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# **Agenda**



- 1. A Leader in the Global Potash Market
- 2. Strategic Review
- 3. Financial Highlights
- 4. Potash Market Outlook
- 5. Key Takeaways

# **Uralkali at a Glance**



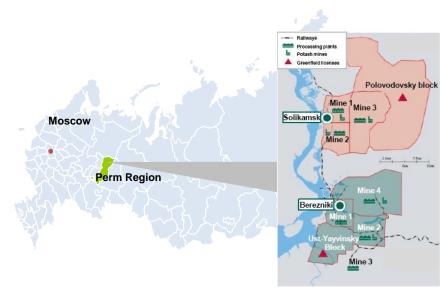
## **Company Snapshot**

- Leading potash producer in fertilizer segment with attractive fundamentals and expected long-term evolution
- A blue-chip credit with investment grade corporate ratings from S&P, Moody's and Fitch (BBB-/Baa3/BBB-)
- Strong profitability and cash flow generation backed by cost efficiency and low capital intensity
- Focus on corporate governance and sustainable development

Key Metrics <sup>1</sup>				
	2010	2011	2012	1H 2013
Total Sales, KCl mn t	5.1	8.6	9.4	4.3
Exports Volume,KCI mn t	4.4	7.0	7.3	3.3
Net Revenue <sup>2</sup> , US\$ mn	1,338	2,968	3,343	1,348
Adj. EBITDA <sup>3</sup> , US\$ mn	800	2,097	2,375	876
Adj. EBITDA Margin <sup>4</sup>	59.8%	70.7%	71.0%	65%
Total Debt <sup>5</sup> , US\$ mn	369	3,282	3,926	3,987
Net Debt <sup>6</sup> , US\$ mn	-115	2,264	2,257	2.693
Net Debt / LTM EBITDA	n/a	1.1x	0.95x	1.5x

Source: Uralkali's audited consolidated financial statements as of FY2010, FY2011, and FY2012, USGS, SRK Consulting, Uralkali data, Companies financial reports and presentations, Fertecon

## **Production Assets**



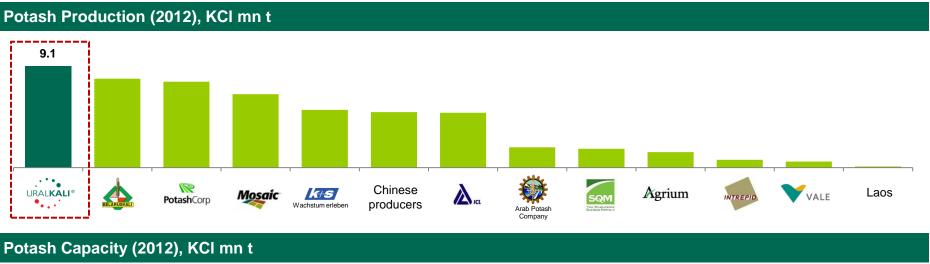
- 5 potash mines
- 6 potash producing plants + 1 carnallite plant
- 2 greenfield licenses

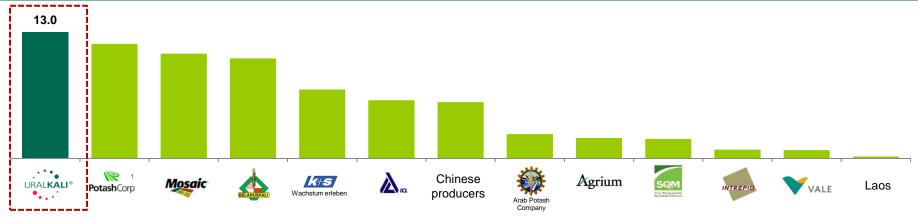
#### Notes:

1. Silvinit Group financial results are consolidated since May 17, 2011. Please see footnote 6 in FY 2012 IFRS for more details; 2. Calculated as Revenues less railway tariff, freight and transhipment costs; 3. EBITDA is calculated as Operating Profit plus depreciation and amortization and does not include mine flooding costs and other one-off expenses; 4. Calculated as Adj. EBITDA divided by Net Revenues; 5. Calculated as total bank loans; 6. Net debt is calculated as the total bank loans adjusted for cash and cash equivalents and non-current and current restricted cash

# Leader in the Global Potash Market





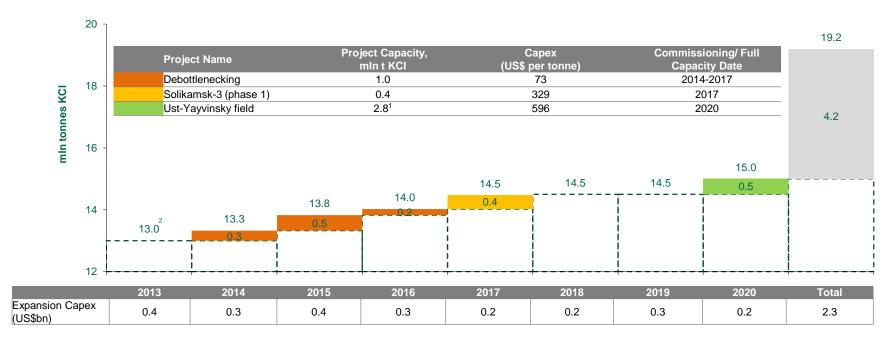


Source: Companies financial reports and presentations, Fertecon

Global market leader by both production and capacity with capability to respond to market dynamics with existing expansion programme

# **Low Cost Expansion Programme**





- · Revised capacity expansion programme to preserve robust capital structure and retain financial flexibility
- Limited capex requirements to steadily increase capacity to up to c. 15 mln t by 2020
- Decision on development of Polovodovsky and Solikamsk-3 (phase 2) to add further 4.2 mln tonnes of capacity will be made in 2015 providing for strategic optionality

## Sustaining long-term leadership on the most cost effective basis in the industry

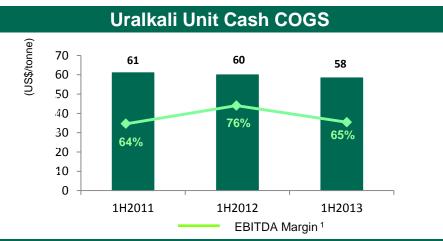
For more details on Uralkali's expansion programme please visit <a href="www.uralkali.com/expansion\_programme/">www.uralkali.com/expansion\_programme/</a>

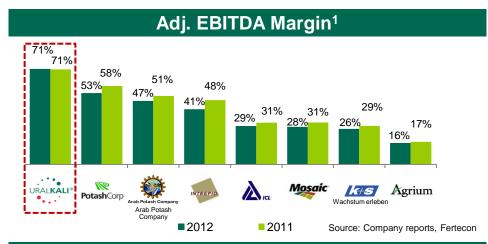
#### Note:

- 1. Including 0.5 mln tonnes of additional capacity and 2.3 million tonnes of new capacity that will substitute the depleting capacity of Berezniki-2 mine
- Capacity is shown as of year end; the numbers may not add up due to rounding

