

Issue 01 June 2016

LET'S ROLL

News and reports on technology from the people at Union Electric Åkers

THE ACQUISITION – A FRUITFUL MERGER

The world's two roll technology leaders began conducting business under the brand name "Union Electric Åkers".

BUILDING A WORLD-CLASS R&D ORGANIZATION

The post-acquisition work to establish the new Union Electric Åkers R&D organization is complete.

AISTECH CONFERENCE AND EXPOSITION

Area Sales Managers introduced the Union Electric Åkers brand.

**UNION ELECTRIC ÅKERS RATED "A"
SUPPLIER AND SETS RECORDS**

**A GLOBAL LEADER IN CAST
AND FORGED ROLLS**

Union Electric Åkers
Forged and Cast Rolls



AN EXCITING FUTURE LIES AHEAD OF US!

Dear Valued Customer,

Welcome to the first issue of "Let's Roll" – a brand new newsletter for our customers.

The term "Let's Roll" signifies not just optimism, but also the marching orders for all employees of Union Electric Åkers. We have brought together the world's two roll technology leaders to provide the most reliable, high-performance products and unparalleled technical support.

Both Union Electric Steel Corporation and former Åkers Group have an impressive history and heritage each holding a strong position of providing high quality, technologically advanced rolls. The combined group has a strong platform to drive both growth and performance globally. In our integration plan, we will focus on the optimization of assets, deployment of best practices, product value enhancement from a broader and more innovative product offering, optimization of our manufacturing footprint and improved customer service through our global sales and service organization.

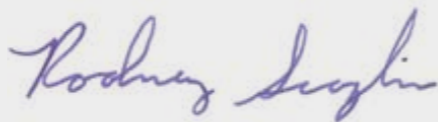
As the world's largest non-government-owned roll manufacturing business, Union Electric Åkers aims to be recognized as the industry leader in the forged and cast roll business. We will provide you with access to a broader range of more innovative products, to market-leading technology, and to strong and experienced sales and technical teams with increased capabilities to support your growing service requirements.

Through "Let's Roll" we hope to clarify, highlight, and keep you updated on:

- Cast and forged R&D activities such as break-through products and the development of process technology and solutions;
- Our global network of Sales and Technical Service teams and how they can assist you in the very best way;
- How we best can work closely with you to understand your present needs as well as your future challenges;
- Optimization of Total Cost of Ownership (TCO), including performance and process efficiency both in the Roll Shop and the Mill

Customer satisfaction is one of our core values and very important to us. Union Electric Åkers will strive to exceed your performance and service expectations as we deliver the highest value roll products available in the industry.

Ladies and Gentlemen, Let's Roll!



Rodney Scagline
President, Union Electric Steel Corporation



UNION ELECTRIC ÅKERS ROLLS SET RECORDS

Milestone in roll performance at Outokumpu Finland, Tornio Hot Rolling Mill.

We are proud to note that Union Electric Åkers enhanced ICDP work rolls of MICRA / APEX type have reached a new level of performance when Outokumpu Tornio Hot Rolling Mill set a new record in terms of rolled tonnage per roll.

"We have close follow up of our roll fleet in Tornio and, coupled with a constructive customer dialogue, we have reached excellent performances" reports Peter Hedqvist, Area Sales Manager.



UNION ELECTRIC ÅKERS RATED "A" SUPPLIER

Consistently recognized as the global leader and supplier of choice by leading global steel and metal producers.

We are very happy and honored to announce that Union Electric Åkers manufacturing facilities were awarded the "A" Supplier rating in the 2015 supplier evaluation by thyssenkrupp Steel Europe.

"I would like to send a huge thank you to all employees of Union Electric Åkers for a job well done and thank you to thyssenkrupp Steel Europe for entrusting us with their roll supply," says Ernst-August Meyer, Area Sales Manager.



THE ACQUISITION – A FRUITFUL MERGER

March 3, 2016 began a new era. Union Electric Steel Corporation announced the acquisition of Åkers AB and certain of its affiliated companies. The world's two roll technology leaders began conducting business under the brand name "Union Electric Åkers".

The acquisition was a strategic move to complement and strengthen what customers have come to expect from Union Electric Steel; high-performance products, technical service, responsiveness, and reliability. Together Union Electric Steel and Åkers have a strong platform to drive growth and global performance.

