

John Crane New York June 28, 2011



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### John Crane

- A global premier provider of engineered products and value added services for the process and energy services industries focused on rotating equipment and artificial lift technologies
- Services a global installed base delivering expertise using 239 sales and service centres in 51 countries - roughly 2/3 of sales are directly with end users













## John Crane - An Attractive Investment Case

Strong brand in growth markets with high barriers to entry

Resilient business with high exposure to global aftermarket service markets

Relationships & geographical coverage to leverage expanded product offering

Strong cash generation

Expertise in key component design and selection

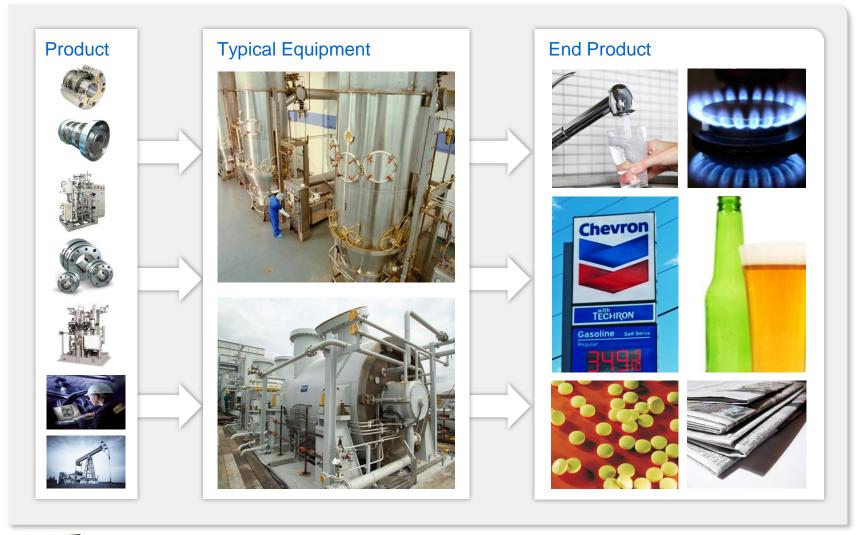
Opportunities to create value, including acquisitions

John Crane growth range\*: sales 6 to 8%; margins 17 to 22%

\*Average annual organic growth over the medium term at constant currency



## What we do - Invisible Contribution

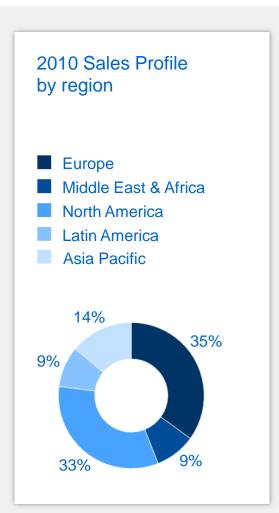


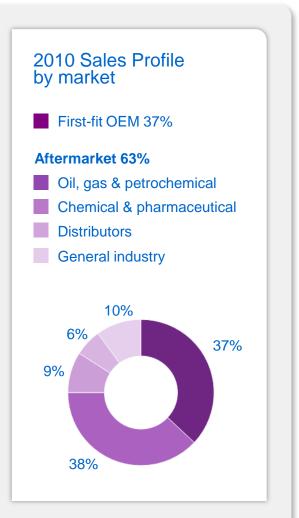


### John Crane Fact File – The Market Place

#### 2010 Sales £786m

- 21 manufacturing sites in 15 countries covering ~120,000 SQM of manufacturing space.
- 239 sales & service facilities in 51 countries
- Sales to 128 countries
- 2010 R&D spend £10m
- 6800 employees
- Over 700 engineering staff
- Over 40% employees in customer facing roles







