

# Create Shareholder Value

Seifi Ghasemi  
Chairman, President and  
Chief Executive Officer

December 2, 2014



# Forward looking statements

This presentation contains "forward-looking statements" within the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, including statements about earnings guidance and business outlook. These forward-looking statements are based on management's reasonable expectations and assumptions as of the date of this presentation. Actual performance and financial results may differ materially from projections and estimates expressed in the forward-looking statements because of many factors not anticipated by management, including, without limitation, weakening or reversal of global or regional economic recovery; future financial and operating performance of major customers; unanticipated contract terminations or customer cancellations or postponement of projects and sales; the impact of competitive products and pricing; unexpected changes in raw material supply and markets; the impact of price fluctuations in natural gas; unanticipated asset impairments or losses; the ability to recover increased energy and raw material costs from customers; costs and outcomes of litigation or regulatory investigations; the impact of management and organizational changes, including pension settlement and other associated costs; the success of productivity programs; the timing, impact, and other uncertainties of future acquisitions or divestitures; significant fluctuations in interest rates and foreign currencies from that currently anticipated; political risks, including the risks of unanticipated government actions that may result in project delays, cancellations or expropriations; the impact of changes in environmental, tax or other legislation and regulatory activities in jurisdictions in which the Company and its affiliates operate; the impact on the effective tax rate of changes in the mix of earnings among our U.S. and international operations; and other risk factors described in the Company's Form 10-K for its fiscal year ended September 30, 2013. The Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements contained in this presentation to reflect any change in the Company's assumptions, beliefs or expectations or any change in events, conditions, or circumstances upon which any such forward-looking statements are based.

