



Your Partner For Steel & Raw Material Supply



Metalloyd have found their niche in the international steel trading world.

A very important factor in our success is our strong connections with emerging market producers and the excellent relationships we have forged with our customers in those markets such as Asia, Africa and the Far East. In these regions we have enjoyed long and successful partnerships that allow us to offer on a monthly basis steel products and raw materials against our pre-financing, marketing and tolling agreements.

However, the main competitive edge we have over the majority of other large steel trading companies is our low overhead base. We achieve this by centralising our operation within our financial headquarters in London where we transact all of our sales, purchases and contracts; all of our other offices are satellite bases.

The result of this centralisation is our ability to conclude business with a very small margin, probably less than one third of the profit margin that other trading companies must achieve just to cover their overheads. This means that we are almost certainly one of the most competitive large steel trading companies in the world.



Mel Wilde  
Managing Director

# Introduction

Metalloyd is a major supplier of steel products and raw materials to distributors and end users worldwide.

The Metalloyd Group is an established international company with its head office in London, UK. We are registered in London and we are a member of the International Steel Trade Association.

We provide finance, logistical and marketing services for raw material producers, steel mills, processors and stockists. We are expanding mine owners and steel manufacturers.

Our team is comprised of highly qualified and motivated professionals with wide-ranging skills and competence in global markets. Our competitive edge is maintained by utilizing state-of-the-art information technology linked to our worldwide network.

We provide innovative financial and logistical solutions to complex trading and supply chain problems and are committed to successful and sustained growth for the benefit of our business partners, customers, suppliers, shareholders and staff.



Metalloyd Head Office,  
Millbank Tower, London

# Finance

Metalloyd is a dynamic organisation that has the experience and capability to provide innovative trade finance solutions.

We successfully manage many operations and business ventures within the steel and raw material industries. As a direct result of our financial strength and commitment we have a consistent record of achievement in the management of business ventures in Russia, Ukraine, Canada, USA, China, Europe, South America and the Middle East.

All trading companies need the support of their banks; we have secure credit lines with many of the first class Western European trade finance banks. We also have the advantage of substantial shareholder private funding and support, this means that we have the capability to make quick decisions that other trading companies without private funding do not have. There is no drawn out committee approvals in the decision making process and this benefits our business partners.

We constantly seek joint ventures and look to develop opportunities for expansion into new products and new markets.

## **Metalloyd is able to offer the following financial arrangements:**

- Prepayment finance
- Finance for tolling / conversion projects
- Barter transactions / products swaps
- Structured finance
- Sight & extended term letters of credit
- Open account terms



# LONDON METAL EXCHANGE

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# Risk management

Metalloyd provides hedging services to steel and iron ore consumers and producers therefore allowing them to better manage their price risk.

We can provide a range of options to our clients to structure purchase and sales contracts on a fixed or variable price basis allowing our clients to defend themselves from market price volatility.

The steel and iron ore markets have seen the launch of key futures markets, the London Metal Exchange steel billet contract and iron ore swaps market.

Metalloyd is active in these markets and supports the development of these new contracts in order to bring effective price risk management tools to the steel industry. By hedging purchasing requirements and forward production, consumers and producers can stabilize their cash flow and reduce their exposure to movements in the price which until now has not been possible in the steel and Iron ore markets.

Metalloyd is working with producers and consumers who are interested in selling their production or buying based on a fixed or variable price basis for steel billet, rebar, wire rod, iron ore and hot rolled coils. We are interested to talk to any company who is actively seeking to move their physical sales or procurement model towards a mid-long term pricing structure on a fixed or variable index priced basis in the steel and iron ore markets.

# Steel products

We have in-house steel specialists in semis, flats, longs, and special steel.

Metalloyd are suppliers of a full range of semi and finished steel products including flat and long products for wide ranging applications in the automotive, construction, manufacturing, food and specialist industries.

We have regular allocations of plate, HR, CR and galvanised coils, billet, bloom, slab, wire rod and reinforcing bars and ship in excess of 6 million tons of steel products and raw materials annually.

We supply a wide variety of raw materials for steel industry, including iron ore, coal, coke and ferroalloys. We export iron ore products from Ukraine, Russia, India, Asia, South America and the Middle East.

