SEB Enskilda
Nordic Seminar – Copenhagen 2012

11 January 2012

build with ease

H+H

Forward-looking statement

The forward-looking statements in this presentation reflect management's current expectations for certain future events and financial results.

Statements regarding the future are, of course, subject to risks and uncertainties which may result in material deviations from expectations.

Factors that may cause the actual results to deviate materially from expectations are: aircrete products, the market's acceptance of new products, the introduction of competing products etc.

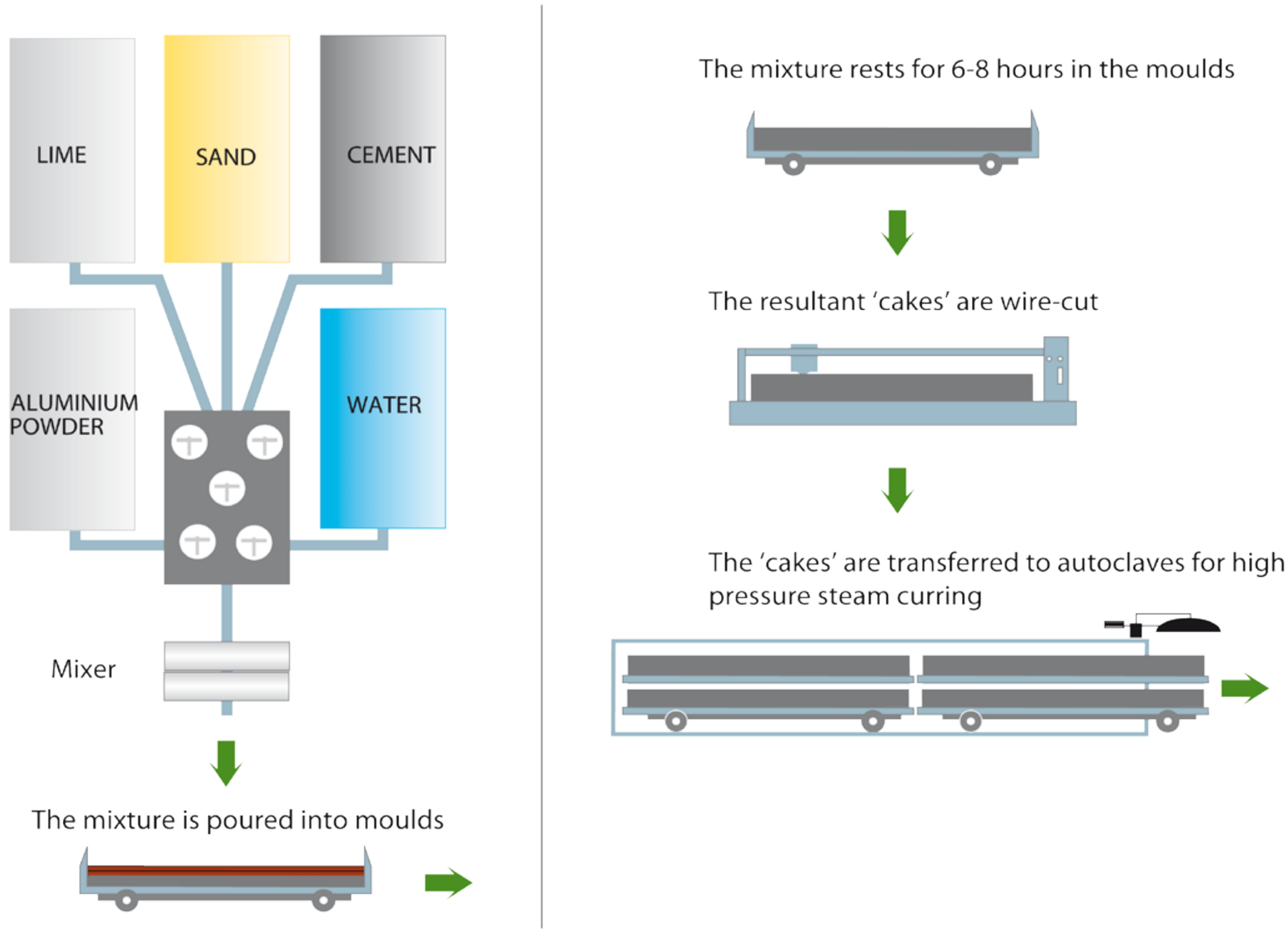
Agenda

- Introduction and business overview
- Aircrete market
- Highlights of Q3 2011
- Turnaround process
- Xella taking over
  H+H International A/S?