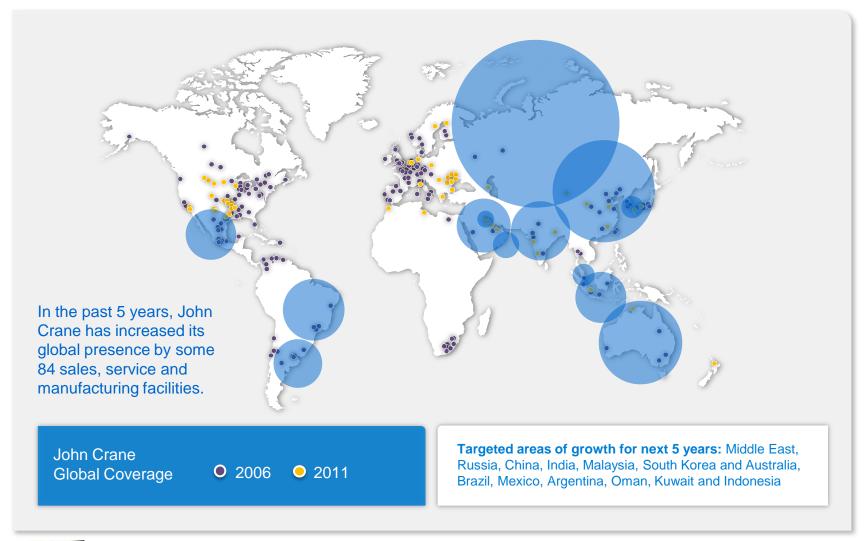
# John Crane Serves a Wide Range of Blue Chip Customers







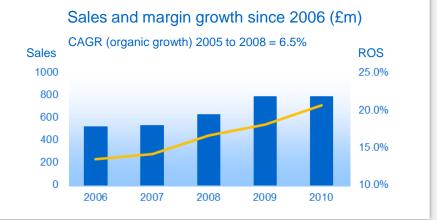
# John Crane – Unique Global Reach





## John Crane Historical Overview

## Financial performance 2010 £786m Sales Headline Op. Profit £163m Margin 20.7%





## Global Infrastructure Investments - Key Drivers

### **Energy Independence**

- Security
- Environmental

#### Aging Infrastructure

- Efficiency
- Upgrades

### **Demographics**

- Industrialisation
- Population growth

#### **Economic Growth**

- Job creation
- Political and social security











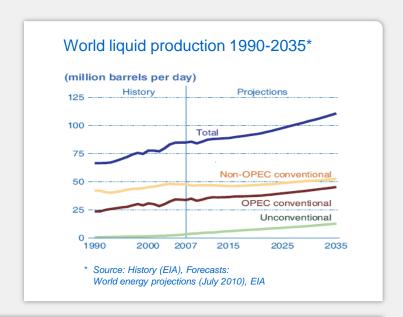




## Market Update: Oil Industry



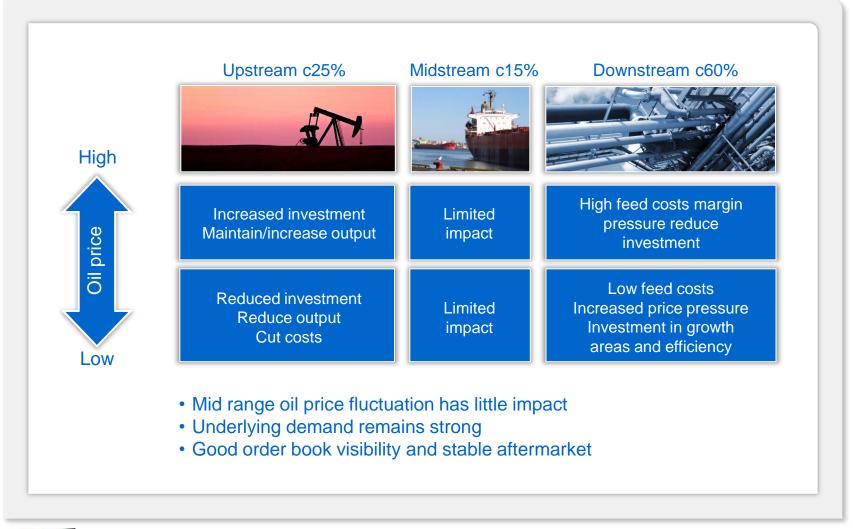
- Forecasted use from 86 mbpd in 2007 to 92 mbpd in 2020, 104 mbpd in 2030 and 111 mbpd in 2035
- OPEC producers contribute 11.5 mbpd to the total increase in conventional world liquids production, and non-OPEC countries add another 4.8 mbpd
- Sustained high oil prices allow unconventional resources (oil sands, bio fuels, coal-to-liquids, shale oil) to become economically competitive



