

SMU Community Chat

June 23, 2021

Starting at 11 AM Eastern

Michael Cowden, Steel Market Update

Charles Schmitt, SSAB Americas



SteelMarketUpdate.com/Blog/SMU-Community-Chat-Webinars

Steel Market Update



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

Prices – Momentum – Trends – Analysis – with a guarantee

For more information visit www.SteelMarketUpdate.com

2021 Steel Market Update Events

Date	Conference	Status	Venue
July 14	Galvanized Hedging	Virtual	Online
July 20-21	Steel 101	Virtual	Online
August 3-4	Steel Hedging 201	Virtual	Online
August 23-25	SMU Steel Summit	Live	Georgia International Convention Center
September TBD	Steel 201	Virtual	Online

If you would like more information about any of our workshops, you may visit SteelMarketUpdate.com/Events or e-mail our team at Events@SteelMarketUpdate.com



Steel 101 Workshop, Severstal Dearborn 2012

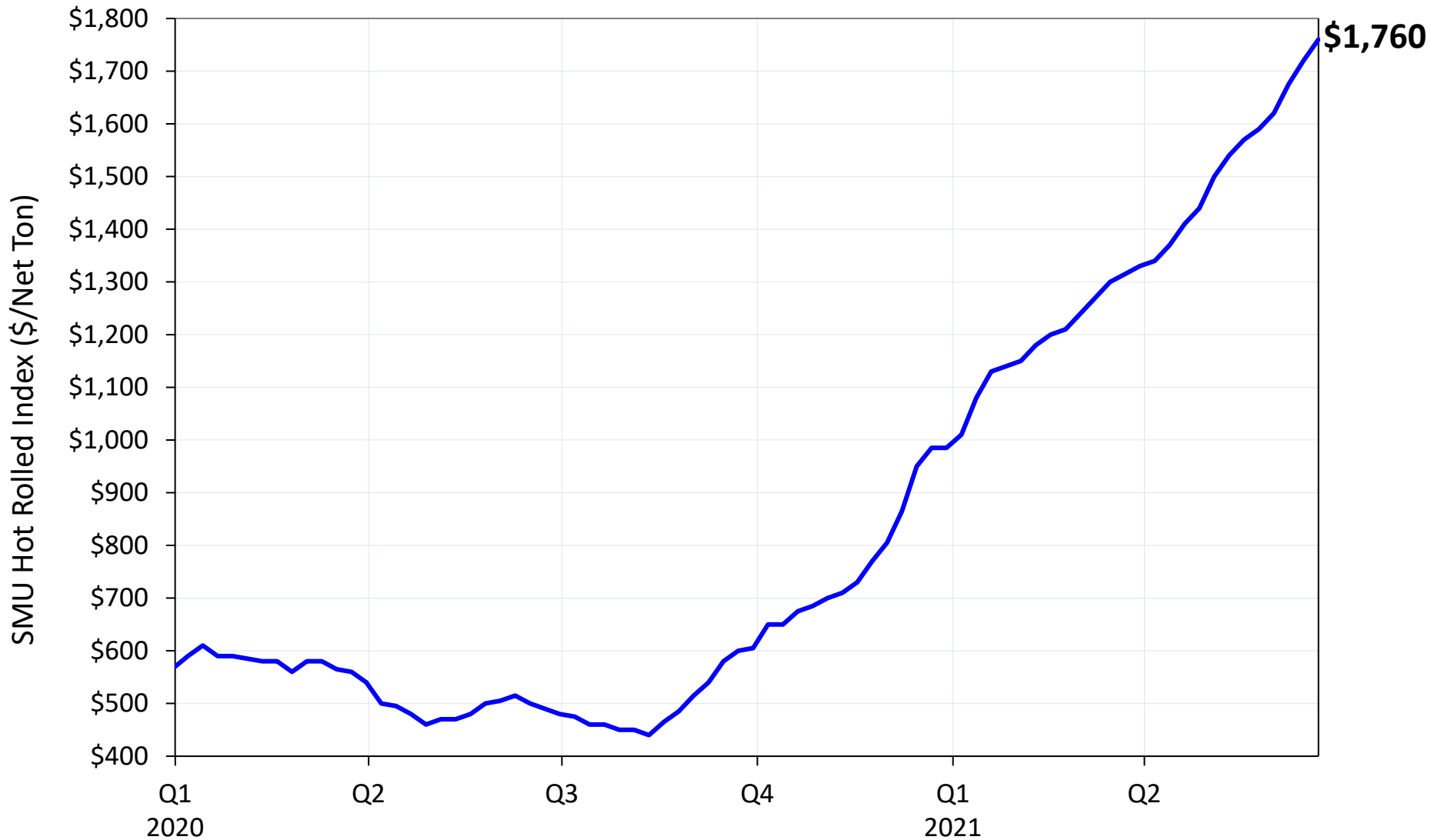
Our goal is to provide quality information to the flat rolled steel industry.

