

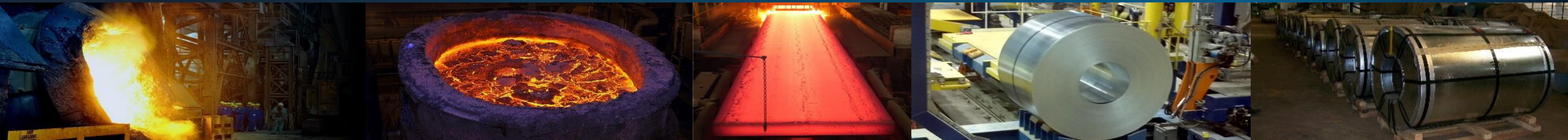


STEEL MARKET UPDATE

part of the  Group

SMU Flat Rolled Market Trends Analysis

Responses from our January 16-18, 2023 Market Survey





SMU Newsletter developed for active buyers and sellers of flat-rolled steel.

**Prices – Momentum –
Trends – Analysis**

For more information visit
www.SteelMarketUpdate.com





Steel 101 Workshop, Severstal Dearborn 2012

Our goal is to provide quality information to the flat-rolled steel industry.

We invite over 800 companies to participate in our surveys.

All responses are kept confidential and are never attributed to the individual or company responding.

To become a data provider, contact David@SteelMarketUpdate.com

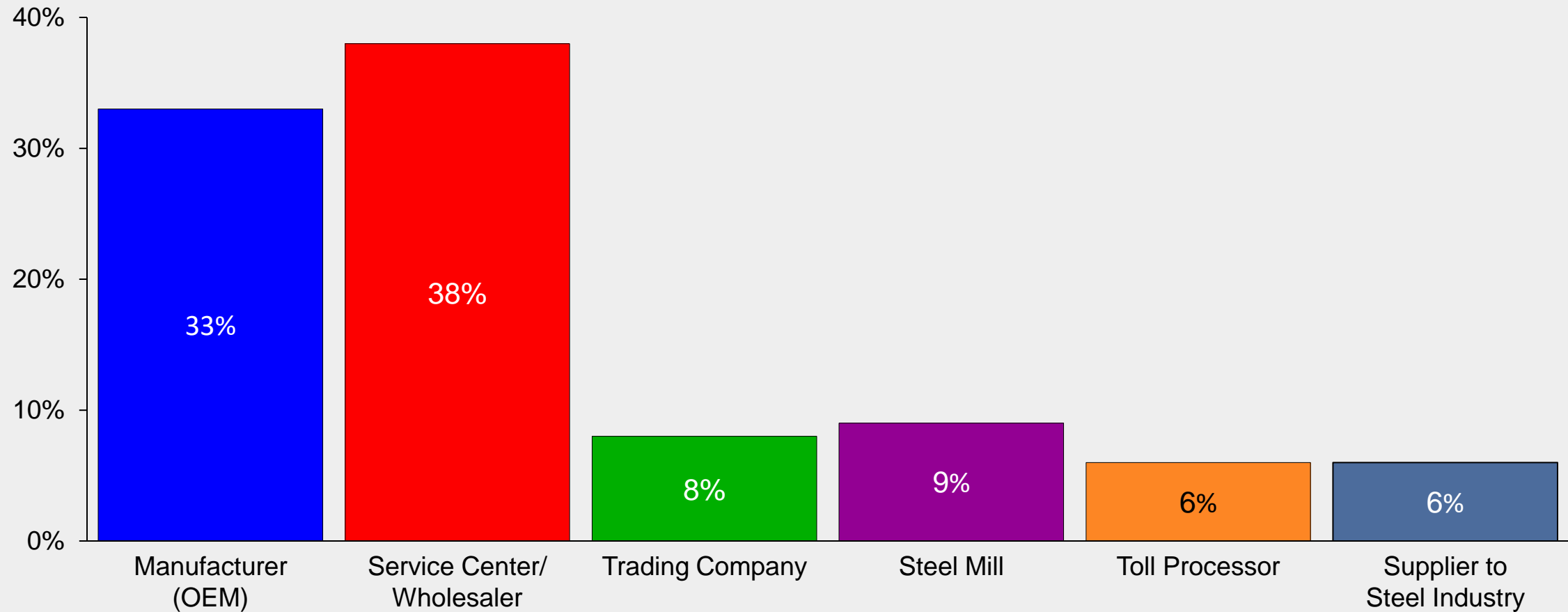
Date	Event	Status	Venue
February 5-7	Tampa Steel Conference 2023	Live	Tampa Marriot Water Street
August 21-23	SMU Steel Summit 2023	Live	Georgia International Convention Center

For more info on Tampa Steel, including registration, visit <https://www.tampasteelconference.com/>.

For more info on Steel Summit, including registration, see <https://www.events.crugroup.com/smusteelsummit/home>.

Or contact our events team directly at Events@SteelMarketUpdate.com

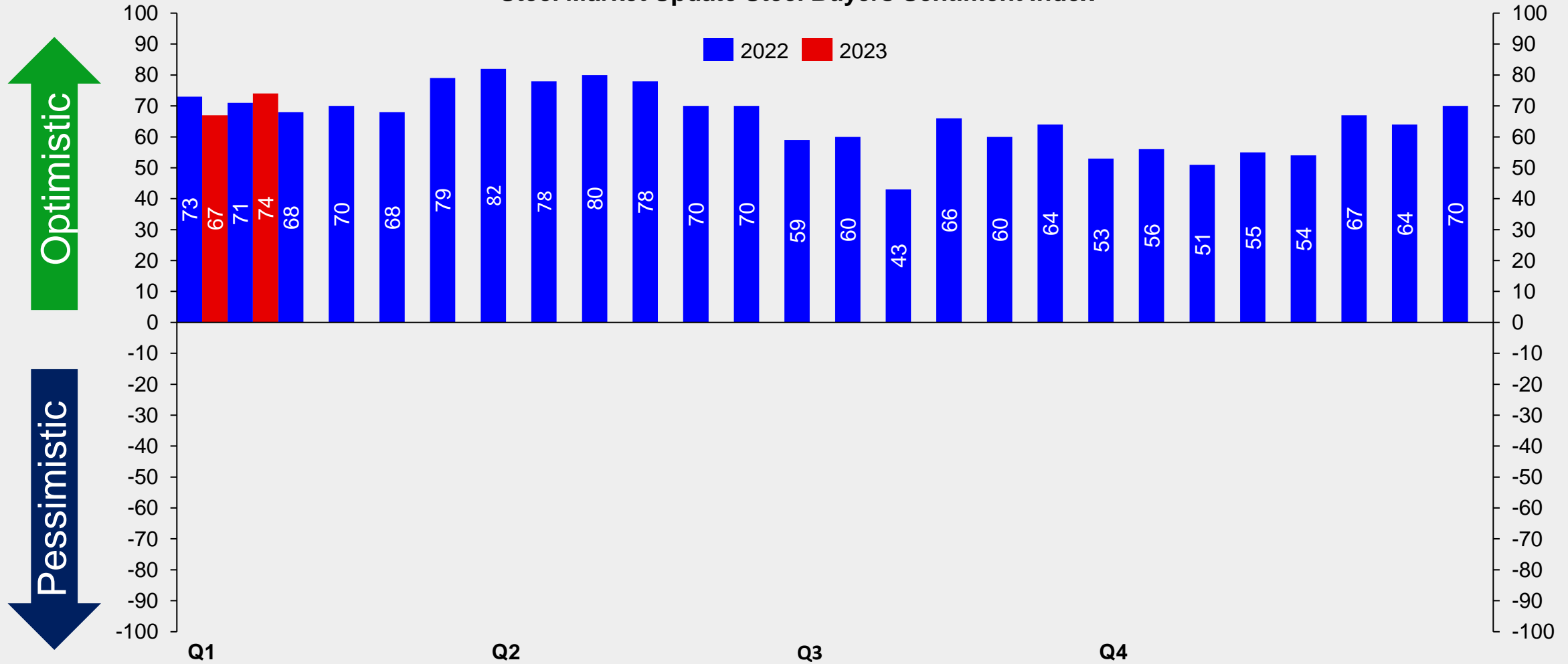
Here are the percentages of participation in this week's survey by market sector.



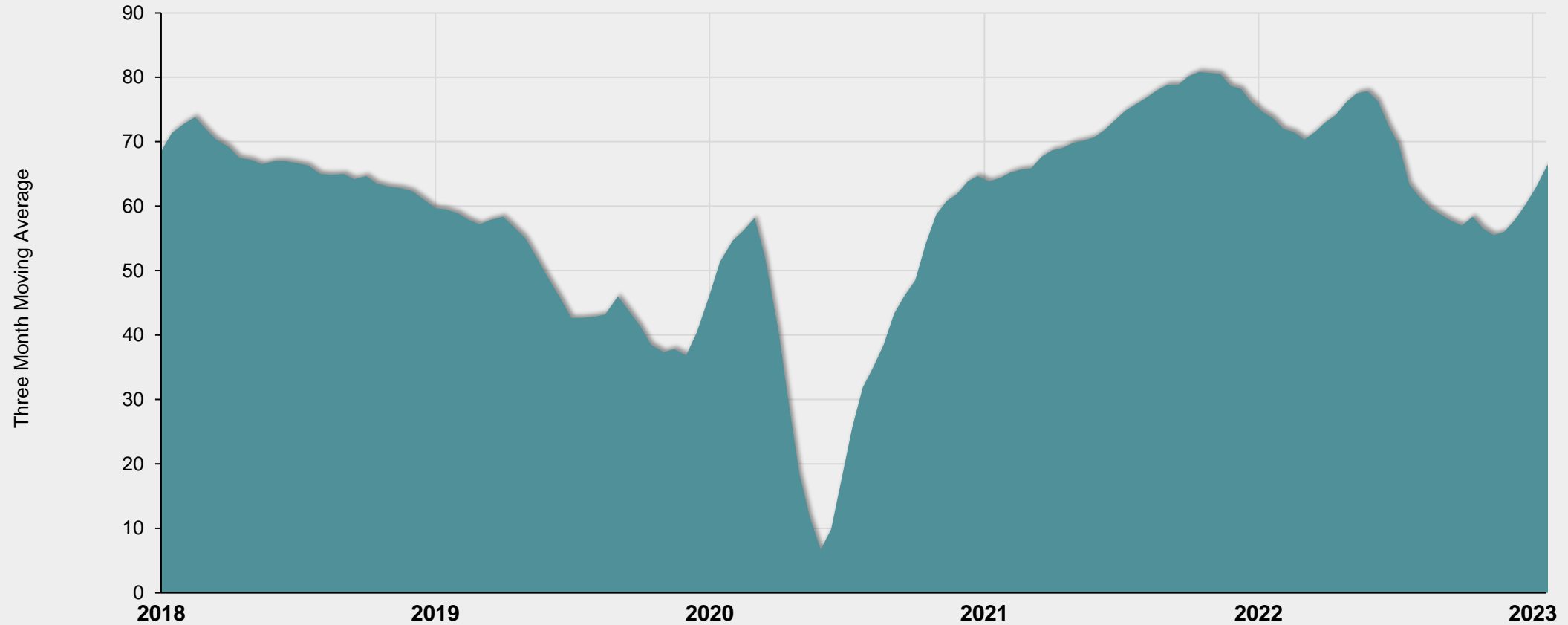
Steel Buyers Sentiment

Up 7 points to +74

Steel Market Update Steel Buyers Sentiment Index



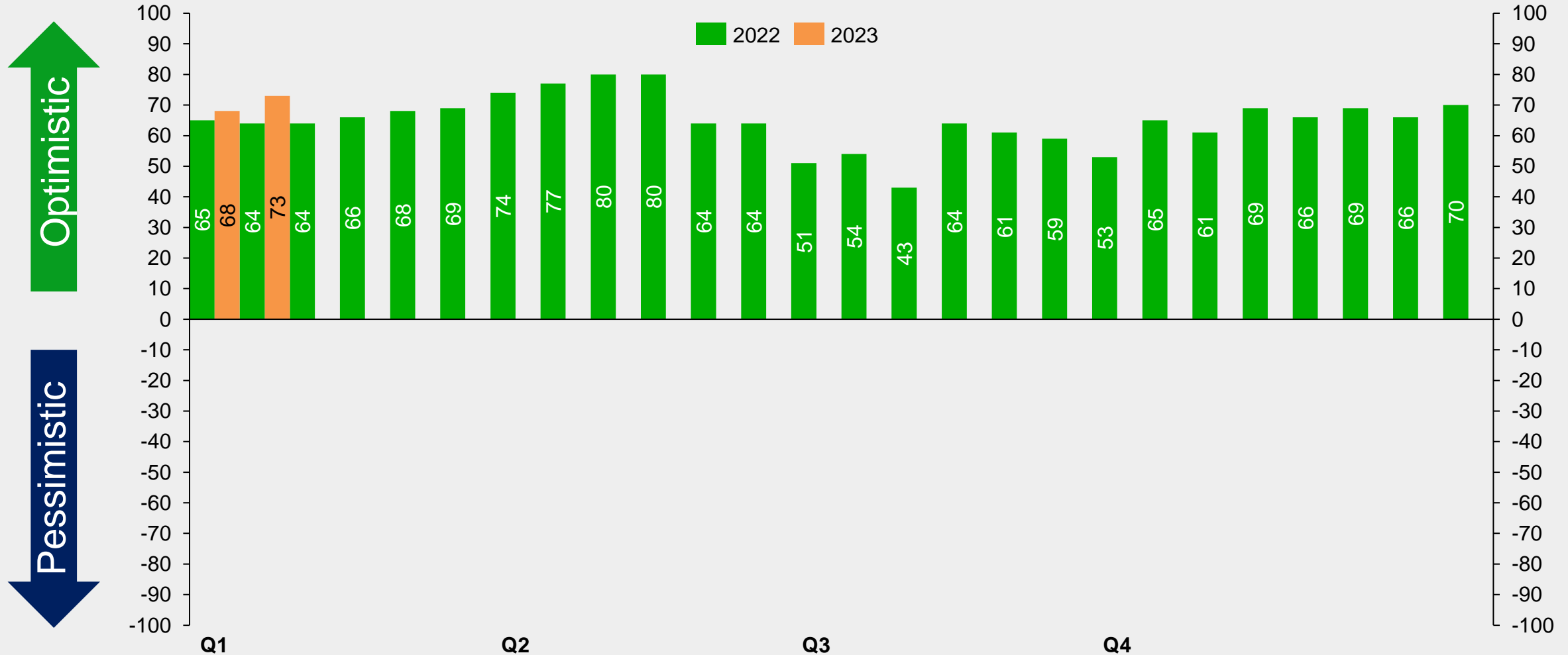
SMU Current Steel Buyers Sentiment Index
3-Month Moving Average



