

Xella's global license approach – first-hand expertise and technology

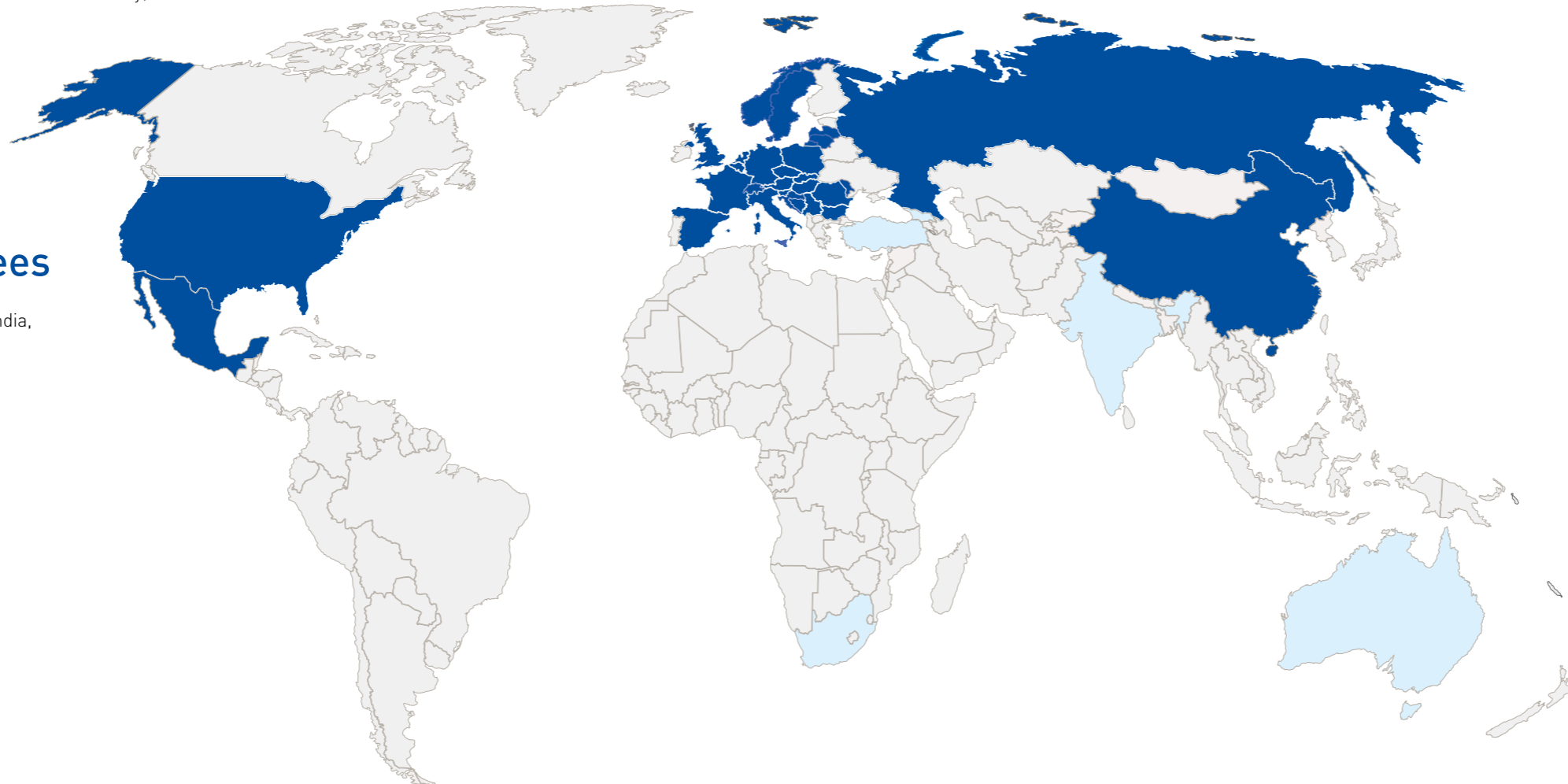
In general, Xella's Global License Business offers the use of the Ytong or Hebel trademark as well as production and sales rights to countries that we do not currently operate in autonomously. Our strategic target is to globalize awareness of the Ytong and Hebel brands in the markets of tomorrow. Depending on the needs and the status of each license project, several consulting bundles are available to support the license partner with production, marketing and sales expertise in order to ensure the success of the licensee and a premium positioning of our brands.