We invite over 600 companies to participate in our surveys.

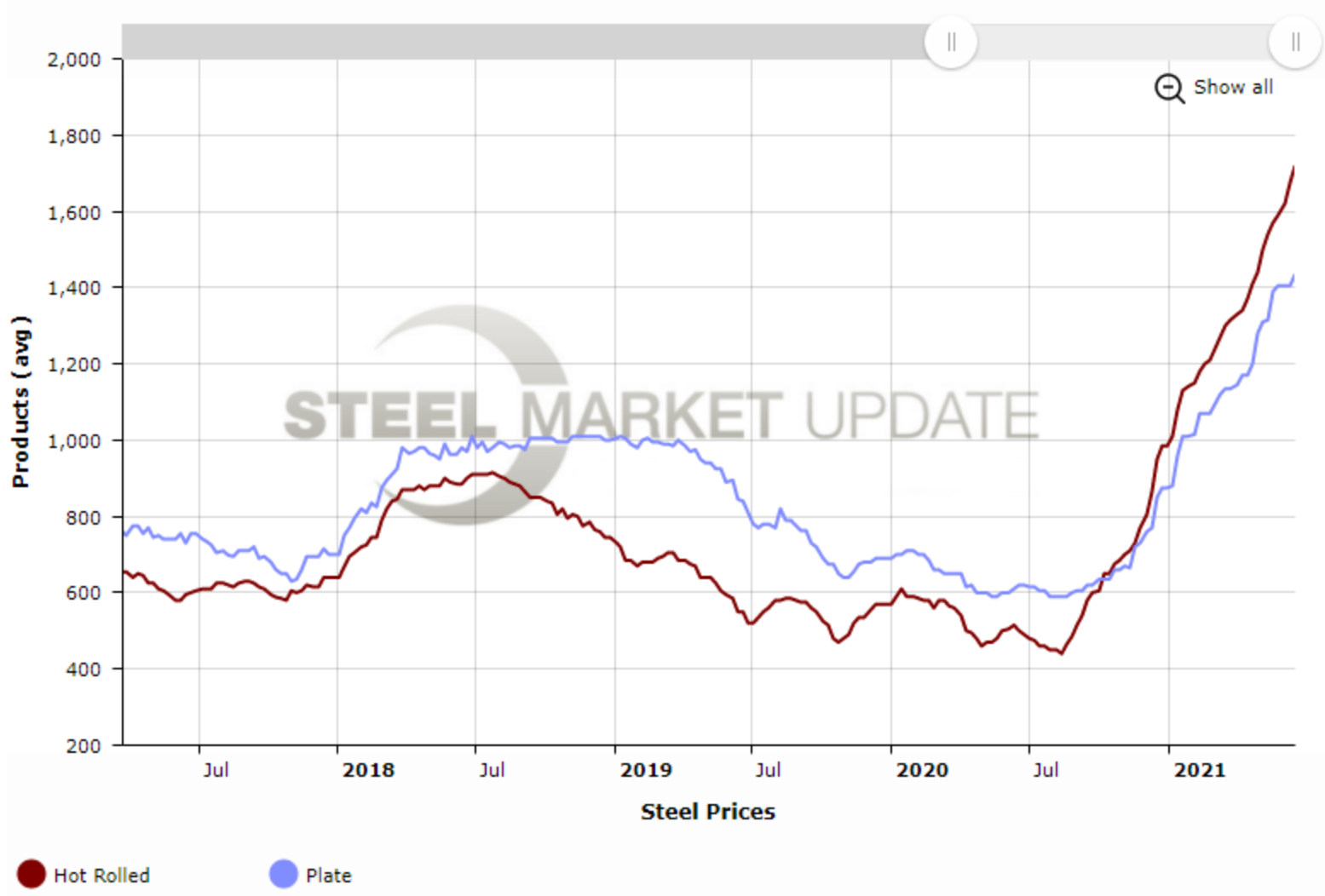
Normal response rate is 100-150 individuals on any one survey.

