### Strategy for Success

Innovation, Integration and Improvement

### John Marsland

Senior Vice President and General Manager Electronics, Performance Materials and Supply Chain

KeyBanc Capital Markets Basic Materials Conference Boston, September 2011

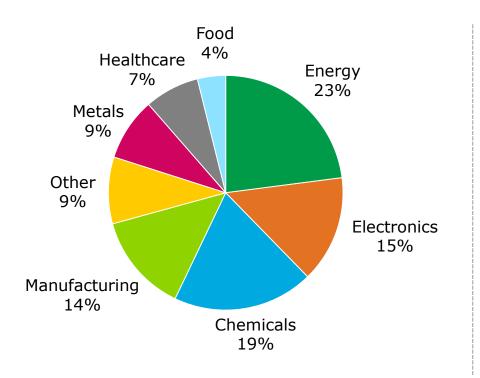


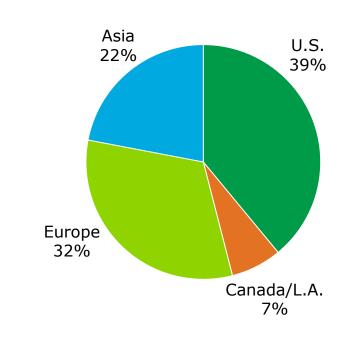
### Forward Looking Statement

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### Air Products At a Glance

- \$9B in revenues across diverse markets and geographies
- Positioned for continued long-term value creation





# Air Products Supply Modes Stability and Profitable Growth

#### Onsite/Pipeline



15-20 year Contracts Limited Volume Risk Energy Pass through

### Liquid/Bulk



3-5 year Contracts Cost Recovery

Package Gases & Specialty Materials

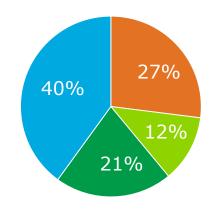


Short-Term Contracts Differentiated Positions

### Equipment & Services



Sale of Equipment PO Based



- Onsite/Pipeline
- Packaged Gases & Specialty Material
- Equipment & Services
- Liquid/Bulk

### A Strategy for Success

Winning in energy, environmental and emerging Markets Executing on innovation, integration and improvement Actions Delivering on revenue, margin and return Goals