As Union Electric Åkers, we provide:

- Financial stability
- Broader and more innovative product portfolio
- Unique global sales and technical service organization
- The opportunity to improve and expand manufacturing footprint
- Optimized manufacturing flexibility ensuring unparalleled security of supply

We believe that customer satisfaction drives loyalty. We are determined to surpass other roll manufacturers in quality, performance, and service expectations. We know that you have a choice when choosing a supplier. We want that choice to be Union Electric Åkers.

THE COMBINED GROUP – A GLOBAL LEADER IN CAST AND FORGED ROLLS

- Approximately 1500 employees
- 10 manufacturing sites on 3 continents
- Revenue in excess of 300 million USD
- Total annual capacity: 125 000 MT; 80 000 MT Cast Rolls, 45 000 MT Forged Rolls
- Finished roll weights from 1 kilogram to 71 MT



UNION ELECTRIC ÅKERS MILESTONES

- 1580** – Åkers Bruk founded by royal decree
- 1806** – First roll produced at Åkers
- 1923** – Union Electric Steel USA was founded
- 1970** – Davy Roll Company formed through a merger of various UK based roll makers supplying cast rolls for more than 150 years
- 1984** – Acquisition of Union Electric Steel Corporation by Ampco-Pittsburgh Corporation
- 1987** – National Roll Company acquired by Åkers AB
- 1999** – Davy Roll Company acquired by Union Electric Steel Corporation
- 2003** – 25% of Jiangsu Gongchang Roll Company acquired by a technology partnership with Davy Roll Company
- 2003** – Kovani Valji Ravne acquired by Åkers AB
- 2007** – JV Maanshan Iron & Steel Company Limited (Union Electric Steel Corporation 49% ownership)
- 2007** – JV Shanxi Åkers TISCO Roll Co. Ltd. (Åkers AB 60% ownership)
- 2011** – Davy Roll Company Limited changed its name to Union Electric Steel UK Limited
- 2012** – Union Electric Steel UK Limited won their second consecutive Queen's Award for Enterprise
- 2016** – Acquisition of Åkers AB and certain of its affiliates by Ampco-Pittsburgh Corporation

UNION ELECTRIC ÅKERS ATTENDS 2016 AISTECH CONFERENCE AND EXPOSITION

The David L. Lawrence Convention Center, located in Pittsburgh, Pennsylvania, played host to the 2016 AISTech Conference and Exposition from May 16th through the 19th. Attended by approximately 7,800 this year, AIST is the largest steel exposition in North America.

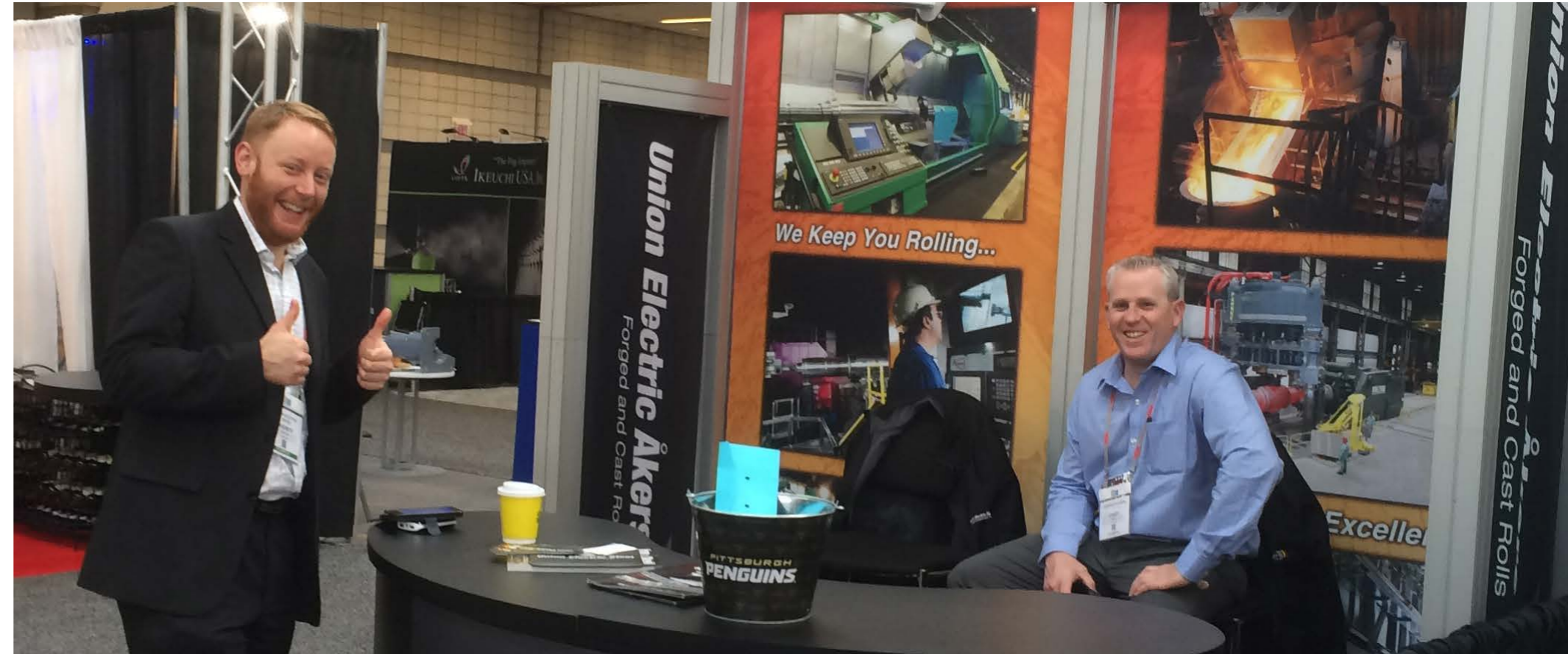
Area Sales Managers introduced the Union Electric Åkers brand. Customer discussions centered on the enhanced product portfolio and the expanded availability of our services.