## Semi-finished

- Billets
- Blooms
- Slabs
- Ingots
- Hollow sections

## Flat products

- Hot rolled coil/sheet
- Cold rolled coil/sheet
- Plates
- Hot dipped galvanised
- Electrolysed galvanised
- Electrolytic tinplate
- Black plate
- Electrical steel
- Prepainted
- Other coated products

## Long products

- Equal/unequal angles
- Beams/profiles
- Channels
- Reinforcing bars
- Pipes/tubes
- Wire rod





## Semi-finished products

### **BILLETS**

For manufacturing long products; this includes reinforcing deformed bars, sections, joists, beams and columns and square, rectangle, round, hexagon bars and angles.

### **BLOOMS**

Similar to billet but normally with larger cross-sections these are used for the production of long products in larger sizes.

### **SLABS**

Slabs are used to make plate and steel strip/coil.

## Long products

### **MERCHANT BARS**

Equal & unequal angles/channels/round bar/square bar/flat bar. For welded, bolted and riveted structures, i.e. fencing.

### **BEAMS/PROFILES**

Various end uses in the automotive, mining and construction industries.

### **REINFORCING DEFORMED BAR**

For reinforcing concrete in the construction industry.

### **PIPES/TUBES**

For the construction, energy, mechanical and general engineering and light industries.

### **WIRE ROD**

Commercial grades are for manufacturing screws/nails/barbed wire/wire mesh. High grades for manufacturing wire rope/springs/welding electrode/underwater cable/high tensile strength products.

# Flat products

## **HOT ROLLED COIL/SHEET**

For manufacturing welded pipes/welded, bolted and riveted structures/fabrication by forming, bending, welding/ structural steel for construction purposes/engine building/ boilers and pressure vessels/cold rolling and sheeting.

## **COLD ROLLED COIL/SHEET**

For manufacturing home appliances/automobiles/ food containers/exterior construction materials/shelving/etc.

## **HOT DIPPED GALVANISED/ELECTROLYSED GALVANISED/ PREPAINTED (COLOUR COATED)**

For cold stamping/cold shaping/painting/general purpose/ electrical equipment/automobiles/industrial machinery/ construction materials/home appliances/office furniture. Including colour coated steel for extra protection against abrasion, impact, chemical corrosion and weathering.

## **PLATES**

For manufacturing welded, bolt-and-nut, rivet structures/ structural hot rolled plates for construction purposes/ fabrication by forming, bending, welding/engine building/ boilers and pressure vessels/shipbuilding.

## **ELECTROLYTIC TINPLATE/BLACK PLATE**

Traditionally used for manufacturing cans/food and beverage containers.

## **ELECTRICAL 'SILICON' STEEL**

Grain-oriented electrical sheet for manufacturing power generators and transformers. Non-oriented electrical sheet for manufacturing electric motors.





# Raw materials

We utilise structured finance solutions to develop mines worldwide.

Metalloyd is a major force in the raw material business; we ship millions of tons of steel-making feedstock every year with particular emphasis on iron ore, coal, coke and ferroalloys originating from India, Russia, Ukraine, Middle East, Asia and South America. We can supply a complete breakdown of the products we have available upon request.

We have joint ventures with mines and ports where the financing and logistics are controlled by Metalloyd at their London Head Office and their own local representative offices, ensuring quality of product, efficiency of delivery and financial security for the producers.

We are shipping a minimum of 25 vessels per month from various origins and can at times be loading up to 10 vessels in one week.

This sector of Metalloyd's business is expanding rapidly and to cope with this expansion we have established a separate time chartering division whose services we extend to our customers.



## Raw materials

### ■ Iron ore fines

Concentrate  
Lumps  
Pellets

### ■ Ferroalloys

SiMn  
FeSi  
FeMn  
FeMoly

### ■ Coal

Steam coal  
Coking coal

### ■ Coke

Metallurgical coke  
Petroleum coke

### ■ Manganese ore

### ■ Chrome ore



## Iron ore fines/pellets/ concentrate

Iron is the fourth most abundant rock-forming element, producing hematite, magnetite, siderite and goethite. Approximately 98% of the ore shipped in the world is consumed in the production of iron and steel. Iron oxides can come to the blast furnace plant in the form of raw ore, pellets or sinter.

Iron ore must be processed to increase its iron content. This ore is crushed and ground into a powder so the waste material called gangue can be removed. The remaining iron-rich powder is rolled into balls and fired in a furnace to produce strong, marble-sized pellets that contain 60% to 65% iron.

Iron ore is mined in about 50 countries. The seven largest of these producing countries account for about three-quarters of total world production. Australia and Brazil together dominate the world's iron ore exports, each having about one-third of total exports.

