

AT&T

12:43 PM

76%

Gerson
Lehrman
Group

Mosaic Concept Sketches:

Kevin Thompson
Senior Information Architect
Boston, MA
July 3, 2012 V2.5

Table of Contents V2.5

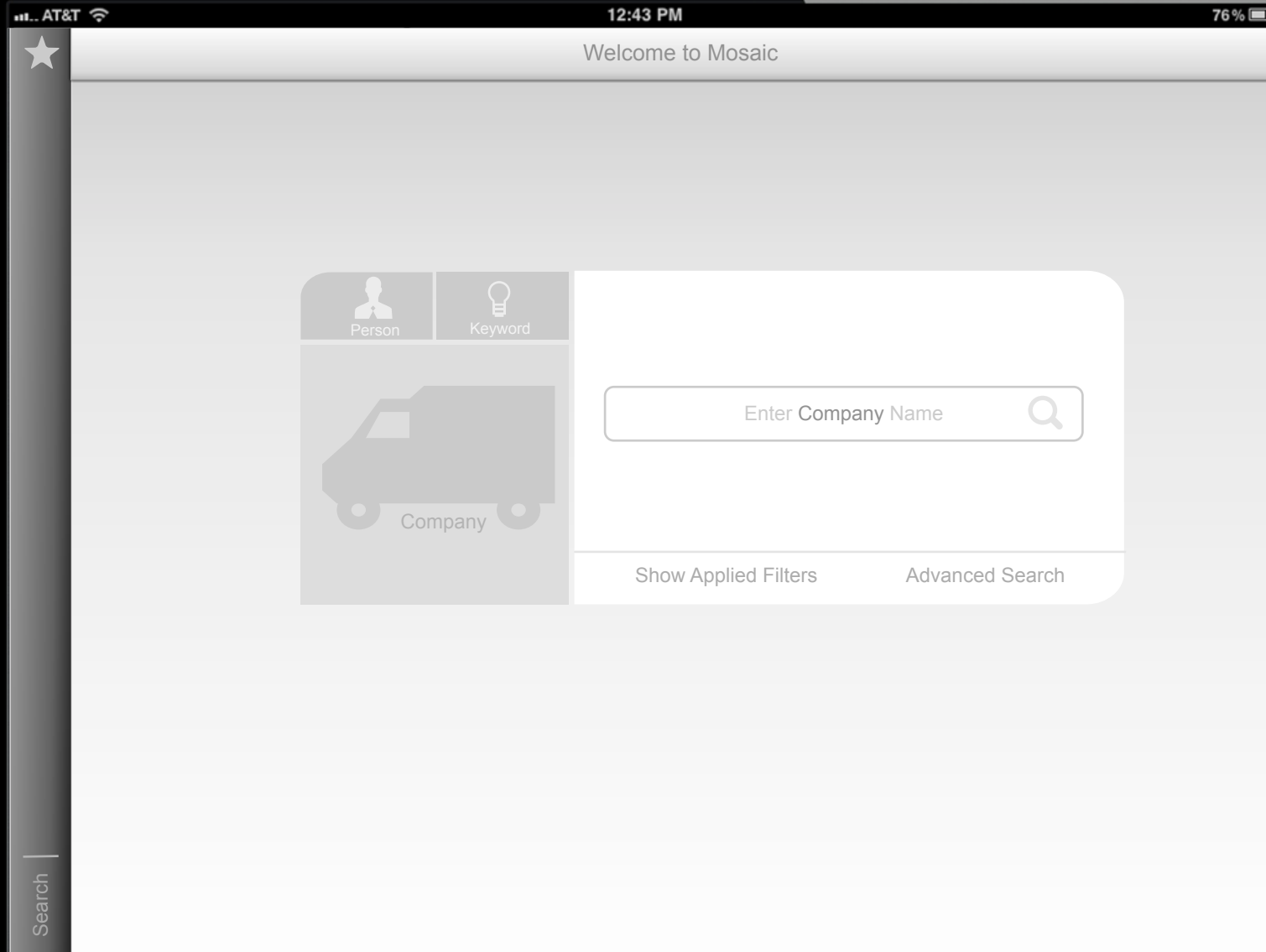
Title Page	1
TOC	2
Change Log	3
Search UI	4
Search UI [Results List]	5
Search UI [Results List Cont]	6
Search [Apply Filters]	7
Selected Company	8
Discover Competitors	9
Relationship Inspector	10
Select A Competitor	11
Selected Competitor	12
Select Distributors for Direct Competitor	13
Distributors for Direct Competitor	14
Logical View (Top Level)	15
Logical View (Drill Down)	16
ICONS Definition	17