Brief introduction

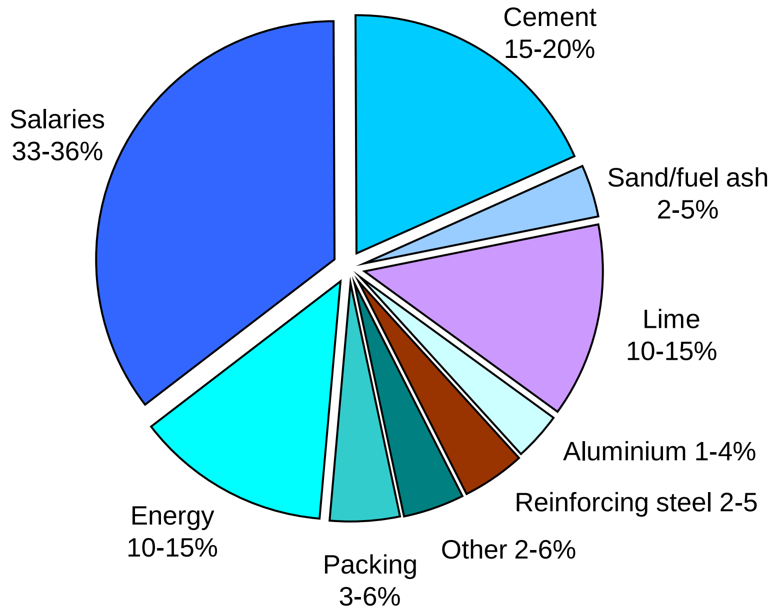
- H+H develops, manufactures and sells aircrete in standard blocks and reinforced products for the building industry in northern and eastern Europe and in the UK.
- Customers are mainly contractors, developers and builders' merchants.
- H+H is Europe's second-largest manufacturer of aircrete and holds a substantial market position relative to the size of the overall market for aircrete.
- In the financial year 2010, the Group generated a revenue of DKK 1,254 million and had on average 1,175 employees in 12 countries.

Production of aircrete – the process



Production of aircrete – raw materials and supply

- Raw materials used to produce aircrete are all standard
- Majority of raw material costs related to lime, cement and energy
- The costs of raw materials vary considerably for the factories
- Replacing a supplier is relatively easy as a number of competing suppliers are available
- Accordingly, H+H relies only to a slight extent on individual suppliers with the exception of energy



Aircrete – the product
Product groups

Our products may be divided into two overall categories:

- Products which are handled manually without the use any of lifting gear

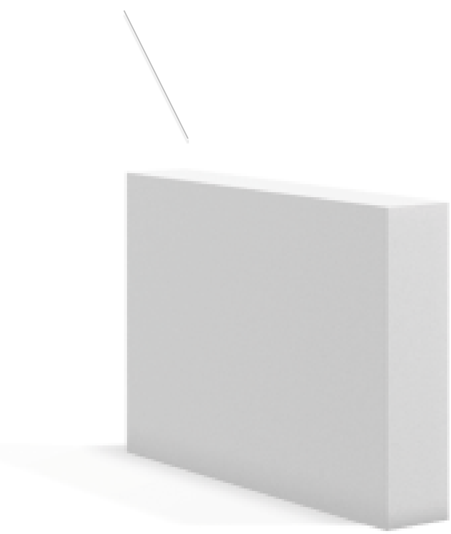
- Products which are handled using a mini crane or larger mobile cranes

