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PRESS RELEASE

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METEC: Preparing the ground for new business, attracting and securing new talent

SMS group is the largest exhibitor at the world's leading trade fair for metallurgical plantmaking and mechanical engineering

Every four years, the Düsseldorf Trade Fair hosts GIFA, METEC, THERMPROCESS and NEWCAST. This quartet is the world's leading trade fair in the metal-working industry and will be taking place from June 28 until July 2. For plant and machine builders like the SMS group, Germany, this event is of tremendous significance. Around 80,000 experts from all over the world are expected to visit the fair. The SMS group has prepared its trade fair presence accordingly in Hall 5/F16 on these important trade fairs days with a modern stand covering 2,000 sqm, the largest at the Trade Fair.

The SMS group is one of the world's leading plantmakers and machine builders for the steel and NF metals industries. The two Business Areas SMS Siemag and SMS Meer generated sales of EUR 3 billion in 2010 with around 9,200 employees. We are confident of expanding our business even further, as all growth signals worldwide are pointing upwards. The member associations of German Mechanical Engineers Federation VDMA are expecting 20 percent more orders for 2011. Since the second half of 2010, the SMS group has registered a renewed sharp rise in orders, with East and South Asia currently being the main sales areas for large-scale plant

engineering. Demand is being driven forward by the expansion of infrastructure and by ambitious industrial projects.

The companies of the SMS group have successfully made use of the past economic crisis to develop new technologies anticyclically through high investments and to expand and modernize their own manufacturing capacities all around the globe. This is reflected in the product range of the SMS group at the trade fair, where our products will be showcased using sophisticated multimedia presentations. The highlight of our stand is a "Technology Boulevard". In accordance with the trade fair motto "ecoMetals", the SMS companies have in particular developed new technologies for energy saving and recovery and for minimizing raw material consumption. These also include further developed CSP[®] flex plants in which the casting of steel and rolling into steel strip take place in a continuous and thus highly energy-efficient process. The same applies to the so-called minimills. In this plant concept, the SMS group companies supply all of the mutually harmonized components - from steelmaking to casting machines and further to the bar mill, section mill or wire-rod mill. Another example is the innovatory hydrothermal acid regeneration plant. This type of plant consumes considerably less energy and is more environment-friendly than the regeneration plants of the past. Acid is used in large quantities in pickling lines and cleans the surface of steel strip, thus ensuring high quality.

However, not only customers and interested persons from the metal-producing and metalworking industries will be among the visitors to our stand. New young talent is also welcome. The SMS group has invited school classes to the trade fair to inspire pupils for the fascinating technical professions offered in our company. This is a part of the company's large-scale employer branding campaign by means of which we wish to secure young qualified talent for the future. The SMS group has introduced a gamut of measures for this

purpose which also include close cooperation with kindergartens, schools and universities, the SMS Scholarship scheme, specific introduction programs for young engineers and the SMS Academy with its wide range of further training programs. For this achievement, the company was awarded the Corporate Prize of the State of North-Rhine Westphalia at the end of 2010. Initiatives such as "Sachen machen" ("Doing Things") of the Association of German Engineers VDI are also supported, and in the VDI Internet portal for young people, "tec-tv", the SMS group provides an authentic insight into the versatile and high-tech working world with film contributions such as "Dream job in a steelplant".

Customers and potential new entrants will have an opportunity to get to know the new modern face of plantmaking and mechanical engineering at the Digital Workshop of the SMS group during the trade fair. By means of Virtual Reality (VR), plants and production processes are visualized in near-real, three-dimensional simulations. All this goes to show that new technologies can be tested and optimized in the early planning stages without expensive and time-consuming building of prototypes.

(73 lines with max. 55 letters)

SMS group is, under the roof of the SMS Holding GmbH, a group of companies internationally active in plant construction and mechanical engineering for the steel and nonferrous metals industry. It consists of the two Business Areas SMS Siemag and SMS Meer. In 2010, some 9,200 employees worldwide generated a turnover of EUR 3.bn.