- Leverage unrivalled Sales and Service network
- Use of CO<sub>2</sub> in enhanced oil recovery
- Maximise share of new projects in traditional and expanded products and services
- Maintain and strengthen customers' relationships



# John Crane: Oil price has limited impact

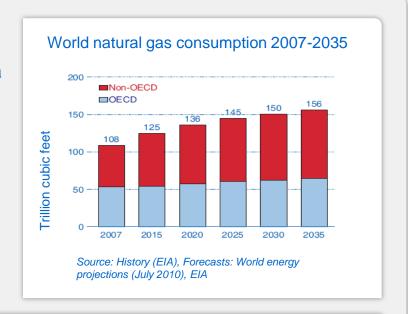




## Market Update: Gas Industry



- Projected increase in natural gas production is for the non-OECD region, from Middle East (16 tcf from 2007 to 2035), Africa (7 tcf), and Russia and the other countries of non-OECD Europe and Eurasia (6 tcf)
- Natural gas replaces oil wherever possible
- LNG supply increase in Australia and Middle East
- Driven by power generation, climate change, population growth, industrialisation, urbanisation



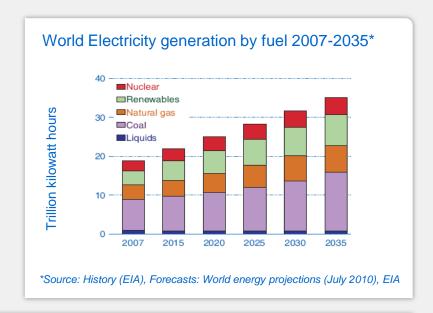
- Technology leadership
- Long-term end user relationships
- Continue to develop Sales and Service network in developing regions



## Market Update: Power Industry



- World net electricity generation increases by 87%, from 18.8 tkwh in 2007 to 25.0 tkwh in 2020 and 35.2 tkwh in 2035
- Electricity demand growth returns to prerecession rates by 2015
- Non OECD growth drivers due to unmet power demand. Major expansion in Asia & Middle East



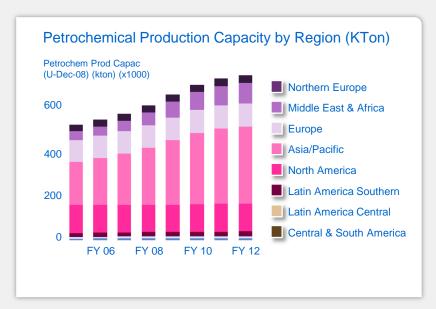
- John Crane products utilized across all forms of power generation
- Expanded products and services increase exposure
- Coal investments in CO<sub>2</sub> capture projects due to emissions legislation



## Market Update: Chemical Processing Industry



- Basic chemical investment gain significance in Middle East (mainly Saudi Arabia, Qatar, Iran and UAE)
- Capacity addition in Asia (China, India) but scaling down in Japan. China to become the largest chemical producer by 2015



Sources: International Monetary Fund, Updated April-09; Chemical Market Associates Inc. (CMAI), John Crane Business Intelligence.

- Sales and Service network to maximise aftermarket opportunities in developing regions
- Focus on new project opportunities



## Market Update: General Industry



#### Water

 Water infrastructure firms are looking to grow by double the global GDP rate annually over the next 10 years

#### **Pulp & Paper**

- Major expansion in Asia Pacific and limited replacement of ageing western assets
- Constant challenge due to increasing environmental pressures and drive for increase in recycling and reducing pulp requirements





- Expanded product portfolio and availability
- Select applications with acceptable margins
- Utilisation of Sales and Service network in developing regions



# John Crane - Technology - Expertise - Global Service

We provide technology products and value-added engineering services...













... to provide effective solutions for production-critical applications....