Said Lou Woistman, Area Sales Manager, "We are having a different conversation with our customers today. While we have always provided industry-leading products and services, we couldn't cover the complete spectrum. We had gaps. Our customers came to us for some of their needs but had to go to other suppliers for the rest. Union Electric Åkers can now provide a more complete line of products and services, anywhere in the world. Our customers are very excited, and this expanded portfolio will help us become their vendor of choice."

"Union Electric Åkers can now provide a more complete line of products and services, anywhere in the world."

Members of the R&D team showcased the best of forged and cast roll technology and manufacturing expertise. Senior Metallurgist, Andrew Brown, discussed tailored roll grade materials for the early stands of hot finishing mills. A performance overview of INVICTA High-Speed Steel forged work rolls for cold rolling applications was provided by Tom Adams, Director of Cast Roll Technology and R&D.

"This event was a good opportunity to present the material properties of the INVICTA roll grade and the benefits that these enhanced properties provide



Andrew Brown and Jason Smith representing Union Electric Åkers at the conference.

to improve the performance of the rolls in cold rolling applications. We've reviewed a number of customer applications where our rolls are providing superior performance in service," commented Tom.

The benefits of INVICTA include:

- Safety through excellent incident resistance due to high toughness and low level of residual internal stresses
- Environmental and cost savings as chrome plating is not necessary
- Longer campaign runs and less grinding stock removal allow for significant cost savings

Chris Morgan, Area Sales Manager, commented, "I wasn't expecting the incredible attendance at this year's conference. It's been a while since

our team has had the opportunity to engage one-on-one with so many customers in one setting. I'm also encouraged by the conversations I've had while here. Customers are slowly growing more optimistic about the future of the industry. I feel like we may be finally turning a corner."

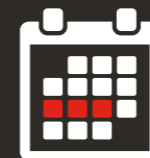
Be sure to look for Union Electric Åkers at the **2017 AISTech Conference and Exposition**, which will be held June 8th through the 11th at the Music City Center, in Nashville, Tennessee.

We look forward to meeting you at our Union Electric Åkers booth.

Welcome!



Left to right. Jason Sychterz, Chris Morgan and Lou Woistman



UNION ELECTRIC ÅKERS WELCOMES YOU TO MEET WITH US IN RIO!

ABM 2016 will take place in Rio de Janeiro from September 27th through 29th.



| BUILDING A WORLD-CLASS R&D ORGANIZATION

The post-acquisition work to establish the new Union Electric Åkers R&D organization is complete. Full focus is now on the joint R&D project portfolio and the new product launches ahead.

“Our global footprint in manufacturing, sales, service and research equals a global idea generation encompassing all facets of application technology trends and customer expectations on Total Cost of Ownership (TCO),” says Jason Sychterz, Vice President of Technology.