Steel Buyers Future Sentiment

Up 5 points to +73

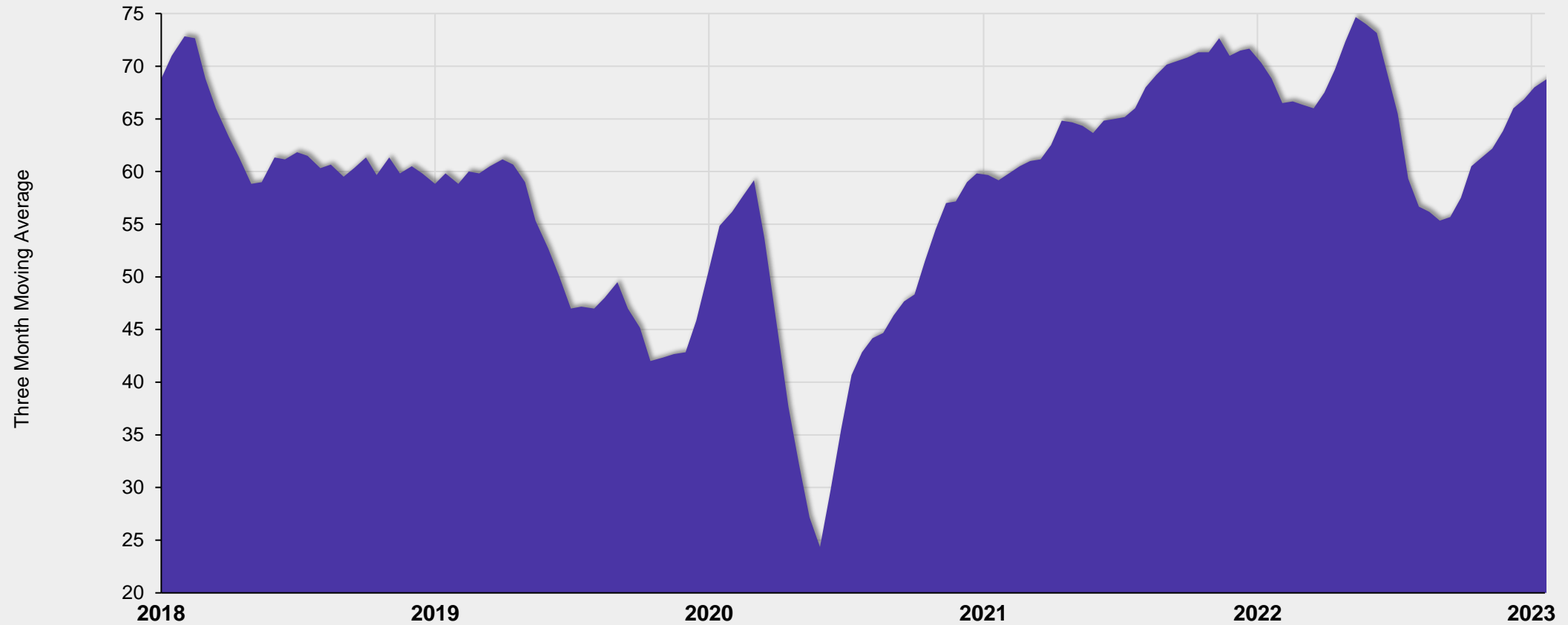
Steel Market Update Future Steel Buyers Sentiment Index



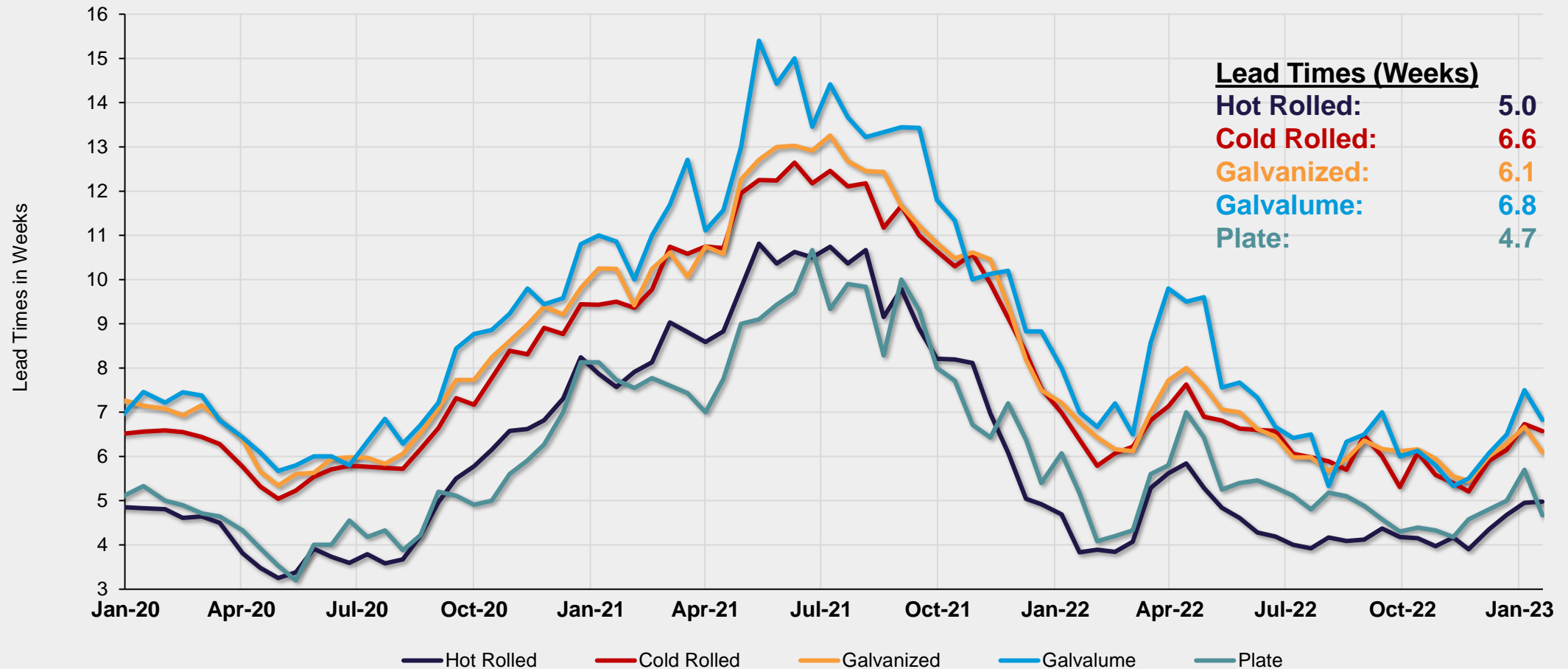
Steel Buyers Future Sentiment

Three Month Moving Average at +68.73

SMU Future Steel Buyers Sentiment Index
3-Month Moving Average

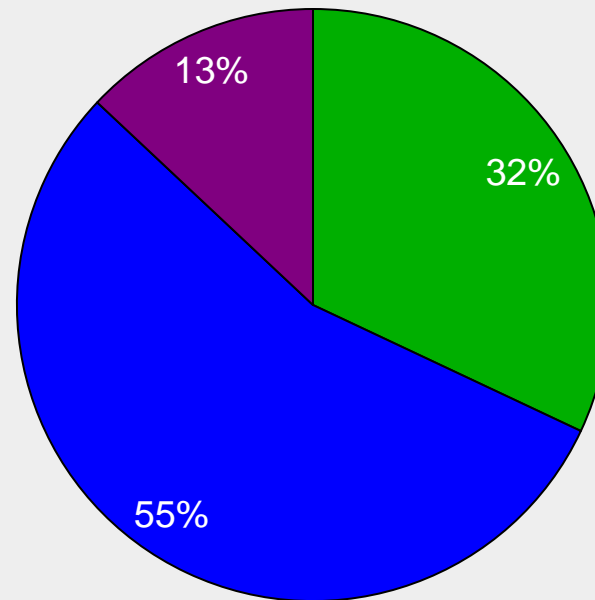


SMU Lead Times Comparison Through January 19, 2023



Two months from now, will lead times be extending, flat, or contracting?

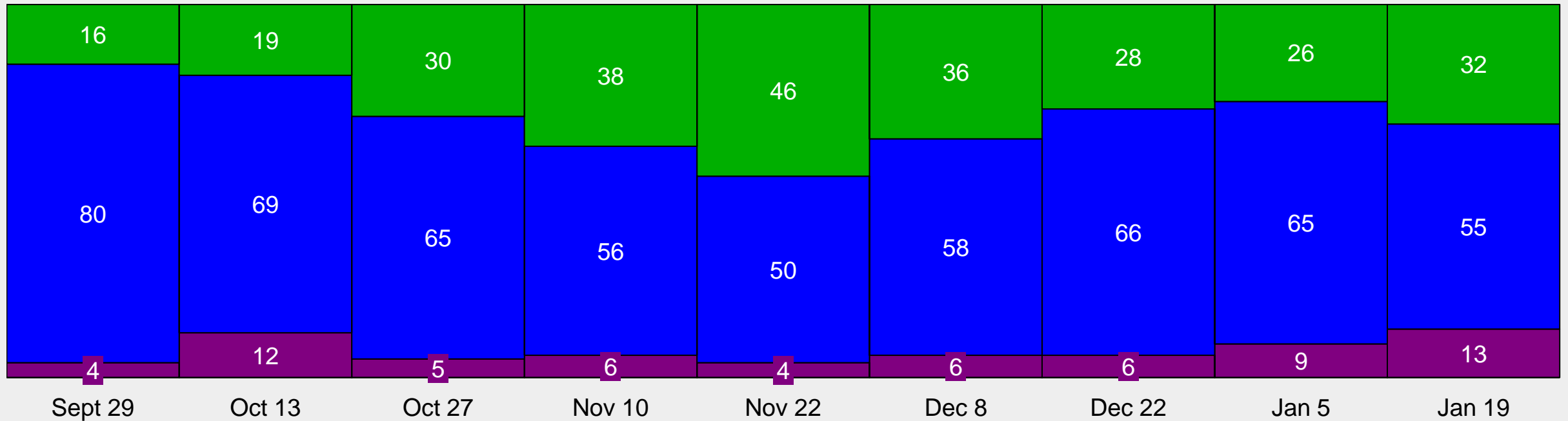
■ Extending ■ Flat ■ Contracting



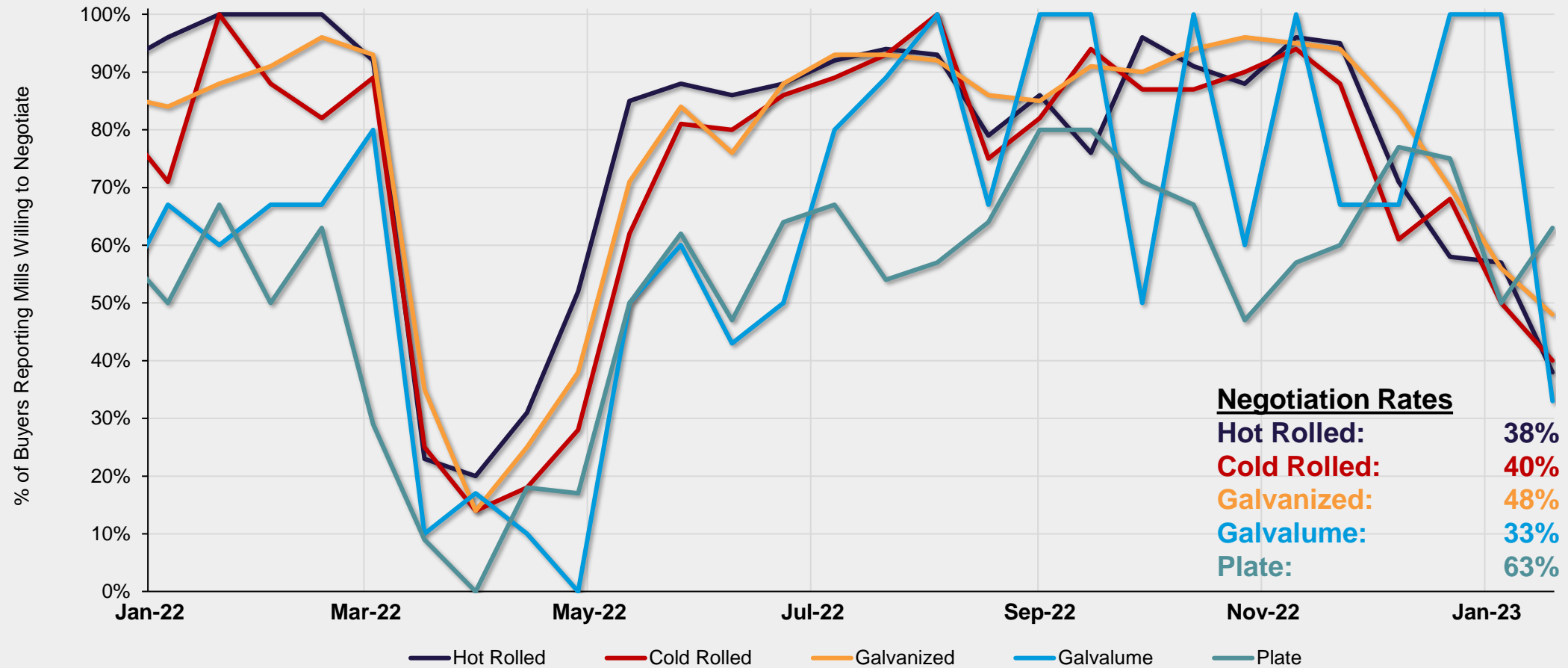
Two months from now, will lead times be extending, flat, or contracting?