... in Oil & Gas, Chemical & Pharmaceutical, and General Industries

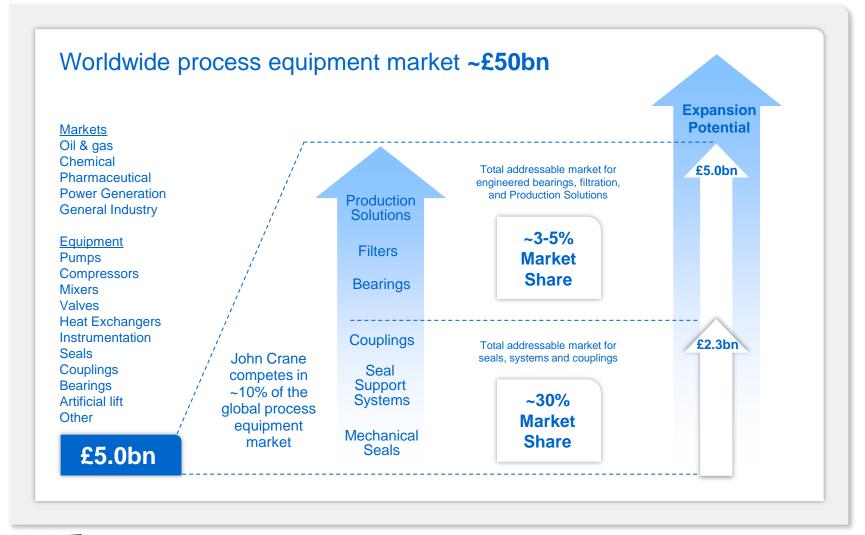






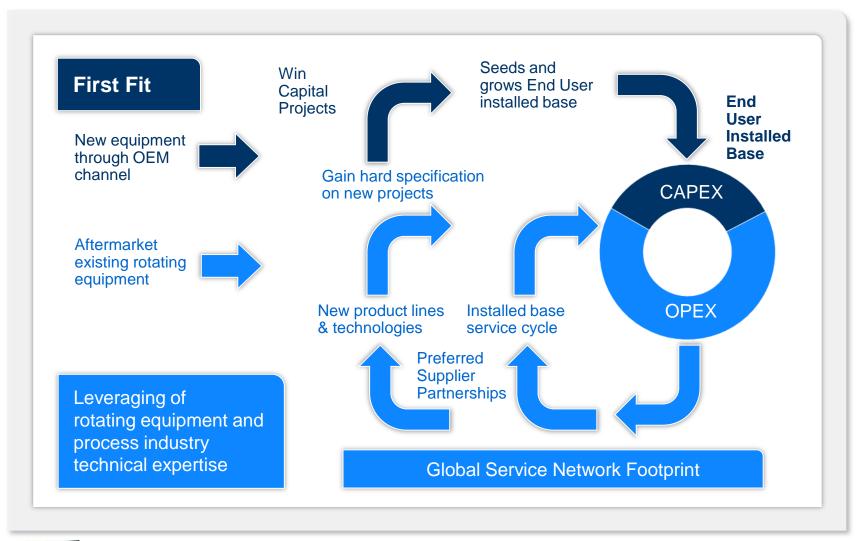


# 2011 Current Markets Strategic Expansion Potential



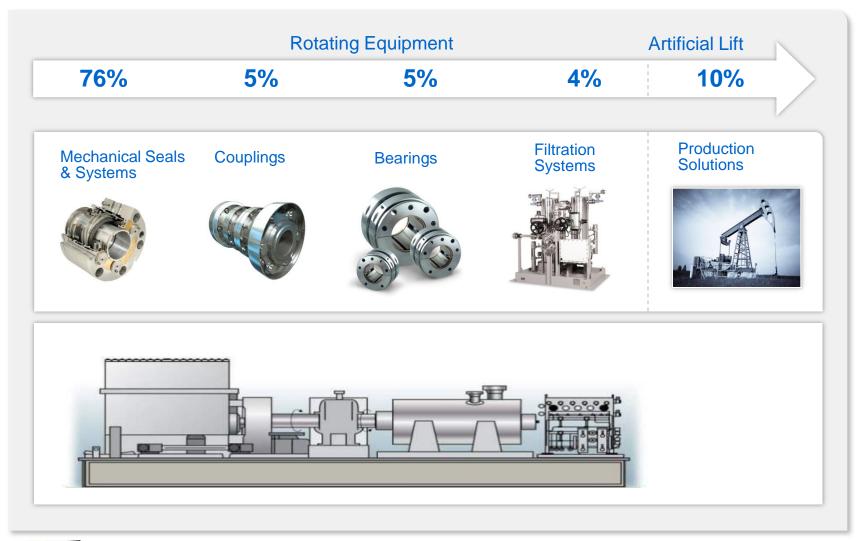


## Rotating Equipment Business Model - Installed Base Expansion Cycle



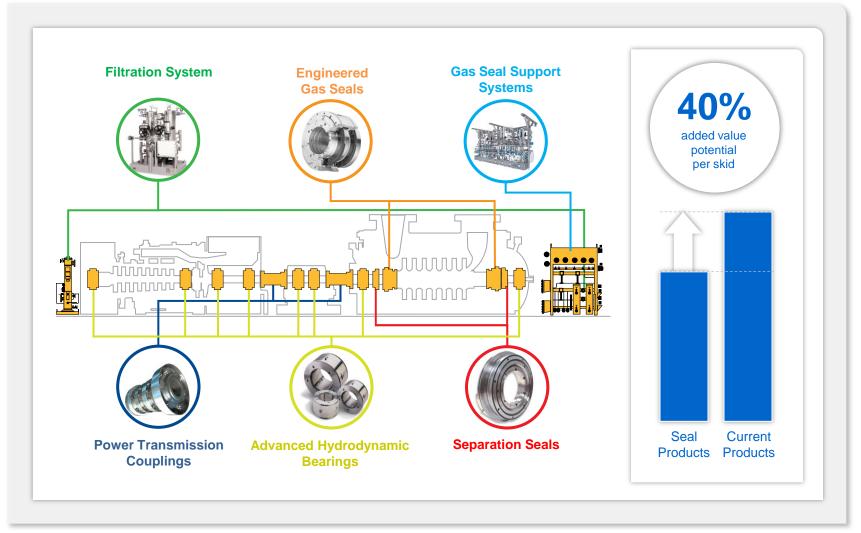


# A Strategic Portfolio of Product & Services





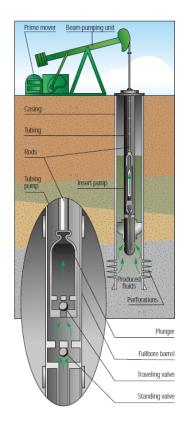
# Rotating Equipment Technologies and Products





### Production Solutions - Products and Services

#### Artificial Lift Solutions & Service



Production Solutions supplies all products involved in artificial lift process with the exception of Casing

- Fiberglass and steel sucker rods
- Tubing and insert pumps
- Automated Prime Mover APM
- Beam Pumping Unit Solar Power

FSR & Steel Sales **Application Engineering** 



Domestic & International **Pump Shop Operations** 



**Automated Prime Mover** Sales & Service





# **Artificial Lift Growing Opportunities**



#### **Advanced Technologies**

- Innovative product, lighter and stronger than steel
- Lower lifting costs
- Non-corrosive
- More efficient oil production



### **Expanding Markets**

- Growing global artificial lift demand
- Markets which are losing well pressure and related output
- Environmental control regulations
- Unique fiberglass rods
- Expansion of service capabilities



# Customer Intimacy is Key John Crane Differentiator





## Customer Intimacy – Chevron Global Partnership



- Global major in upstream, midstream and downstream production
- Preferred Supplier Alliance with John Crane initially signed in 2002
- John Crane is rated an "Outstanding" supplier by Chevron
- Ensures mutual goals alignment and enhances cooperation
- Relationship opening upgrade opportunities at upstream sites









## Strategy for Value Creation

- Revenue growth from expanded solution set offered and serviced
- Existing, new OEM and End User customers
- Add further services and solutions via organic development and acquisitions
- Continue to expand service center presence in growth markets
- Provide best in class service to the End Users
- Capture service revenues of new installed base
- Leverage restructuring and data systems for margin sustainability