Xella license projects are handled entirely by our in-house experts; experienced engineers, marketing specialists and project managers. An enduring relationship with our licensees and a coherent milestone management strategy ensure a successful partnership. That's why Xella takes a very selective approach in choosing its licensees and stipulates certain conditions. Xella is proud to serve a steadily growing number of architects, planners, builders and owners of private and commercial buildings. Our products can be found in any kind of building regardless of function, architecture or environmental conditions. The reference portfolio extends from small family homes to diverse residential and non-residential buildings as well as large industrial projects. Originating in Europe, our building materials are one of the world's leading brands and can be found all around the globe. But no matter how the applications may vary, they all have one thing in common: The focus on efficiency, innovation and perfection.

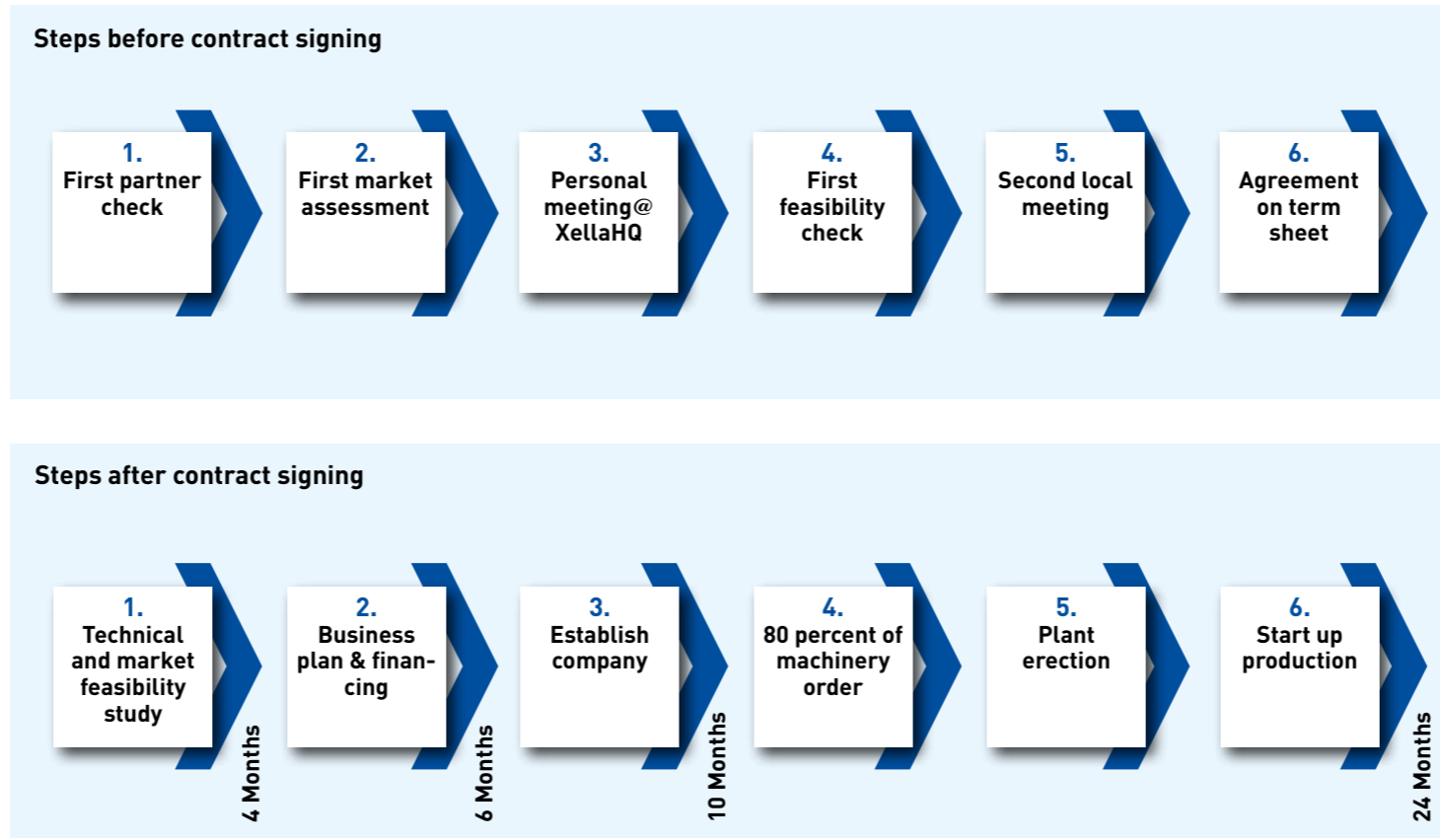
Current licensees

Located in Turkey, South Africa, India, Australia and Georgia.

- Xella sales offices/plants
- Xella licenses



Xella's licensing process



Our partner Türk Ytong



Türk Ytong Sanayi A.S. has been our license partner for over 40 years. The company successfully produces AAC blocks and panels under the Ytong brand. During this time Xella (and formerly Ytong AG) has been a reliable partner for Türk Ytong in terms of providing technical knowledge and innovation know-how so that the company has continuously grown from one to six factories. Today the company has a production capacity of 2 million cubic meters per year. Ytong is appreciated by Turkish customers and beyond for its superior product quality, sustainable and innovative products and outstanding service concept.