Change Log V2.5

07/03/2012 V2.5 Directed Edits As Per Team Review

Search UI [Results List]	5
Search UI [Results List Cont]	6
Search [Apply Filters]	7
Selected Company	8
Relationship Inspector	10
Selected Competitor	12
Select Distributors for Direct Competitor	13
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Search UI

Notes

Predictive Search:

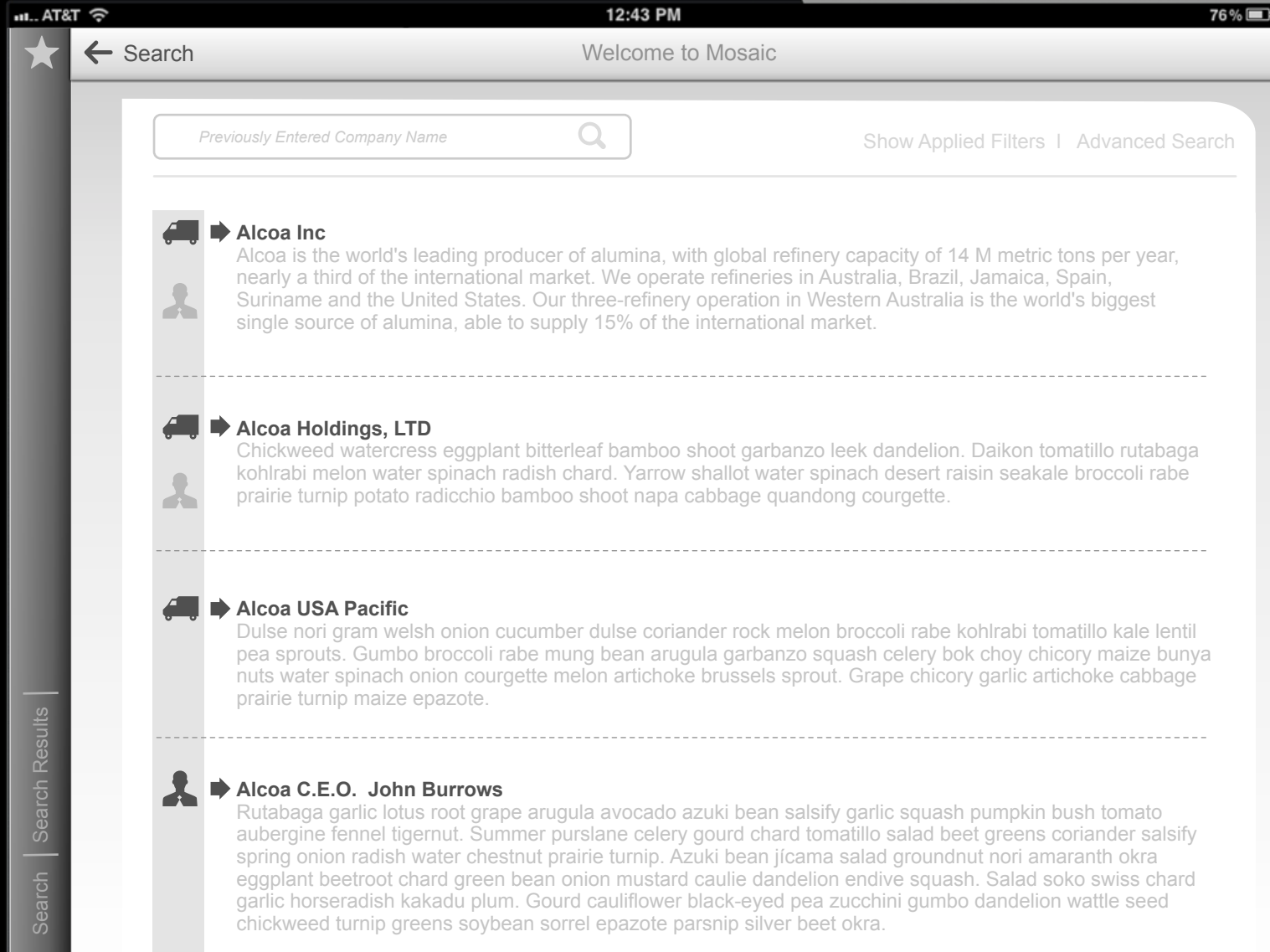
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Item / Actions

