



IFA Crossroads Asia-Pacific, Nov. 2011

The Short & Medium-Term Prospects for The Asian Potash Market

**Isaac Goldstein, SVP Marketing
ICL Fertilizers**

IFA Crossroad Asia-Pacific 2011

1



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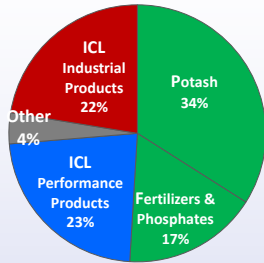
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2



About ICL: Integrated Portfolio Across Segments From Basic Materials to Downstream Products



Potash, Phosphate Rock, Phosphoric Acid, Phosphate Fertilizers, Compound Fertilizers, Specialty Fertilizers, Feed Additives, Salts

Elemental Bromine, Bromine & Organophosphorus FRs, Various Bromine Compounds, Chlorine-based Biocides, Magnesia Products

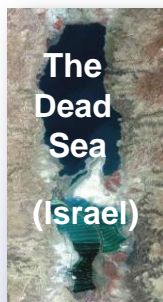
Specialty Phosphates: Technical, Food Grade & Electronic Grade Phosphoric Acid, Phosphate Salts, Food Additives, Hygiene Products, Wildfire Safety Products, Water Treatment Chemicals and Services

Pure Magnesium, Magnesium Alloys; Water Desalination Solutions (via IDE, 50% JV)

Note: % based on 2010 sales



About ICL: Access to Vast, Low Cost Natural Resources

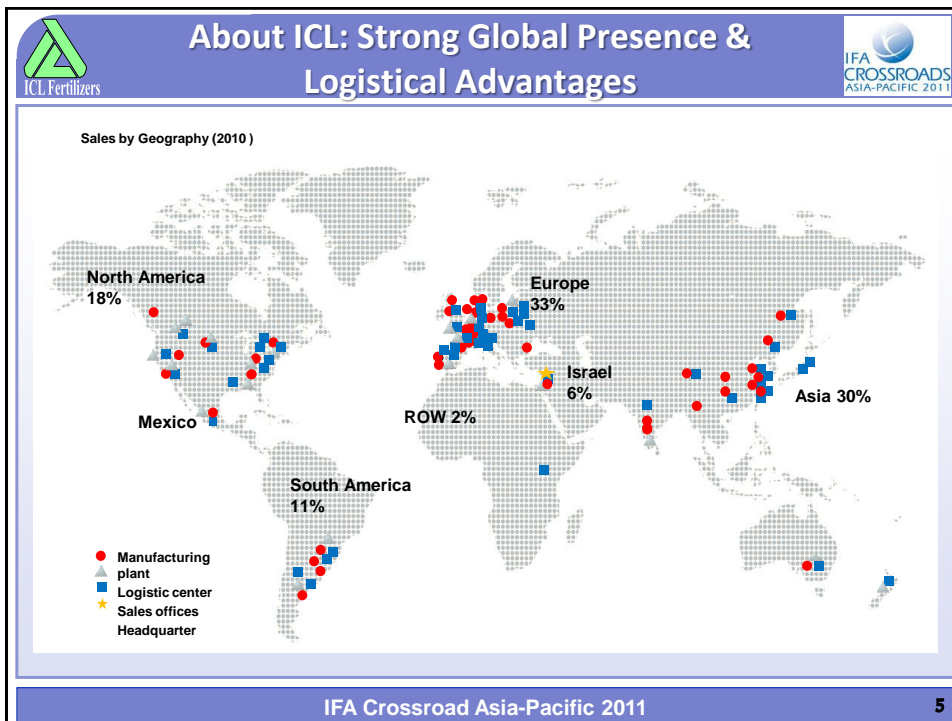


Potash
Polyhalite
Bromine
Magnesium



Salts
Phosphates
Peat Bogs



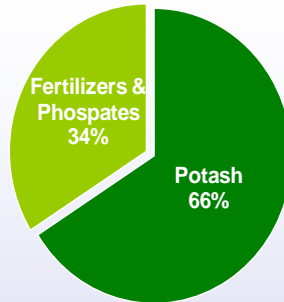


- About ICL: Leading Player in Global Industries**
- IFA CROSSROADS ASIA-PACIFIC 2011
- #1** in elemental bromine ~40% of global production capacity
 - #1** in organophosphorus flame retardants
 - #1** producer of pure phosphoric acid
 - #1** in specialty phosphates
 - #1** in wildfire safety products
 - #1** producer of PK fertilizers(compound potash & phosphate fertilizers)
 - #2** Europe and **#6** Worldwide in potash supply
 - #2** Western world magnesium production, and...
Major player in specialty fertilizers & specialty chemical niche markets
- IFA Crossroad Asia-Pacific 2011 **6**