Currently the Istanbul-based company is planning to open a brand-new factory with the full support of Xella's expert team. Xella engineers have not only been doing the planning and layout of the plant, but together with Turkish colleagues, were also in charge of the project management during plant construction. Furthermore, with the help of Xella's engineering expertise, in 2016 Türk Ytong successfully introduced the brand Multipor, an innovative mineral insulation board based on sand, lime, cement and water and a sustainable alternative for the insulation of buildings.

Your licensee benefits at a glance:



Usage of premium Ytong or Hebel brand in the defined territory

- Top brand reputation
- Superior German quality
- Generate price premium: Possible gain of sustainable price premiums even in price-sensitive markets

Access to support while starting your business

- Customized technical consultancy support:
 - Engineering support for the set-up of complete Ytong or Hebel production plants based on a generally valid outline and tailored to the specific needs of each country and customer
 - Engineering support for the adaption of existing plants to ensure our premium production and process quality
- Customized marketing consultancy support, e.g. templates, brochures, training
- Customized sales strategy and positioning consultancy
- Training (technical training at Xella R&D Center, sales training)

Become part of the Ytong and Hebel family

- Access to top-class AAC know-how
- Access to leading testing and research & development facilities:

Combining know-how and experience, Xella is one of just a few building material companies worldwide to operate its own Research and Development Center. With our focus on innovation and continuous improvement processes combined with strong international expertise, a reliable, prompt and cost-optimized production process with premium quality materials is guaranteed.
- Access to unique, customized technical, marketing and sales consultancy services:
 - Sales and technical training
 - Access to Xella innovations
- Benefit from Xella, as a partner with over 50 years of successful license partnership experience
- Network with other licensees by invitations to regular Xella licensee conferences