Extending Flat Contracting

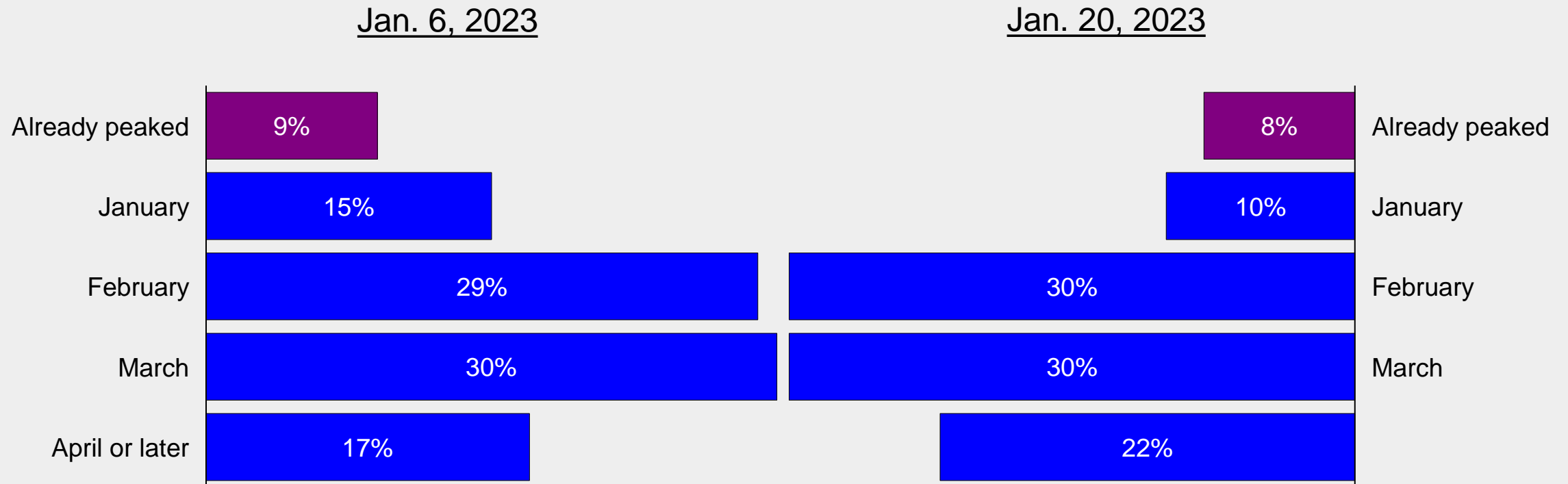
out of 100%



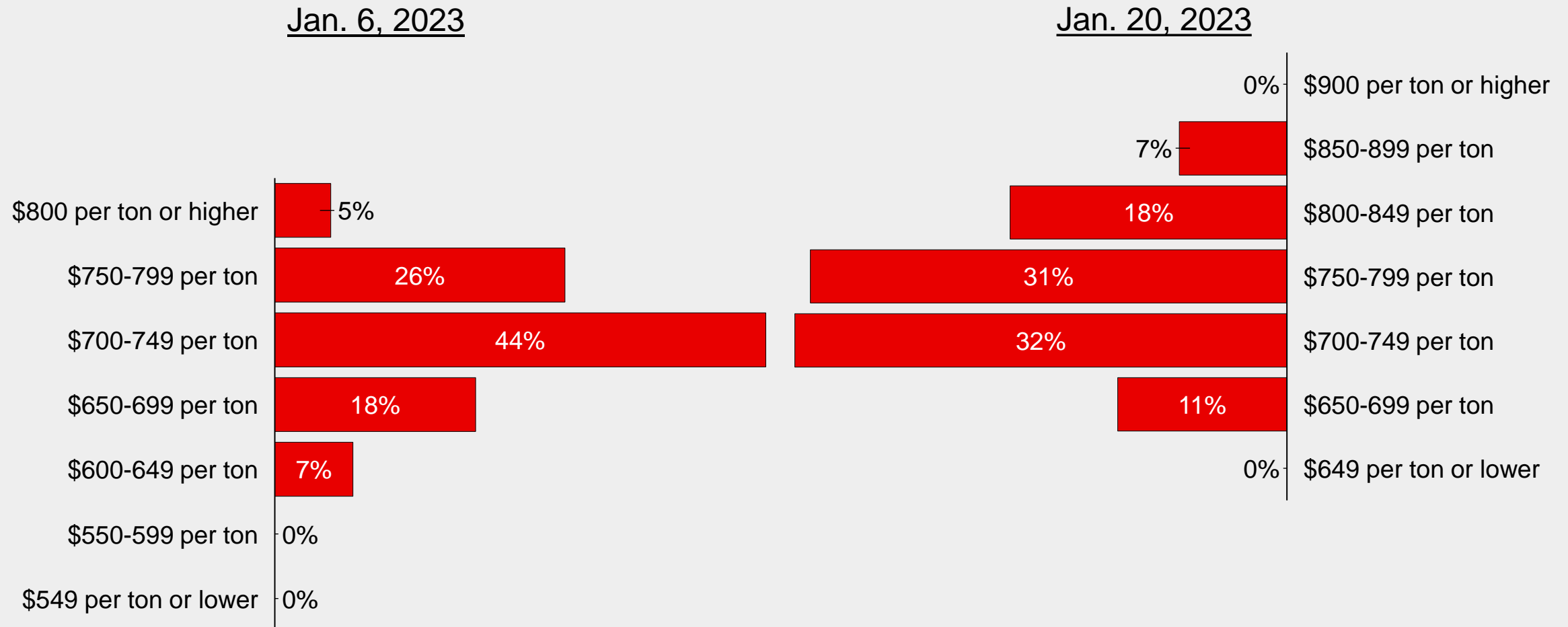
SMU Price Negotiations on New Steel Orders by Product
Through January 19, 2023



When do you think HRC prices will bottom out?



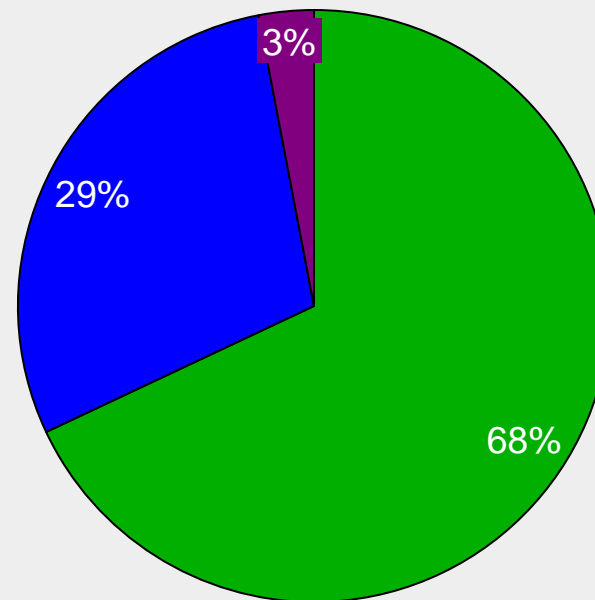
Where do you think HRC prices will be in two months?



Prime scrap prices in February will be:

Up Sideways Down

Jan. 20, 2023

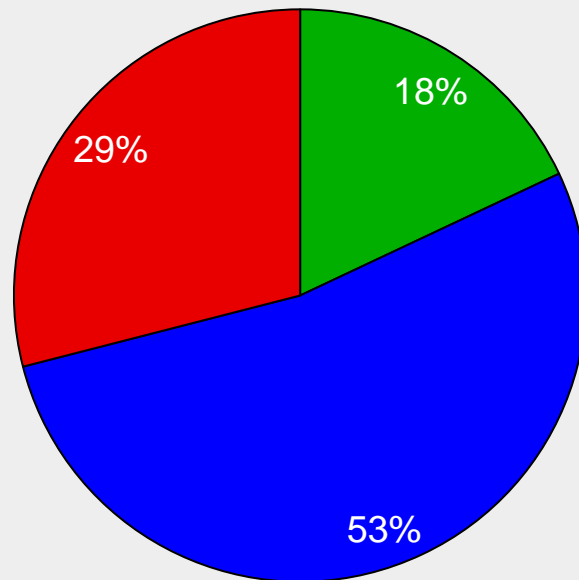


© Steel Market Update 2023

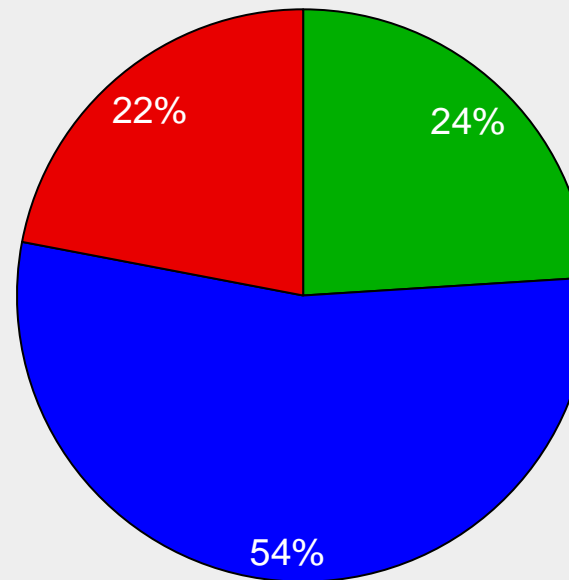
How do you expect your company will perform this month compared to your forecast?

- We will exceed forecast
- We will meet forecast
- We will not meet forecast

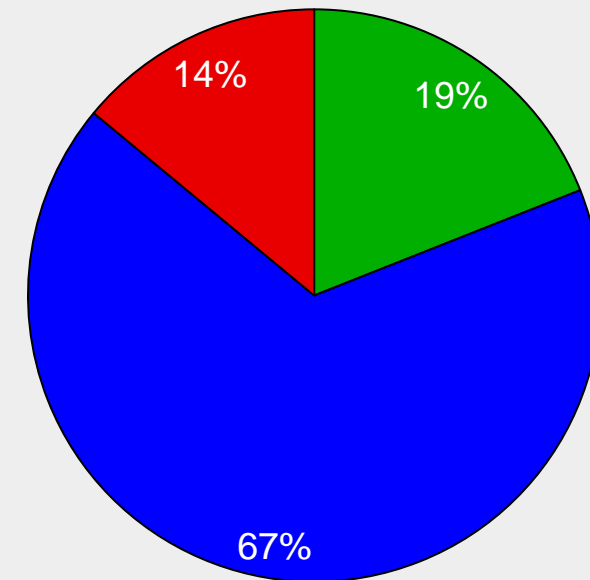
Nov. 22, 2022



Dec. 22, 2022



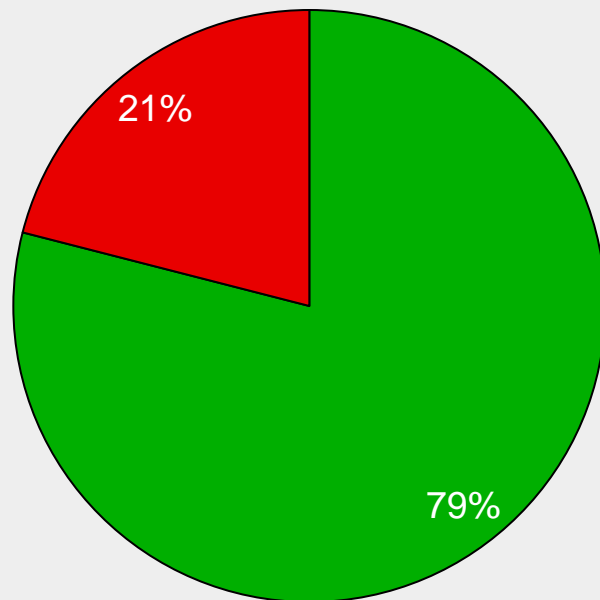
Jan. 20, 2023



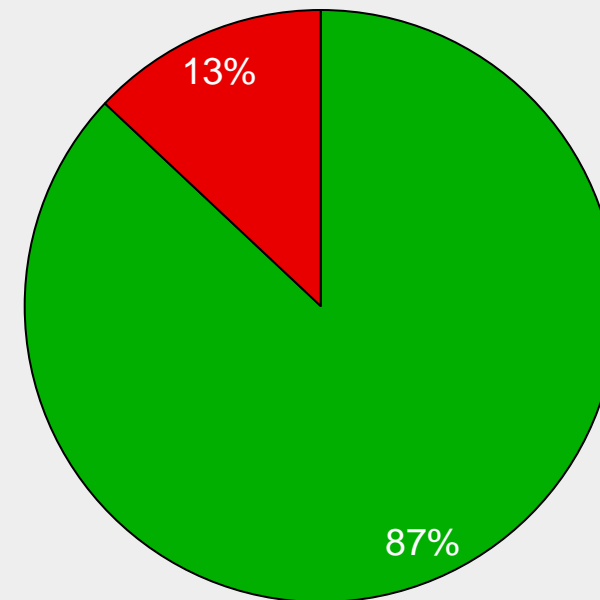
Are you optimistic or pessimistic about your prospects for the first half of 2023?

■ Optimistic
■ Pessimistic

Jan. 6, 2022

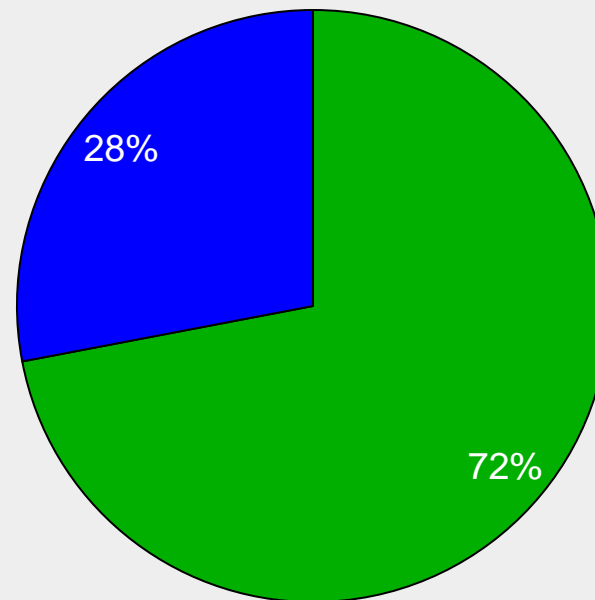


January 20, 2023



Are you an active buyer or on the sidelines?

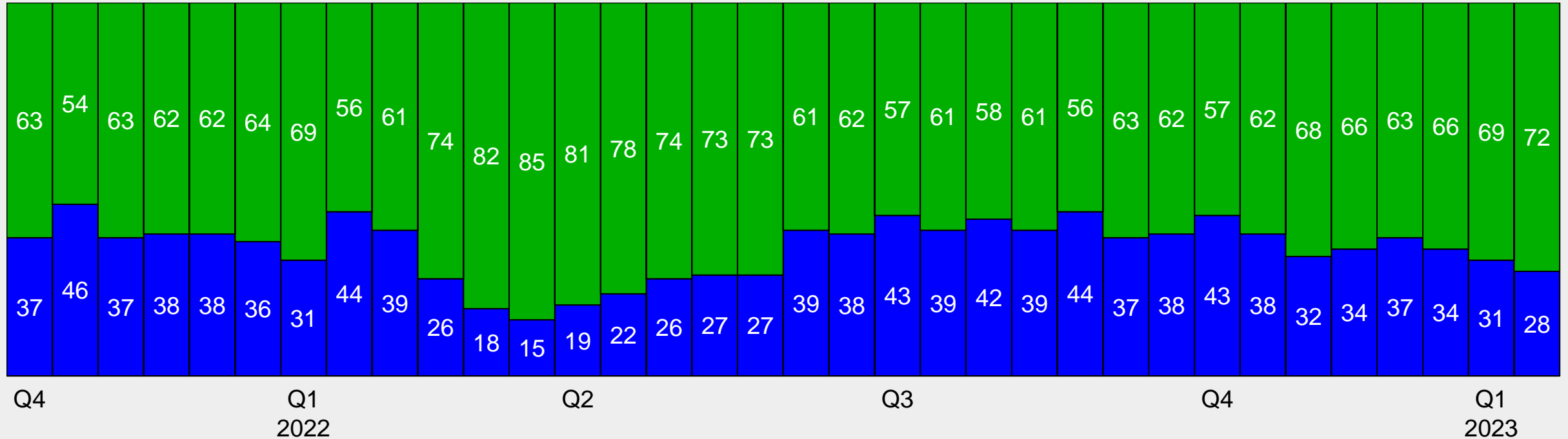
- Active buyer
- On the sidelines



Are you an active buyer or on the sidelines?

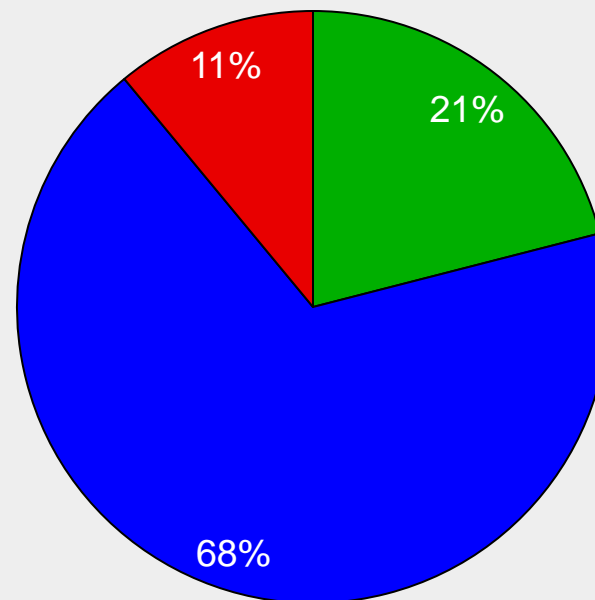
Active buyer
On the sidelines

out of 100%



How are you seeing demand for your products?