About ICL Fertilizers:

A Variety of Commodity & Specialty Fertilizers



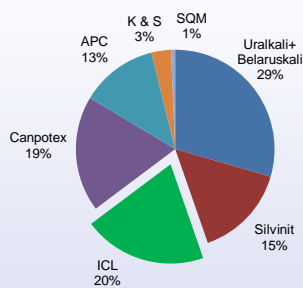
Segment Sales -
 ✓ **2010 - \$3,107 Million**
 ✓ **1-6/2011 - \$1,936 Million**



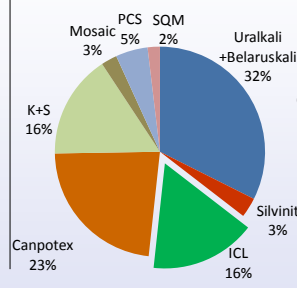
About ICL Fertilizers: Potash Market Share* Increasing in the Fast Growing Emerging Markets



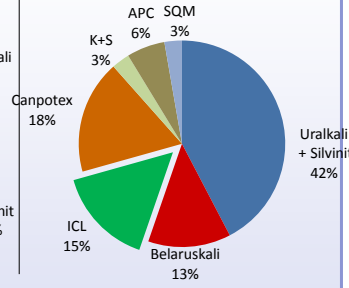
India (total 6Mt)



Brazil (total 6.1Mt)



China (total 5.2Mt)



* Out of imports in 2010, in million metric tons (MT)

Sources: China Fertilizer Weekly Market Report, Sindicato Da Industria DE Adubose Corretivos Agricolas No Estado De Sao Paulo, Company estimates



About ICL Fertilizers: Acquisition Activities March-April 2011



- **SCOTTS GLOBAL PRO** → **everRIS.**
Acquisition of a global specialty fertilizers leader



- **FUENTES (Spain)**
Acquisition of the #1 specialty fertilizers company in Spain



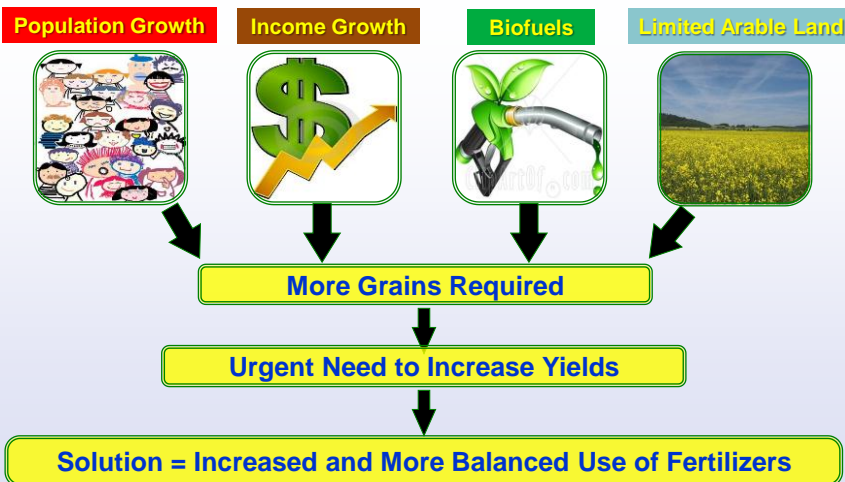
- **IBERPOTASH (Spain)**
Rationalization and expansion plan