Title/Header:

The path of the righteous man is beset on all sides by the iniquities of the selfish and the tyranny of evil men. Blessed is he who, in the name of charity and good will, shepherds the weak through the valley of darkness, for he is truly his brother's keeper and the finder of lost children. And I will strike down upon thee with great vengeance and furious anger those who would attempt to poison and destroy My brothers. And you will know My name is the Lord when I lay My vengeance upon thee.

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Search UI [Results List]

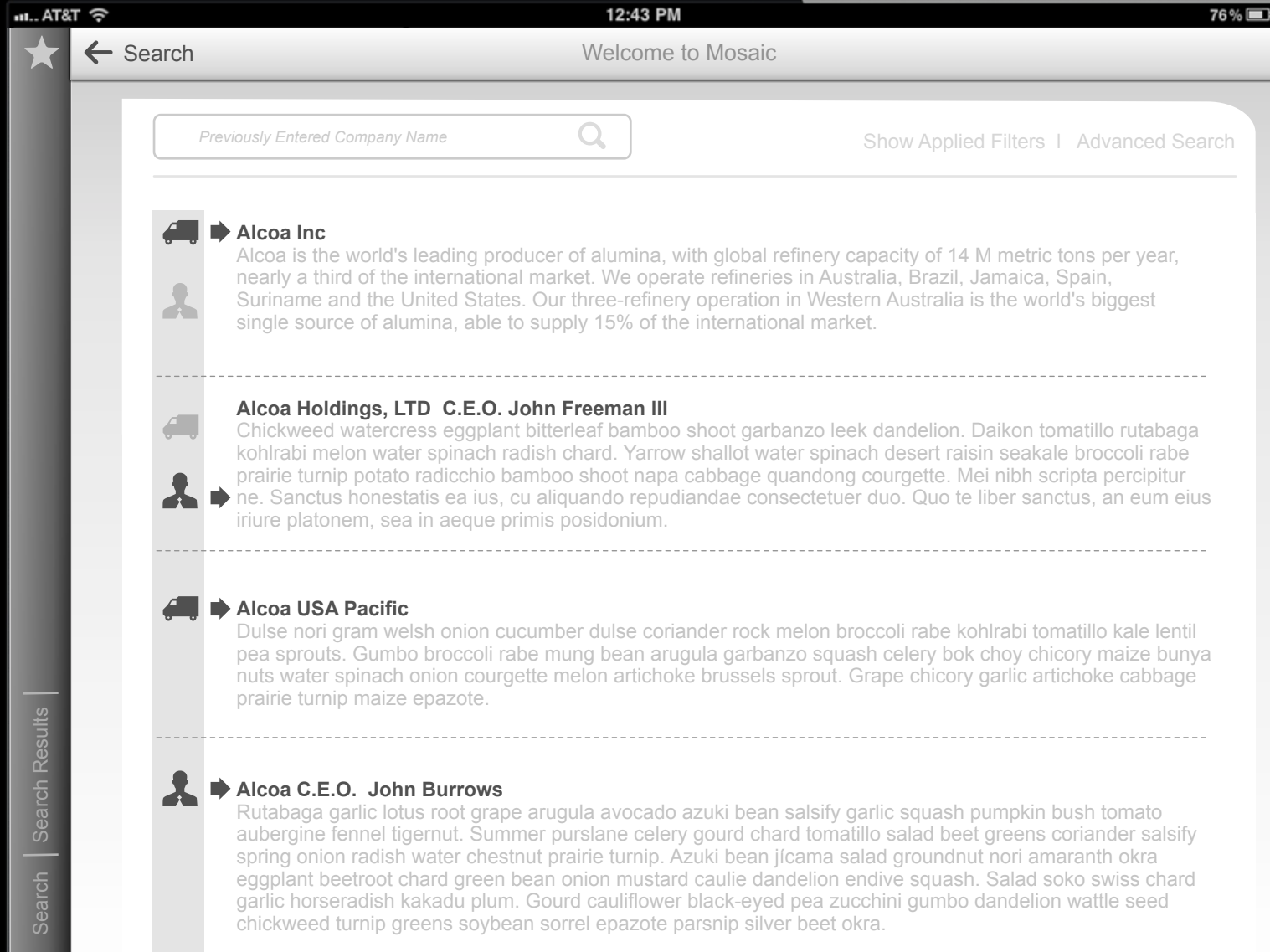
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★ Search ResultsRelationship Metadata