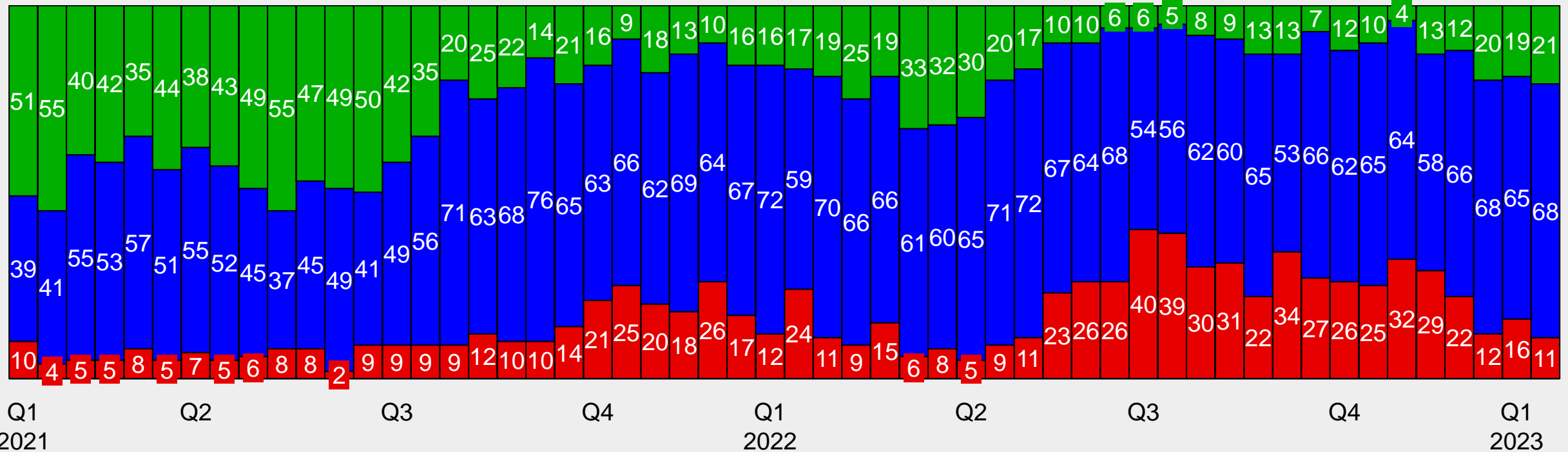
- Improving
- Stable
- Declining



How are you seeing demand for your products?

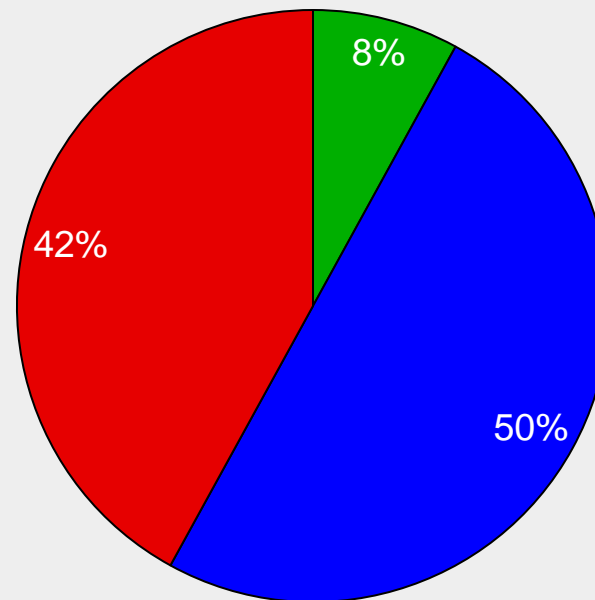
- Improving
- Stable
- Declining

out of 100%



Manufacturers: Is your company buying more, less or the same amount of flat-rolled steel compared to one year ago?

More Same Less

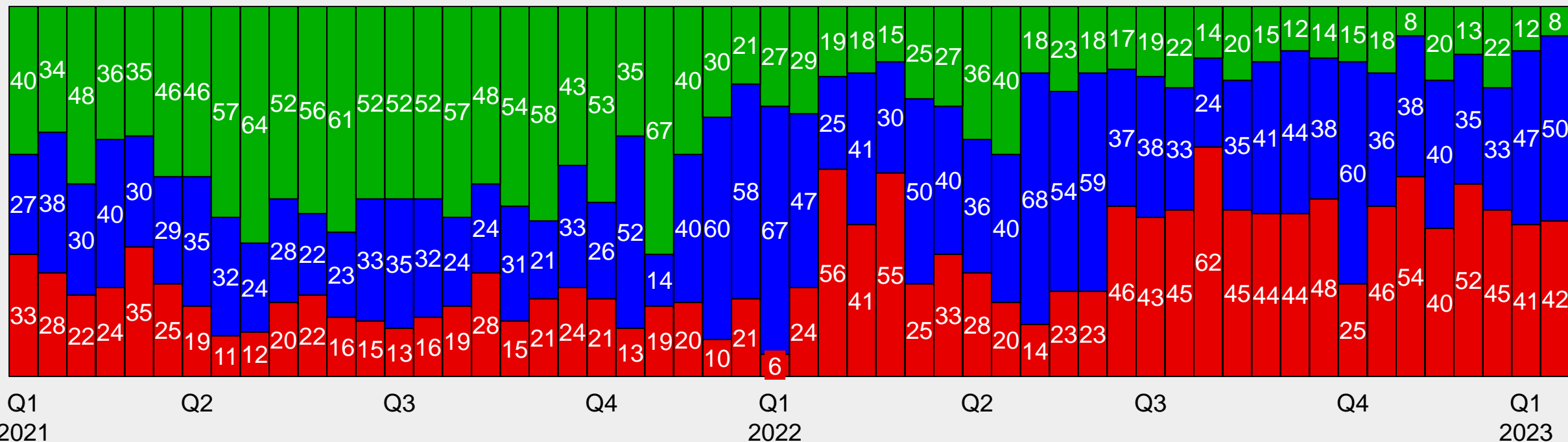


© Steel Market Update 2023

Manufacturers: Is your company buying more, less or the same amount of flat-rolled steel compared to one year ago?

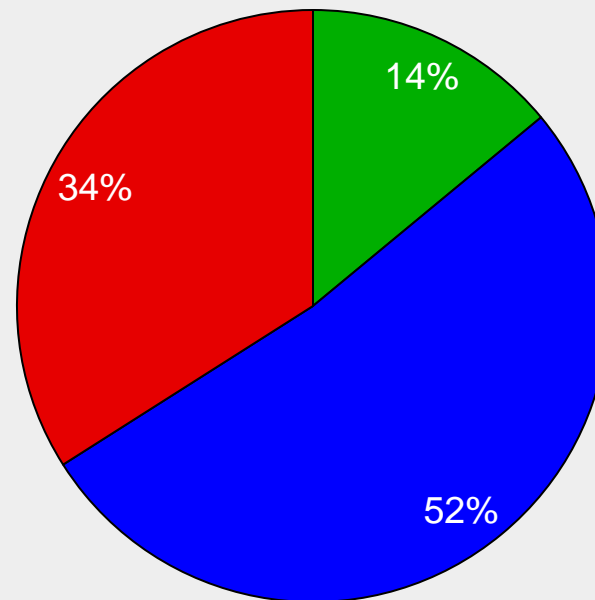
More Same Less

out of 100%



Service Centers: How do you see your customer releases (demand) for your products compared to one year ago?

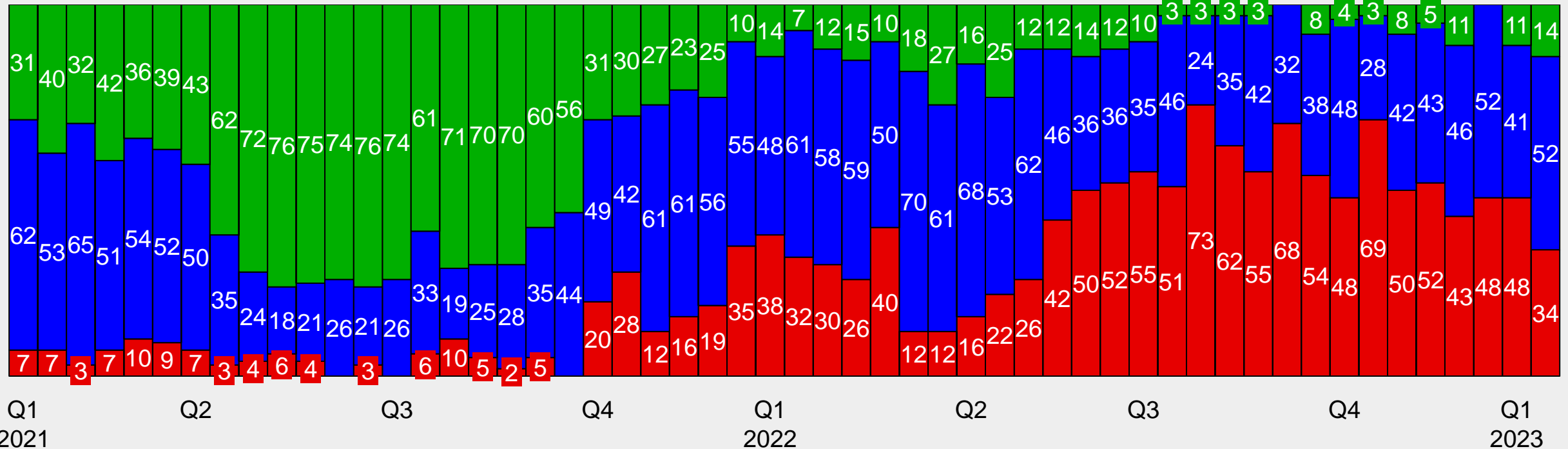
- Releasing more steel
- Releasing the same amount of steel
- Releasing less steel



Service Centers: How do you see your customer releases (demand) for your products compared to one year ago?

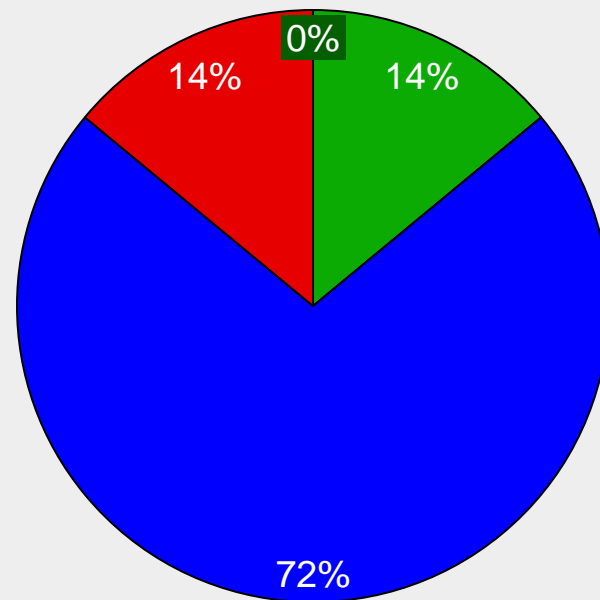
- Releasing more steel
- Releasing the same amount of steel
- Releasing less steel

out of 100%

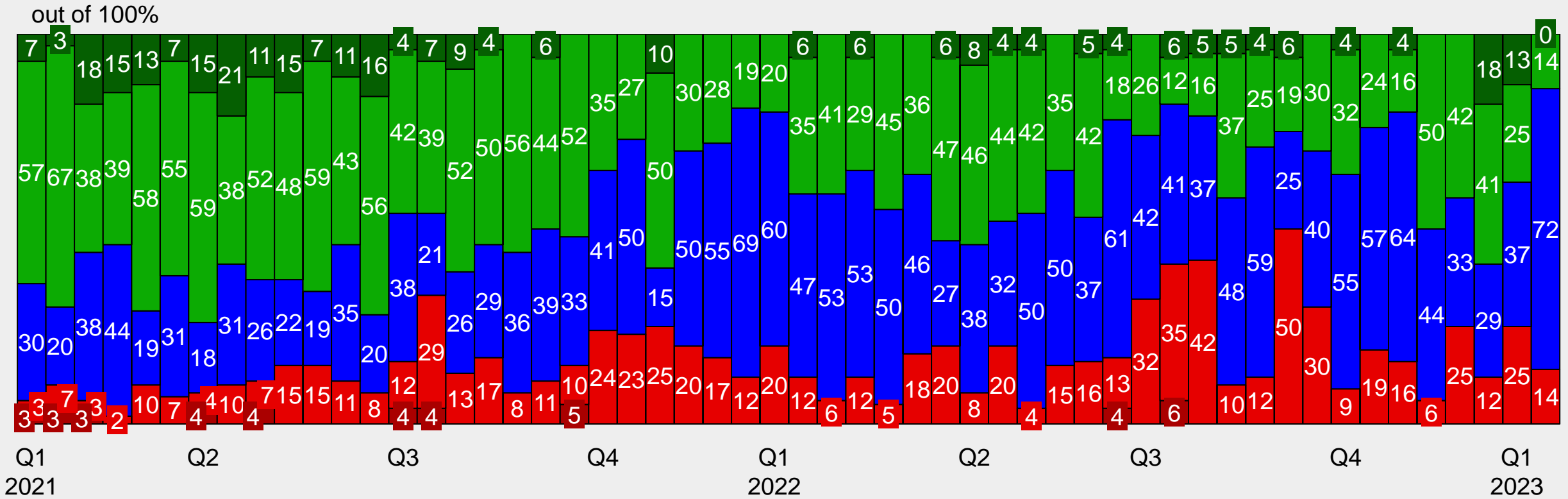
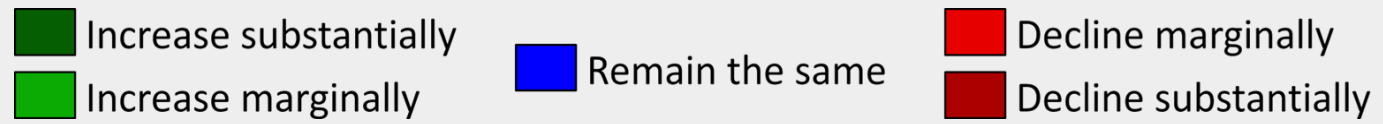


Manufacturers: Demand for your products will _____
over the next 3 months based on current order flows.