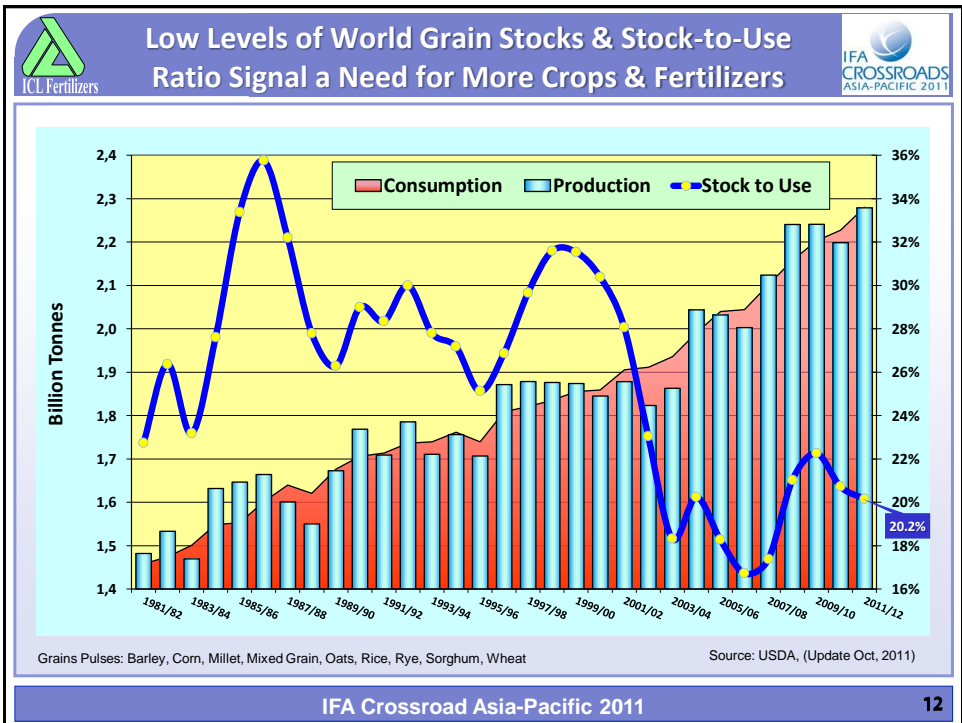
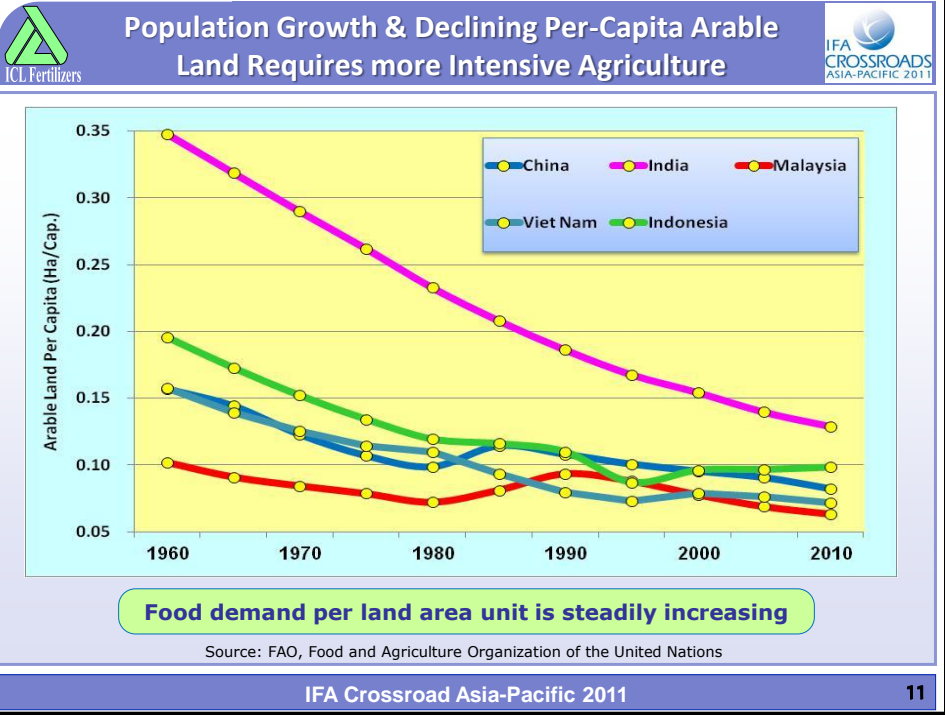


