

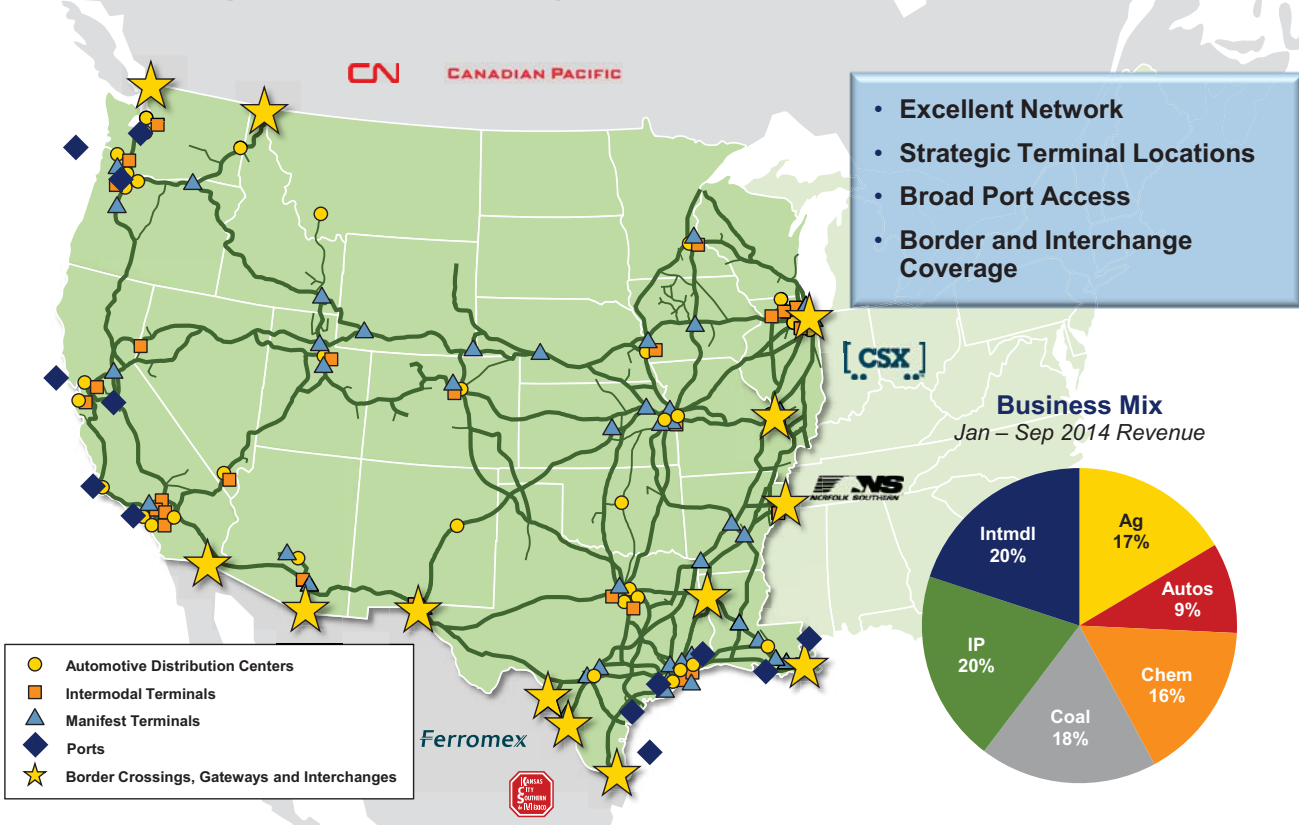
# Growing the Franchise

Eric Butler, EVP Marketing & Sales



BUILDING AMERICA®

## Growing Opportunity of a Unique Franchise



BUILDING AMERICA®

# Strengthening Our Franchise



- New and Expanded Facilities
- Broad Geographic Coverage
- Diverse Commodities and Markets



# Population Growth Provides Foundation



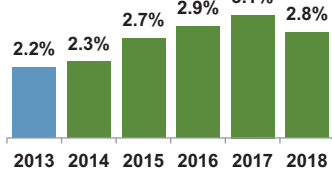
## Key Insights

- Population Growth Provides Base Demand
- Creates Growth Potential in All Business Groups
- Well Positioned to Serve Growing Population