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

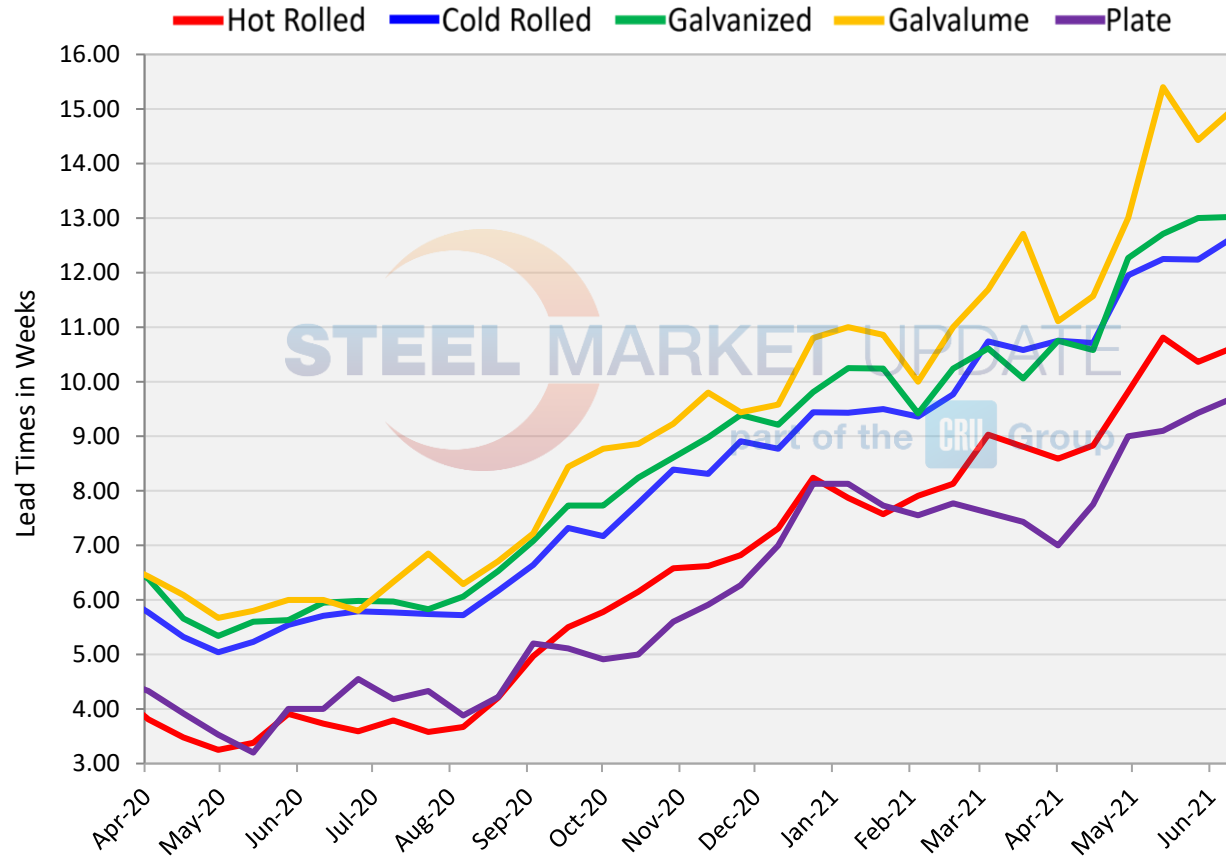
SMU Hot Rolled Price Average



Upside Down: HRC-Plate Spreads



Mill Lead Times



Lead Times in Weeks

Galvalume: 15.00

Galvanized: 13.02

Cold Rolled: 12.65

Hot Rolled: 10.63

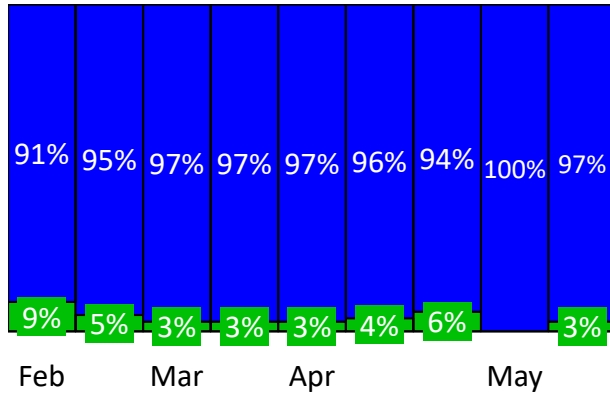
Plate: 9.70

Mill Negotiations

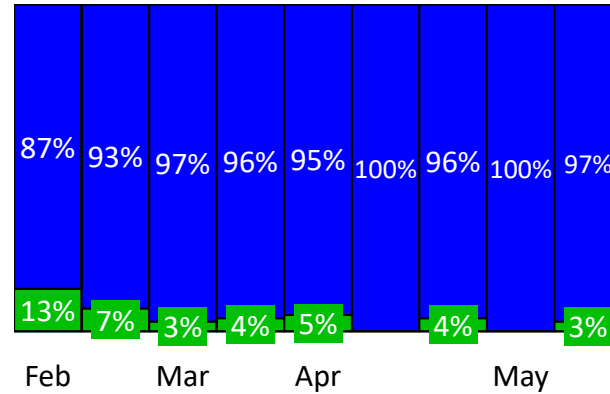
Are you finding the domestic mills are willing to negotiate pricing on brand new orders placed this week?