When iron ore is heated in the presence of a reductant (limestone) it yields metallic iron (Fe). Steel is an alloy consisting mostly of iron, with a carbon content between 0.02% and 2.04% by weight depending on grade.

## Ferroalloys

For ferroalloy production, a submerged Electric Arc Furnace (EAF) is used, loaded with selected and sized raw materials, such as quartz, wood, charcoal and ores. During the process, these raw materials melt and chemically react. The product that leaves the furnace is a molten metal, such as silicon, ferrosilicon, ferronickel, thermal phosphorus, and zirconium. These molten metals are cooled and further processed into the appropriate size and grade for various applications.

ferroalloys like ferrosilicon, ferromanganese, ferrotitanium, etc, are added in small and precise quantities for specific improvements of steel properties.



# Coal

Coal is classified as either lignite, sub-bituminous, bituminous or anthracite, where lignite contains the least carbon and anthracite the most. Lignite – also known as brown coal – is coal with low organic maturity. It is mainly used in power generation. Sub-bituminous coal is softer than bituminous coal and contains more moisture, Bituminous coal has the required properties to generate steam electric power. Substantial quantities are used for power and heat applications in manufacturing as well as to make coke.

Thermal/steam coal describes coals considered particularly suitable for boiler use i.e. for power generation.

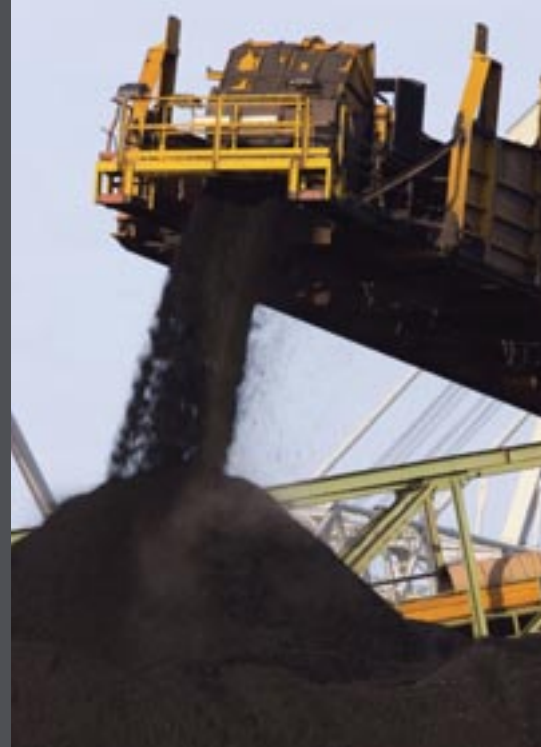
Anthracite is the highest quality coal and is characterised by low volatile matter (always less than 10%) and high carbon content – it contains about 90% fixed carbon, more than any other form of coal.

Large pellets of anthracite are used mainly for household heating and specialised industries such as glass, chemicals and as a reductant. Fine anthracite/semi-anthracite is used in the steel industry for pulverised coal injection (PCI), for sintering and briquetting and in the ferrometals market as a reductant. Steel works around the world are increasingly embracing Pulverised Coal injection (PCI) as a way of lowering operating costs and extending the life of their coke ovens. PCI improves operational efficiency and replaces some of the coke used in the blast furnace. Coke is a higher cost fuel produced in coke ovens using more expensive coking coals.

# Coke

As described above bituminous coal is converted into 'metallurgical' coke and mainly used in the steel blast furnace operation to melt the iron ore and remove oxygen from the mix. The use of a high quality coke in a blast furnace will result in a lower coke rate, higher productivity and lower hot metal cost.

Based on the application, Electric Arc Furnace (EAF) coke, in contrast with normal blast furnace coke and foundry coke, is unique, which requires lower CSR (Coke Strength after Reaction), higher CRI (Coke Reactivity Index) and proper electric resistivity as well. Electric furnace's are applied in the steel, ferroalloys, graphites, refractories and fertiliser industries. Coke is also added to steel ladles to re-carburize the melt after discharge from the furnace.





# Markets

Our service includes technical and financial support in order to ensure a smooth completion of business from inception to completion.

We provide real-time intelligence on market trends within specific areas of concern: such as supply developments, price parameters and demand requirements for particular products of interest to suppliers and customers as well as information and trends for the freight markets and other logistical data.

Our overseas companies and representative offices have long-term relationships with our customers and suppliers and a thorough knowledge of the steel market place.