- Increase substantially
- Increase marginally
- Remain the same
- Decline marginally
- Decline substantially



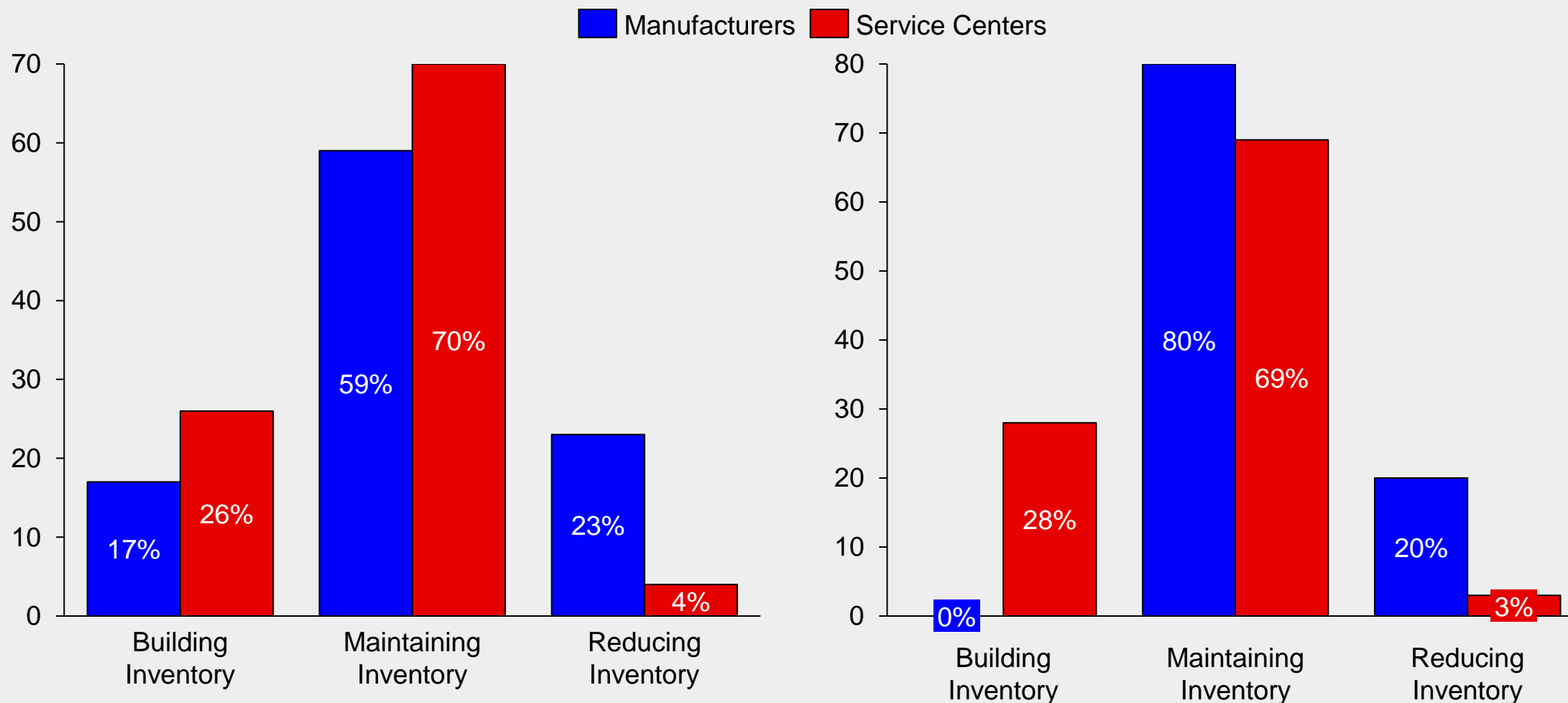
Manufacturers: Demand for your products will _____ over the next 3 months based on current order flows.



Manufacturer and Service Center Inventory Buying Patterns

Jan. 6, 2023

Jan. 20, 2023

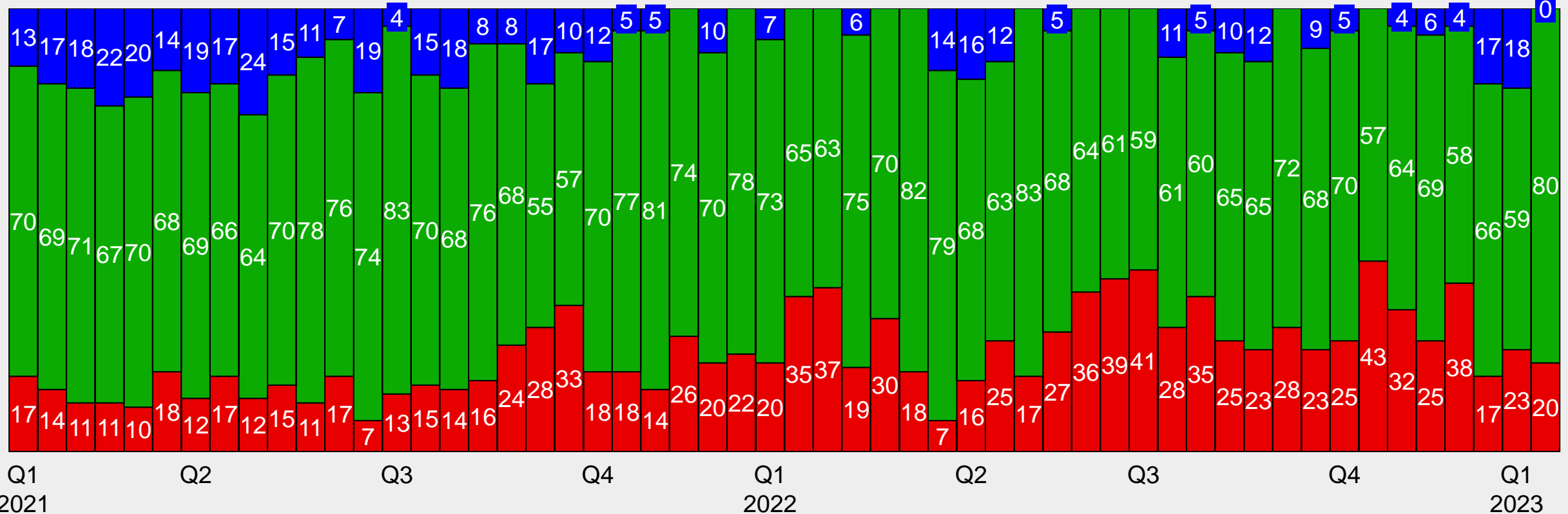


Manufacturer Inventory Buying History

Manufacturers: Is your company building, reducing or maintaining its flat-rolled steel inventory?

■ Building Inventory
 ■ Maintaining Inventory
 ■ Reducing Inventory

out of 100%

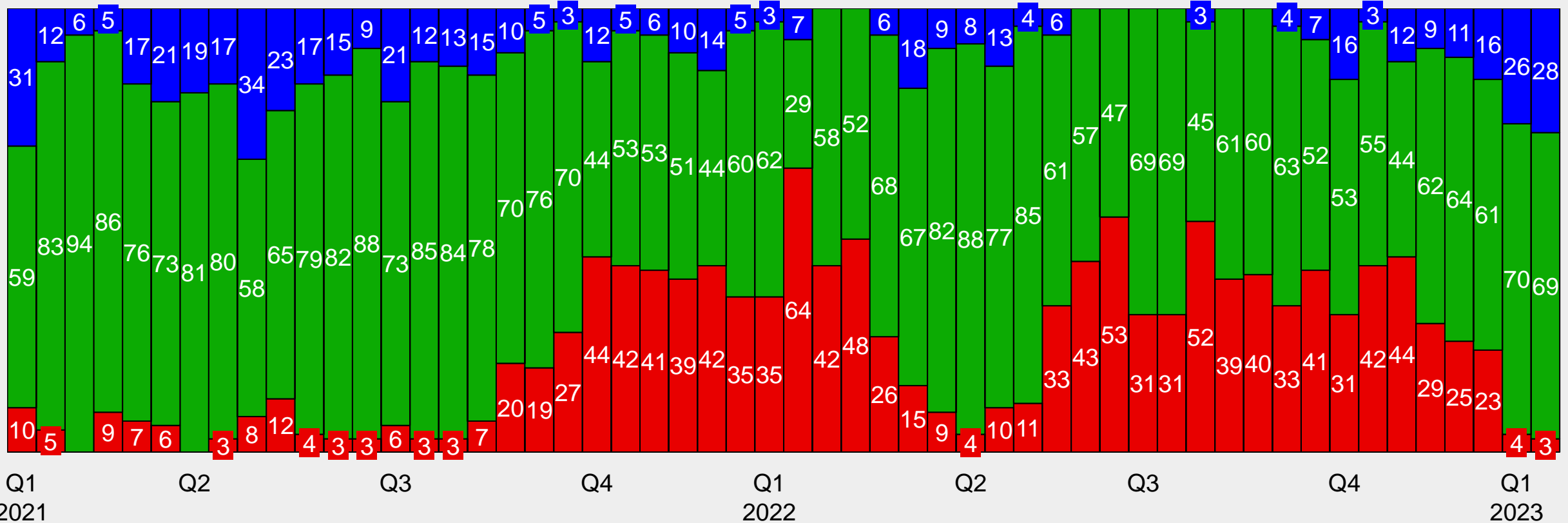


Service Center Inventory Buying History

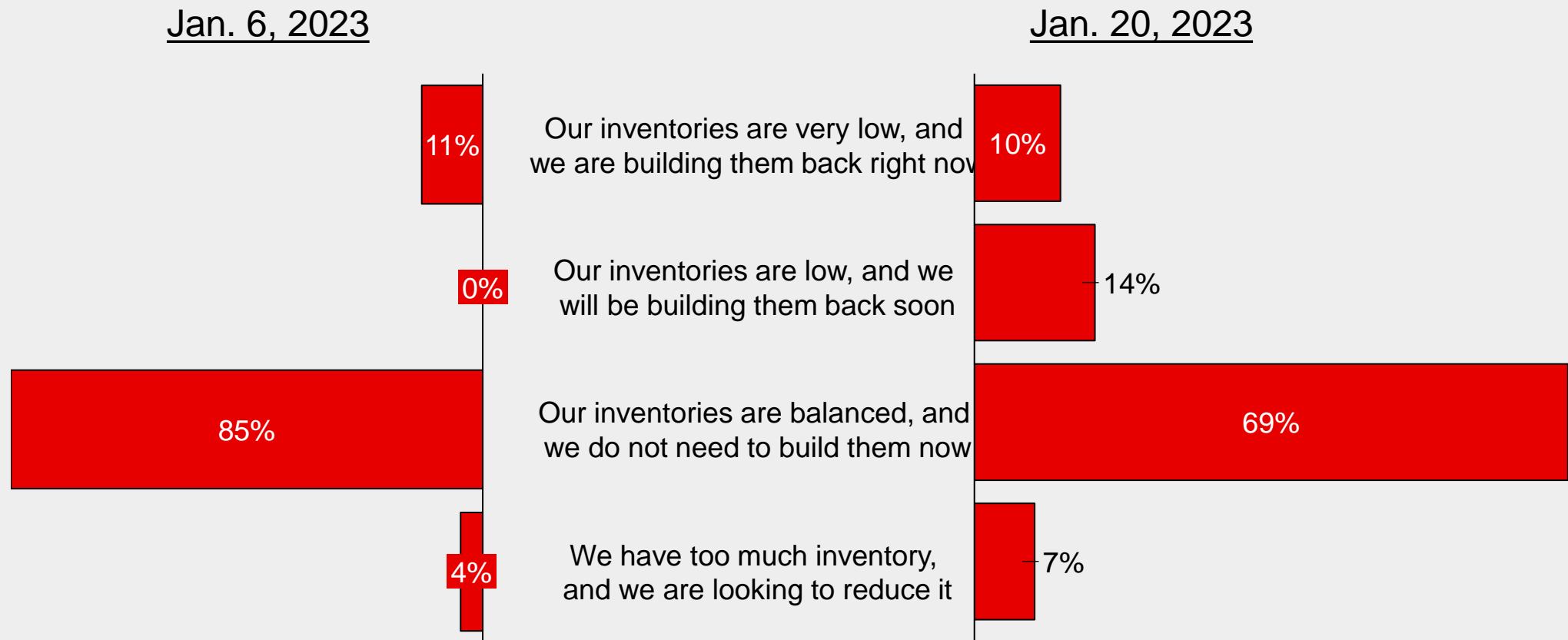
Service Centers: Is your company building, reducing or maintaining its flat-rolled steel inventory?

■ Building Inventory
 ■ Maintaining Inventory
 ■ Reducing Inventory

out of 100%

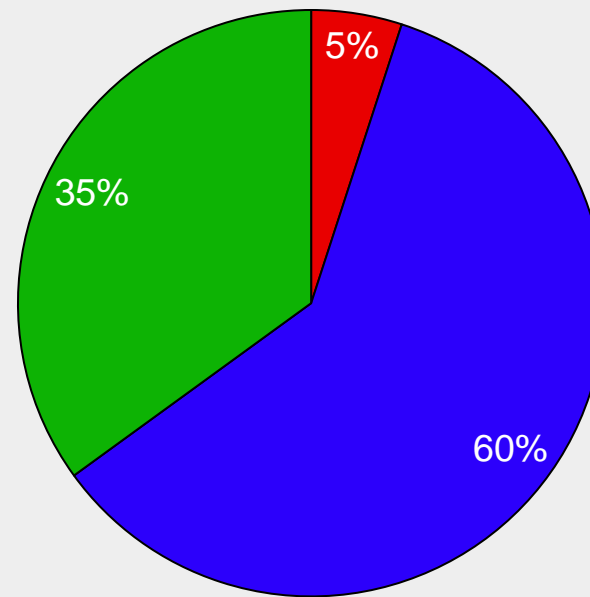


Service Centers: Does your company need to rebuild flat-rolled inventories, or are you comfortable with your floor stock?



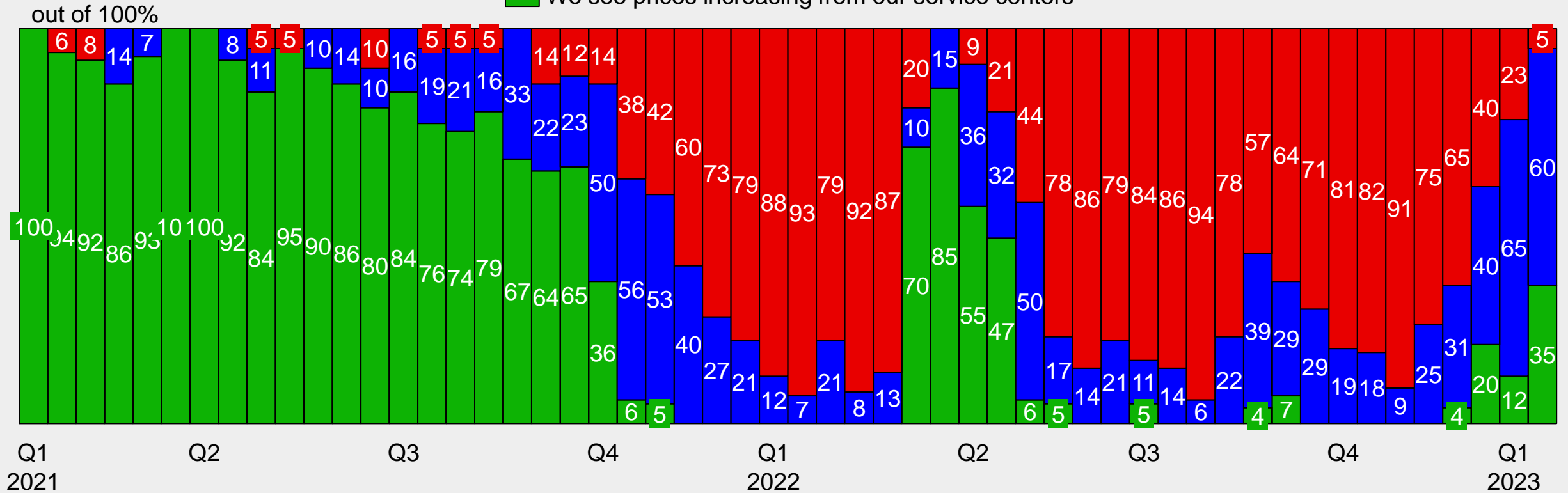
Manufacturers: Which comment do you feel is representative of service center pricing right now compared to two weeks ago?

