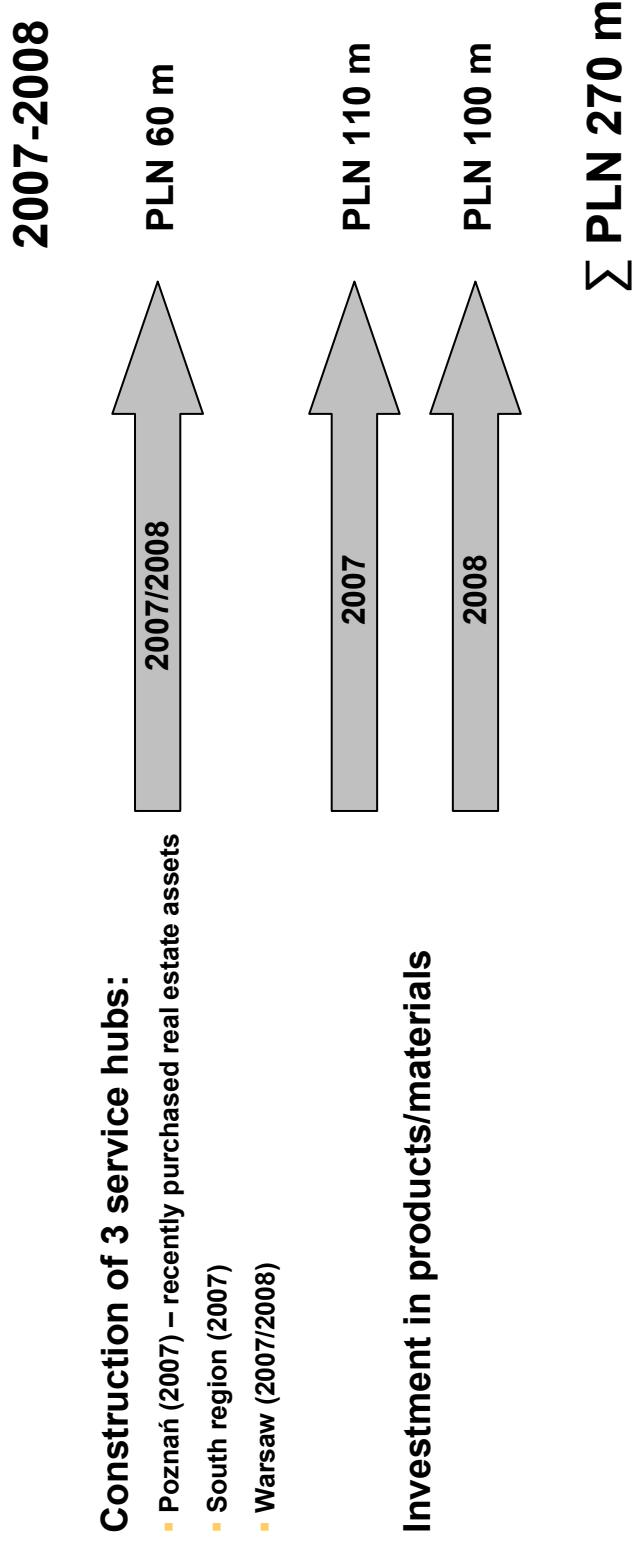
# UCP– Opportunities Outweigh Threats

## Opportunities:

- Leveraging know-how and global presence of Ulma Group
- Secured long-term demand for distribution of framework systems in Poland
- Reorganisation of logistic network creating opportunity to maximise utilization rate
- International presence in high growth markets.

- ## Threats
- High operating leverage
  - Risk of retaining key employees

## **UCP– Investment programme**



## Sources of financing in 2007/2008:

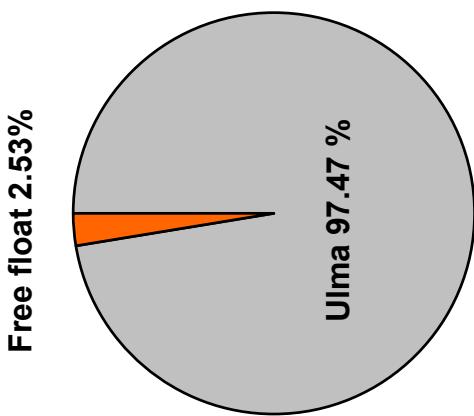
- Issuance of shares
  - Bank loans
  - Retained earnings

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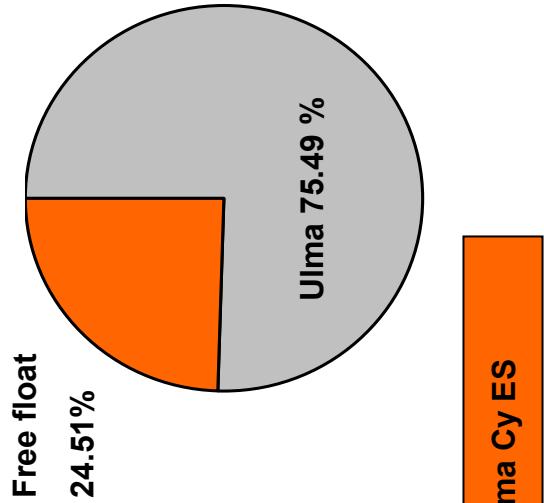
# Secondary Public Offering

Shares offered	up to 365,000
Capital increase	up to 800,000
Total	up to 1165,000

Shareholding structure pre SPO



Shareholding structure post SPO



LOCK-UP: 12 months for Ulma Cy ES

## **Timetable of the offering**

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27 March 2007

Publication of offering memorandum research report

11-18 April 2007

Roadshow

17-18 April 2007

Bookbuilding

18 April 2007

Pricing

19-24 April 2007

Subscription

30 April 2007

Listing of new shares on WSE