Yes No

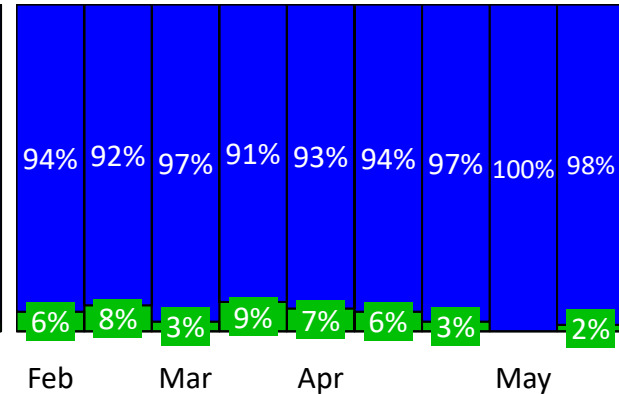
Hot Rolled



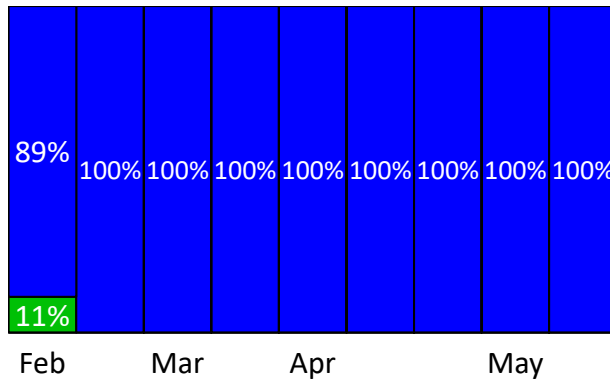
Cold Rolled



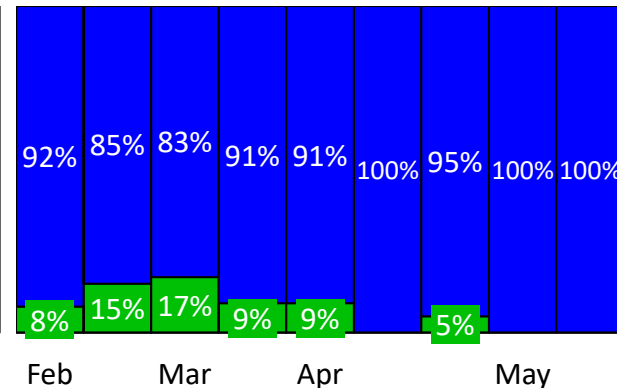
Galvanized



Galvalume



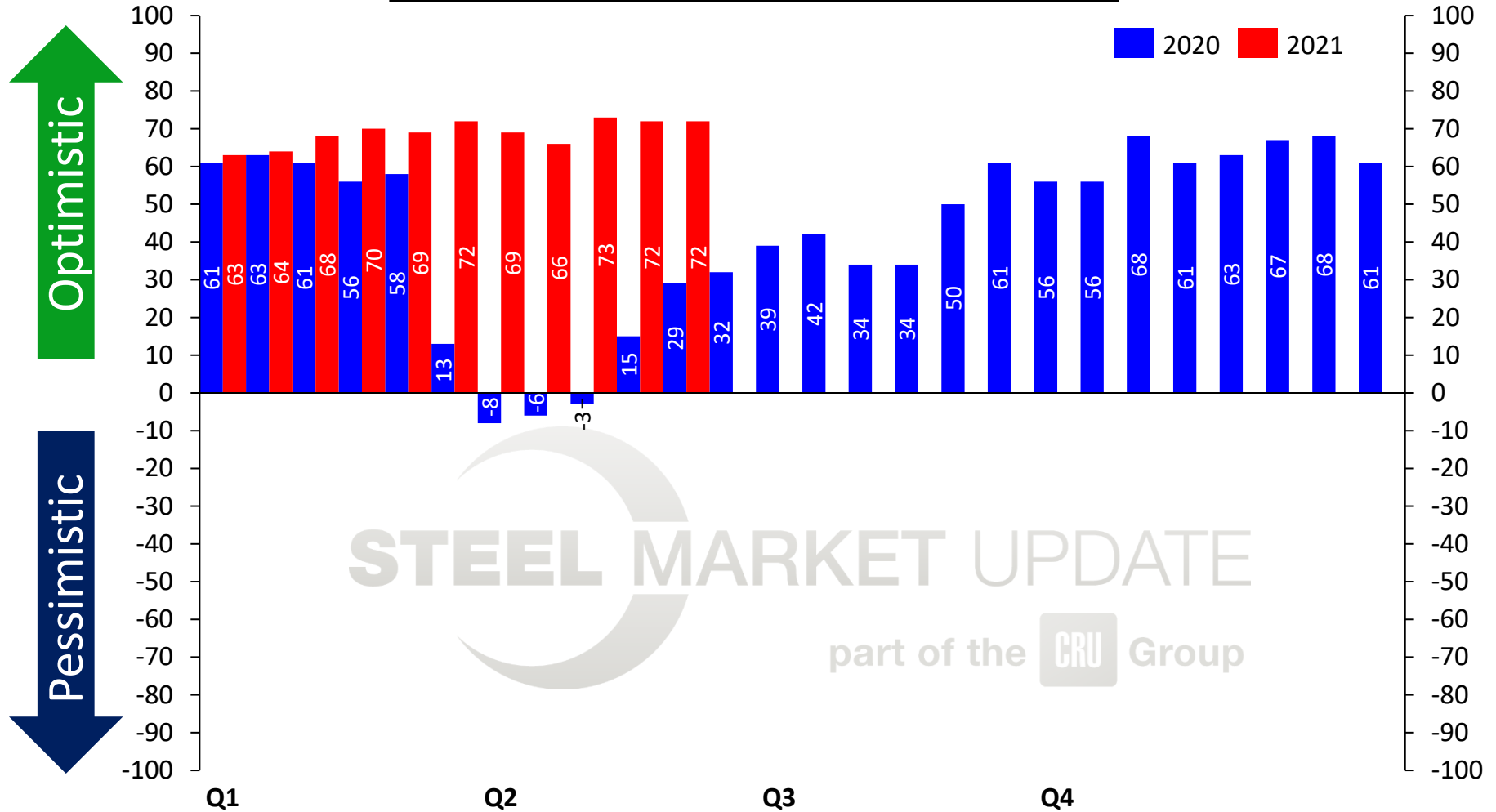
Plate



SMU Buyers Sentiment Index

Unchanged at +72

Steel Market Update Buyers Sentiment Index



Foreign Purchases

Have you increased your purchases of foreign steel since the beginning of the year?