# Air Products today

**\$10.4**  
billion in sales

**21,600**  
employees

**50+**  
countries

**276**  
on Fortune 500 list

**7+**  
decades  
in business

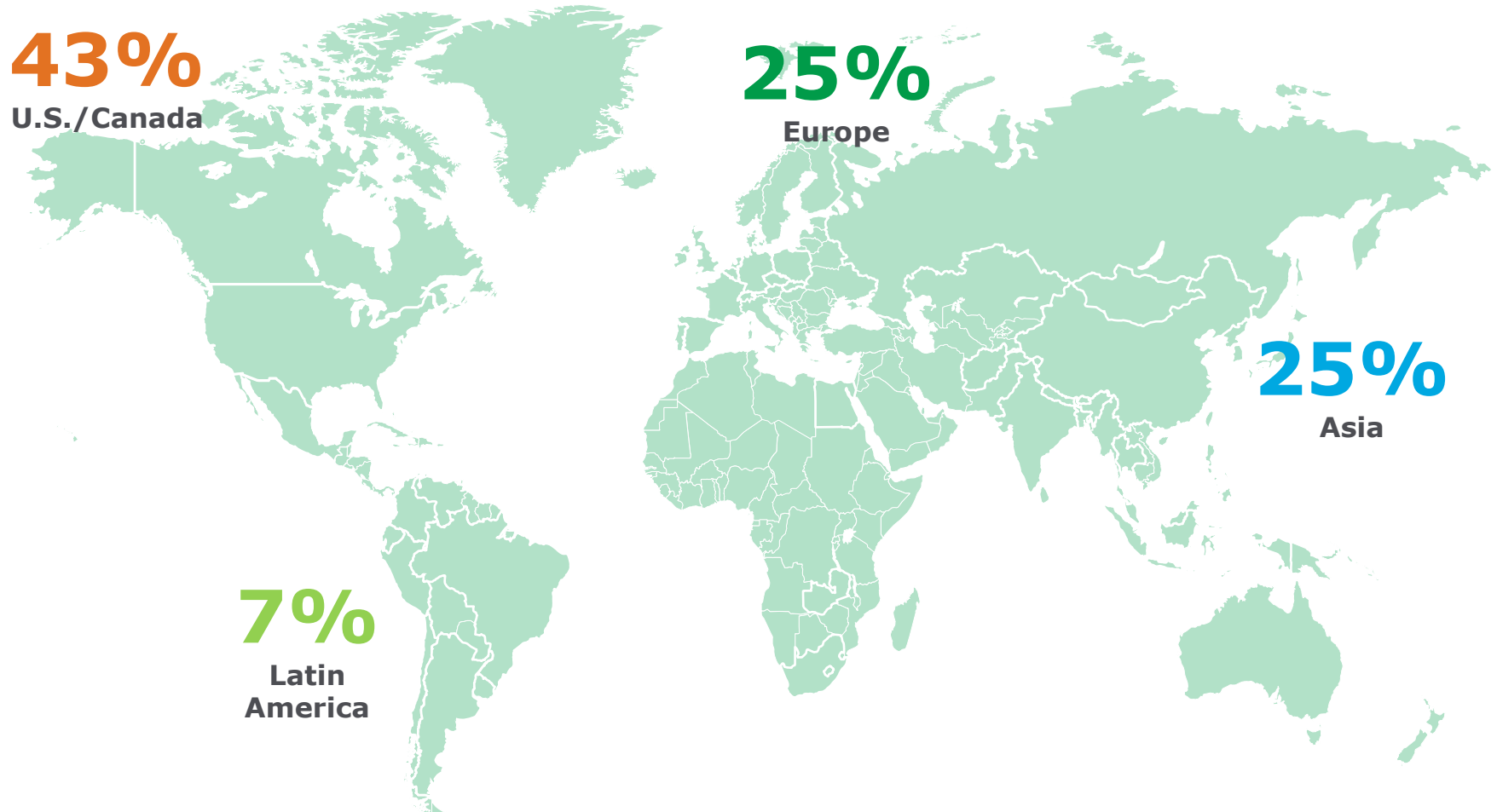
**170,000+**  
customers

**1800**  
miles of industrial  
gas pipeline

**750+**  
production  
facilities

**30+**  
industries  
served

# Air Products global presence



Our Mission

# Create Shareholder Value

# Our Goal

Air Products will be the **safest** and the **most profitable** industrial gas company in the world, providing excellent service to our customers

# Safest

- The only acceptable goal is **zero accidents**
- Maintaining a safe workplace is a **fundamental and moral responsibility**

# Most Profitable

## As measured by:

- **EBITDA** as a percent of Sales
- **Operating** Profit as a percent of Sales
- **Return on Capital**



# Management Principles

**Shareholder Value** Cash is king; cash flow drives long-term value

What counts in the long term is the increase in **per share value** of our stock, not size or growth

---

**CEO Focus** Capital allocation is the most important job of the CEO

---

**Operating Model** Decentralized organization releases entrepreneurial energy and minimizes costs and politics

# Our 5 Point Plan

- ① **Focus on the Core**
- ② **Restructure the Organization**
- ③ **Change Company Culture**
- ④ **Control Capital / Costs**
- ⑤ **Align Rewards**

# 1. Our Plan – Focus on the Core

- We are an **Industrial Gas company** and will continue to be going forward
- Strengthen our **integrated supply** networks and build density
- Selective **geographic participation** where we are advantaged
- **Sale of gas** and **sale of equipment** at attractive returns

# 1. Our Plan – Focus on the Core

## Our Core Businesses

### Products

- Atmospheric Gases: O<sub>2</sub>, N<sub>2</sub>, Ar
- Process & Specialty Gases: H<sub>2</sub>, He, CO<sub>2</sub>
- Equipment: LNG, He Containers