Aircrete – the product
Applications

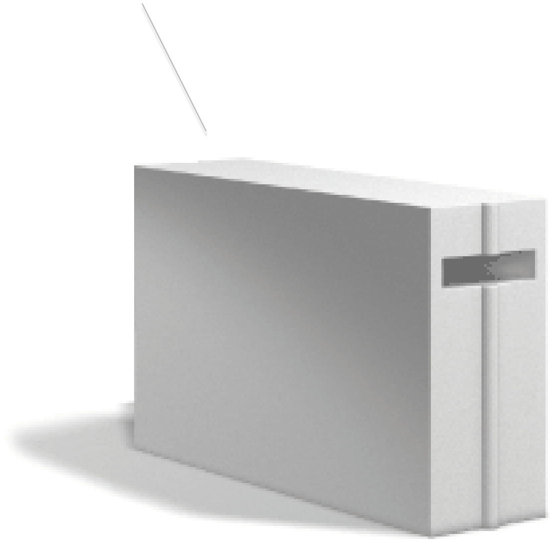
- Examples of products which are handled manually without any use of lifting gear

Thermo-block
Block product with integrated insulation used in the construction of external solid walls

Multi plates
Mainly used in the construction of non-loadbearing internal partition walls



Tempoblock
Used in the construction of both inner and outer leaves of cavity walls



Aircrete – the product (examples)

Terraced housing projects

Partition walls in block of flats

Multi-storey housing projects

Industrial hall

Geographical presence – adjoining markets

Competitive landscape – aircrete suppliers

	Production facilities by country								
	DE	PL	CZ	SK	UK	BE/NL	FI	RU-NW	BALTIC
Xella	X	X	X	X	-	X	-	-	-
H+H	X	X	X	-	X	-	X	X	-
Solbet	-	X	-	-	-	-	-	-	-
Porit	X	X	-	-	-	-	-	-	-
Aeroc	-	-	-	-	-	-	-	X	X
Porfix	-	-	X	X	-	-	-	-	-
Thermalite	-	-	-	-	X	-	-	-	-
Tarmac	-	-	-		X	-	-	-	-
CRH	-	X	-		-	-	-	-	-
Other local	X	X	X		X	-	-	X	X

Highlights of Q3 2011

Discontinuing operations

- Also as part of H+H's continued focus on core business, the Board of Directors decided in the third quarter to divest its Finnish subsidiary Jämerä-kivitalot Oy, which designs and sells the construction of aircrete houses for private individuals.
- As the company has been loss-making for a number of years, the divestment will have a positive effect on H+H's future earnings. In 2009 the company changed its strategy to concentrate more on supplying turnkey solutions to customers. This strategy has proved unviable, as the processes for managing the construction phases were not fully implemented.
- It is expected that the divestment can be completed by the end of the third quarter of 2012. Jämerä's activities are therefore no longer reported as continuing operations.

Key figures from dicontinuing operations

Amounts in DKK million	Q3 2011	Q3 2010	Q1-Q3 2011	Q1-Q3 2010
Revenue	39.3	27.1	72.2	50.2
Expenses	(47.1)	(25.0)	(88.1)	(54.1)
Profit (loss) before tax	(7.8)	2.1	(15.9)	(3.9)
Income tax expense	2.2	0.7	4.4	2.1
Profit (loss) for the period	(5.6)	2.8	(11.5)	(1.8)
Profit (loss) from discontinuing operation	**(5.6)**	**2.8**	**(11.5)**	**(1.8)**

H+H

Some overall market developments in Q3

- The third quarter of 2011 saw a small increase in sales volumes and rising prices, leading to revenue growth of 4%. Average selling prices are still rising.

- In the Western European segment, third-quarter revenue was significantly higher than in 2010 in Germany and Denmark and slightly higher elsewhere except in the UK and Finland, where there was a small decrease. Unfortunately, in terms of macro economic outlook, we have during the quarter seen a deterioration in national growth estimates for 2011 – especially the UK has disappointed.

- In the Eastern European segment, third-quarter revenue was slightly lower than in 2010. Revenue grew in Russia and the Czech Republic, but fell in Poland due to a slight contraction of the market and a lower market share.

- In the fourth quarter of 2011, we have seen an increased negative market development which has a negative impact on sales volumes.