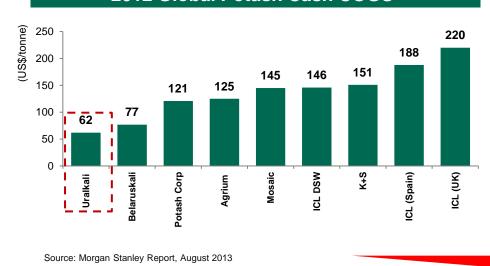
# **Cost Leadership Position**



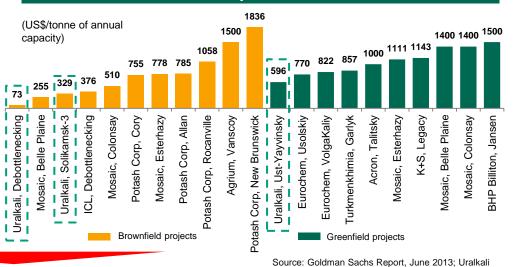




## 2012 Global Potash Cash COGS<sup>2</sup>



## Global Expansion Costs



## Sustaining lowest cash costs and highest EBITDA margin across the industry

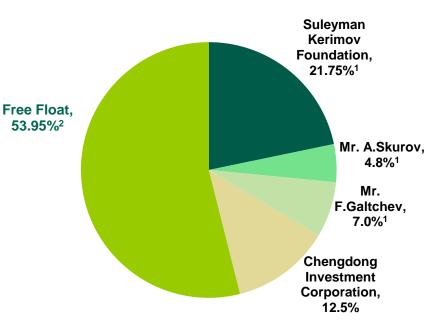
#### Notes

- I. EBITDA margin is calculated as EBITDA divided by Net Sales
- Defined as gross cash costs plus royalties, FOB mine (ex freight)

# **Diverse International Public Ownership**



- Shares and GDR's are traded on the London Stock Exchange, Moscow Exchange
- Total number of ordinary shares is 2,936,015,891 (equivalent of 587,203,178 GDRs)
- GDRs represent c.16.5% of Uralkali share capital as of September 18, 2013
- Uralkali's shares and GDRs are part of major indices (incl. MSCI Russia, RTS / MICEX, FTSE Russia, Market Vector and DAXglobal Agribusiness)



Source: Company data

## Largest publicly traded fertilizer producer listed on the LSE

#### Notes:

Equity structure is given as of September 24, 2013

- 1. Includes shares transferred under repo agreement(s) with voting rights being retained by the seller.
- 2. Includes shares acquired by subsidiaries of Uralkali which are accounted for as treasury shares for the purposes of the Group's consolidated financial statements prepared in accordance with IFRS.

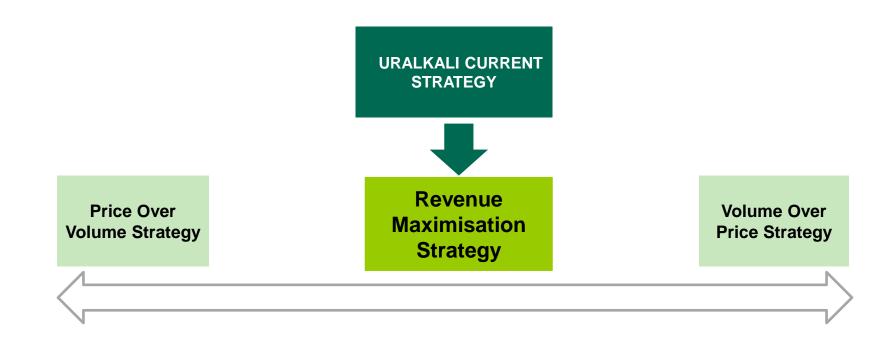
# Agenda



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# **Change in Market Posture**

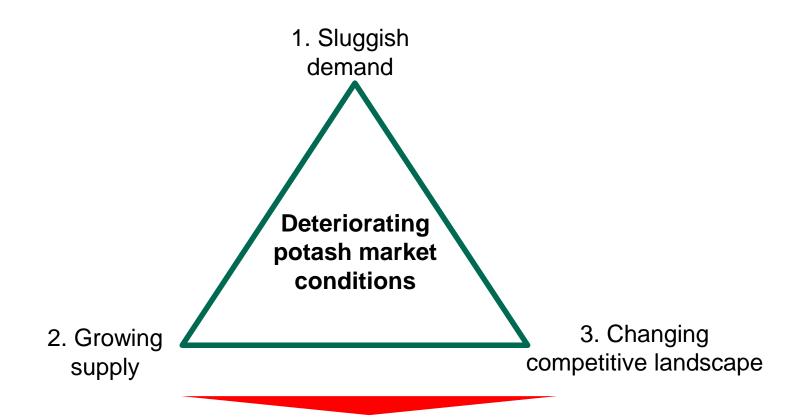




As an industry leader Uralkali will grasp market opportunities to maximise its revenue through either price or volume or both

# Why 'Price Over Volume' Became Too Rigid for Uralkali URALKAL



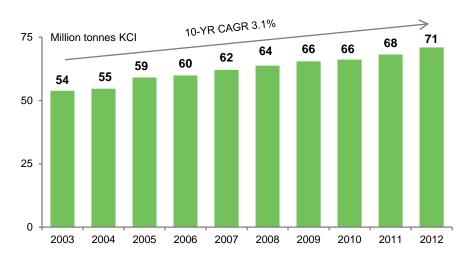


Responsible market leadership started to take its toll on Uralkali's market share

# **Growing Supply Ahead of Sluggish Demand**

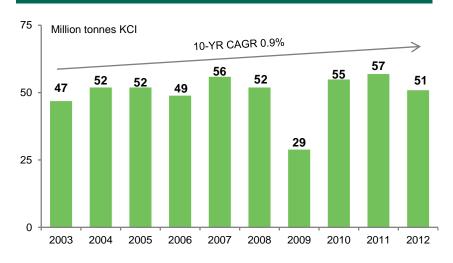


## Global supply – 10-YR CAGR 3.1%



Source: IFA, Fertecon, Companies' releases

## Global demand - 10-YR CAGR 0.9%



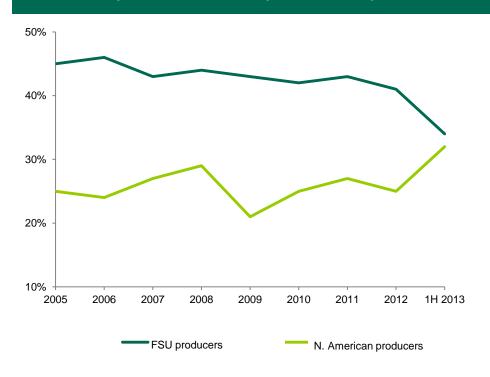
Source: IFA, Fertecon, Companies' releases