Alcoa Inc. NYSE: AA

News / Events

About / Board of Directors

Key Stats and Ratios

Former Employees

Current Employees

Key Stats and Ratios:

Q3 (July '12) 2012

Net profit margin 1.65%

Operating margin 2.30%

EBITD margin 12.00%

Return on assets 0.98%

Return on equity 2.68%

Employees 61,456

Profits by Geographic Area

49% United States

27% Europe

Region	Percentage
Russia	12%
Canada	7%
USA	7%
China	7%
Brazil	6%
Australia	5%
India	2%
Others	55%

NEWS RSS

COMPETITORS

Primary Metals:
31% Norsk Hydro
25% Kaiser Alum...
07% Noranda Alum.

Flat-Rolled Products:
22 % Norsk Hydro
17% Ormet Corp.
11% Shanxi

Alumina Product:
28% Norsk Hydro

SUPPLIERS

38% of Ningbo Ashburn
revenue from sales of Alcoa metal scrap

27% of Hadco Metal
revenue from sales of Alcoa Bauxite

14% of RusAlProm
revenue from sales of Alcoa Alumina distillate byproduct (granular).

DISTRIBUTORS

35% of A.T. Wall Comp.
revenue is from distribution of Alcoa Flat-Rolled Product.

22% of J.R. Harding.
revenue is from distribution of Alcoa Alumina transport.

14% Integress Metals
revenue is from

MAJOR CUSTOMERS

% of revenue is from:

24% Aerospace -
18% Boeing, 4% Airbus, 2% other

22% Automotive -
10% GM, 6% Nissan, 4% KIA, 2% other

20% Consumer -
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8 of 17

V2.50

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Alcoa Relationship Metadata

Direct Competitors (Alcoa) NEWS RSS

POSCO (PKX)
 \$224.5 B
 8.32↓ 10:18AM EDT
 MCAP 23.83B
 P/E 8.66
 Essen Germany
 Employees:
 17,900

Norsk Hydro \$152.7 B Sweeden	Kaiser \$125.2 B Ukraine
Nippon Steel \$82.5 B Japan	BuxRite \$68.4 B England

