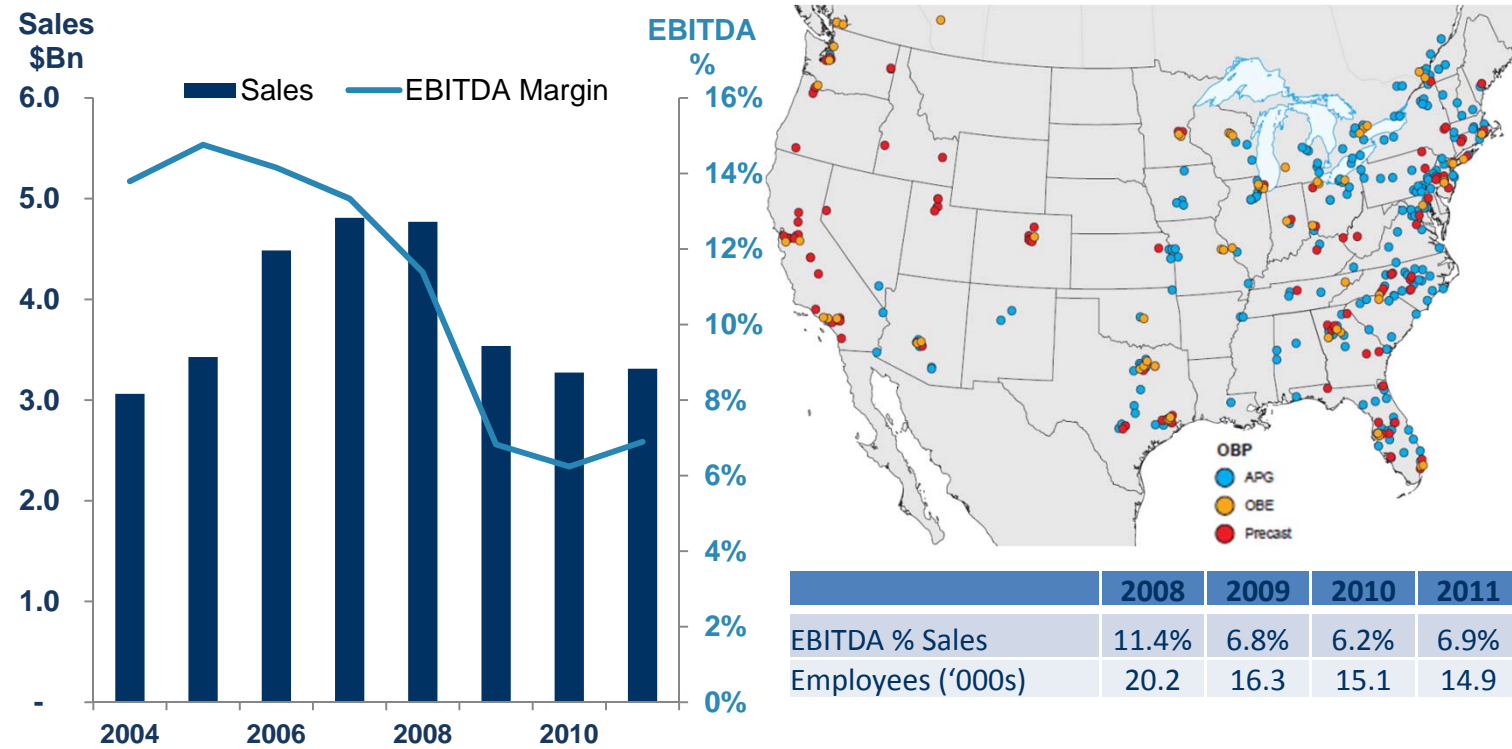




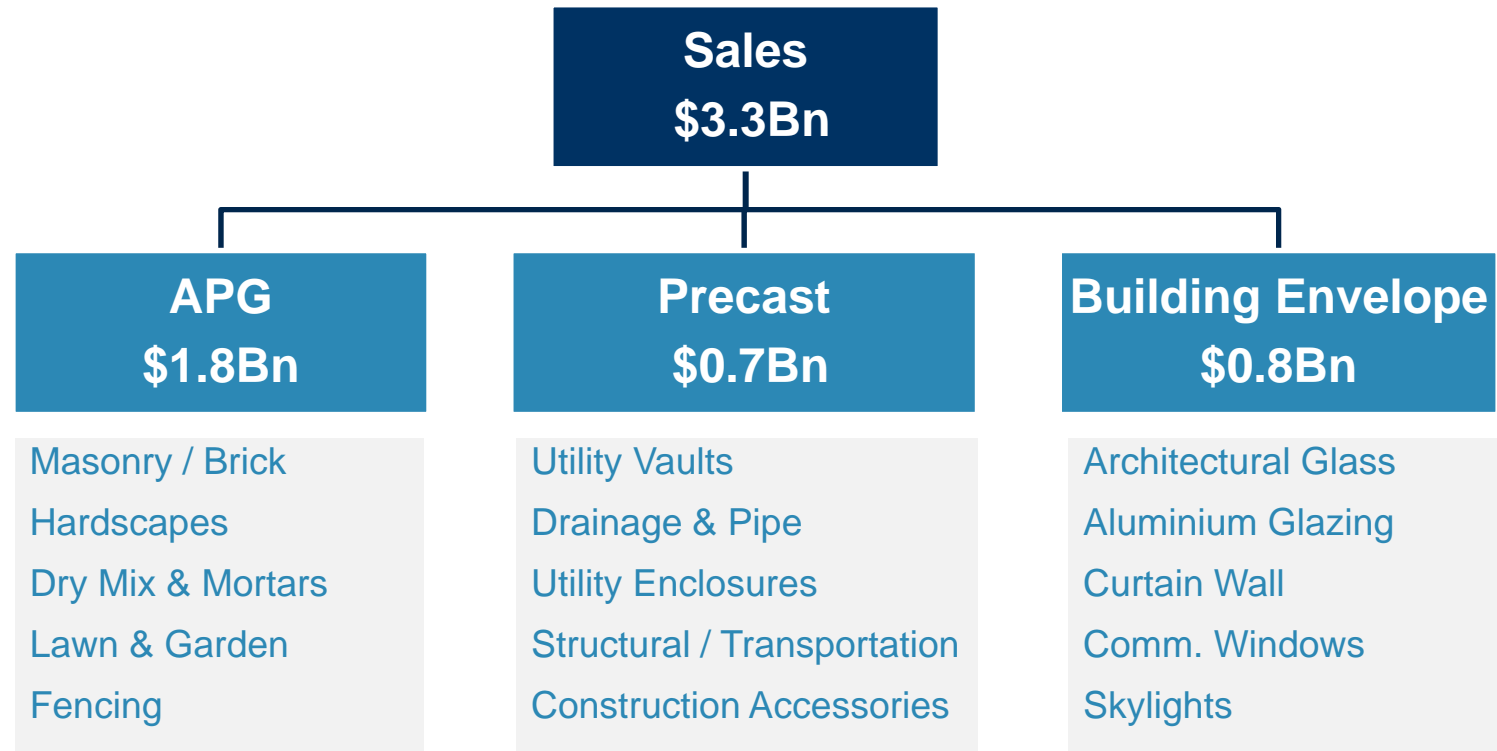
Americas Products Backup Data



Overview



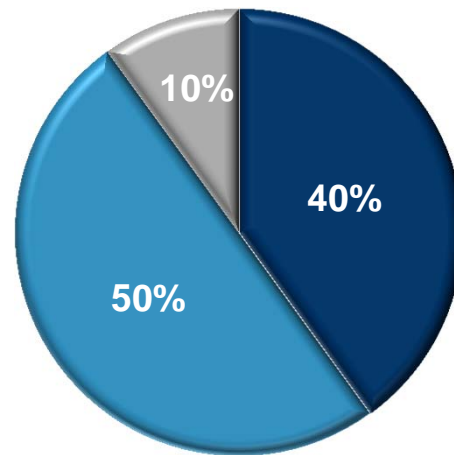
Operating Structure & Key Products



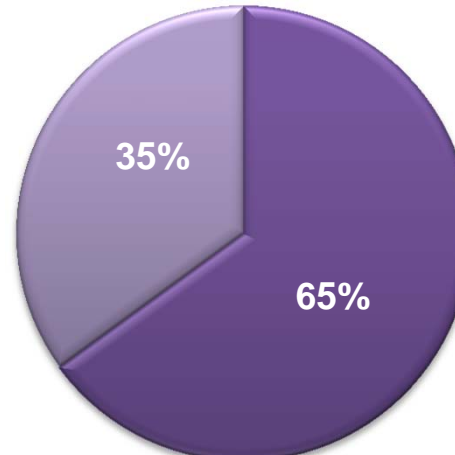
... Current Direct market c. \$35Bn - CRH share c.10%...



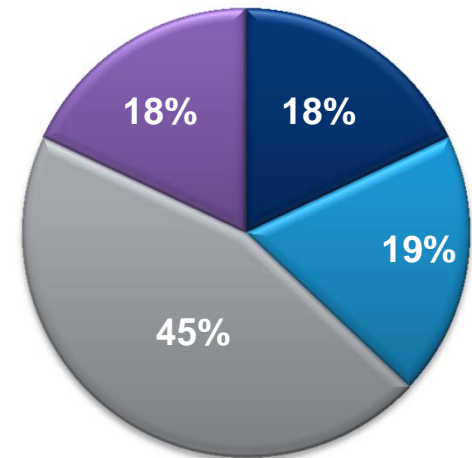
End-Use Markets



■ Non-Residential
■ Residential
■ Infrastructure



■ New Build
■ RMI



■ Midwest ■ West
■ South ■ Northeast

Key business investment criteria

- Potential to build sufficient scale
 - Minimum \$0.5Bn sales, or \$50m EBIT potential
- Favourable industry dynamics
 - Growing market; repeatable and scalable business models
 - Value creation through regional leadership, or
 - Competitive advantage through brand, technology or channel position
- Resilient cash flow and returns through the cycle
 - Demand stability
 - Margin consistency

***... Breadth of scale & scope ...
multiple opportunities to differentiate ...***



APG

	Market \$Bn	Approx. Market Share %
Masonry & Hardscapes	\$5.0	18%
Dry Mix/ Mortars / Grouts	\$5.5	6%
Lawn & Garden	\$2.0	15%
Fencing	\$5.0	4%
Clay Brick	\$1.0	10%
Total	\$18.5	9%

... Scope to double business ... Focus on improving cashflow & returns ...



Americas Products

Precast

	Market \$Bn	Approx. Market Share %
Dry & Wet Utility	\$6.0	7%
Structural/ Transportation	\$2.5	8%
Utility Enclosures	\$1.0	10%
Construction Accessories	\$1.0	10%
Total	\$10.5	7%

... Scope for organic and acquisitive growth ...



Americas Products

Building Envelope

	Market \$Bn	Approx. Market Share %
Architectural Glass & Storefront	\$3.0	17%
Engineering Glazing Systems	\$2.5	12%
Total	\$5.5	15%

... Strong cash generator as market recovers ...