Generating Shareholder Value

### Winning in the Markets

# Accelerating Growth

**Air Products Advantage** 

**Global Trends** 

Customers

**Applications** 

Productivity

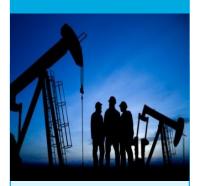
Quality

**Industrial Gas Fundamentals** 

Environmental Needs Efficiency

### Global Trends Drive Growth

#### Increasing Energy Demand



- Refining
- Gasification

### Environmental Focus



- Refining
- Glass
- Coatings & Construction

#### Emerging Markets



- Metals
- Chemicals
- Food
- Electronics

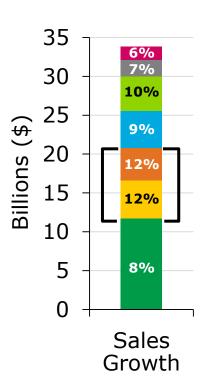
### Digital Revolution



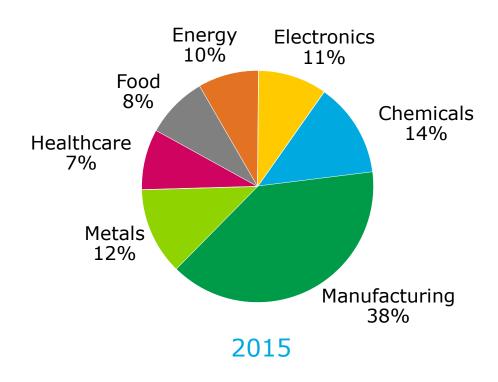
- Semiconductor
- Display

### Global Industrial Gas Market Growth

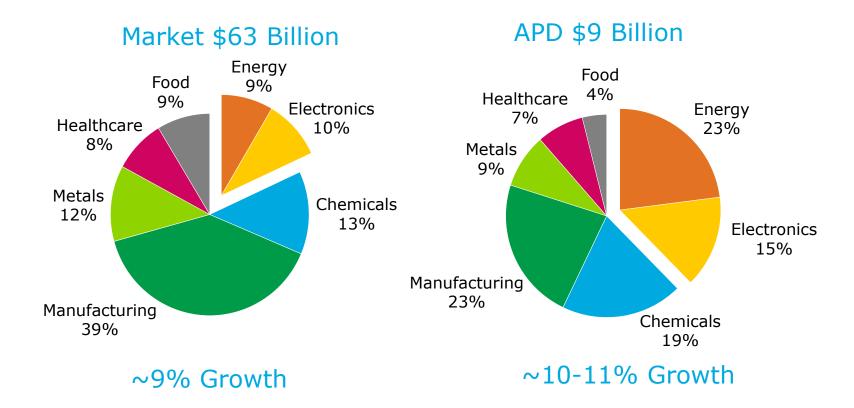
#### Annual Growth 9%



### \$96 Billion



### Air Products Market Exposure 2010



# Air Products Advantage: Profitable Joint Ventures in High Growth Regions











\$2.3B revenue on 100% basis

### Accelerating Air Products Growth

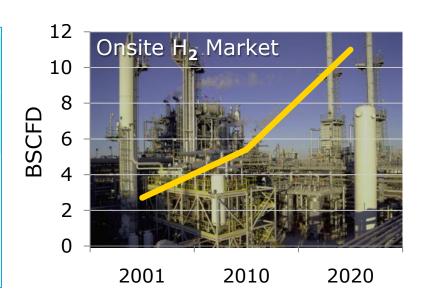
<b>Growth Component</b>	% Increase
Market Growth	9%
Air Products Market Position	1%-2%
Consolidation / M&A	1%-2%
Total	11-13%

# Air Products Advantage: Hydrogen Leadership

#### Major Hydrogen Pipelines

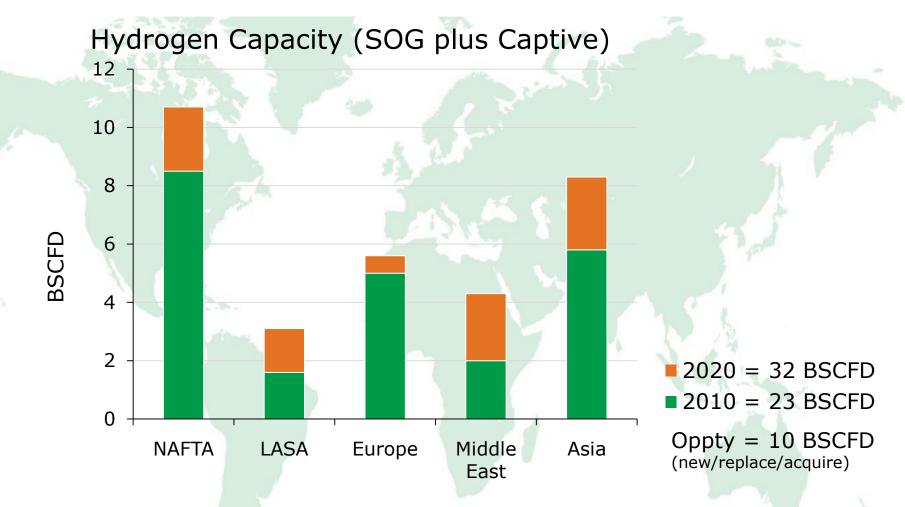


- US Gulf Coast
- Southern California
- Edmonton, Alberta, Canada
- Sarnia, Ontario, Canada
- Rotterdam, Netherlands