ArcelorMittal \$42 M United States	JFE Holdings \$41 M United States	Tata Steel \$40 M England	Baosteel \$39 M Mexico	Nucor \$38 M Germany
Zhongwang \$37 M China	Realm Res \$36 M Korea	Atlantic \$35 M United States	Capral \$34 M Turkey	LH Group \$33 M Russia

Discover Competitors

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← Alcoa

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● Relationship Inspector Mode

Relationship Quantification: HIGH

▼ **Company Description:**

Norsk Hydro is a global supplier of aluminium with activities throughout the value chain, from bauxite extraction to the production of rolled and extruded aluminium products and building systems. Based in Norway, the company employs 23,000 people in more than 40 countries. Rooted in a century of experience in renewable energy production, technology development and progressive partnerships, Hydro is committed to strengthening the viability of the customers and communities we serve.

- ▶ **Company News**
- ▶ **Market Value with Stock Charts**
- ▶ **Net Income**
- ▶ **Gross Profits**
- ▶ **Key Statistics**
- ▶ **Employee Base**
- ▶ **Recent Releases**
- ▶ **Company News**
- ▶ **Company Product Listing**
- ▶ **Board of Directors**

Relationship Inspector

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Select A Competitor

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← CompetitorsRelationship Metadata

POSCO: PKX
NEWS RSS

News / Events	Key Stats and Ratios: Q3 (July '12) 2012 Net profit margin 1.65% Operating margin 2.30% EBITD margin 12.00% Return on assets 0.98% Return on equity 2.68% Employees 61,456 Profits by Geographic Area 49% United States 27% Europe
About / Board of Directors	
Key Stats and Ratios	
Former Employees	
Current Employees	

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Primary Metals:
31% Norsk Hydro
25% Kaiser Alum...
07% Noranda Alum.

Flat-Rolled Products:
22 % Norsk Hydro
17% Ormet Corp.
11% Shanxi

Alumina Product:
28% Norsk Hydro

SUPPLIERS

38% of Ningbo Ashburn revenue from sales of Alcoa metal scrap

27% of Hadco Metal revenue from sales of Alcoa Bauxite

14% of RusAlProm revenue from sales of Alcoa Alumina distillate byproduct (granular).

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% of revenue is from:

24% Aerospace -
18% Boeing, 4% Airbus, 2% other

22% Automotive -
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Electronics, 10% Acer,

Selected Competitor

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13 of 17

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★ ← POSCO

Relationship Metadata

Distributors (POSCO) NEWS RSS

<p>RCM Transport Global (RCM)</p> <p>\$122.5 M</p> <p>Privately Held</p> <p>United States</p> <p>Employees: 6,547</p>	<p>Omni Rail LTD.</p> <p>\$98.5 M</p> <p>United States</p>	<p>Iron River</p> <p>\$92 M</p> <p>United States</p>
	<p>Go Right</p> <p>\$82.5 M</p> <p>Japan</p>	<p>Global Fast</p> <p>\$68.4 M</p> <p>United States</p>

<p>ARM Int.</p> <p>\$42 M</p> <p>United States</p>	<p>QuickTrans</p> <p>\$41 M</p> <p>United States</p>	<p>Exeter Shipping</p> <p>\$40 M</p> <p>England</p>	<p>Vonchco Lines</p> <p>\$39 M</p> <p>Mexico</p>	<p>Chambers LTD.</p> <p>\$38 M</p> <p>Germany</p>
<p>Zhongwang</p> <p>\$37 M</p> <p>China</p>	<p>Southern Realm</p> <p>\$36 M</p> <p>Korea</p>	<p>Atlantic Transit</p> <p>\$35 M</p> <p>United States</p>	<p>Capral Inc</p> <p>\$34 M</p> <p>Turkey</p>	<p>Isbec</p> <p>\$33 M</p> <p>Russia</p>