- We see prices decreasing from our service centers
- We see stable prices from our service centers
- We see prices increasing from our service centers



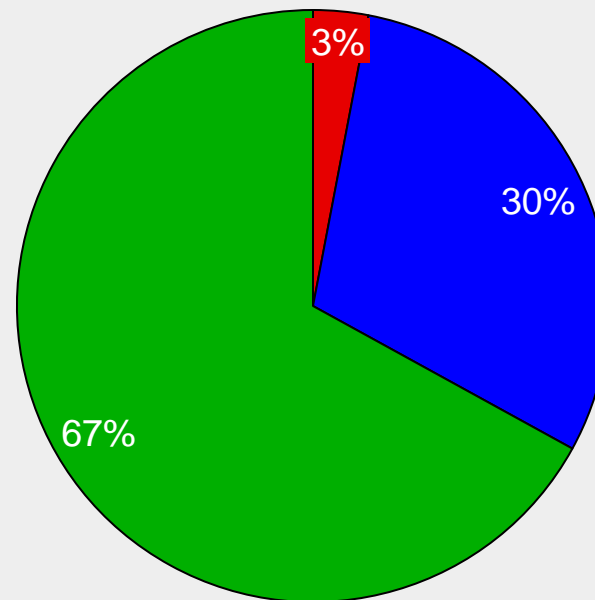
Manufacturers: Which comment do you feel is representative of service center pricing right now compared to two weeks ago?

- We see prices decreasing from our service centers
- We see stable prices from our service centers
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Service Centers: Compared to two weeks ago, how is your company handling spot pricing to your customers?

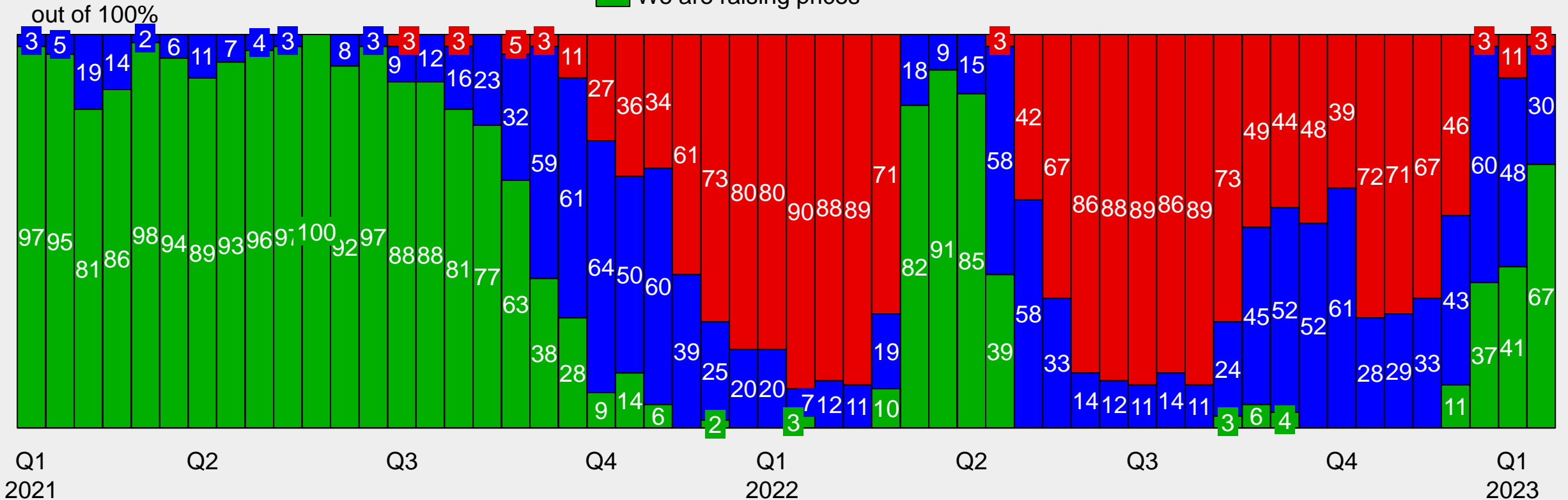
- We are lowering prices
- We are keeping prices the same
- We are raising prices



Service Center View of Selling Prices History

Service Centers: Compared to two weeks ago, how is your company handling spot pricing to your customers?

- We are lowering prices
- We are keeping prices the same
- We are raising prices

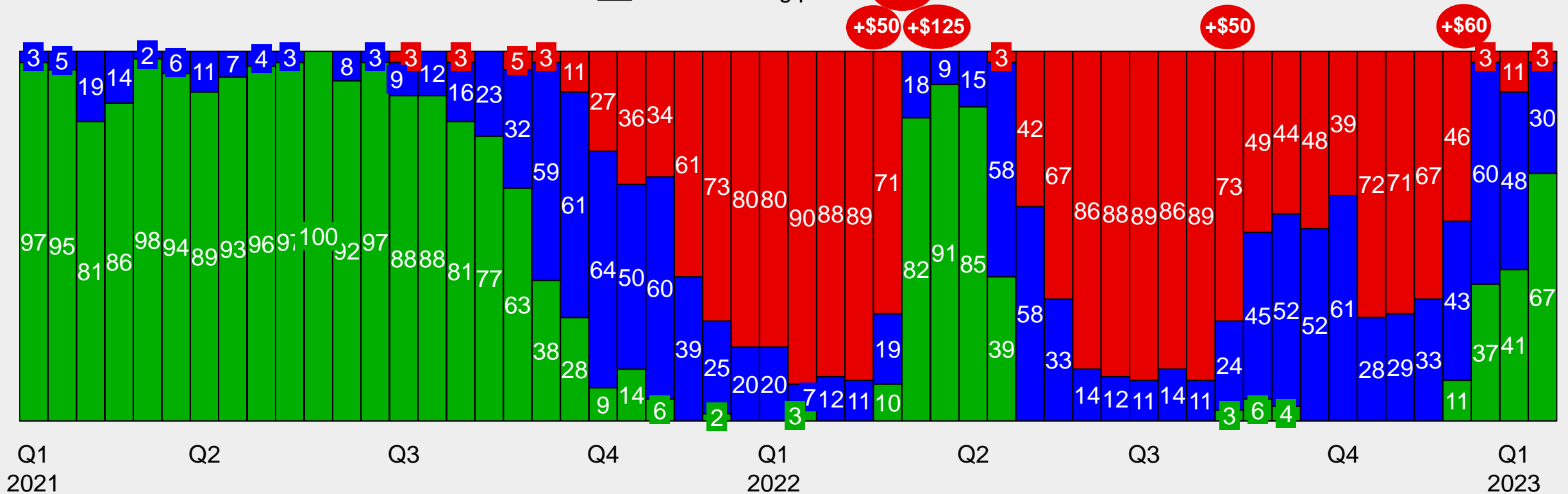


Service Center View of Selling Prices History

Service Centers: Compared to two weeks ago, how is your company handling spot pricing to your customers?

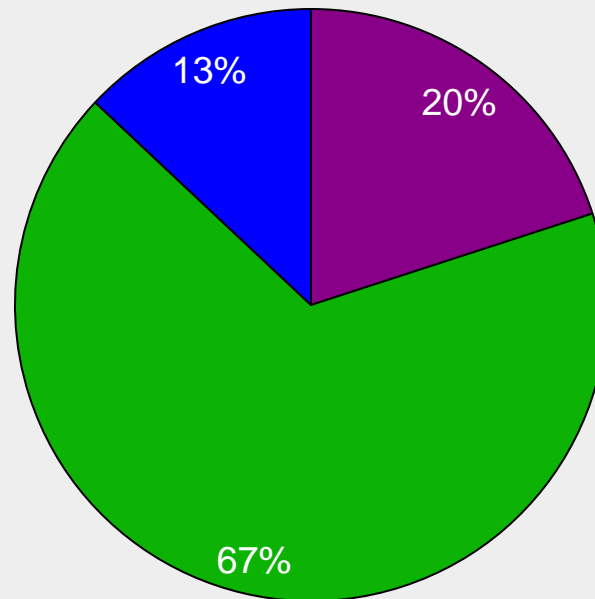
Historical Nucor Flat Rolled Price Increase Announcements

- We are lowering prices
- We are keeping prices the same
- We are raising prices



Service Centers: Are your manufacturing customers increasing orders, keeping them the same or reducing orders?

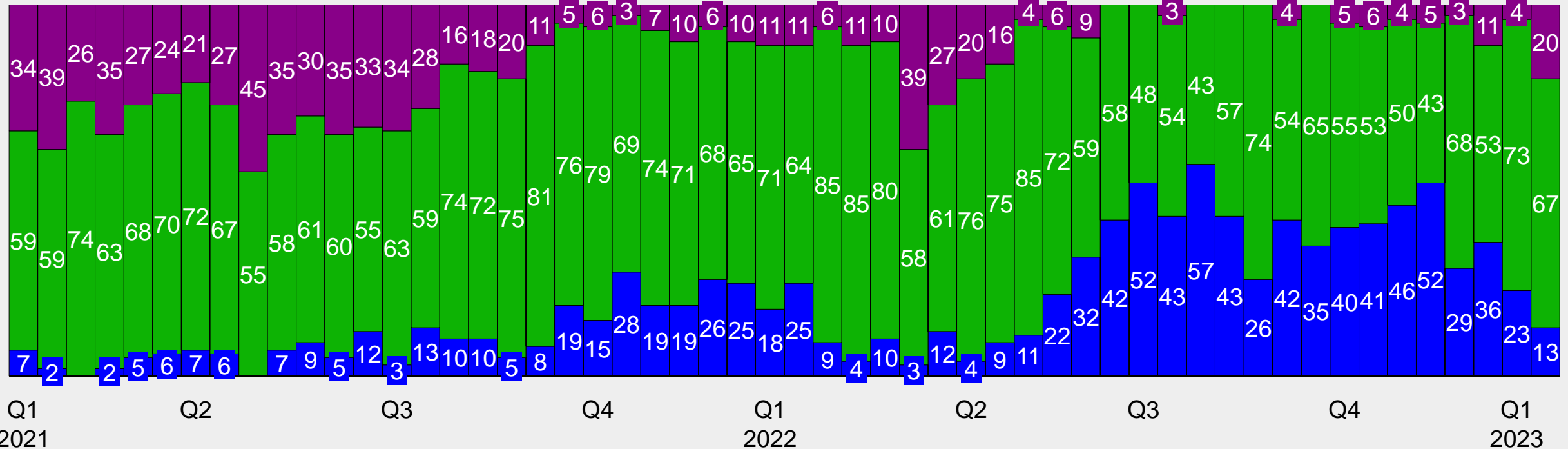
- Our manufacturing customers are increasing orders
- Our manufacturing customers are maintaining their orders
- Our manufacturing customers are reducing their orders



Service Centers: Are your manufacturing customers increasing orders, keeping them the same or reducing orders?

- Our manufacturing customers are increasing orders
- Our manufacturing customers are maintaining their orders
- Our manufacturing customers are reducing their orders

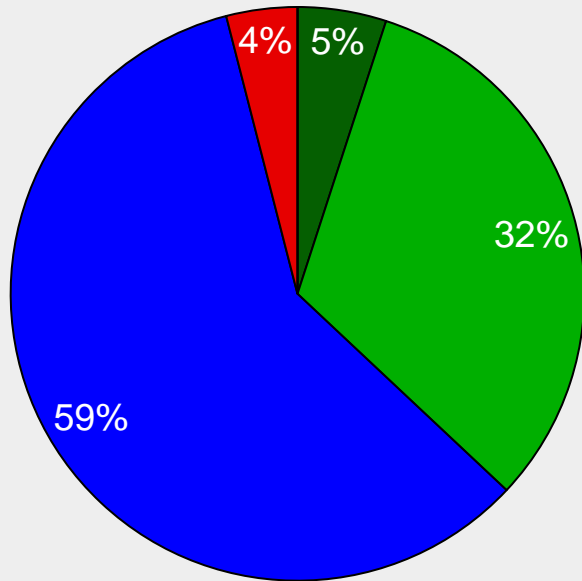
out of 100%



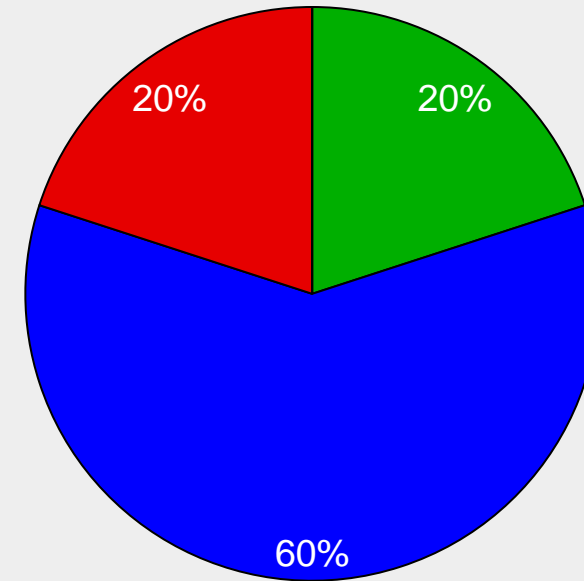
How would you describe domestic mill lead times for new orders placed right now?