Widening supply/demand gap brought industry utilization rate down to c. 70%

# **Change in Competitive Landscape (1 of 2)**



## N. American producers' vs. FSU producers' export market share



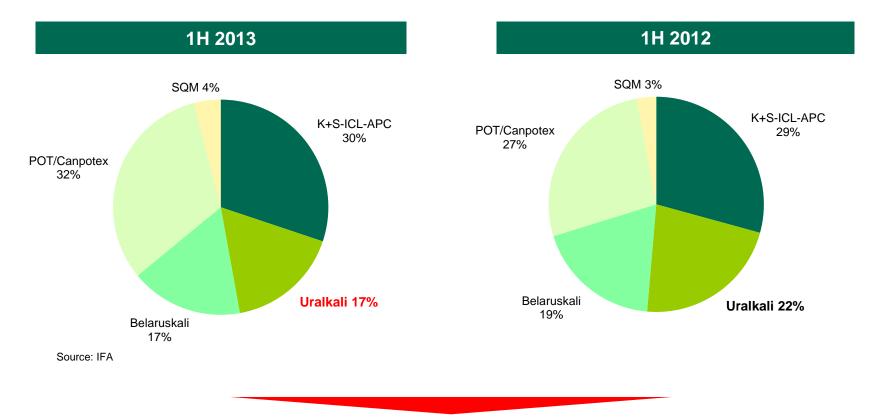
Source: IFA, Uralkali

## **Key observations**

- N. American producers were gaining market share through offering lower prices:
  - Brazil: N. American producers increased the market share by 8% to 38% yoy in 1H2013
  - Malaysia/Indonesia: N. American producers' market share was up 12% yoy and 8%, respectively by offering the lowest prices in the tenders
  - India: N. American producers were increasing its market share in India at the expense of traditional suppliers in 2013: 26% in 1H2013 (up 5% yoy) compared to historical market share of 23-24%.
- In 2012-1H2013 German and Israeli producers were also very aggressive in terms of pricing in Brazil and key European markets
- 1H 2013 sales by Belaruskali outside of BPC have also contributed to changes in competitive environment

# **Change in Competitive Landscape (2 of 2)**



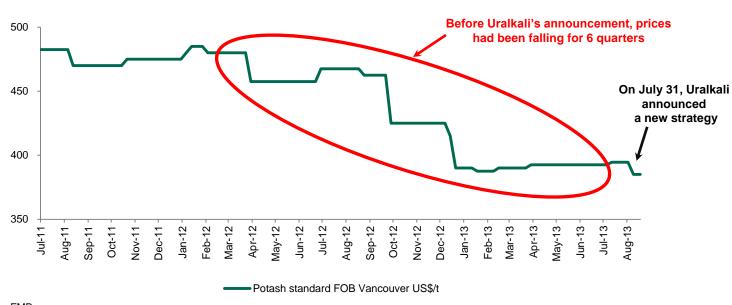


Uralkali lost global market share implementing price over volume strategy in 1H13

# **Impact on Global Potash Prices**



## Potash price evolution



Source: Argus FMB

The prolonged decline in potash prices made "price over volume" strategy difficult to implement

# **Uralkali's New Strategy – Positive Changes on the Way**



# **Short Term Impact**

- More affordable pricing is expected to promote more balanced fertilisation
- Potash prices became more affordable for lower income farmers, such as in India
- Potash inventories are being depleted
- · Potash demand is showing signs of recovery

# Long Term Impact

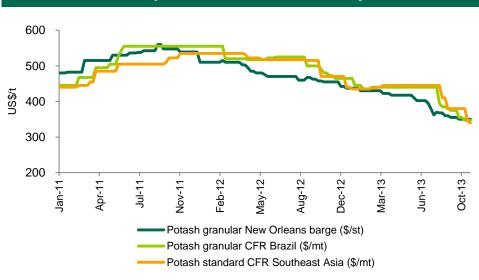
- Demand growth is expected to return to historical average of c. 2-4% p.a.
- Lower potash price should promote rational decision making in relation to greenfield projects
- The improvement of market conditions will restore correlation between the potash price and farmers' economics

Our Customers will continue to be our ultimate priority and will benefit from the market dynamics triggered by Uralkali's new strategy

# **Short-Term Impact on the Industry**



## Potash prices are close to multi-year lows



Source: Argus FMB

## Global Potash Sales, 2011-2014F

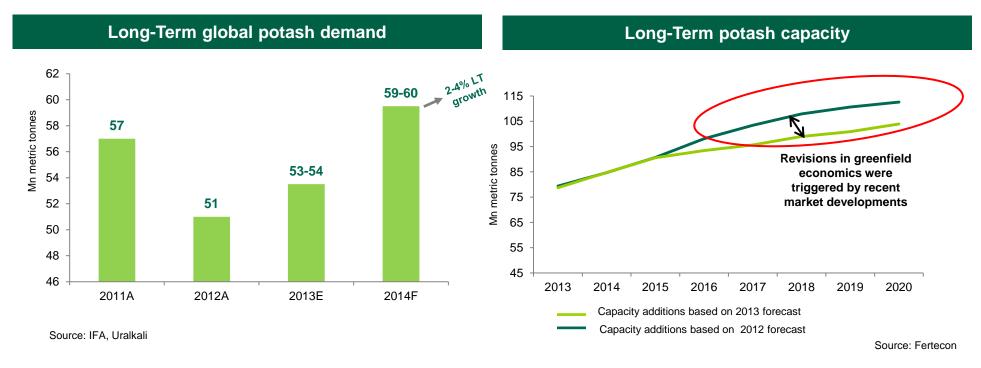


Source: IFA, Uralkali

- Customers' confidence is being restored, as prices are close to multi-year lows
- Expected 2013 market size is unchanged: 53-54 Mt
- Lower potash prices are expected to induce potash consumption: 2014 estimated market size to be in the range 59-60Mt driven by pickup in China, India, Brazil, US and South East Asia

# **Long Term Impact on the Industry**





- Long term fundamentals intact with consumption expected to grow steadily at c.2-4%
- Lower potash price to promote more rational decision making on greenfield projects, in particular those with higher costs
- The timing of completion of brownfield projects is likely to be highly sensitive to market conditions as well as prices and industry profits

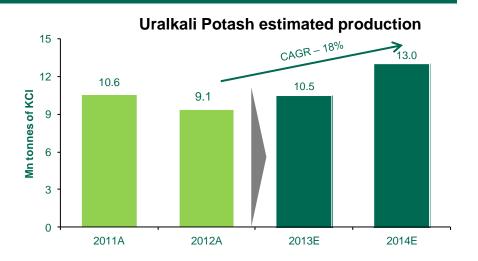
Potash supply/demand balance is expected to approach the equilibrium

# Impact of Evolving Market Structure on Uralkali



## **Sales Growth**

- Uralkali is targeting maximizing revenue over the next 24 months with particular focus on such fastgrowing markets as Latin America, South East Asia, China and India which have historically accounted for c. 60% of the Company's total sales
- Utilization rates are improving with Uralkali selling c.1Mt per month