### Integrated Supply Modes

- Onsite / Pipeline, Liquid / Bulk, Packaged

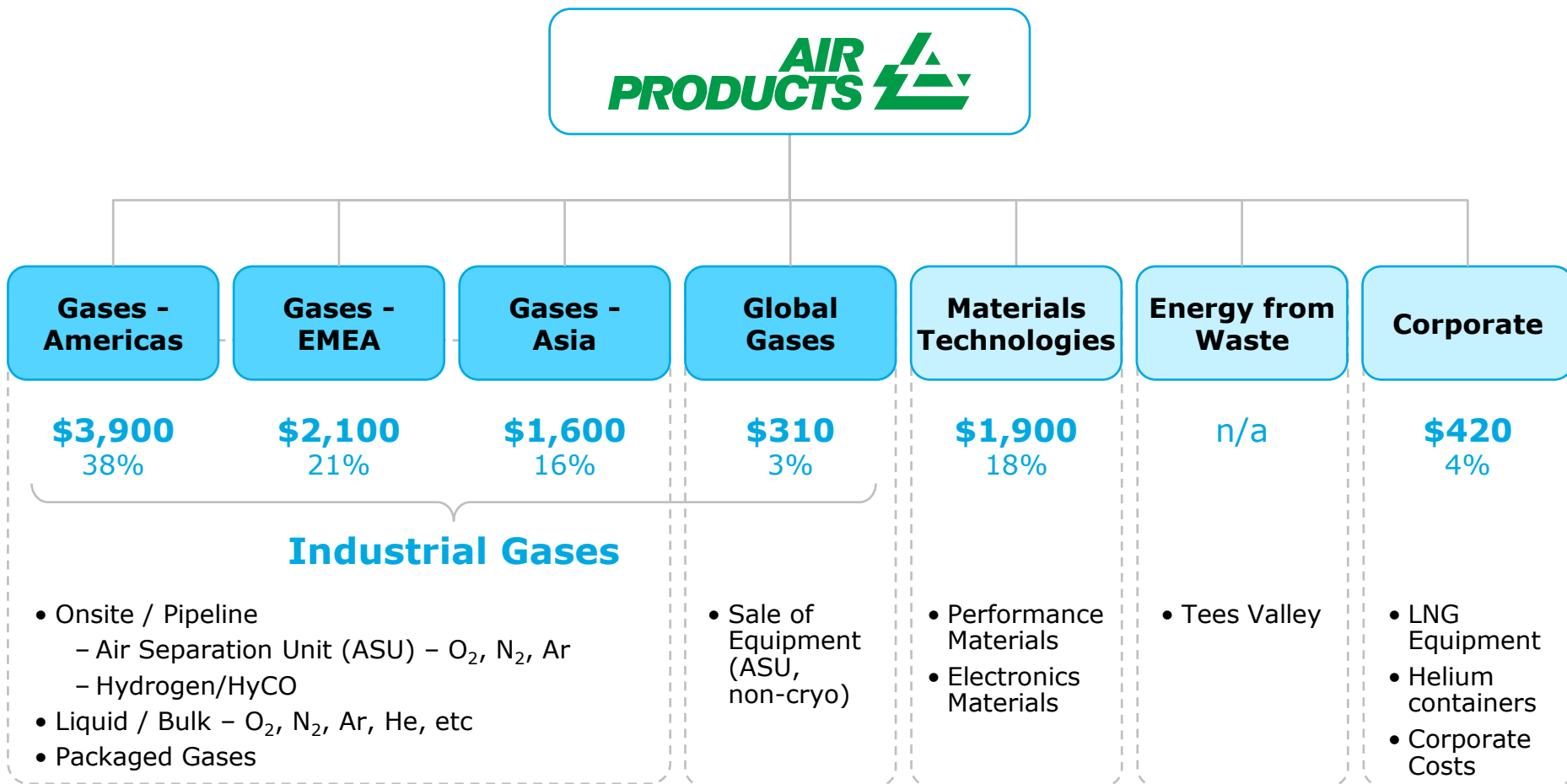
## Participate based on Profitability

- Materials Technologies
- Energy-from-Waste

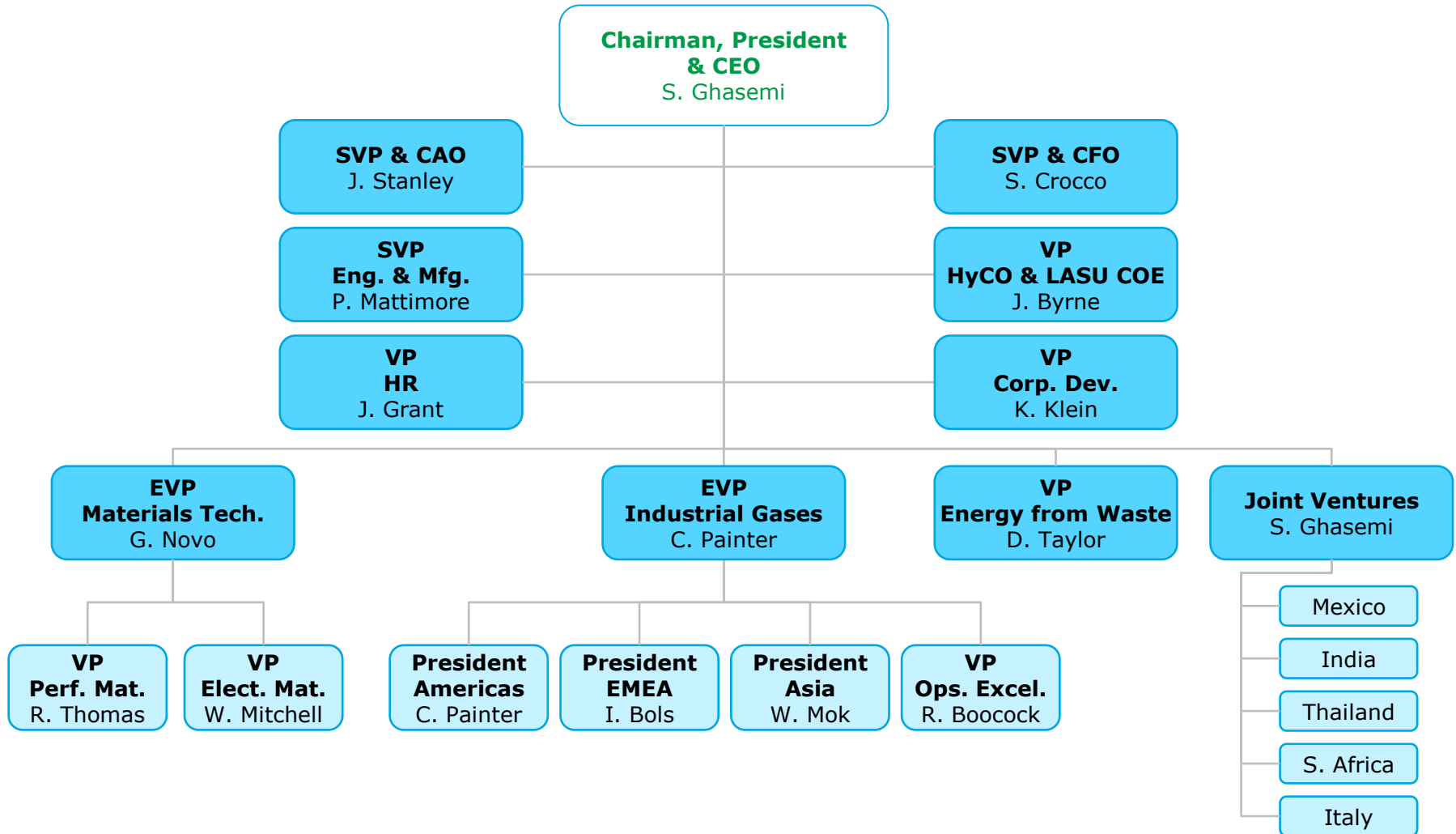
## 2. Our Plan – Restructure Organization

- Decentralized organization
- Geographic focus and alignment
- Empowered and accountable business managers
- Reduced and streamlined management layers
- Detailed operating metrics

# 2. Our Plan – Reporting Segments



# 2. Our Plan – New Organization



# 3. Our Plan – Change Culture

## Safety

- Enjoyable place to work
- Encourages people to get involved
- Disciplined approach to every job
- More efficient and profitable operation

## Speed

- Get it done
- Sense of urgency
- Fast response to customer needs
- Once a decision is made, implement!