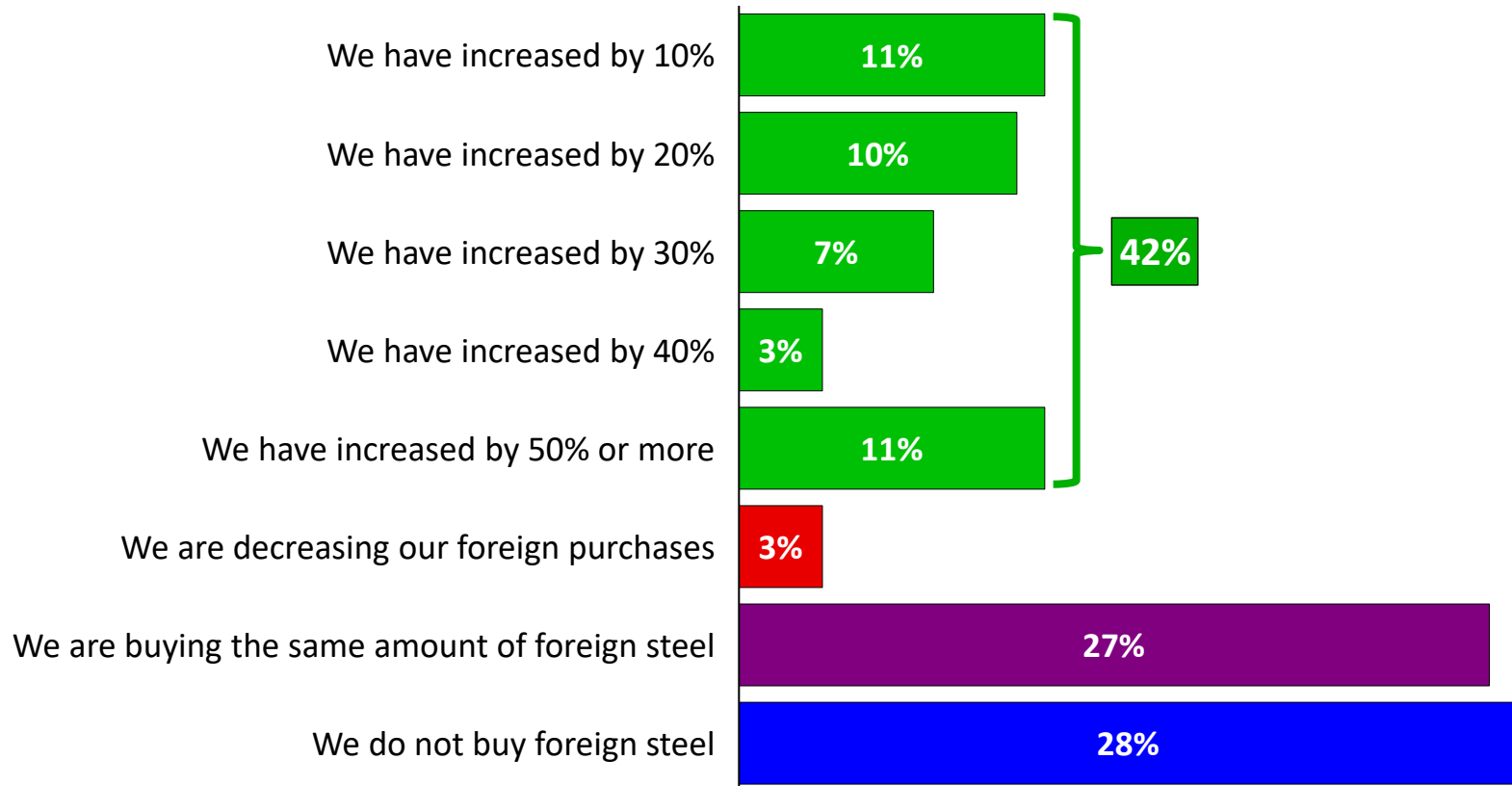
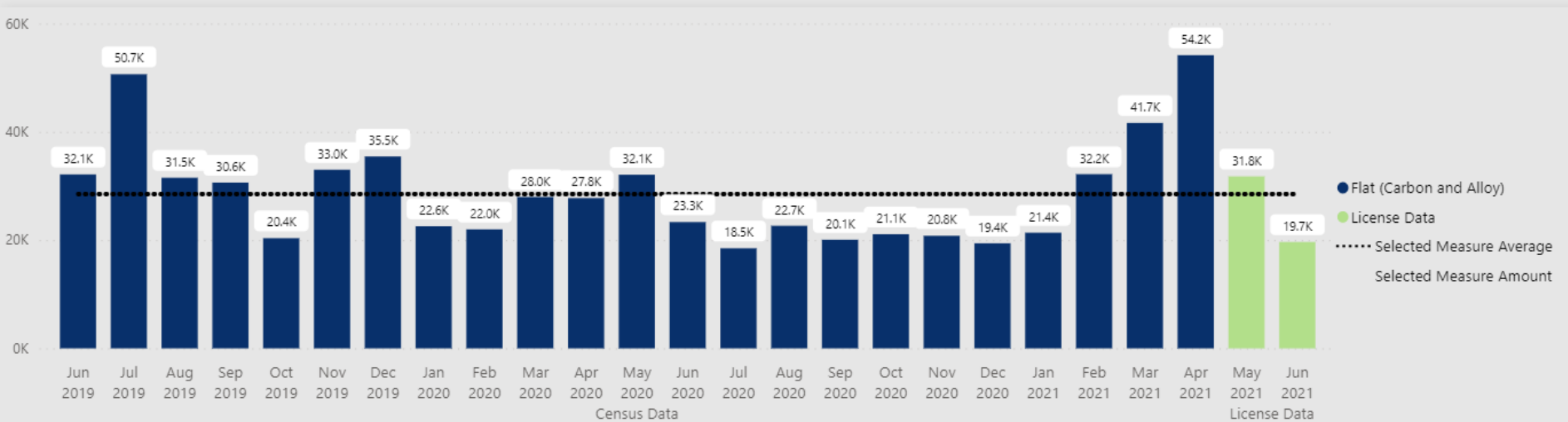