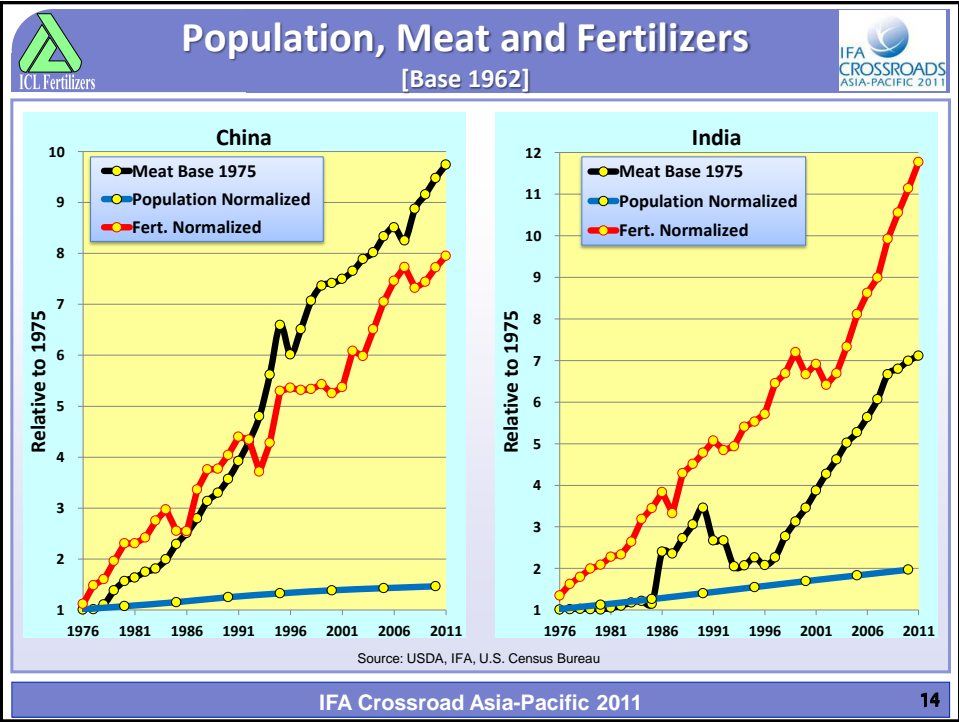
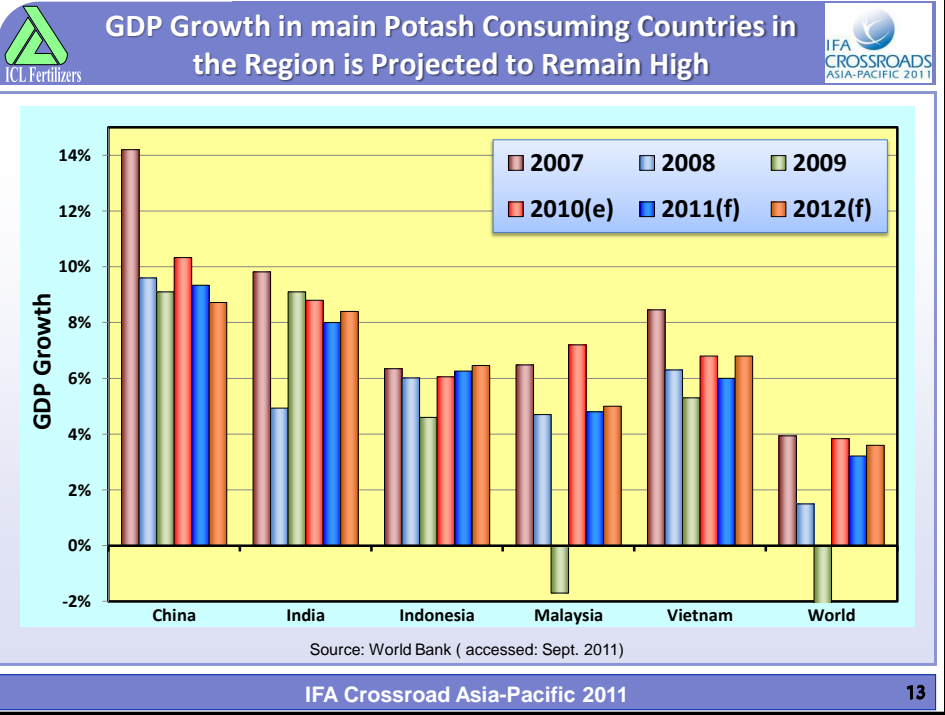
- **CLEVELAND POTASH (UK)**
Initiating Polyhalite activities

