



A Caterpillar Brand

Adapting to Challenges in a Changing Industry

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**TOGETHER FOR
FUTURE SUCCESS**



A Caterpillar Brand

**Affordable Machines.
Reliable and Supported.**



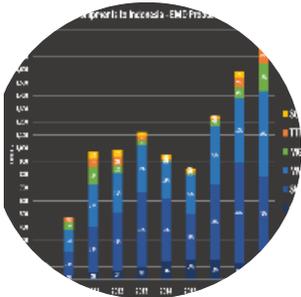
Tractors Malaysia



Caterpillar-SEM: Challenges & Opportunities



1. **Changing Customer behavior**



2. **Growth of Chinese exports**



3. **China's Belt & Road Initiative**



1. **Expanded Offerings**



2. **Operational Excellence**



3. **Services**

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Cement/RMC Industry: Challenges & Opportunities

- Weak demand: Property overhang (Residential & Office), Infrastructure projects delays
- Significant Overcapacity
- Depressed domestic prices
- Rising input costs
- Low-cost Regional competition: Vietnam, China (mid-term)
- Export demand: Bangladesh, Philippines,
- Improved outlook on domestic prices
- Industrial property, affordable housing, Infrastructure projects (domestic & regional)
- **Cost-leadership, Operational efficiency**

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LIFECYCLE PERFORMANCE

Lowest Cost/Unit of Production

LIFECYCLE VALUE

Low Cost/Hour

CAT Standard

CAT GC

UTILITY

Lowest Cost to Acquire

SEM





Powered by Caterpillar



SEM 60th ANNIVERSARY



A Caterpillar Brand

SEM Brand Promise



Affordable



Available



Supported



Lift You To Future Success

✓ FUEL ECONOMY

Low-speed engine with E-fan, Cat load-sensing hydraulics & steering piston pump, lowers fuel consumption by 15%*

✓ PRODUCTIVITY

3.1 cum Cat PS bucket (110% fill factor), highest breakout force & rimpull, fastest cycle time, long wheelbase, small turn radius

✓ DURABILITY

SEM in-house countershaft transmission, biggest axles, patented cooling package, strongest articulation frame

✓ SERVICEABILITY

Centralized lubrication points, pressure test ports, easy engine/radiator access

✓ COMFORT

Premium & spacious cab, adjustable suspension seats, great operator visibility



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Thank you!



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