Our network of offices are efficient in marketing products and services for end users, suppliers and trading companies.

Metalloyd constantly seek and enter into joint ventures in the raw materials and steel supply sectors and manage the development of such opportunities creating expansion into new and developing markets.

## **Metalloyd companies and representative offices are situated in:**

- Brazil
- China
- Czech Republic
- Dubai
- Egypt
- France
- Germany
- Ghana
- Hong Kong
- India
- Ireland
- Italy
- Korea
- Morocco
- Peru
- Philippines
- Russia
- Serbia
- Spain
- Taiwan
- Turkey
- USA
- UK
- Ukraine
- Venezuela

For further information about our offices and agents or to discuss your requirements, please contact our sales office: [metalloyd@metalloyd.co.uk](mailto:metalloyd@metalloyd.co.uk)

# Logistics

All aspects of transporting steel-making raw materials and steel products are provided as well as insurance, storage and inspection services.

Metalloyd, as a service orientated company, pride ourselves on being able to satisfy all our customers logistical requirements from source of supply to final destination. Through our highly professional and dedicated team we provide the most cost effective means of transportation, without compromising delivery time or service.

We are able to arrange your logistical requirements whether by ocean going vessel, rail, road or combination. We have the personnel, experience and infrastructure to handle deliveries from small quantities of steel coils up to cape size vessels for bulk cargo deliveries.

We have stocking operations for plate, HR and galvanised coils, billet, wire rod and reinforcing bars offering pickling, slitting and galvanising and just-in-time deliveries.

**Incoterms 2010** are internationally accepted commercial terms defining the respective roles of the buyer and seller in the arrangement of transportation and other responsibilities and clarify when the ownership or title of the merchandise takes place.

<b>EXW</b>	Ex works
<b>FCA</b>	Free carrier
<b>FAS</b>	Free alongside ship
<b>FOB</b>	Free on board
<b>CFR</b>	Cost and freight
<b>CIF</b>	Cost, insurance and freight
<b>CPT</b>	Carriage paid to
<b>CIP</b>	Carriage and insurance paid to
<b>DAT</b>	Delivered at terminal
<b>DAP</b>	Delivered at place

Note: EXW, CPT, CIP, DAT and DAP are commonly used for any mode of transportation. FAS, FOB, CFR and CIF are used for sea and inland waterway.



PACIFIC BULKER

PACIFIC BULKER



# Partnerships

The majority shareholder of Metalloyd is BC Holdings which is fully controlled by the Reuben Brothers who have a long association with the international metals and minerals businesses.

The Reuben Brothers have significant investments globally, primarily in real estate and metals. Principal investments include the following:

- Metalloyd – the Group’s international trading company with its own mines and production
- Global Switch – the largest private data storage company in the world
- Leisure investments – Wellington Pub Company (the largest free-of-tie pub estate in the UK), Northern Racing (owner and operator of ten horseracing tracks in the UK)
- Aviation investments – owners of London Oxford Airport, voted the ‘Best British Business Aviation Airport’.
- Wind farm investments – Ventower USA – a supplier of wind turbine towers
- LUUP – international mobile payment network

For further information on the Reuben Brothers, please visit [www.reubenbrothers.com](http://www.reubenbrothers.com)



David and Simon Reuben

## THE REUBEN FOUNDATION

Formed in 2002, the Reuben Foundation is a UK-registered foundation created to channel the charitable giving of the Reuben Brothers. The brothers continue to proactively look at supporting a range of charitable causes, from long-term funding projects to individual charitable donations.

To find out more about the Reuben Foundation, please visit [www.reubenfoundation.com](http://www.reubenfoundation.com)

# Green energy sector



Metalloyd Group has a direct commitment to Green Energy especially in the knowledge that at some future point coal will expire and we all know the risks involved with nuclear power.

Metalloyd Group Company Ventower Industries is a full service fabricator and supplier of utility scale, wind turbine towers. Focused on original equipment manufacturers, the business offers many unique and competitive advantages for its customers.

The first years production is already fully booked and will be entirely operational in 2011. This state of the art facility will be equipped with the most technologically advanced fabrication equipment insuring wind towers of the highest quality.

Ventower™ is strategically located at the Port of Monroe, Michigan with direct dock access to Lake Erie. Using waterborne, rail and truck transport the emerging company will be able to effectively serve projects throughout North America.

Metalloyd are also responsible for supplying the steel to produce the towers.





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