## Simplicity

- Simple and clear structure
- Simple work and decision-making processes
- Simple and well-understood reward system based on areas of responsibility

## Self-Confidence

- Every employee at Air Products is as capable, or more capable than, any one of our competitors' employees
- As a team, we can and will be the best
- We are a team working together to win
- We are not just doing a job, we are committed to excellence



# 4. Our Plan – Control Capital / Costs

## Capital Allocation

- We will not spend more than we can afford
- We have raised required project returns and lowered delegations of authority for capital spend

## Cost / Efficiency Program

- Reduce Corporate overhead
- Drive operational improvement across the network

## 5. Our Plan – Align Rewards

- **Annual incentive plan** based on aggressive EBITDA targets at business unit level
- **Long-term equity plan** totally aligned with shareholder value creation
- **Significant stock ownership** by senior management

# Summary

## Mission

- ▶ Create value for shareholders
- 

## Our Goal

- ▶ Be the **safest** and **most profitable**
- 

## Management Principles

- ▶ Cash is king
- Capital allocation
- Decentralized organization

# Our Plan – 5 Point Plan Summary

## Focus on the Core

Industrial gases

Key geographies

## Restructure Organization

Decentralize

Geographic alignment

## Change Culture

Safety

Simplicity

Speed

Self-confidence

## Control Capital/Costs

Capex

Hurdle rates

Corporate cost




Ops. / Dist. efficiency

## Align Rewards

Reward performance

EBITDA / value creation target

# Safety results – Q4

	FY13 Q4	FY14 Q4	Trend change vs prior year
Fatalities	0	0	
Employee Lost Time Injury Rate	0.29	0.26	
Employee Recordable Injury Rate	0.66	0.57	

# Q4 Summary

(\$millions)	Q4 FY14	Fav/(Unfav) vs.	
		Q4 FY13	Q3 FY14
Sales	\$2,677	3%	2%
- Volume (ex-PUI)		3%	3%
- PUI volume		(1%)	-0%
- Price		1%	-0%
- Energy/Raw Mat'l pass-thru		-0%	-0%
- Currency		-0%	(1%)
EBITDA	\$767	10%	10%
EBITDA Margin	28.6%	170bp	220bp
Operating Income	\$472	12%	14%
Operating Margin	17.6%	130bp	190bp
Net Income	\$358	14%	14%
Diluted EPS (\$/share)	1.66	13%	14%
ROCE (quarter)	11.0%	60bp	120bp

# FY 2014 Summary

(\$billions,)	FY14	FY13	Change vs. PY	
			\$ Δ	% Δ
Sales	\$10.4	\$10.2	\$0.3	3%
- Volume (ex-PUI)				3%
- PUI volume				(1%)
- Energy/Raw Mat'l pass-thru				1%
EBITDA	\$2.8	\$2.6	\$0.1	5%
EBITDA Margin	26.5%	25.9%		60bp
Operating Income	\$1.7	\$1.6	\$0.1	6%
Operating Margin	15.9%	15.4%		50bp
EPS (\$/share)	\$5.78	\$5.50	\$0.28	5%
ROCE	9.8%	10.1%		(30bp)

- Record Q4 drives strong finish to the year
- New organization provides momentum into FY'15

# Cash Flow Focus

(\$ billion)	FY14	FY13		Change
EBITDA	\$2.8	\$2.6		\$0.1
Cash Tax	\$(0.2)	\$(0.3)		\$0.2
Interest	\$(0.1)	\$(0.1)		\$0.0
Dividends	\$(0.6)	\$(0.6)		\$(0.1)
Capex	<u>\$(1.9)</u>	<u>\$(2.0)</u>		<u>\$0.1</u>
Free Cash Flow	\$0.0	\$(0.4)		\$0.4

- Improved Free Cash Flow (after taxes, interest, dividends and capex)
- Driven by higher EBITDA, lower capex and lower cash taxes



# FY 2015 Outlook

FY EPS	\$6.30 - \$6.55
Capital Spending	\$1.7 - \$1.9 billion
FQ1 EPS	\$1.45 - \$1.50

# Our Competitive Advantage

The only sustainable element of long-term competitive advantage is the degree of **commitment** and **motivation** of the people in the enterprise

Thank you

[tell me more](#)