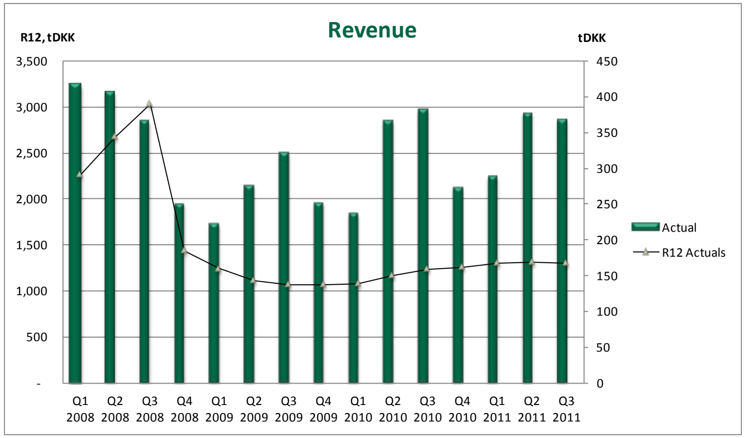
Group performance
Revenue and profit before tax

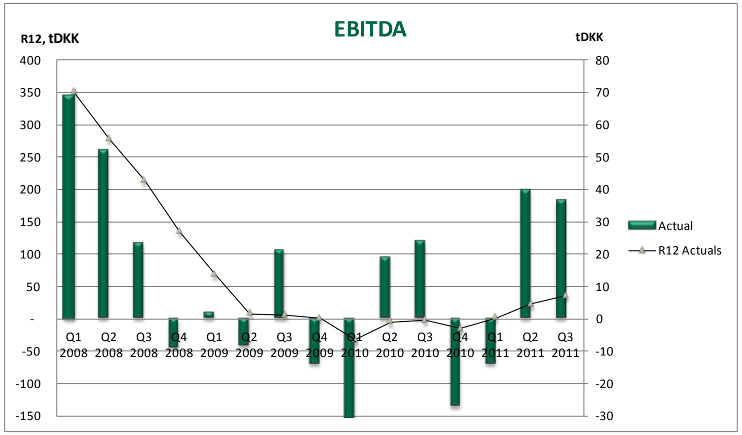
Q3 2011

- Revenue was up 3.9% in DKK (up 4.3% in local currencies) on Q3 2010
- EBITDA of DKK 37 million compared with DKK 22 million in 2010
- Profit before tax of DKK 1 million compared with loss of DKK 11 million in 2010
- Closedown of activities in Ukraine and the Baltic States etc. reduced revenue by DKK 3 million

Q1-Q3 2011

- Revenue of DKK 998 million compared with DKK 932 million in 2010
- EBITDA of DKK 71 million compared with DKK 15 million in 2010