#### #1 market share for over two decades

# Hydrogen Geographies Are Expanding over the Next Decade...



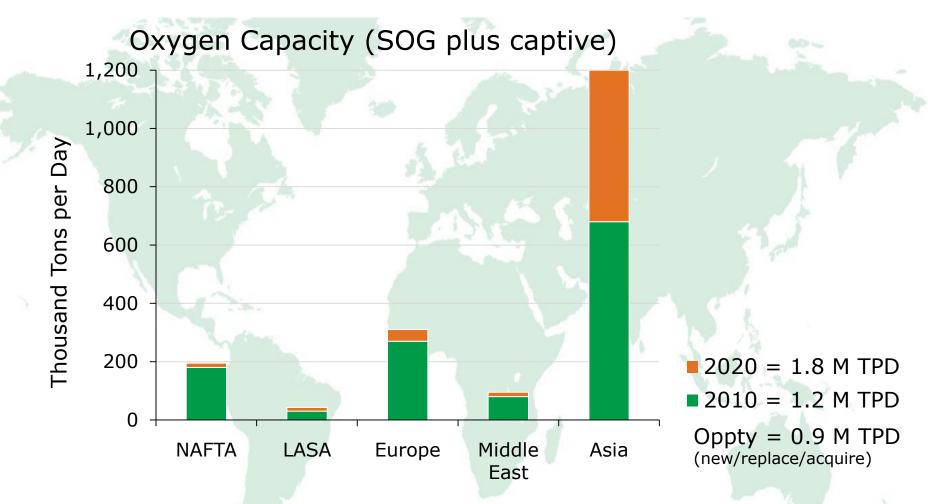
# Integrated Gulf Coast Pipeline Drives Efficiency and Reliability



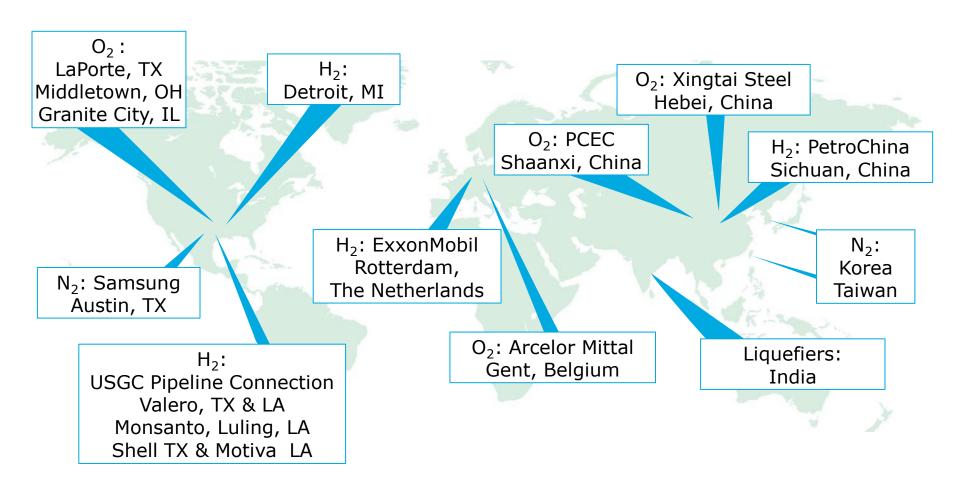
- >1 billion SCFD of capacity
- >20 operating plants
- >600 miles of pipeline
- On-stream 2012

Enhances leadership position in world's largest refining market

# Oxygen Growth driven by Asia over the Next Decade...



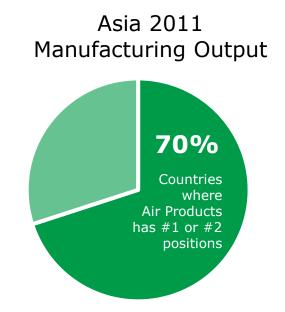
### Strong global bid and project activity:



Additional Active Bidding: LASA, Middle East, India, C/E Europe

# Air Products Advantage: Asia Merchant Leadership





#1 positions in high growth markets



# Driving Profits through Innovation Responding to Market Needs







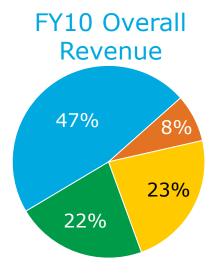
# Electronics reported Revenue > \$1Billion plus \$0.3B in Merchant





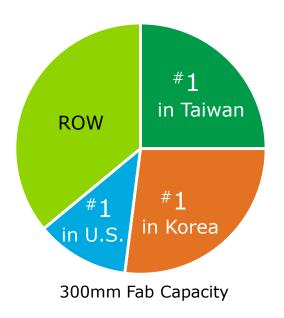






- Onsite Gas Supply
- Specialty Gases& Chemicals
- EnablingEquipment
- Liquid / Bulk