## **FCF Generation and Usage**

- Market adjustment to higher volumes should result in stable cash flow generation in coming years
- FCF generation should support sustainable capex programme and dividend policy at min. 50% of IFRS Net Profit
  - Despite challenging market conditions in 1H 2013 Uralkali Board of directors has recommended to approve interim dividends on the level of 50% of IFRS Net Profit (2.21 RUB/share or 0.35 USD/GDR¹)

Restoration of Uralkali's market share should ensure stable FCF generation

# Maximising Revenues from Tier I Assets across the Industry Cycle



1	Enhance global responsible leadership position	<ul> <li>Maximize revenue to ensure shareholder value maximization</li> <li>Potash demand growth stimulated further by competitive pricing</li> <li>Increase potash capacity on the lowest cost basis in the industry; option to add more volumes if economically viable</li> <li>Focus on premium products; increase granular potash capacity</li> </ul>
2	Focus on enhanced and more onnected access to end customers	<ul> <li>Strengthen customer relationships</li> <li>Enhance logistics platform to secure long-term supply in key markets</li> <li>Focus on efficient distribution in key markets</li> </ul>
3	Maintain cash cost leadership positions	<ul> <li>Ensure operating performance and efficiency provides continued industry leadership</li> <li>Invest in existing capacity and infrastructure in order to ensure maximised margin through commodity price cycle</li> </ul>
4	Balance investment in growth and shareholder return	<ul> <li>Retain an efficient capital structure; medium term Net Debt / LTM EBITDA target ~ 2x</li> <li>Balanced approach to capital investments and robust capital discipline</li> <li>Dividend payout of minimum 50 % of Net Income provides attractive shareholder yield</li> </ul>
<b>5</b> F	ocus on people, communities and environmental safety	<ul> <li>Regional and Industry employer of choice; labour safety, employee &amp; community development</li> <li>Deliver value whilst operating in a socially responsible manner, minimizing environmental impact of operations</li> </ul>
6	Continued focus on corporate governance	Openness, transparency and risk mitigation for all stakeholders

New strategy consistent with Uralkali's continued focus on long-term growth of shareholder value

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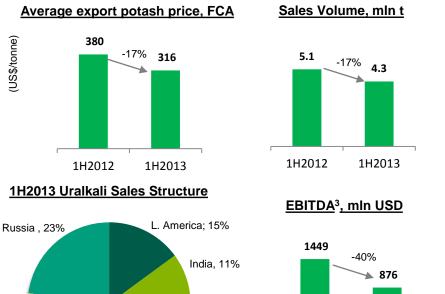
# **Key Financial Highlights – 1H 2013**



## **Key Figures**

	IFRS	Pro-forma	Change
(US\$ mln)	1H 2013	1H 2012	%
Sales volume, mln tonnes	4.3	5.1	-17%
- Domestic sales	1.0	1.0	-4%
- Export sales	3.3	4.1	-20%
Revenue	1 614	2 234	-28%
Net Revenue <sup>1</sup>	1 348	1 904	-29%
EBITDA <sup>2</sup>	876	1 449	-40%
EBITDA margin <sup>3</sup> , %	65%	76%	
Net Profit	397	842	-53%
CAPEX	199	160	24%
incl. Expansion	92	87	6%





China, 29%

1H2012

1H2013

Highly competitive market environment resulted in decline in both potash prices and sales volumes; new strategy expected to improve Uralkali's market position

Europe, 12%

USA, 5%

SEA, 5%

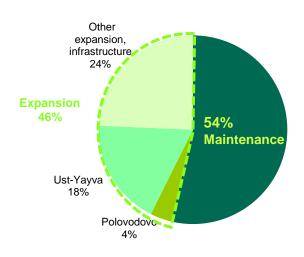
#### Notes:

- 1. Net revenue represents adjusted revenue (sales net of freight, railway tariff and transshipment costs)
- 2. EBITDA is calculated as Operating Profit plus depreciation and amortization and does not include mine flooding costs and other one-off expenses
- 3. EBITDA margin is calculated as EBITDA divided by Net revenue

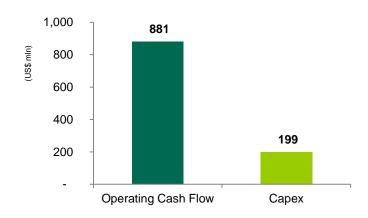
# Capex, Cash Flow, Balance Sheet 1H 2013



## **Capex**, Operating Cash Flow, Balance Sheet



US\$ bln	30 June 2013
Debt (bank loans)	4.0
Cash	1.3
Net debt/(cash)	2.7
LTM adjusted EBITDA	1.8
Net debt/LTM EBITDA	1.5x



- Loan portfolio parameters as of 30 June 2013:
  - c.100% of debt exposure is in US Dollars
  - Effective interest rate –3.76%
  - Target Net Debt/LTM EBITDA <sup>1</sup> ratio of c.2.0x
- •Uralkali's Board of directors has recommended to approve **1H 2013 interim dividends** on the level of **50% of IFRS Net Profit** (2.21 RUB/share or 0.35 USD/GDR <sup>2</sup>)

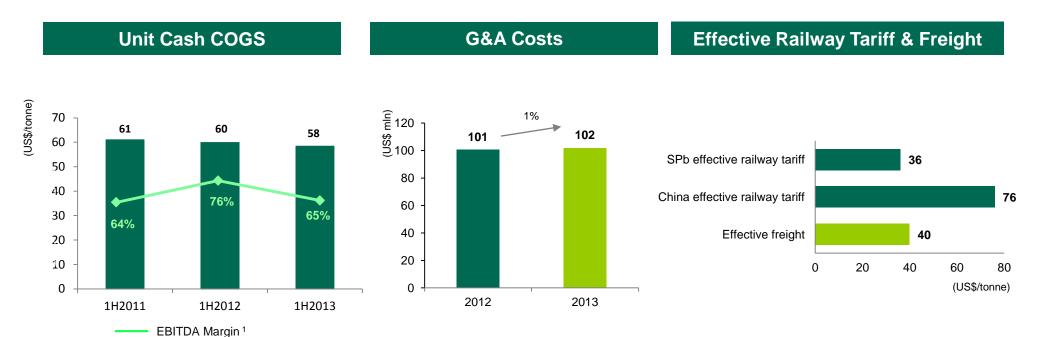
## Robust capital structure, stable cash-flow generation, attractive dividend policy

#### Note:

- 1. EBITDA is calculated as Operating Profit plus depreciation and amortization and does not include mine flooding costs and other one-off expenses
- 2. According to the exchange rate of the RF Central Bank as of 23 October 2013, USD 1 = RUB 31.9346

# **Review of Cost Structure 1H 2013**





## Continued focus on efficiency and bottom quartile cost leadership

# Agenda



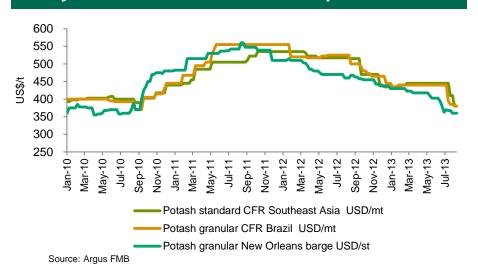
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# **Market Update: Spot Markets**