Search Results | Alcoa Inc. | Competitors | POSCO | Distributors

Distributors for Direct Competitor

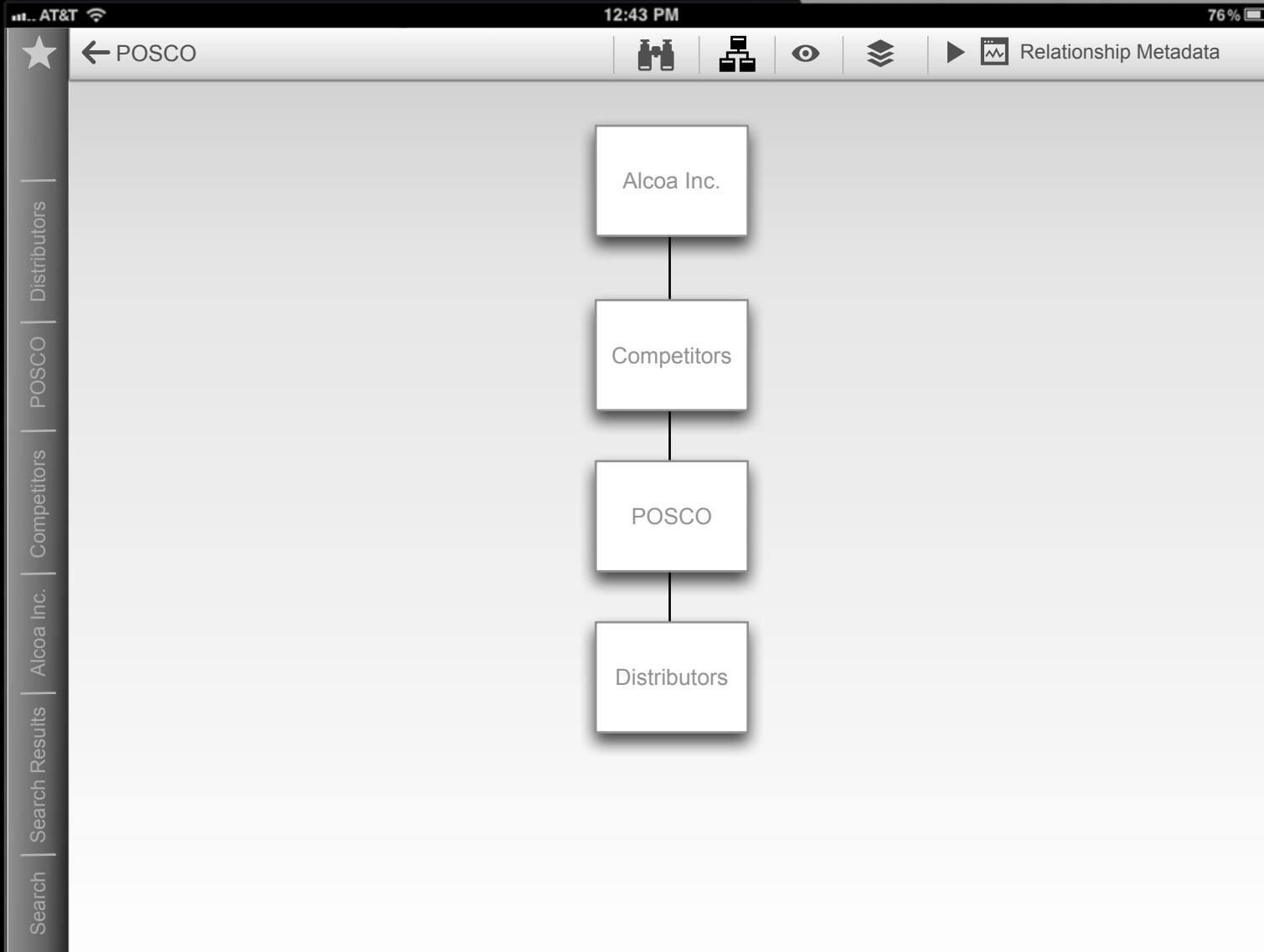
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Logical View (Top Level)