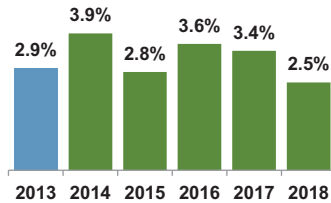


# Strengthening U.S. Economy Adds Potential

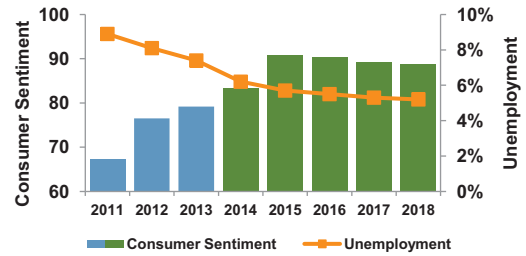
## Gross Domestic Product



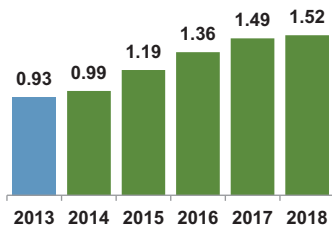
## Industrial Production



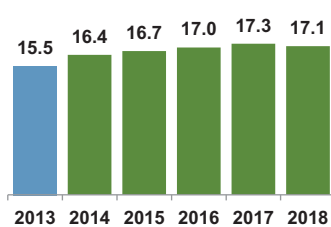
## Consumer Sentiment & Unemployment



## Housing Starts (millions)



## Light Vehicle Sales (millions)



## Key Insights

- Economy Expected to Continue to Strengthen
- Improving Unemployment and Consumer Sentiment Encouraging
- Economy and Population Create Strong Growth Foundation

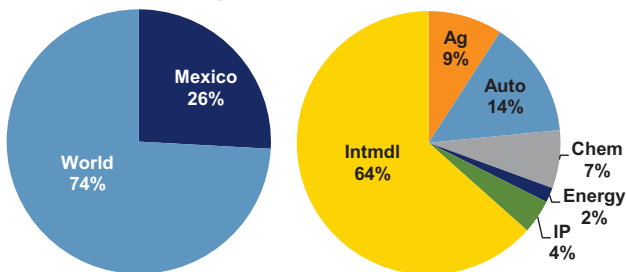
IHS Global Insight: October 2014 Forecast



# Global Trade Expands Market Reach



International Trade Volume  
Jan – Sept 2014: 2.8 MM Carloads

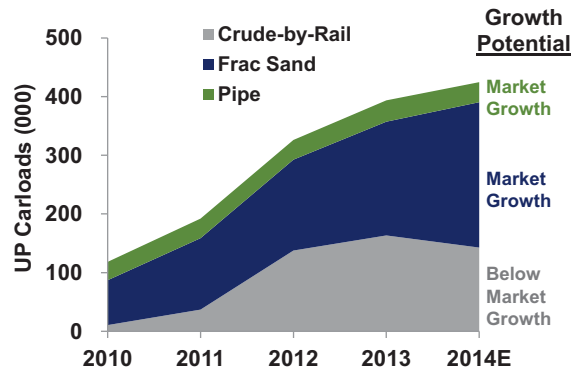
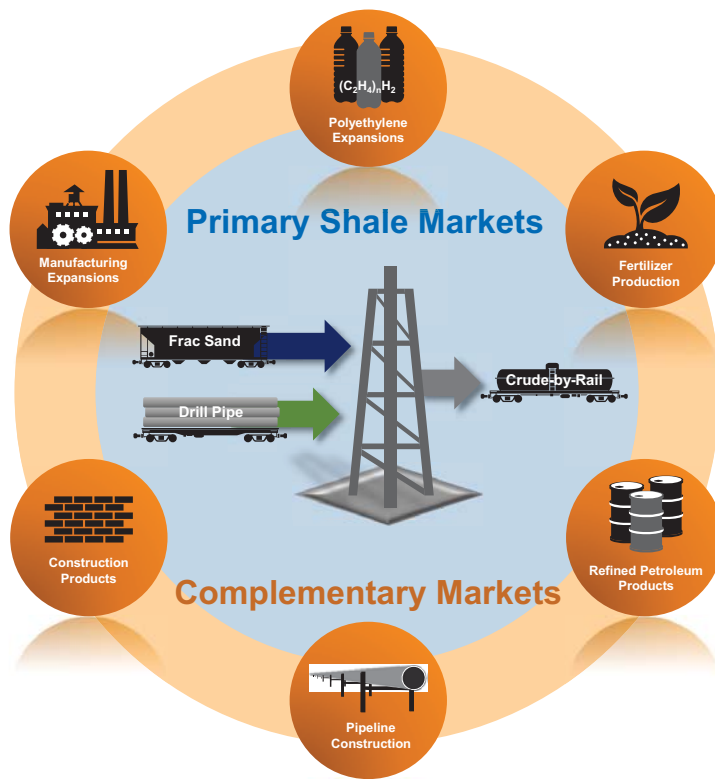