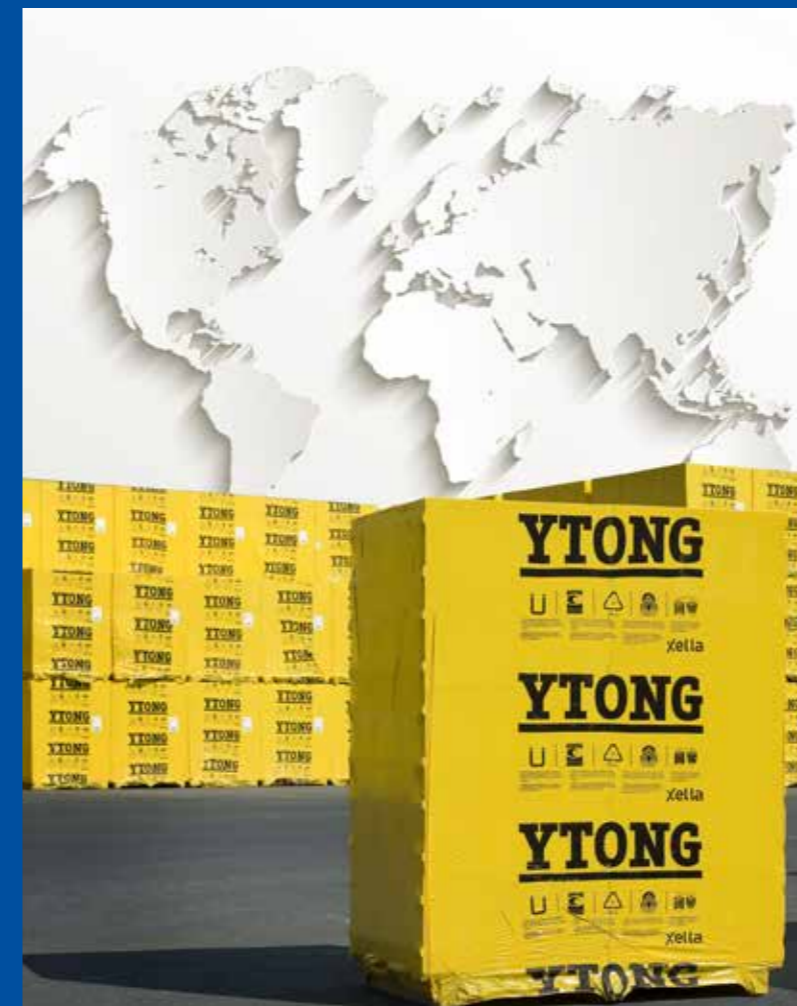
Xella worldwide License partnerships with Xella

About Xella

The Xella Group is one of the world's largest manufacturers of aerated concrete blocks, calcium-silicate units and high-performance boards, and one of the leading producers of lime and limestone. In addition, Xella is a leading, international solution provider of building materials and related industries, with a turnover of 1.3 billion euro, EBITDA of 271 million euro (LTM Sep 2016) and over 5900 employees. With headquarters in Duisburg/Germany, plus 96 plants in 20 countries and sales organizations in more than 30 countries, Xella is a truly international group. The success of Xella is based on strong brands in the premium segment, a superior performance portfolio, a solid business model, and systematically expanded cost leadership. Xella is well-placed to continue to grow and strengthen its position in the global building materials market. A strong license business and rising export activities are key to this growth strategy. With Xella Building Materials accounting for roughly two thirds of the group's business, Xella's license business focuses on its premium brands Ytong and Hebel.

YTONG

hebel



Both brands are among the world's oldest and best known building material brands and are synonymous with autoclaved aerated concrete in many parts of the world. Ytong and Hebel building blocks have been manufactured industrially for almost 90 years and are sustainable both in manufacture and use.

Thus they make an important contribution to the construction of high-quality, energy-efficient buildings, and consequently to environmental protection and the conservation of resources. Ytong and Hebel stand for outstanding quality, highly efficient thermal insulation, optimum fire protection, excellent load-bearing capabilities and ease of use.

Find out more about the Xella license process!
We look forward to hearing from you.

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