- Extremely short
- Shorter than normal
- Normal
- Slightly longer than normal
- Highly extended

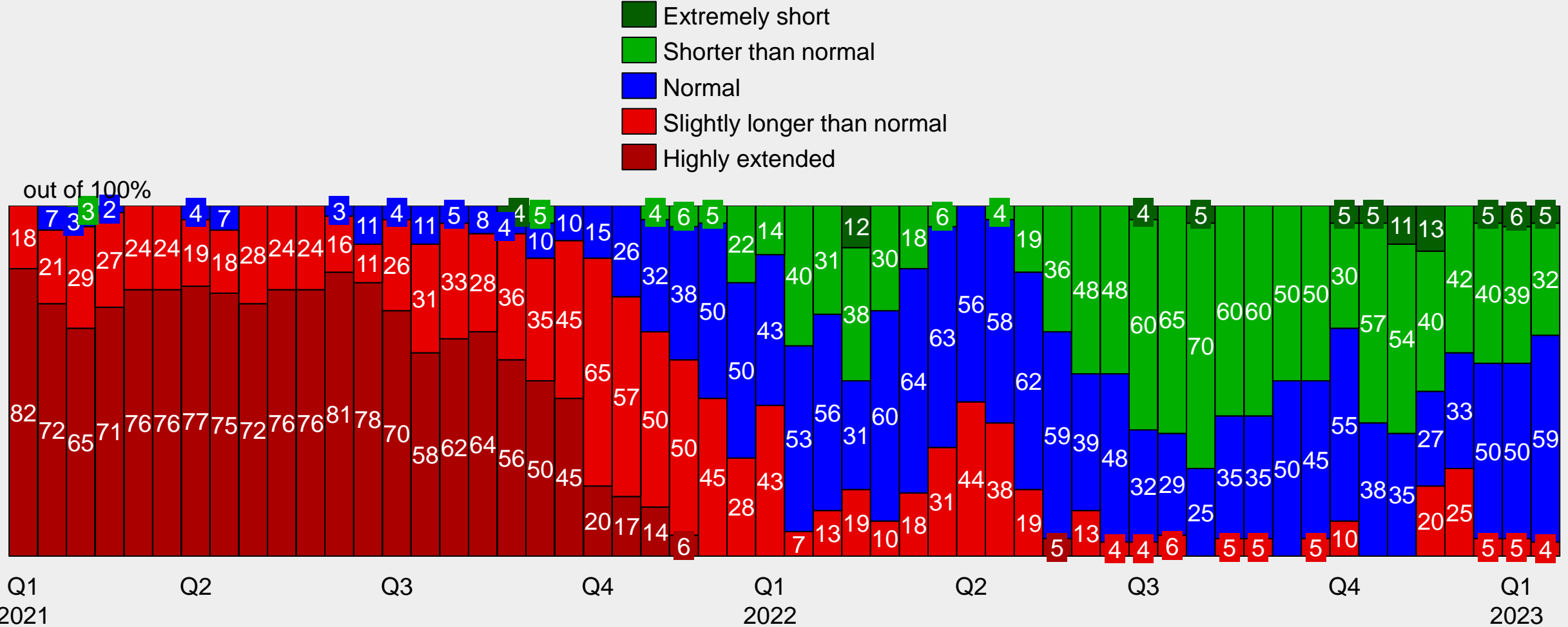
Manufacturers



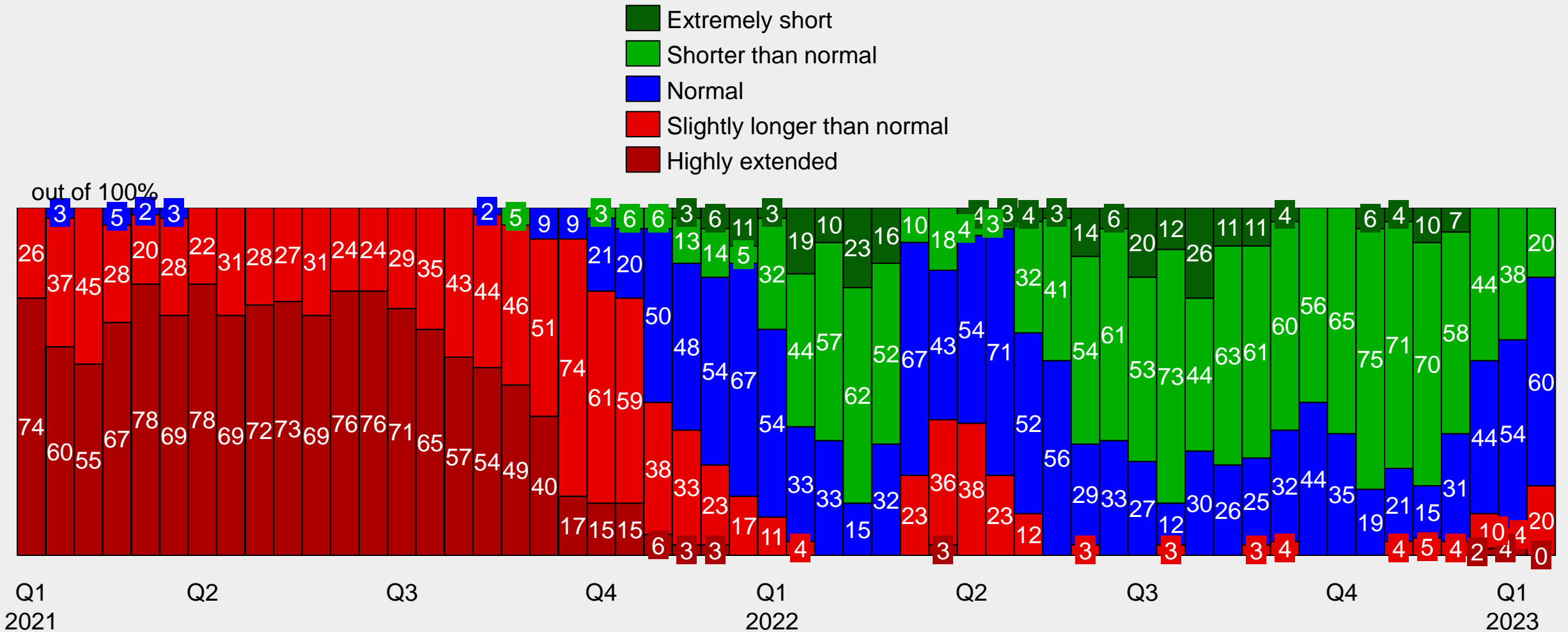
Service Centers



Manufacturers: How would you describe domestic mill lead times for new orders placed right now?



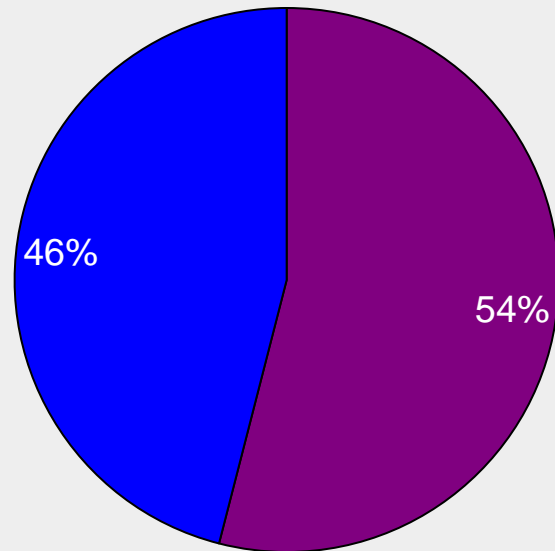
Service Centers: How would you describe domestic mill lead times for new orders placed right now?



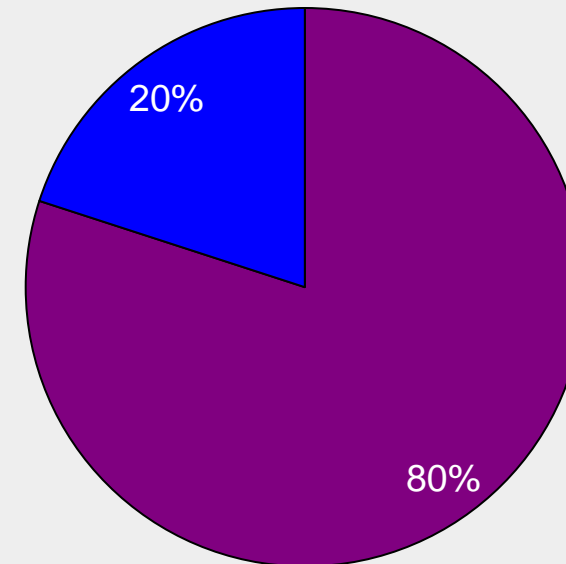
Does your company buy foreign (offshore) steel?

■ Yes ■ No

Manufacturers



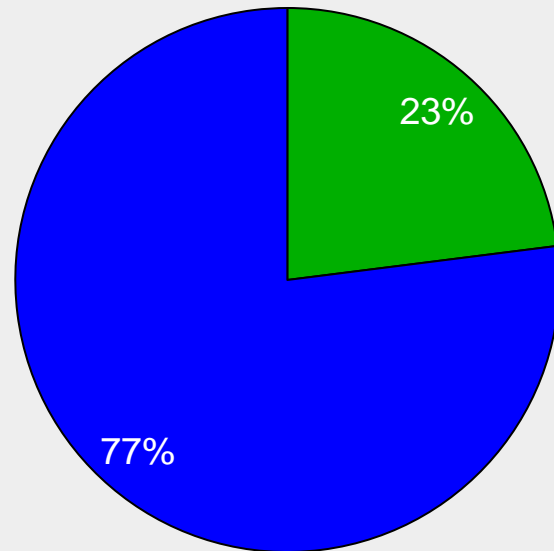
Service Centers



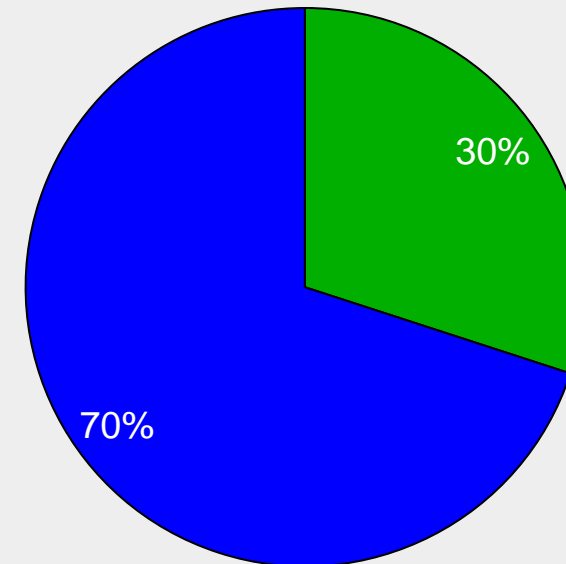
Are you buying new orders of foreign steel for future delivery?

Yes No

Manufacturers



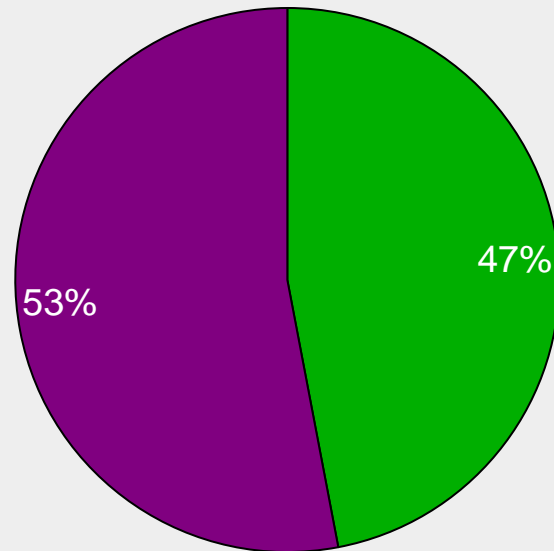
Service Centers



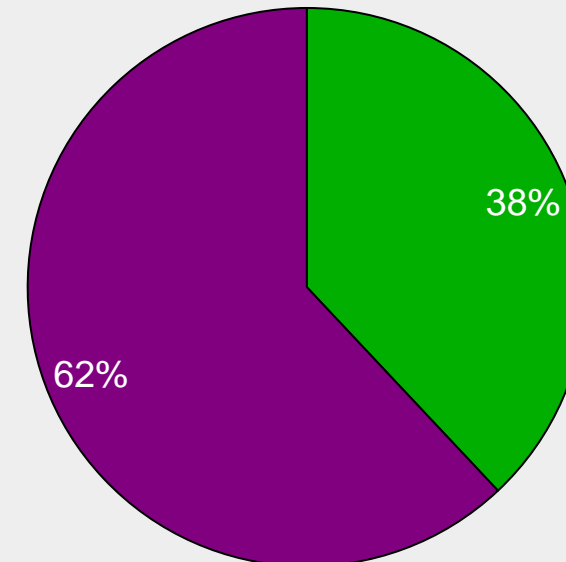
Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

Yes No

Manufacturers



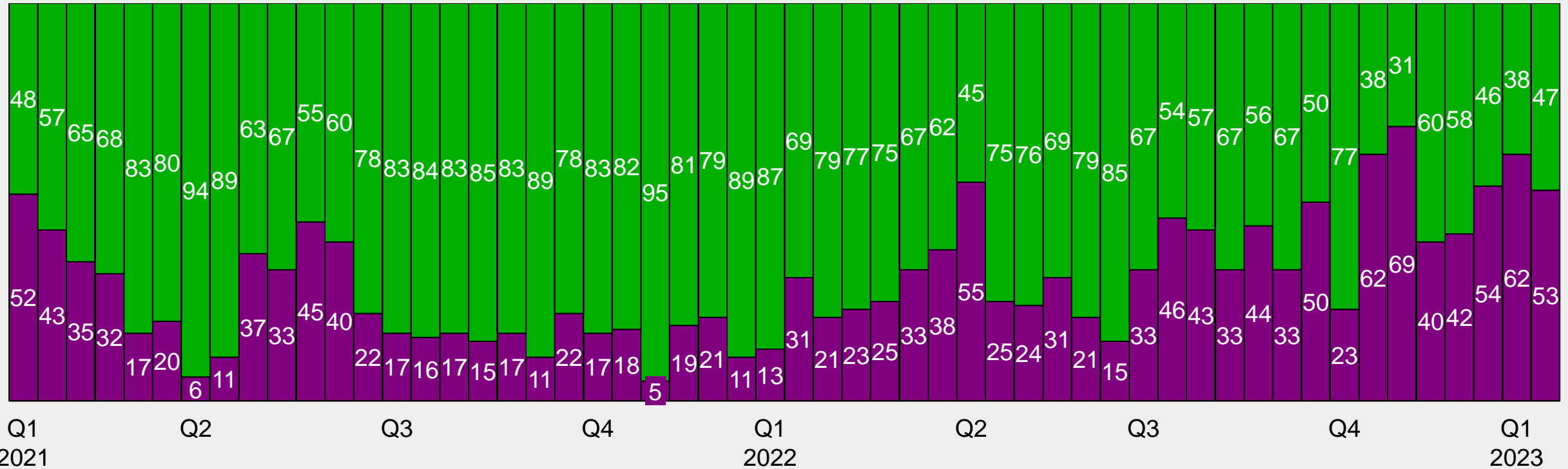
Service Centers



Manufacturers: Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

Yes No

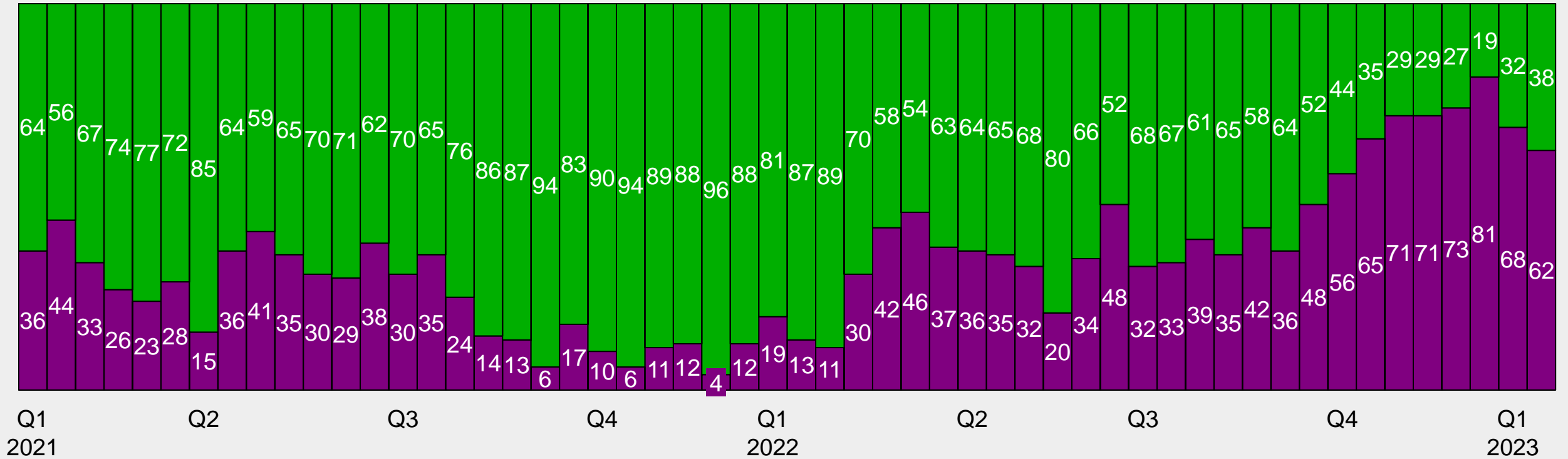
out of 100%



Service Centers: Are your foreign steel suppliers quoting you competitive prices for new orders for future delivery?