## Key Insights

- Economy Drives International Intermodal
- Mexico Manufacturing Expansion and Energy Reform
- World Food Demand



# Shale Energy Market Growth Continues

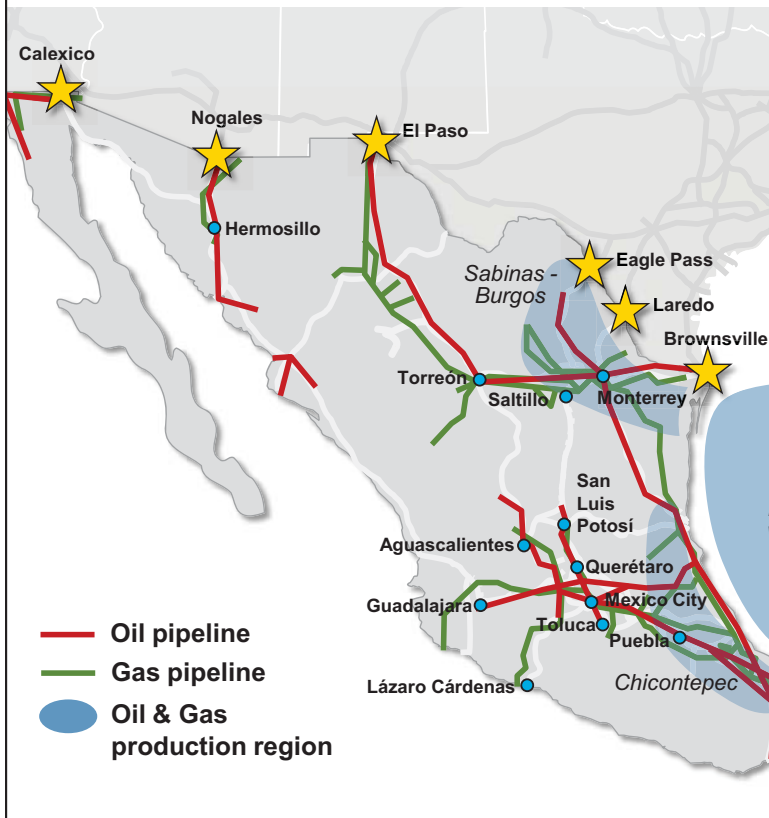


## Key Insights

- Strongest Franchise for Frac Sand
- Potential in Pipe for Drilling and Pipelines
- Crude-by-Rail Flows Uncertain
- Other Markets Benefit Long Term



# Potential From Mexico's Energy Reform



## Key Insights

- Mexico's Energy Reform Transforms Sector
- New Gas Pipelines are Nearer Term Opportunities
- Longer Term Potential for Other Drilling Materials
- Lower Electricity Prices

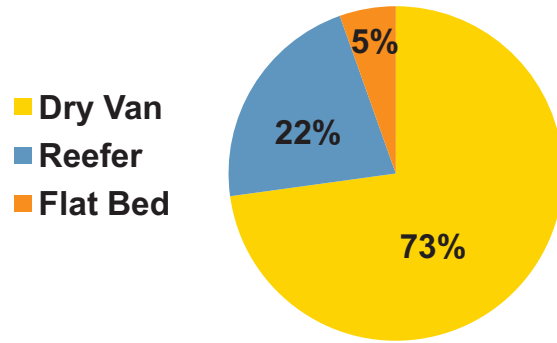




# Highway Conversion a Long-Term Trend



OTR Conversion Opportunity Mix\*



## Key Insights

- Highway Conversion Opportunities in All Business Groups
- Truck Capacity Constraints
- Long-term Highway Congestion

\*Transearch, Company Analysis



# Value Proposition Pulls It All Together

- Franchise Provides Opportunity
- Population and Economy are Favorable
- Diverse Market Opportunities
- Regulatory Uncertainty
- Focus on Business Development
- Price to the Value We Provide