**EMEA** 

## **Dynamics of Potash Prices in Spot Markets**



# Potash Inventory 3 2 2.0 2.0 1.9 1.2 1.1 0.6 0.6

Brazil

end of October 2013

**SEA** 

■ end of 2012

Source: UKT estimates

N.America

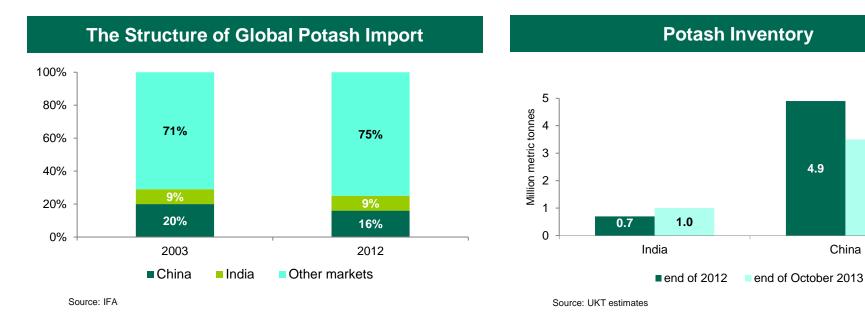
- **Europe** is off-season, with supplies making deliveries mostly to compound fertilizer producers. Potash prices in the region are reportedly €255/t cfr¹. German potash producer is yet to announce new price levels for potash
- In Brazil, farmers are purchasing quantities for delivery ahead of soybean applications in March. Brazilian potash prices are at \$340-350/mt cfr<sup>1</sup>
- S. East Asian customers continue to import traditional volumes. Potash prices are reportedly \$340–355/t cfr¹. Customers are awaiting contract pricing developments in China
- In the US, potash demand is picking up in the central plains where harvest has been completed and the weather has not halted field work

# Market Update: China and India



3.5

China



- Although the aggregate share of **China and India** in global demand for imports has declined since 2003, protracted contract settlements with China and India continue to weigh on the spot market and slow any upward price momentum
- **In India**, shipments under existing potash contracts are underway. With the rupee showing signs of recovery, demand could improve in the coming months. Expected 2013 potash imports are estimated at 3.2-3.5 mln t
- In China, demand is reasonably stable. Potash contract negotiations with China are expected to start in November. Deliveries under the contract are not likely until start of 2014

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# **Key Takeaways**



- ✓ Potash prices have declined since April 2012 and Uralkali has lost substantial market share due to the aggressive pricing policy of competitors
- ✓ Revenue maximization strategy enables Uralkali to regain market share and be flexible to satisfy our customers' needs and credibly engage with potential customers
- ✓ Uralkali will continue to consider options that can generate value for all its stakeholders
- Responsible volume placement will allow the Company to maximize its revenue and further focus on customers' needs



# **Appendices**

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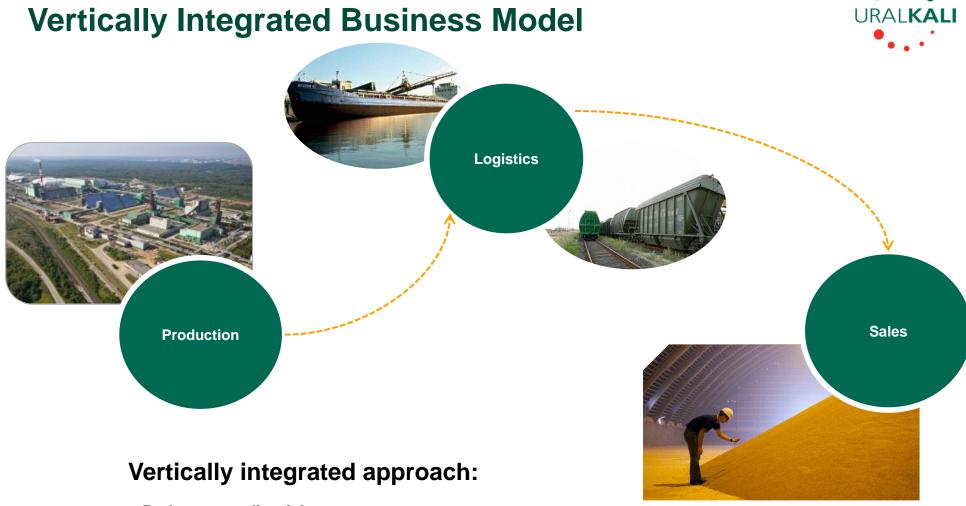
# **Business Model**

**Governance and Management Team** 

**Potash Market Fundamentals** 

**Operating Process** 

**Awards and Achievements** 



- Reduces supplier risks
- Enables to control and optimise all stages of production and sales

**Control Over Entire Value Chain - From Reserve Base to End Customer** 

# **Vertically Integrated Business Model - Production**



## Existing Assets - 5 MINES, 6 POTASH PLANTS, 2 GREENFIELD PROJECTS (Ust-Yayva and Polovodovo)



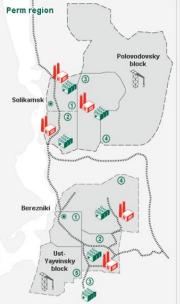
· Potash plant and mine

Berezniki-2

· Granular and standard potash

## Berezniki-3

- Potash plant
- · Granular, standard potash



Potash Mines (5)

- MOP Plants (6)
- Greenfield licenses (2)



### Solikamsk-1

- Carnallite plant
- · Potash plant and mine
- Standard potash

## Solikamsk-2

- · Potash plant and mine
- · Granular and standard potash



## Berezniki-4

- · Potash plant and mine
- Standard potash



## **Ust-Yayvinsky Field**

- · Resources: 1,3 bn tonnes1
- · Capacity: + 2,8 mln tonnes KCI in launch year 2020



## Solikamsk-3

- · Potash plant and mine
- Standard potash



## Polovodovsky Field

- Resources: 3,1 bn tonnes¹
- Capacity: + 2,5 mln tonnes KCI in launch year 2021

**Production capacity as of January 2013:** 

13 mln tonnes

**Employees in Uralkali main production unit:** c. 11,800 employees

# **Vertically Integrated Business Model - Logistics**



## **COMPANY-OWNED RAILCARS**



- One of the largest specialised railcar fleets in Russia
- Over 8,000 specialized railcars

## **BALTIC BULK TERMINAL (BBT)**



- Leading Russian fertilizer transhipment terminal with capacity of 6.2 mt
- Represents the shortest transportation route from mines to port
- Uralkali's investment programme can be fully accommodated by BBT's existing capacity in the midterm

## **WAREHOUSES**



- Optimal split between production and marine port terminal sites
- Storage capacity of 640,000 tonnes:
  - Berezniki and Solikamsk up to 400,000 tonnes
  - BBT up to 240,000 tonnes