Bringing together the best of forged and cast roll technology of Union Electric Åkers.

The joint company R&D team displays a recognized track record in the successful implementation of new products over the last decades. Our new Research Center for cast and forged rolls will be situated in Åkers Styckebruk, Sweden, supported by R&D team members throughout our global manufacturing network.

Based on our past experiences and driven by our future objectives, we will focus and strengthen our research capabilities in one central research laboratory. Says Tom Adams, Director of Cast Roll Technology and R&D, “The metallurgy and processes for the cast and forged research projects are becoming more and more closely related, especially in the area of breakthrough products.”

Market-driven innovation process

Market-driven innovation is aligned with a systematic collection of information, working closely with customers to understand today’s needs as well as the challenges of tomorrow.

To take advantage of continuative advancing technology, it is essential that the roll user and the roll manufacturer combine its respective expertise. Our network of Sales and Technical Service teams provides a global input, addressing customer and application challenges to our research and development teams.

“The metallurgy and processes for the cast and forged research projects are becoming more and more closely related, especially in the area of breakthrough products.”

By setting up cross-functional development project teams from researchers to technical service, production engineers, and product management, Union Electric Åkers ensures a high focus on improving value for our customers.

In parallel, taking a medium to long term perspective, strategic projects are in place which focus on tomorrow’s customer demand for roll performances and total cost of ownership.

Optimizing manufacturing technologies.

Product integration and process development are also a key focus areas for the R&D team where, a number of integration projects have been initiated. Just as process development is a necessity to ensure that future high-quality roll grades can be produced, it is a base for implementing incremental and continuous improvements of our existing roll grades’ integrity and performance.

In the pipeline

At the moment, we have prototype products for both hot and cold rolling applications in the mill trial R&D phase. We look forward to sharing with our customers the innovative products and solutions we are bringing to the market.

We believe that 2016 is going to be an exciting year!

BROAD PRODUCT RANGE

FORGED ROLLS

Cold & Hot Mill Back-Up Rolls
Cold & Hot Strip Mill Rolls
Section Mill Rolls
Narrow Strip Mill Rolls
Cluster Mill Rolls

CAST ROLLS

Cold & Hot Mill Back-Up Rolls
Cold & Hot Strip Mill Rolls
Section Mill Rolls & Sleeves
Plate Mill Rolls



SALES AND SERVICE EXCELLENCE

A unique global sales and technical service organization
Immediately following the acquisition, Union Electric Åkers began creating a collaborative, high performance sales and marketing team as one of the key steps to successful integration.

With the aim to build an organization capable of surpassing an industry leading level of customer coverage, service and support for the combined group, the main focus has been on deploying an engaged sales and agent network and addressing duplicate activities and functions. Performance is all about people, and with the extensive progress made to date we are very pleased to see emerge a unique sales and service organization that spans the globe. We optimized our sales and marketing teams to create a single point of contact that best services the customer's needs.

