2014



18 November 2014





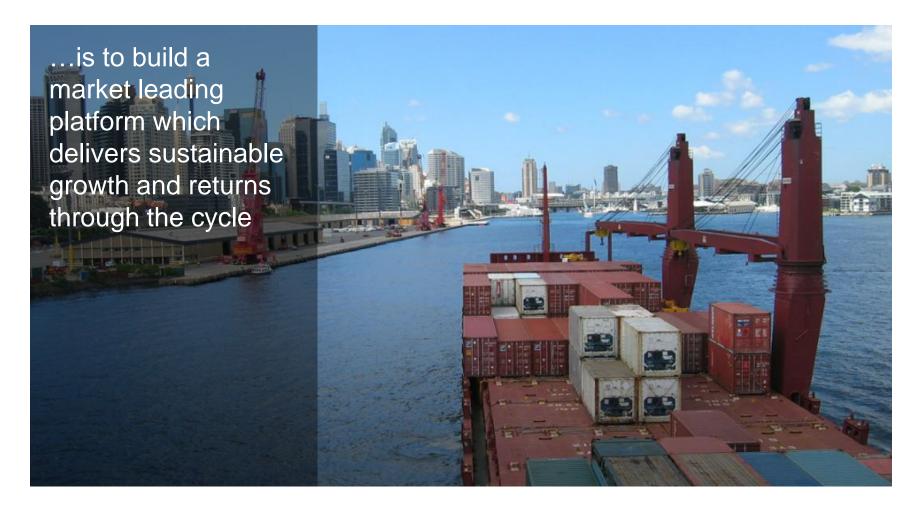
Building platform for future growth – key actions started to improve profitability

Mika Vehviläinen, Interim President, MacGregor Declan Guerin, CFO, MacGregor

- 1. MacGregor overview
- 2. Market development
 - Merchant
 - Offshore
- 3. Key strategies
- 4. Conclusions



Our ambition





MacGregor strengths



- Leading brand with long standing client relationships
- Truly global with 61 service centres and 55 sales offices
- Leading product range
- World class R&D portfolio
- Lean organisation
- Flexible low cost production
- More balanced portfolio: offshore growth and profitability