Plate Imports: The Thrill Is Gone

U.S. Imports of Flat (Carbon and Alloy) [Carbon and Alloy Cut to Length Plate] (for Domestic Consumption) From World (Quantity in Metric Tons) (Licensi...



Source: United States Department of Commerce, Enforcement and Compliance



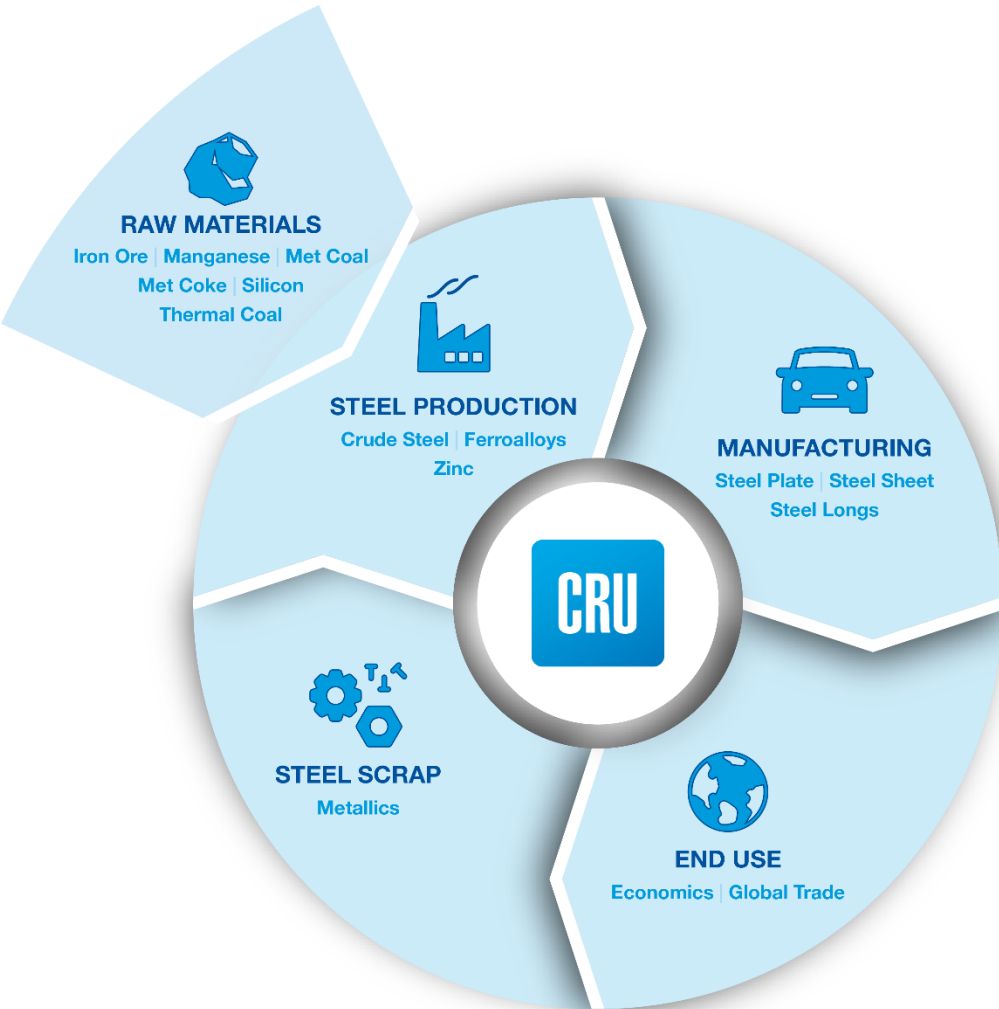
Chuck Schmitt is president of SSAB Americas, a leading supplier of steel plate and coil in North America. In his current role, Chuck is responsible for directing all commercial and operational activities, as well as the overall financial performance for the Americas.