# Air Products Advantage: Electronics Leadership





Key customer and geographic positions

# Performance Materials Growth through Differentiation

- ~\$0.9 Billion in FY'10 sales
- 4 major product lines
  - Polyurethane additives
  - Epoxy curing agents
  - Specialty surfactants
  - Functional additives
- Focused on bringing differentiated performance to our customers' products
- Low competitive intensity, niche markets, growing at multiples of GDP; substantial emerging market opportunities
- #1 or #2 positions in targeted markets

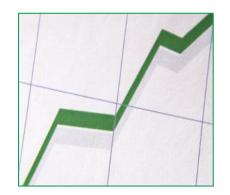






### A Culture of Improvement Delivers Results

- Investment in people, process and tools
- Leadership accountability and individual responsibility
- Data-driven



#### Growth

- New offerings
- Capacity expansions
- Acquisition synergy

### **Productivity**

- Product cost reduction
- Distribution efficiency
- Receivables reduction

#### Pricing

- Pricing tools and skills development
- Materials sourcing
- Leveraging SAP

4%-5% annual cost reduction





#### Revenue Growth

# 11%-13% per year

From \$9B in 2010 to \$15B+ in 2015

### Operating Margin

#### 20%

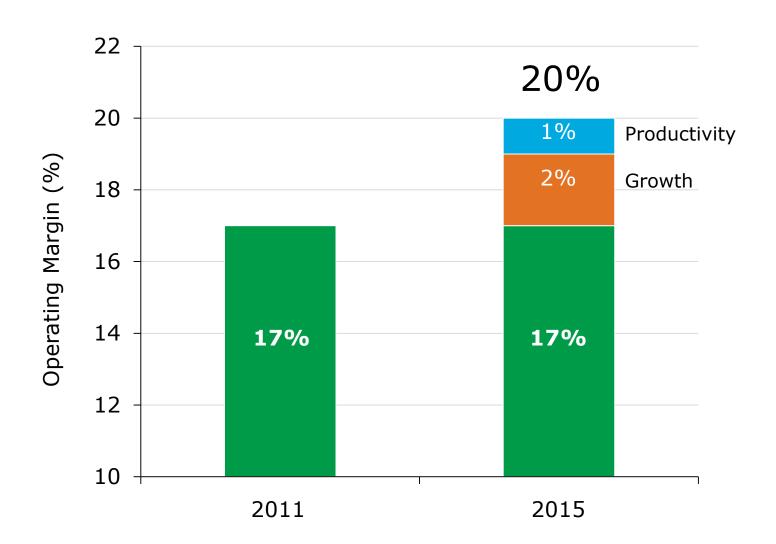
From 16.5% in 2010 to 20% in 2015

# Return on Capital

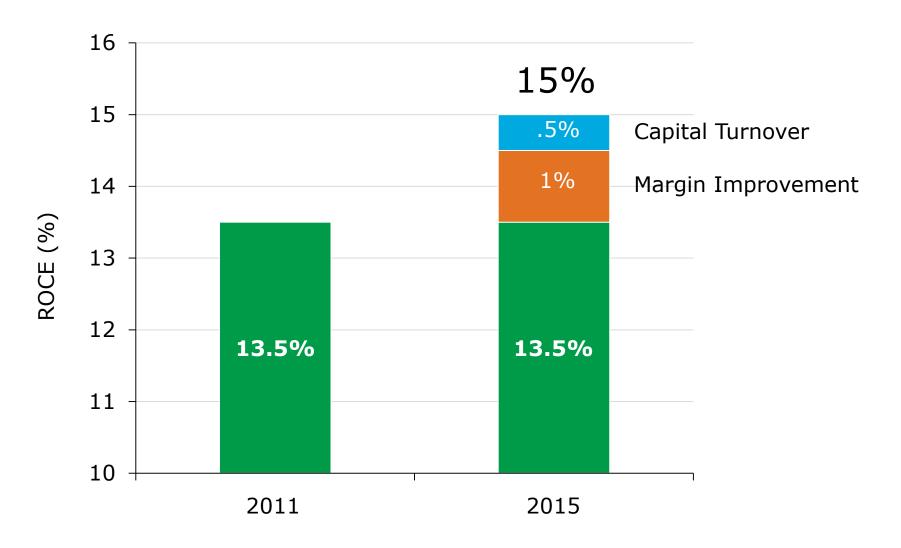
#### 15%

From 12.5% in 2010 to 15% in 2015

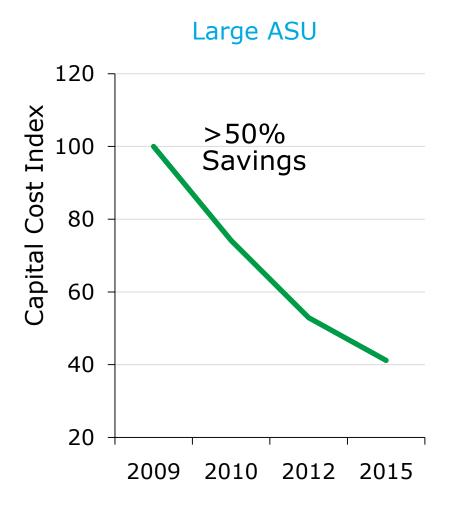
### Roadmap to 20% Margin

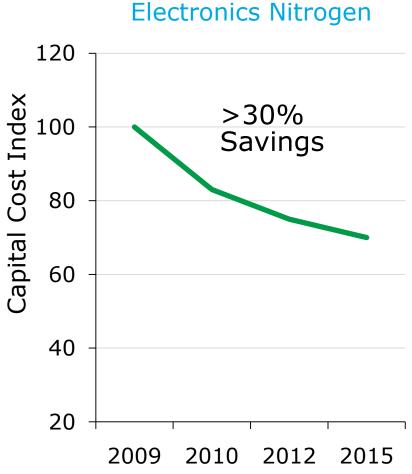


### Driving Returns Higher

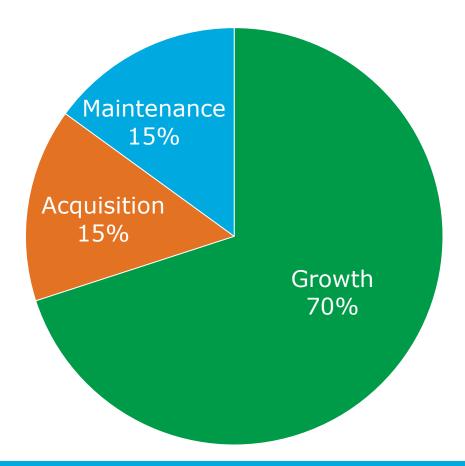


### **Driving Capital Cost Lower**





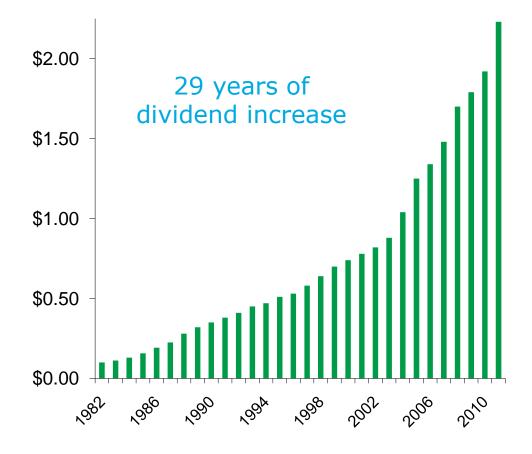
# Strong Growth Opportunities Drive Disciplined Investment



\$13-14B Capital Spending - 2011 to 2015

### Cash Priorities Remain Consistent

- Invest in the best return projects
- Maintain A bond rating
- Dividend increase each year
- Share repurchase with excess cash



### Outlook

### FQ4 2011 EPS

\$1.48-\$1.53

- Higher Merchant and Tonnage volumes
- Lower Tonnage maintenance costs
- Higher tax rate

#### FY 2011 EPS

\$5.70-\$5.75\*

- CapEx forecast ~\$1.6B-\$1.7B
- Tax rate guidance unchanged, ~25%-26%



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**\$15+** Billion in Sales

**20%** Operating Margin

15% Return on Capital Employed