# **Appendices**



# **Business Model**

**Governance and Management Team** 

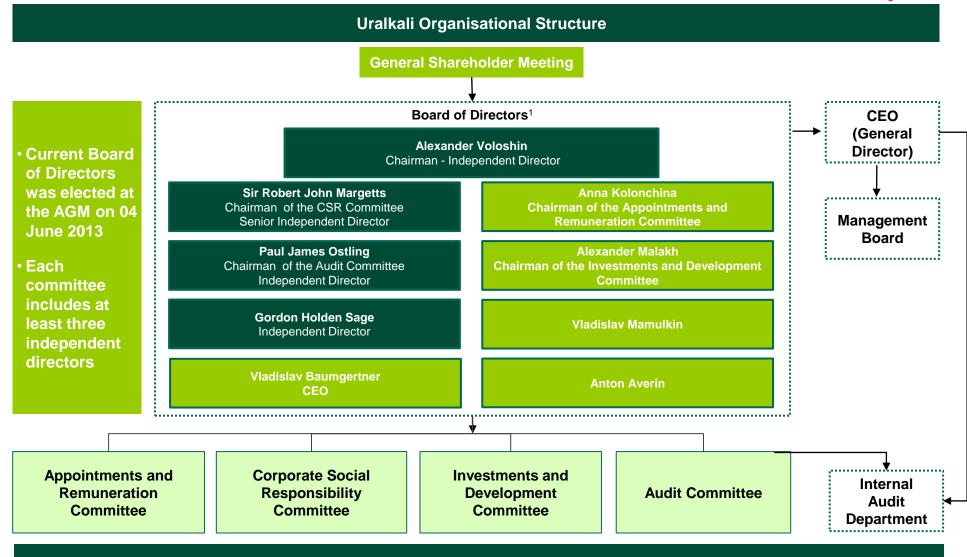
**Potash Market Fundamentals** 

**Operating Process** 

**Awards and Achievements** 

# **Focus on Corporate Governance**





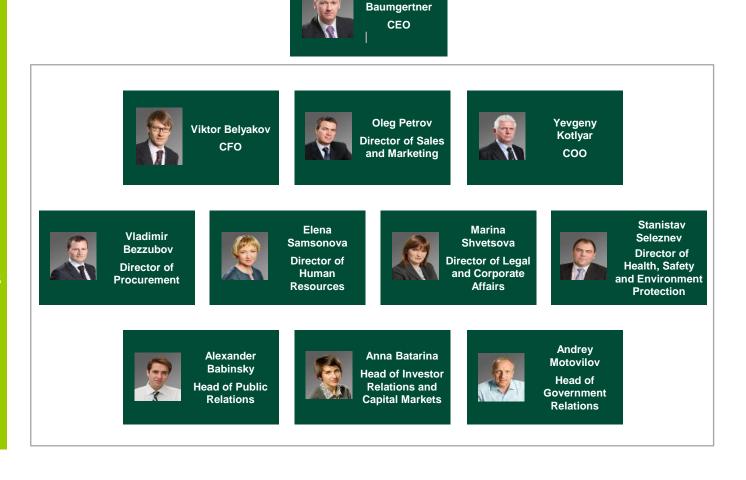
Uralkali is Committed to Continuous Improvement in its Leading Corporate Governance Practices

# **Highly Qualified Management Team**



## Management team optimally positioned to drive future growth

- Senior management team comprises of highly experienced operational, financial and functional professionals
- Extensive experience in mining/chemicals as well as potash industry



Vladislav

# **Appendices**



**Business Model** 

**Governance and Management Team** 

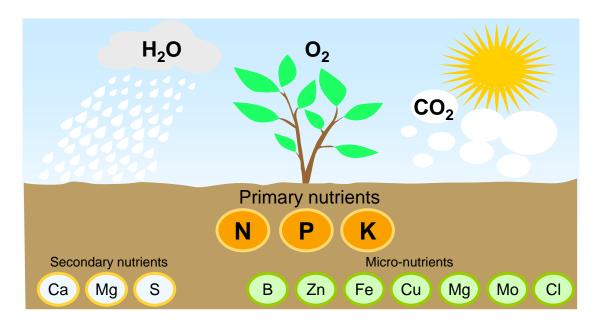
**Potash Market Fundamentals** 

**Operating Process** 

**Awards and Achievements** 

# **Potassium: One of the Three Primary Nutrients**





## Nitrogen (N)

- Promotes protein formation
- Determines plant's growth, vigour, colour and yield

## Phosphate (P)

- Plays a key role in adequate root development and photosynthesis process
- Helps plant resist drought

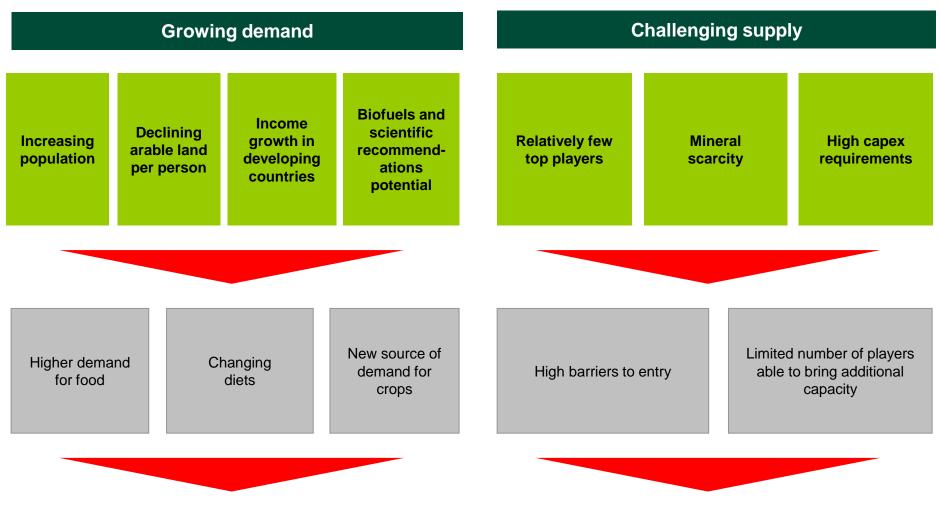
### Potash (K)

 Improves plant durability and resistance to drought, disease, weeds, parasites and cold weather

Each nutrient plays its own role, but <u>only together</u> they ensure a balanced nourishment and cannot replace each other

# **Strong Industry Fundamentals**





Growing demand and high supply visibility make potash a unique industry<sup>1</sup>

# Potash: Growth, Visibility, Stability



	Potash (K)	Phosphate (P)	Nitrogen (N)
Market size <sup>1</sup> (2013E Demand)	33.5 million tonnes K <sub>2</sub> O (53.9 million tonnes KCI) <sup>2</sup>	40.0 million tonnes ( P <sub>2</sub> O <sub>5</sub> )	109.1 million tonnes (N)
Geographic availability	Very limited	Limited	Readily available
Industry members	Small number of leading players	Several leading players	Large number of players
Profitability	High	Low/Medium	Low/Medium
Estimated cost of greenfield Capacity <sup>3</sup>	US\$4.2bn for 2 mln tonnes (KCI)	US\$1.6bn for 1 mln tonnes $(P_2O_5)$	US\$1.7bn for 1 mln tonnes (NH3)
Estimated greenfield development time	min 7 years	~3-4 years	min 3 years