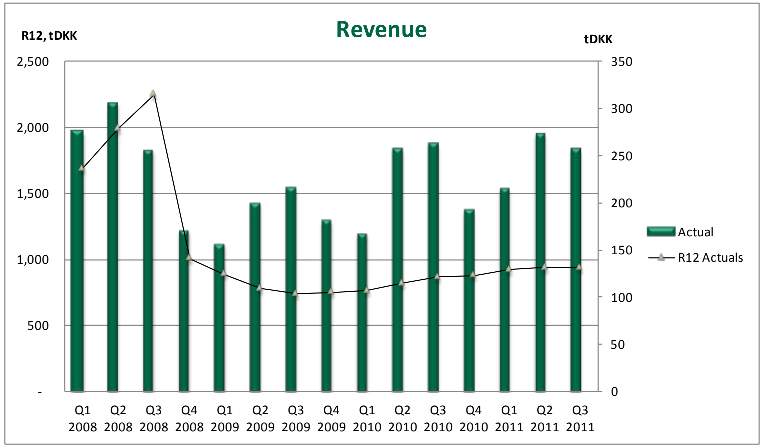
Segments - Western Europe

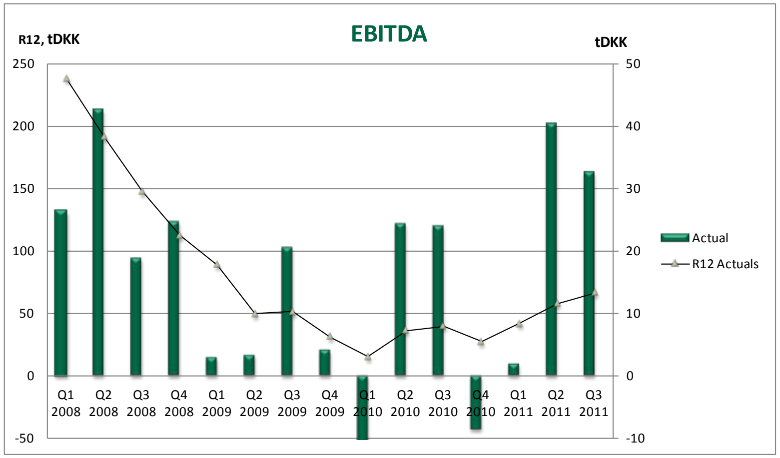
Q3 2011

- Revenue up 9.0% in DKK, and up 9.4% in local currencies on Q3 2010
- EBITDA DKK 33 million compared with DKK 22 million in Q3 2010
- Profit before tax of DKK 14 million compared with a profit of DKK 3 million in Q3 2010
- Activity in the market was largely in line with expectations except in the UK and Finland
- Price increase in all markets except for the UK, where prices fell slightly

Q1-Q3 2011

- Revenue of DKK 712 million compared with DKK 637 million in 2010
- EBITDA of DKK 83 million compared with DKK 39 million in 2010





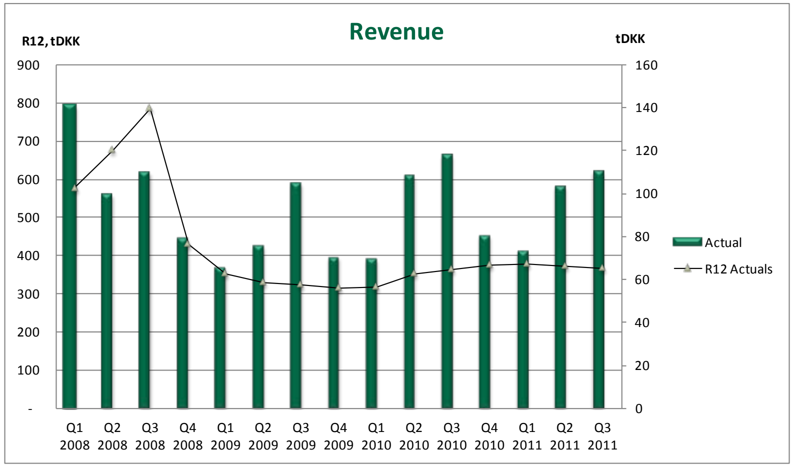
Segments - Eastern Europe

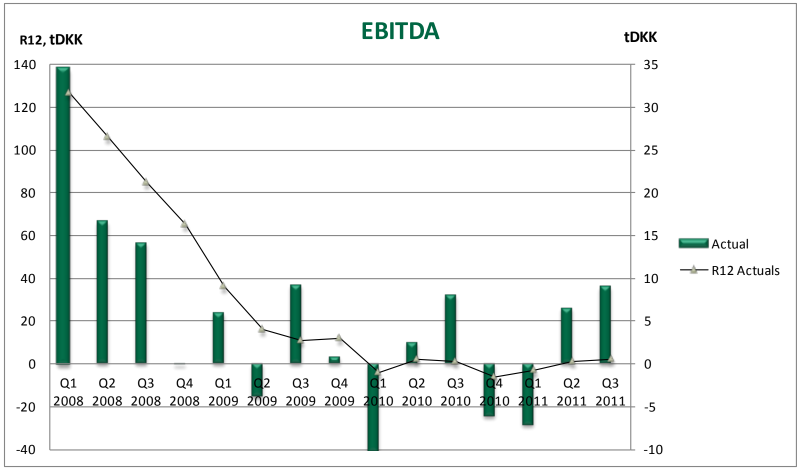
Q3 2011

- Revenue down 6.4% in DKK and 6.0% in local currencies on Q3 2010.
- Closedown of activities in Ukraine and the Baltic States etc. reduced revenue by DKK 3 million
- EBITDA of DKK 9 million compared with DKK 8 million in Q3 2010
- Loss before tax of DKK 10 million compared with loss of DKK 13 million in Q3 2010
- Activity levels did not live up to expectations and were slightly down on 2010
- Healthy increase in prices in the Russian market and a slight rise in price in Poland.