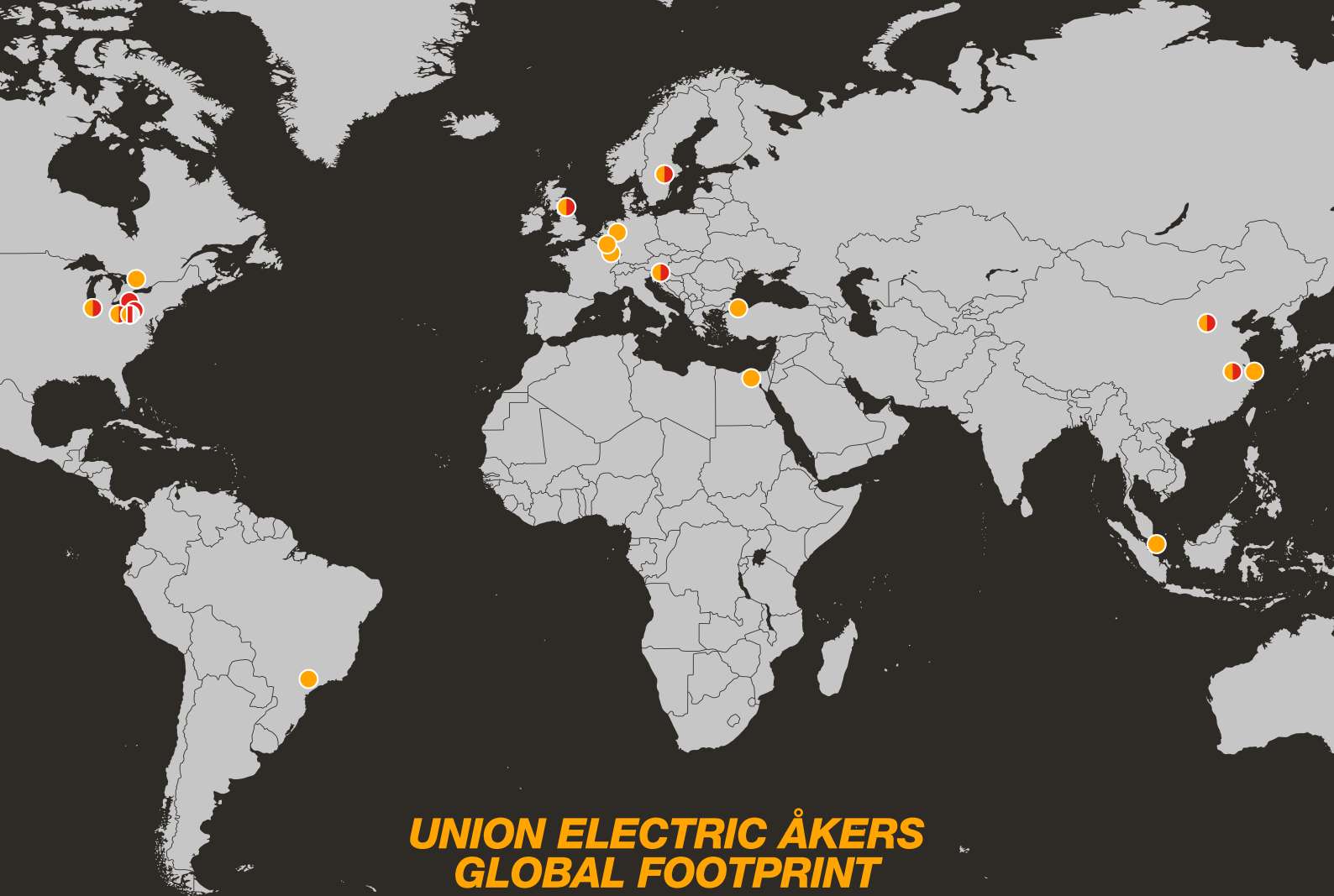
By having our own sales offices and local dedicated Agents around the world, our Sales and Service Teams are positioned in close proximity to their customers. They can offer customer service value by facilitating customer consultation and delivering agile support.

The key objective in building the new organization has been to ensure customer satisfaction by providing excellent and responsive service for all questions dealing with our products and their usage.

Working together

As customers continue to face a generation shift, they look to key partners, like Union Electric Åkers, for proactive dialogue and practical experience. Union Electric Åkers' team of dedicated service engineers, technicians, and technical specialists are helping to bridge this gap. "In this context we will continue to develop our service operating model towards a problem solving and best practice approach to further help our customers drive Total Cost of Ownership projects and productivity" says John De Winne, Vice President of Sales and Marketing.

Understanding the voice of our customers and their business is vital. The Union Electric Åkers sales and service organization is the channel to the entire company, reflecting customer needs and expectations for today and tomorrow. We look forward to further developing our partnership and exchange, and to supporting your goals for continuous improvements and value in use.



UNION ELECTRIC ÅKERS GLOBAL FOOTPRINT

● Corporate Headquarters

USA, Carnegie

● Sales & Service offices

● Manufacturing sites

- Belgium, Lummen
- Brazil, Piracicaba
- China, Shanghai
- Canada, Ancaster
- Egypt, Cairo
- France, Thionville
- Germany, Duisburg
- Singapore, Singapore
- Slovenia, Ravne
- Sweden, Åkers Styckebruk
- Turkey, Istanbul
- UK, Gateshead
- USA, Avonmore
- USA, Carnegie
- USA, Valparaiso

- China, Taiyuan
- China, Maanshan
- Slovenia, Ravne
- Sweden, Åkers Styckebruk
- UK, Gateshead
- USA, Avonmore
- USA, Burgettstown
- USA, Carnegie
- USA, Erie
- USA, Valparaiso

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