## Potash represents the strongest investment story across the fertilizer industry

Source: Fertecon, IFA, PotashCorp

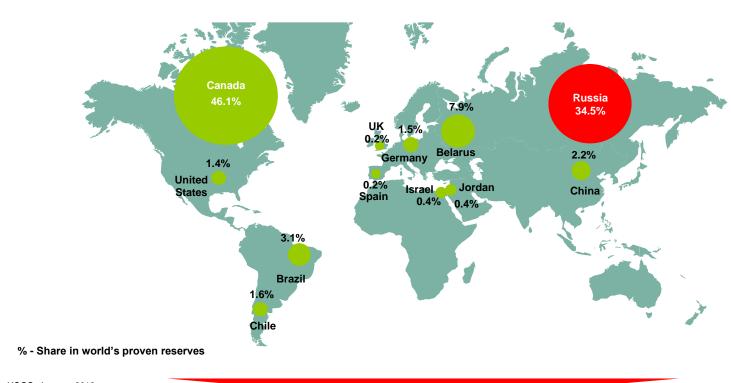
Notes:

- . Including fertilizer consumption
- . 1t KCl contains 62% K2O (nutrient)
- Excluding infrastructure

# **Mineral Scarcity**



## Proven reserves of potash are largely concentrated in Canada and Russia

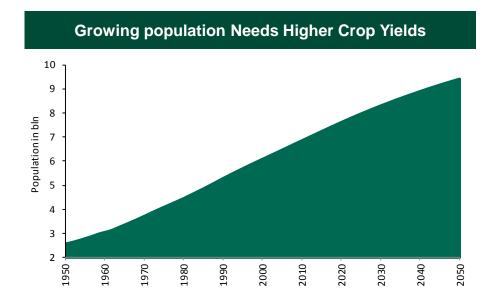


Source: USGS, January 2013

Limited access to resources, few high quality large scale ore deposits

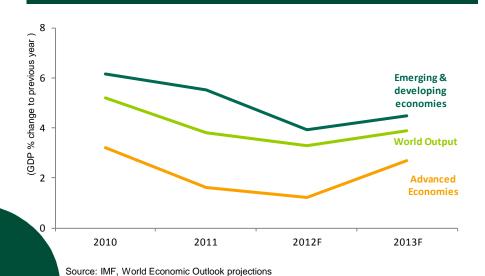
# **Higher Yields Required to Feed Rising Population**



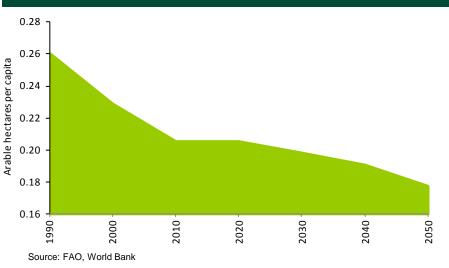


#### Global Economic recovery set to continue

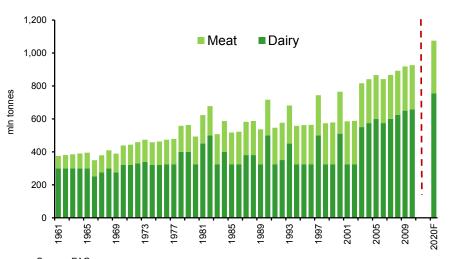
Source: Source: U.S. Census Bureau, International Data Base,



## Arable land per capita is shrinking



#### Food consumption is increasing



Source: FAO

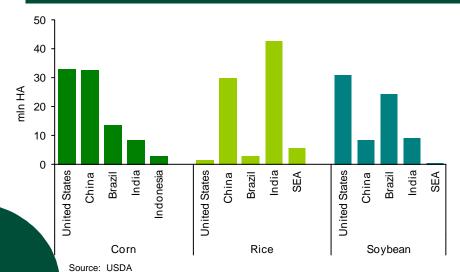
## **Changing Diets Drive Demand for Grain**



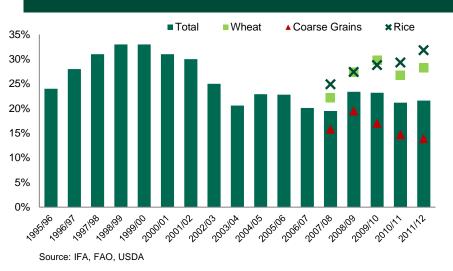
#### **World Cereal Production and Utilization**



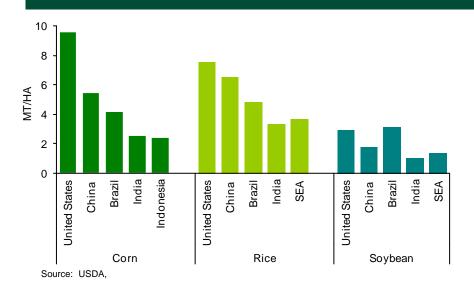
Developing countries have a big portion of total crop acreage



#### World Cereal Stock-to-Use Ratio

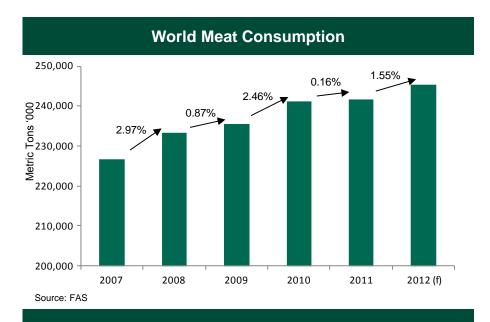


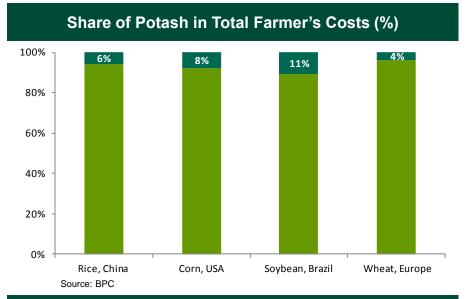
...though have lower yields compared to developed agricultures

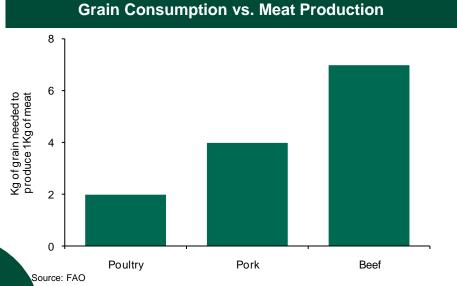


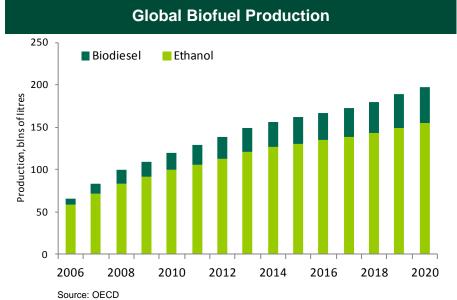
# **Changing Diets Driven by Growing Income in Developing Countries**