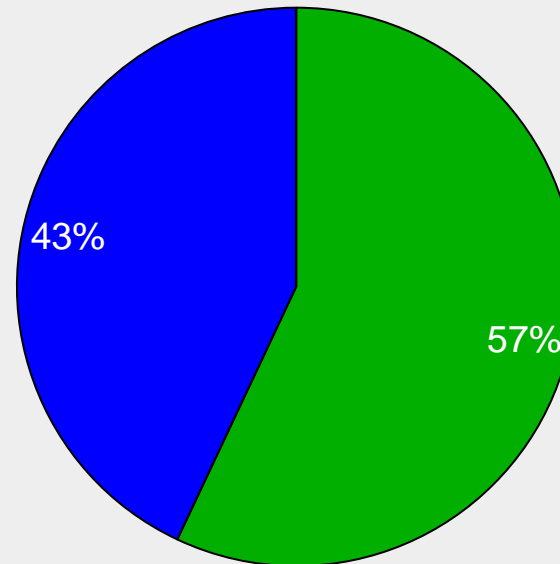
Yes No

out of 100%



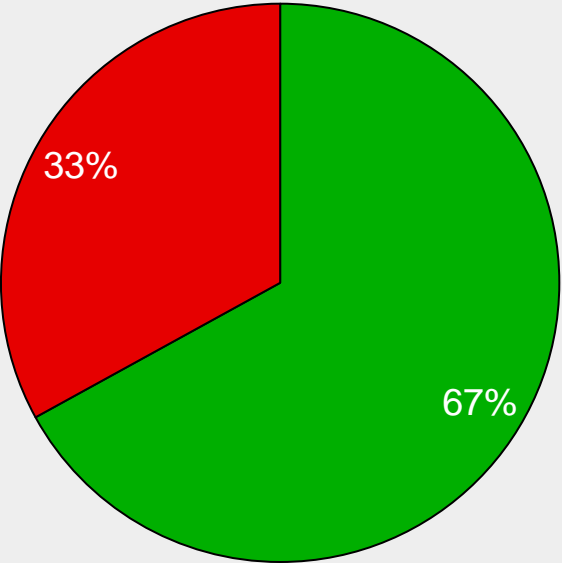
The current order book at your mill is better or worse than last month?*

- Better
- Same
- Worse



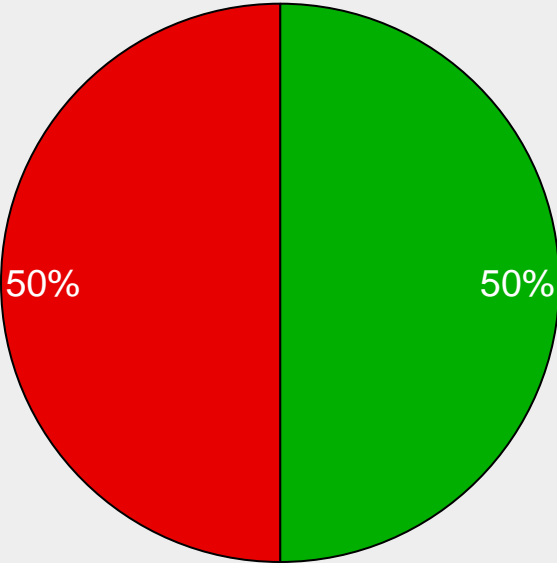
Are you seeing an increase or decrease in orders from your North American buyers?*

■ Increase
■ Decrease



Are foreign products attractive to US buyers?*

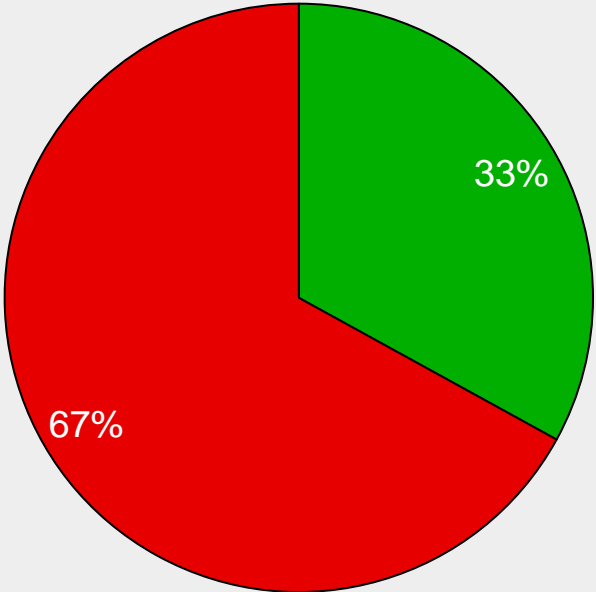
Yes No



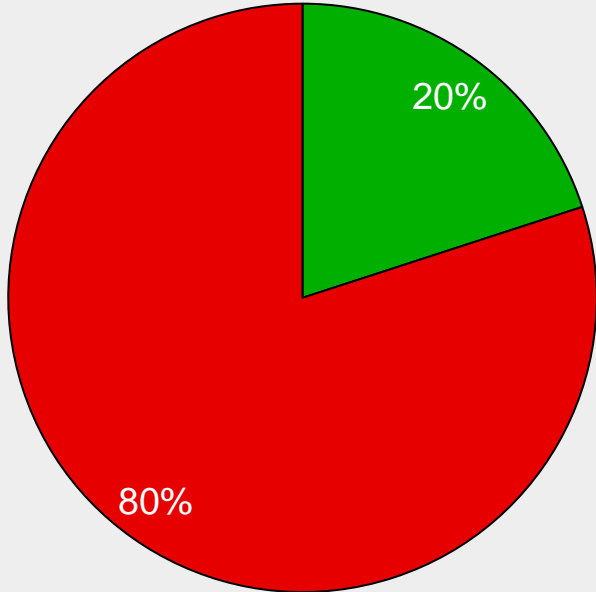
Are you able to offer hot rolled pricing that attracts buyers right now?*

Are you able to offer cold rolled pricing that attracts buyers right now?*

Yes No



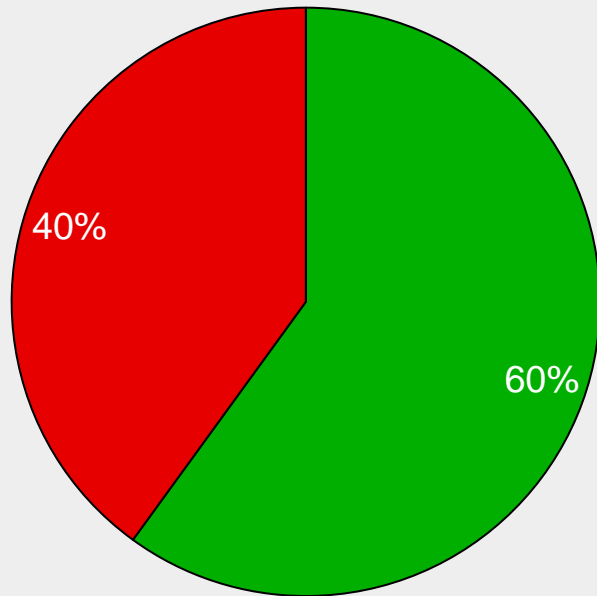
Yes No



*Limited number of responses to this question

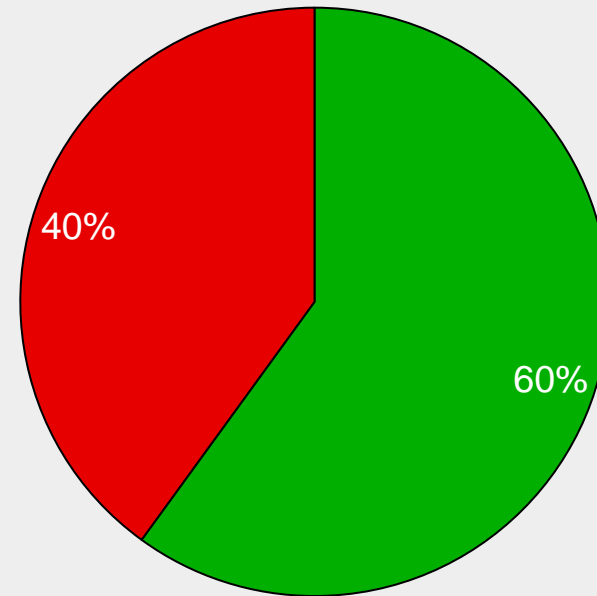
Are your coated prices competitive enough right now to get orders?*

Yes No



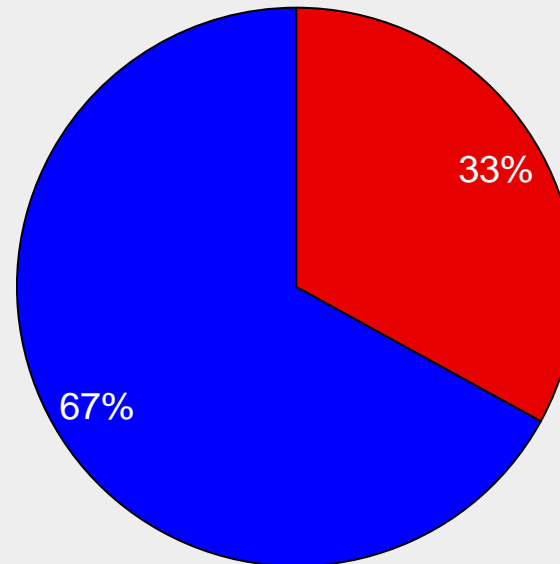
Are you able to offer plate pricing that attracts buyers right now?*

Yes No



Has your business seen a change in demand this month compared to last month?*

- Yes - Increase in demand
- Yes - Decline in demand
- No - Steady demand

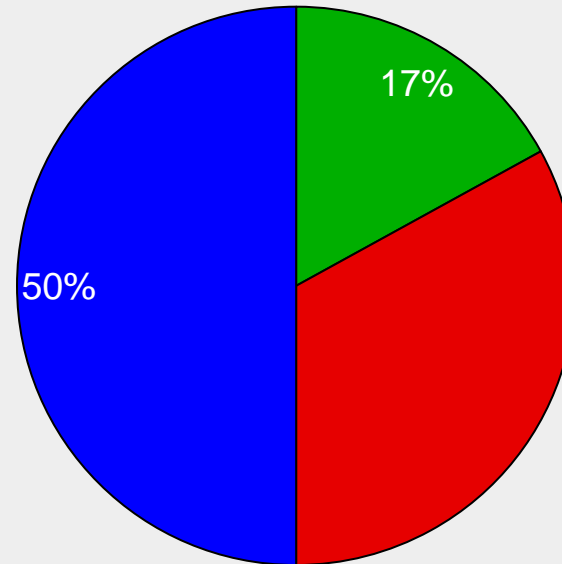


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*Limited number of responses to this question

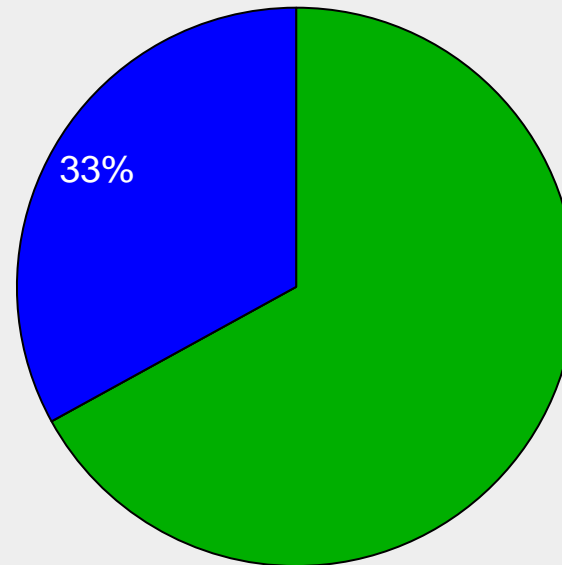
Will business levels be better, worse, or stable in the next 3-6 months?*

- Better
- Worse
- Stable

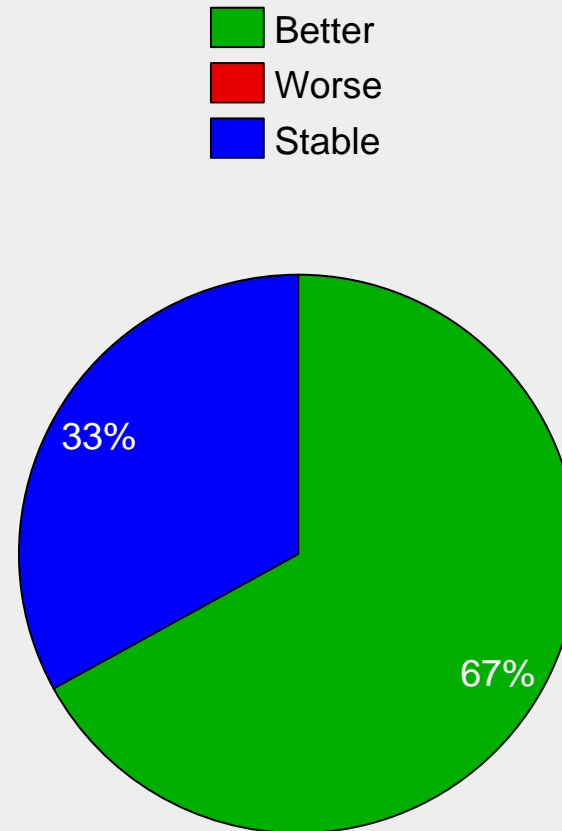


Are business levels better, worse or the same compared to last month?*

- Better
- Worse
- Same



Will business levels be better, worse, or stable in the next 3-6 months?*



Questions?

If you have any questions regarding the information presented here, please contact us at info@SteelMarketUpdate.com.

We always appreciate referrals. Tell your friends, suppliers, and customers to sign up for a free trial. Contact Lindsey Fox at Lindsey@SteelMarketUpdate.com or (724) 313-7748.

A large, circular industrial furnace, likely a ladle, is shown from a high-angle perspective. The interior is filled with bright orange and yellow molten metal, which is glowing intensely. The furnace's rim is dark and appears to be made of refractory material. The background is dark and industrial, with some structural elements visible.

**Look for our next survey
the week of January 30, 2023**

**Don't just read our data, see your company's experience reflected in it.
Contact Info@SteelMarketUpdate.com for participation information**



STEEL MARKET UPDATE

part of the  Group

When you need answers...
www.SteelMarketUpdate.com

If you would like to participate in our survey, please
contact David@SteelMarketUpdate.com