Adapting to Challenges in a Changing Industry

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Affordable Machines. Reliable and Supported.
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
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
✓ **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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**Lift You To Future Success**

**SEM**
A Caterpillar Brand

**TOGETHER FOR FUTURE SUCCESS**
Thank you!