# **Appendices**



**Business Model** 

**Governance and Management Team** 

**Potash Market Fundamentals** 

**Operating Process** 

**Awards and Achievements** 

## **Production Flow**



#### 1. Mining



- One extraction takes place underground at an approximate depth of 400 metres
- Specialized mining combines drill for potash underground, then the extracted one is moved by conveyor belts to the shafts and lifted to the surface



In the crushing section of the flotation plant rod mills and screens break ore into smaller particles of the size required for further enrichment

#### 3. Chemical Enrichment



- The **Halurgic method** is based on the varying joint solubility of KCI and NaCI in water at different temperatures
- KCI crystallises out of saturated solution when it cools down
- Produce potash fertilisers which contain up to 98% of the useful component

#### 4. Flotation

2.Crushing



- Partly purified potash ore is placed in the flotation machine, bubbles stick to potassium chloride particles and push them to the mixture surface for subsequent separation
- Produce potash fertilisers for agriculture which contain up to 96% of the useful component

#### **Standard Product**



#### White Potash (MOP)

- Applied directly to the soil for producing compound NPK fertilisers, and for other industrial needs
- Uralkali supply this mainly to China, Russia and Europe



#### Pink Potash (MOP)

- Applied directly to the soil
- Produced through the flotation method
- Uralkali supply this primarily to India and Southeast Asia

#### Compacting

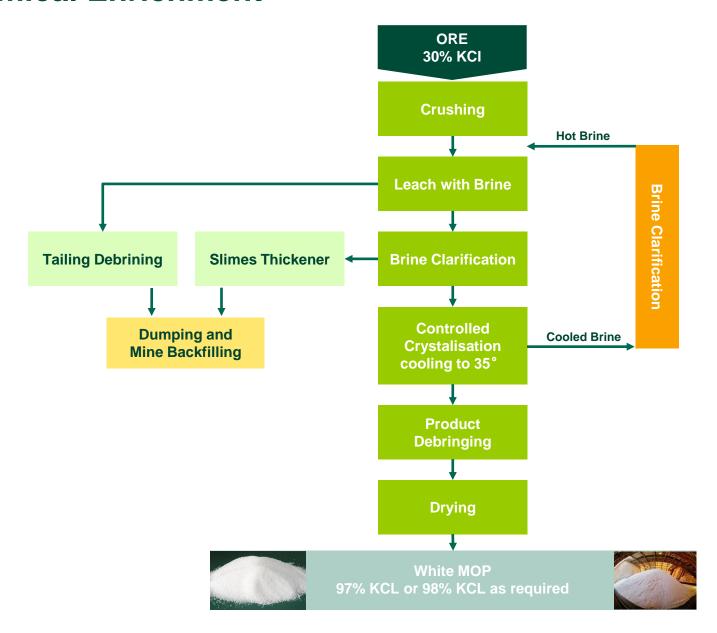


#### **Granular potash**

- Premium product bought mainly in countries using advanced soil fertilisation methods
- Uralkali export granular principally to Brazil, the USA and China, where it is applied directly to the soil or blended with nitrogen and phosphate fertilisers

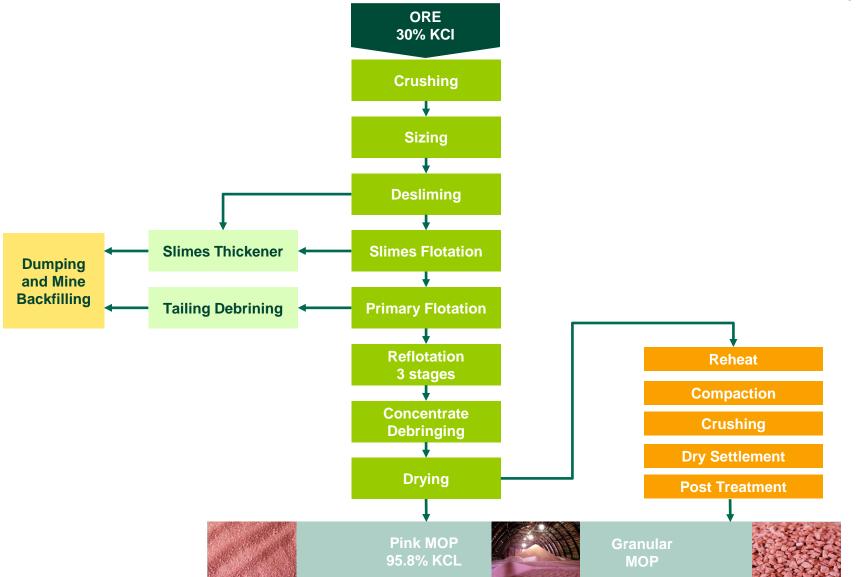
## **Chemical Enrichment**





## **Flotation**





# **Appendices**



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## Awards and Achievements



#### **DAXglobal Agribusiness Index**

September 2012: with a weighting of c.6.2%, Uralkali's GDRs were included in the DAXglobal Agribusiness Index and ranked among the top five



index constituents. Uralkali is the first Russian company in the Index.

#### **Deal of the Year Awards**

Russian CFO Awards 2012 Viktor Belyakov - award for **Best M&A** Deal of the Year

#### **Investor Awards 2012**

M&A: The deal of the year Best corporate development strategy

**Financial** 

Acumen

2012

#### **Annual Report Wins Awards**





Best Annual Report 2011,2010 among companies with Market cap over 100 bln RUB





EXPERTRA

Best Annual Report 2011, 2010, 2009 for Best Level of Disclosure Best Overall Annual Report



#### **Best IR Strategy**



April 2013: Uralkali IR team was awarded for the Best Investor Relations Strategy.

The Ceremony was organized by Adam Smith Institute.



#### Strong Local Liquidity + LSE Listed GDRs

GDRs admitted to main Board of LSE under ticker URKA; local presence at Moscow Exchange







Shares, MSCI Inclusion

**Widely Traded** 

Commitment to **High Standards** of Corporate Governance

Efficiency and

**Transparency** 

**URALKALI** 

#### **Investor Relations Progress Award**





THOMSON REUTERS

#### IR Magazine Russia & CIS Awards 2013

Best overall Investor Relations Vladislav Baumgertner Best investor relations by a CEO

Viktor Belyakov

Best investor relations by a CFO Anna Batarina

Best investor relations officer





#### **MSCI** Russia

MSCI increased Uralkali weighting in its MSCI Russia Index from 2.99% to 4.5% following the completion of combination with Silvinit



#### INED Received 'Director of the 2011 Year' National **Award**

**Top-tier** 

**Investor** 

Relations

Team





Paul James Ostling received award for his contribution towards the development of CGS in Russian companies





# Thank you!

## For more information please contact Investor Relations Department:

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