Strong positions in merchant ship and offshore markets





























Optimising functionality with integrated ship-type solutions

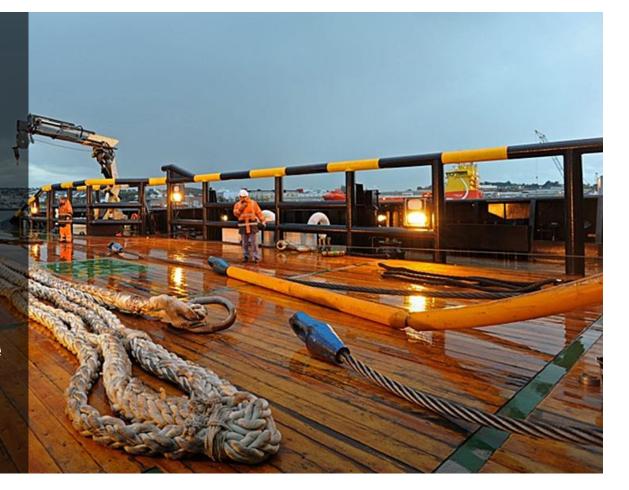


Every ship requires a cargo flow solution which

- Improves efficiency
- Increasescompetitiveness

MacGregor solutions offer functionality in

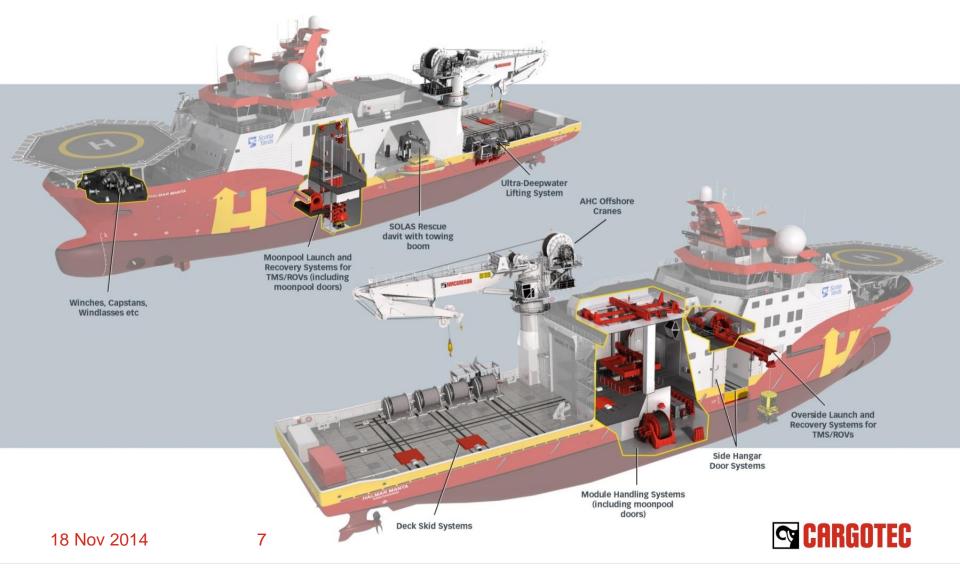
- Cargo access
- Cargo care/stowage
- Cargo handling





Integrated solutions for specific ship type and its operational requirements

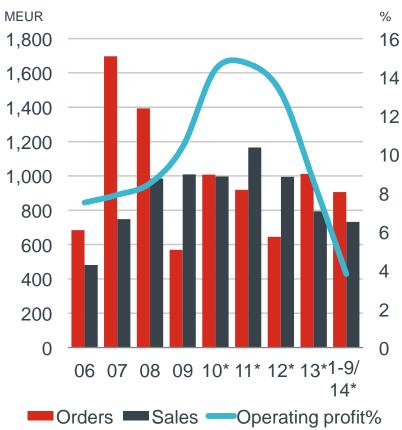




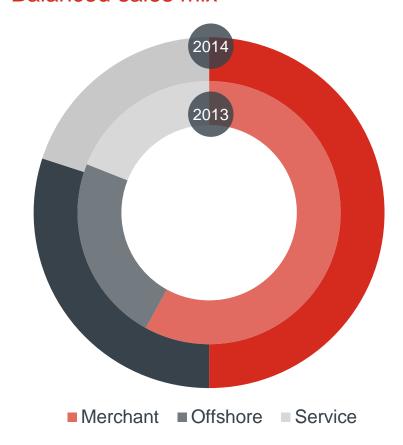
Financials



Financial track record



Balanced sales mix



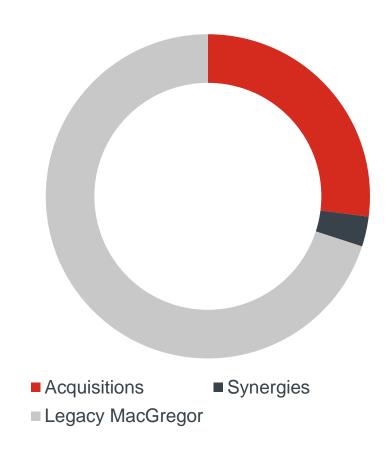


^{*} excluding Bulk Handling business Operating profit% excluding restructuring costs

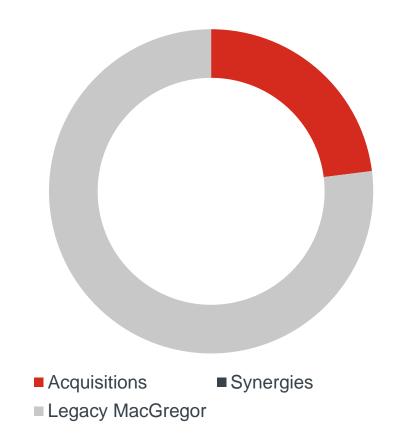
Financial impact of synergies seen in order intake and material cost reduction