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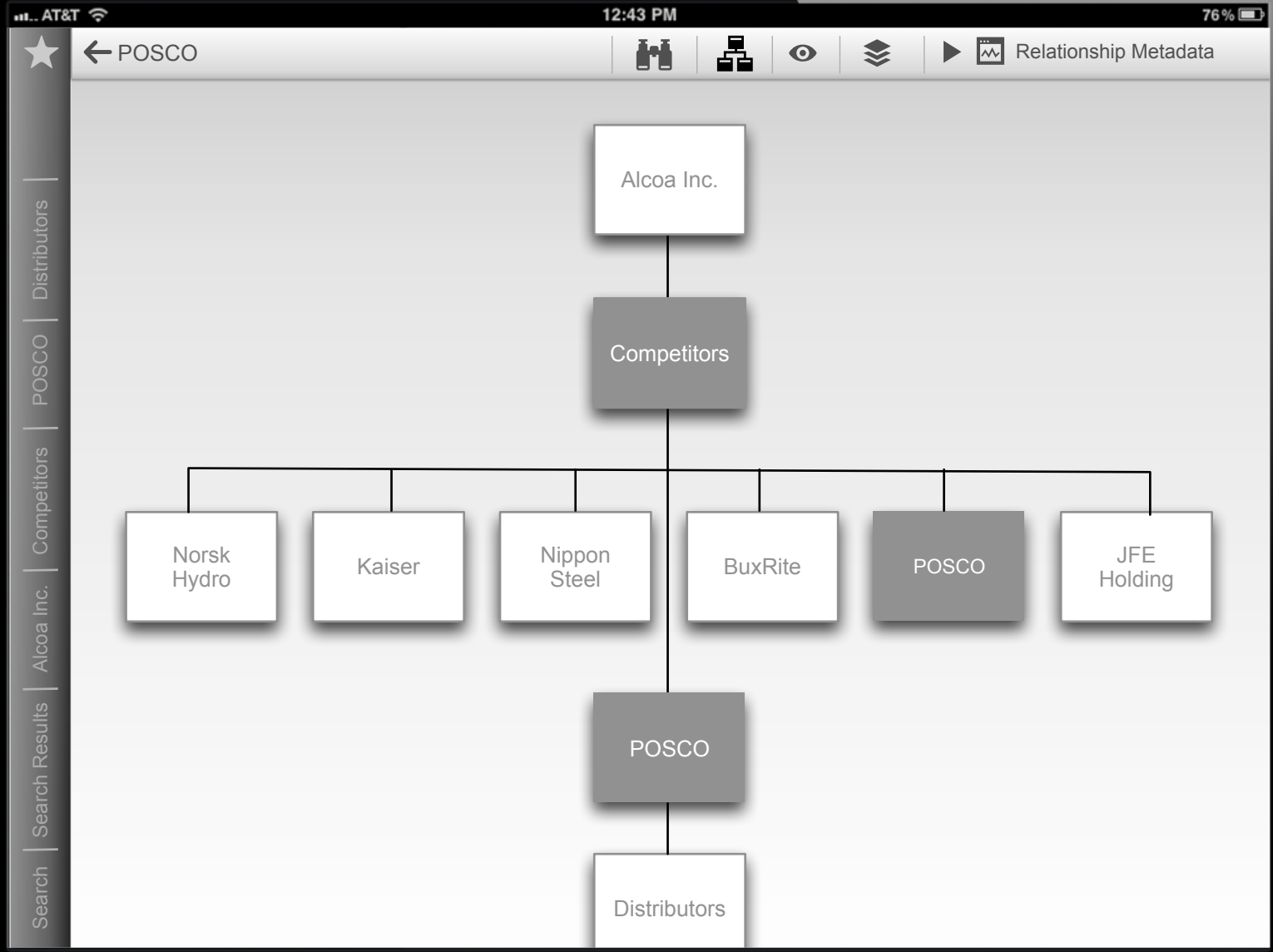
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Logical View (Drill Down)