Chuck began his career in the steel industry with U.S. Steel's management trainee program in 1985. In 1990, he joined IPSCO Steel Holdings. After the 2007 acquisition of IPSCO by SSAB, Chuck was promoted to vice president and in 2011, he was promoted to SSAB's Group Executive Committee and appointed president of the SSAB Americas business division.

A fourth-generation steelmaker, Chuck received his bachelor's degree in business administration from the University of Texas. He serves as vice chairman of the American Iron and Steel Institute board of directors, and he sits on the board of directors for Steel Manufacturers Association.

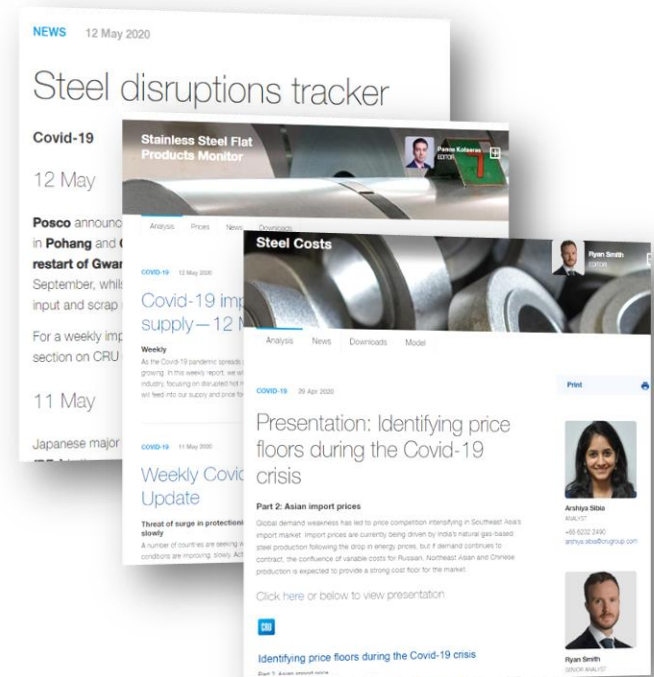
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Get in touch for more information or a demo

Thank You

Thank you for attending our SMU Community Chat. And a special thank you to Mr. Schmitt for his participation today.

Our next webinar is **Wednesday, July 14 at 11 AM ET** with **Dan Sullivan**, founder and managing director of **Montrose Advisors**.

To contact Michael Cowden: Michael@SteelMarketUpdate.com

To contact Charles Schmitt: chuck.schmitt@ssab.com

For information about subscribing to SMU, contact Paige Mayhair: Paige@SteelMarketUpdate.com

To participate in our survey: Info@SteelMarketUpdate.com

Stay safe and stay tuned to Steel Market Update.



Dan Sullivan is the founder of Montrose Advisors, an independent M&A and strategic advisory firm that specializes in structuring, negotiating, and executing transactions for middle-market clients in the manufacturing, metals, and industrial services sectors. Prior to founding Montrose Advisors in 2013, he was a senior member of the Industrials Group at Houlihan Lokey Capital for 12 years, and has advised on well over 100 transactions in his career. Earlier in his career, Dan served as a senior aide to Mark R. Warner, the former Governor and current U.S. Senator from Virginia, and helped build his political organization in the 1990s. He holds an undergraduate degree from Georgetown University and an MBA from the Darden Graduate School of Business at the University of Virginia. Dan lives in Chicago with his wife and three children. He serves on the Local School Council at Walter Payton College Prep High School and is a former member of the Board of Directors of Lurie Children's Hospital Foundation, as well as a youth soccer and baseball coach.

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