Orders 2014



Sales 2014





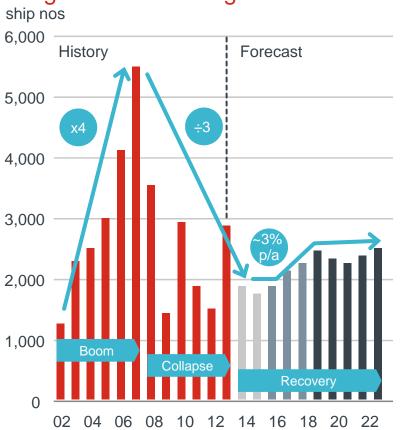
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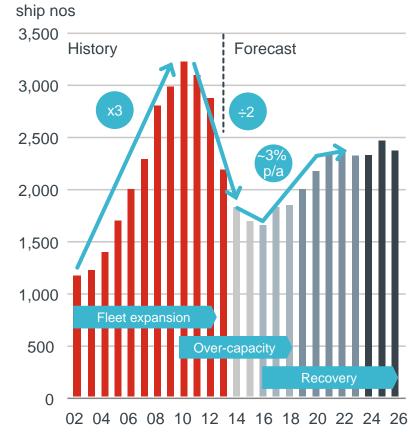
Slow recovery in merchant shipping



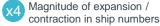
Long-term contracting 2002–2023



World fleet additions 2002–2026



Source: Clarkson Newbuilding Market Forecast, September 2014

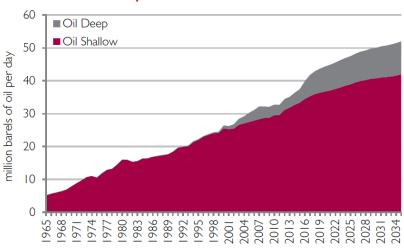




Sub-sea support demand is expected to grow



Offshore oil production



Expecting continued deep water growth

- Current "low" oil price is above break even point of deep-water investments
- Oil majors are cutting capex however, this is being offset by NOC's expanding

Source: Douglas Westwood

Global vessel market demand



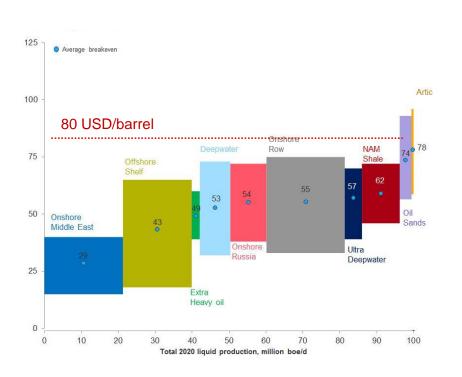
- Core markets will continue to grow, support activity remains stable
- More deep-water activity is supportive of lifting and intervention equipment
- Sweating of existing assets is supportive



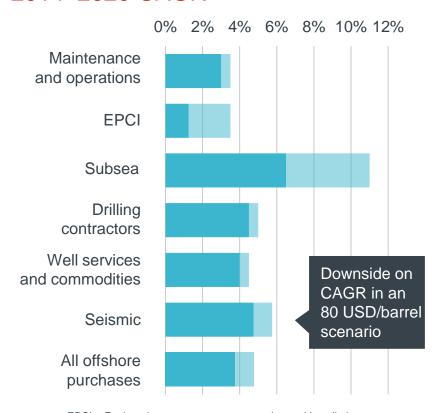
Despite reducing oil price outlook remains positive



Break-even price for non-producing assets in USD/barrel



Global oilfield service purchases, 2014–2020 CAGR



EPCI = Engineering procurement construction and installation



Source: Rystad energy

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Key actions to drive profitability



Service

- Right capabilities and systems
- Service footprint
- Excellence in spare parts availability

Sales

- Increase sales by cross-selling & defining sales models
- Increase solution selling

Effectiveness

- Leveraging technology and R&D
- Design to value

Grow services to 30% of sales

Cross-selling 100 MEUR + 2% product margin improvement

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Conclusions



- Moderate growth for merchant, offshore outlook remains positive
- Margin impacted by low volumes, competitive environment, one-time costs and delivery mix
- Integration and synergies on target
- Building platform for growth
- Key improvement actions started, impact visible 2016 onwards