Q1-Q3 2011

- Revenue of DKK 286 million compared with DKK 295 million in 2010
- EBITDA of DKK 8 million compared with DKK 0 million in 2010





Assets held for sale

- As part of its continued focus on core business and a desire to reduce interest -bearing debt, H+H aims to sell some of its non-strategic assets in the coming year. Excess land plots in Poland and the UK, a sand pit in Germany and unused production equipment as well as buildings in Denmark and the UK were readied for sale during the second quarter of 2011.

- Assuming that all of these assets are sold at their estimated sales value, the sales proceeds will be around DKK 80-90 million and result in an expected accounting gain before tax of around DKK 25-35 million.

- A conditional sale agreement was signed during the third quarter for an office property in Denmark. The proceeds from the sale will be around DKK 7.5 million and will be received from the buyer in the first quarter of 2012 in connection with the handover of the property, which is being sold for more than DKK 1.8 million more than its book value of which DKK 0.5 million is recognised as profit in the third quarter of 2011.

Outlook for 2011

- A further slowdown in the market in the fourth quarter of 2011 has led H+H to change its outlook for EBITDA before special items for the 2011 financial year to around DKK 95-100 million for continuing operations, against the previously announced DKK 100-110 million

- H+H has changed its outlook for the free cash flow for 2011 to be around DKK 10-20 million, excluding any proceeds from sales of assets, against the previously announced DKK 20 million

- Total investments of less than DKK 50 million

Turnaround process

Cost efficiency programme on track – savings of DKK 75 million

Extended efficiency programme in order to reduce costs and improve working capital:

- Target: Reduce the Group's selling costs and administrative expenses by more than 6%. YTD 2011, SG&A have been reduced by 12%.

- Target: Optimising H+H’s production facilities and cutting production and distribution costs by almost 5%. YTD 2011, production and distribution costs have been reduced by 5% excluding higher than expected raw material cost.

- Optimising H+H’s working capital by reducing inventories, optimising procedures and obtaining better terms of payment from customers and suppliers.
    - The combination of growth in Western Europe and downturn in Eastern Europe have resulted in a higher level of working capital.

Status on further initiatives to increase profitability

- Central procurement programme initiated in May 2011 to offset raw material and distribution cost increases is continuing.
  - Most of the major suppliers are participating in the negotiations and the procurement programme will bring results from next year
- Expanding the manufacturing excellence programme with focus on the following areas:
  - OEE/capacity utilisation
  - Waste/raw material utilisation
  - Energy consumption
- Increased focus on prices instead of volume is paying off and H+H is increasingly getting better at obtaining higher prices.
- Already established group-wide cost containment programme will continue into 2012 leading to lower costs and reduction in headcount.

Xella taking over H+H International A/S?

Update on interest in taking over H+H International A/S

- On 14 January 2011 Xella, on its own initiative and without the involvement of H+H International A/S, submitted a pre-notification of merger with H+H International A/S to the relevant competition authorities.

- On 29 June 2011 Xella withdrew its notification to the European Commission. According to Xella's press release of 1 July 2011, the withdrawal of this notification was due to a desire to coordinate the process with the European Commission and the process with the Bundeskartellamt. According to Xella, the withdrawal is not to be taken as an indication that Xella has given up on a takeover of and merger with H+H.

- According to information from the Bundeskartellamt, by letter of 13 October 2011 Xella submitted offer for commitments, but H+H International A/S has no knowledge of the content of the commitments or of the Bundeskartellamt's position with regard to the commitments. The review period with the Bundeskartellamt has continuously been extended.