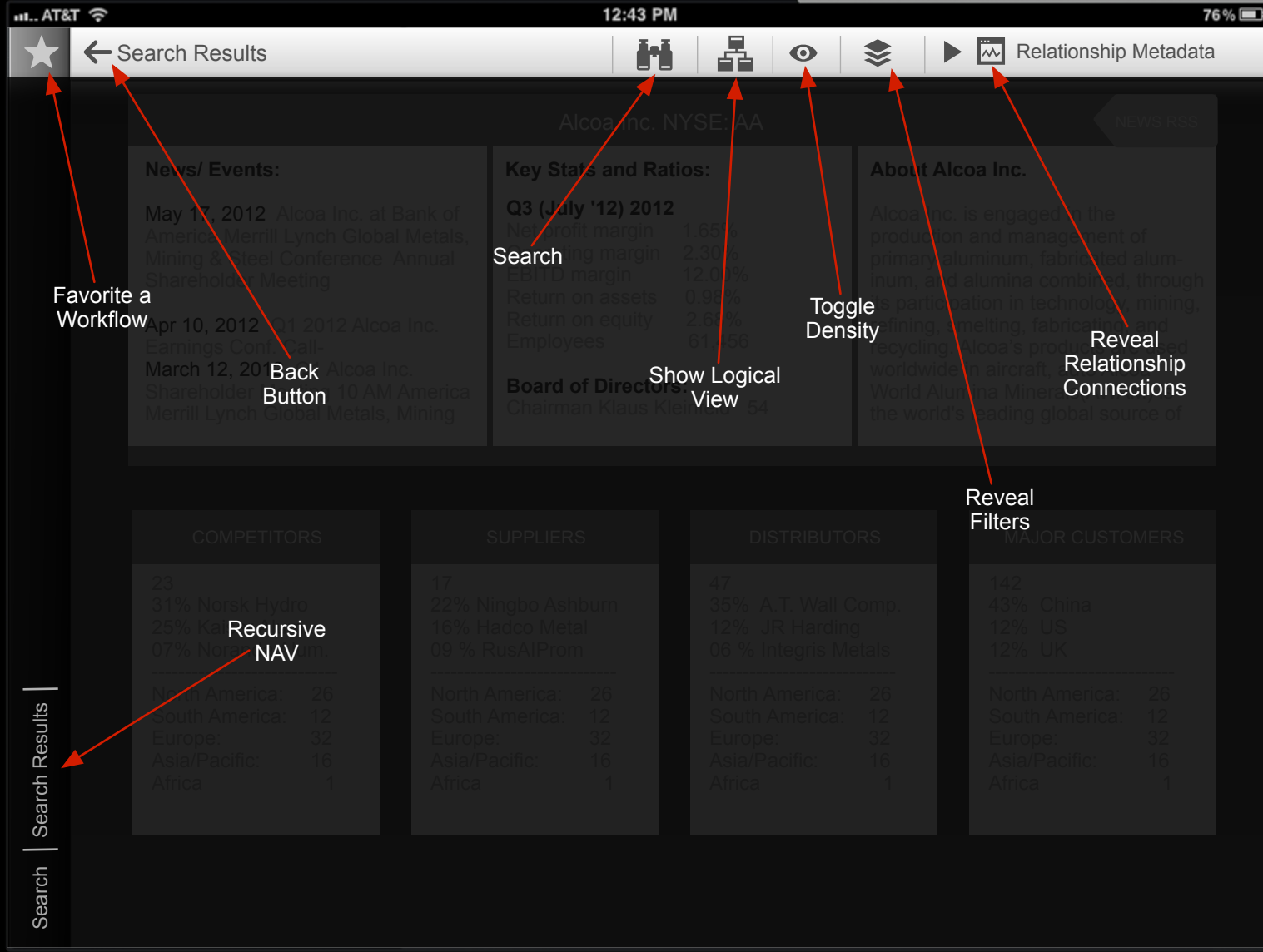
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