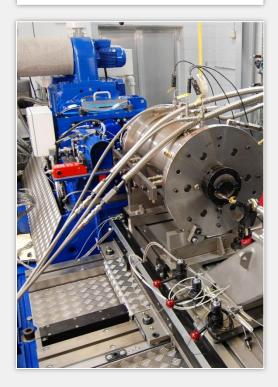




## Investment in New Product Development

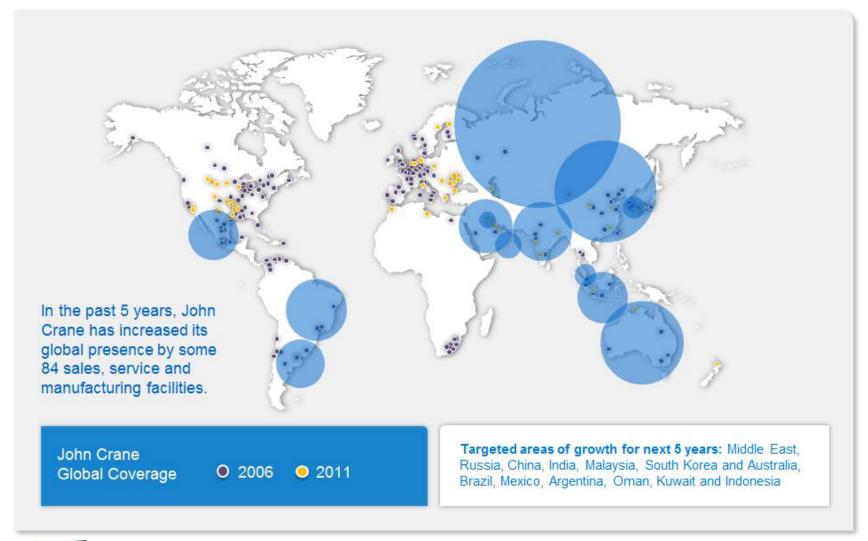
- CO<sub>2</sub> capture
- Ultra high pressure gas compressor seals
- High duty coupling test capabilities
- Advanced seal face materials Composites / Diamond Coatings
- Condition Monitoring and Smart **Technologies**
- R & D bearing technology test rig
- Proprietary analytical tools
- Joint customer specific product developments
- Low energy designs
- Zero emission seals
- Increased application reliability







# **Investing in Growth Markets**





# Restructuring for Better Customer Service and Lower Costs

- Restructured into one global organisation August 2008
- Regional Sales & Service organisations supporting local customer needs (Americas / Europe, Middle East, Africa / Asia Pacific)
- Focused business units to leverage recent acquisitions
- Strategic Businesses Sartorious, Indufil & Orion
- Production Solutions CDI and Fiberod
- Supported by global functional areas

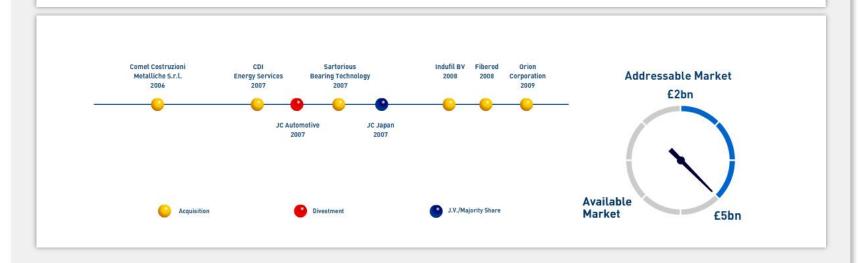
£m (Jan 2011)	Costs to date	Future costs	Benefits to date	Full annualised benefits
John Crane	15	4	19	25



# Strategy for Value Creation

### Acquisitions:

- Further leverage the John Crane business model
- Leverage existing customer relationships
- Current or potential service revenues
- Bring a new solution set or technology or add to existing installed base





## John Crane: Business Priorities

- Leverage full solution set in global markets
- Capture share of CAPEX spend
- Enhance customer service and expand in growth areas
- Leverage manufacturing capability and global footprint
- Build the business through acquisitions





## John Crane - An Attractive Investment Case

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**Questions** and answers