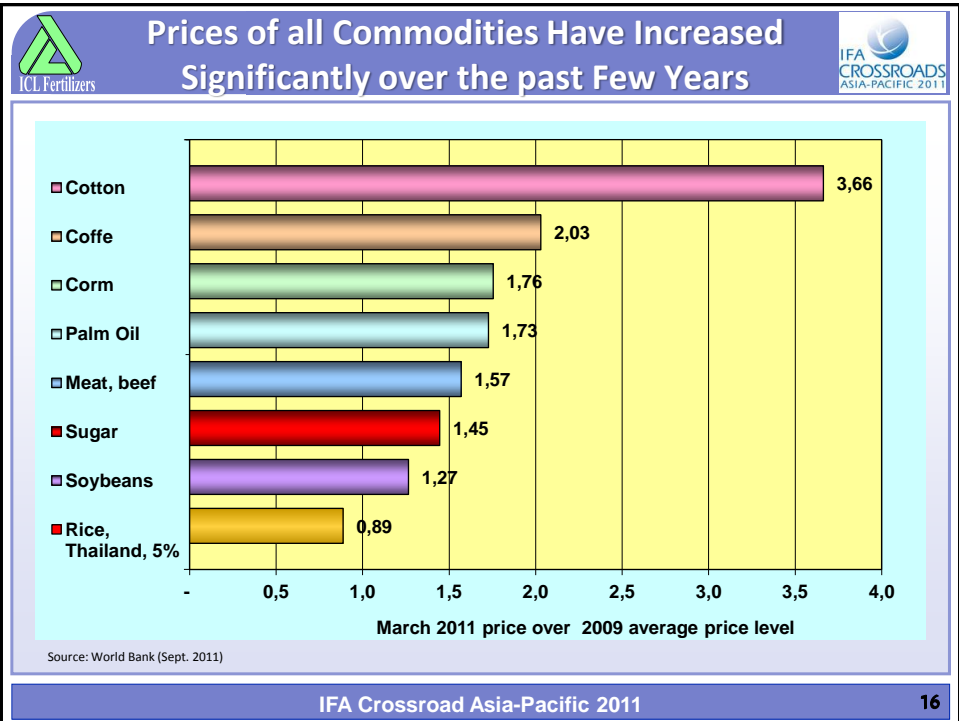
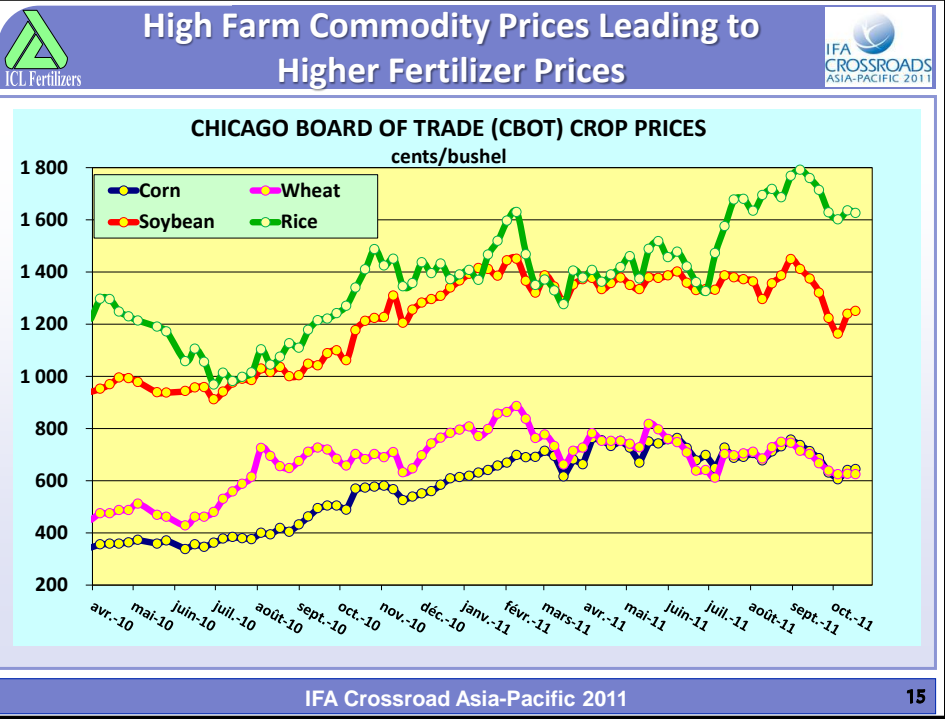


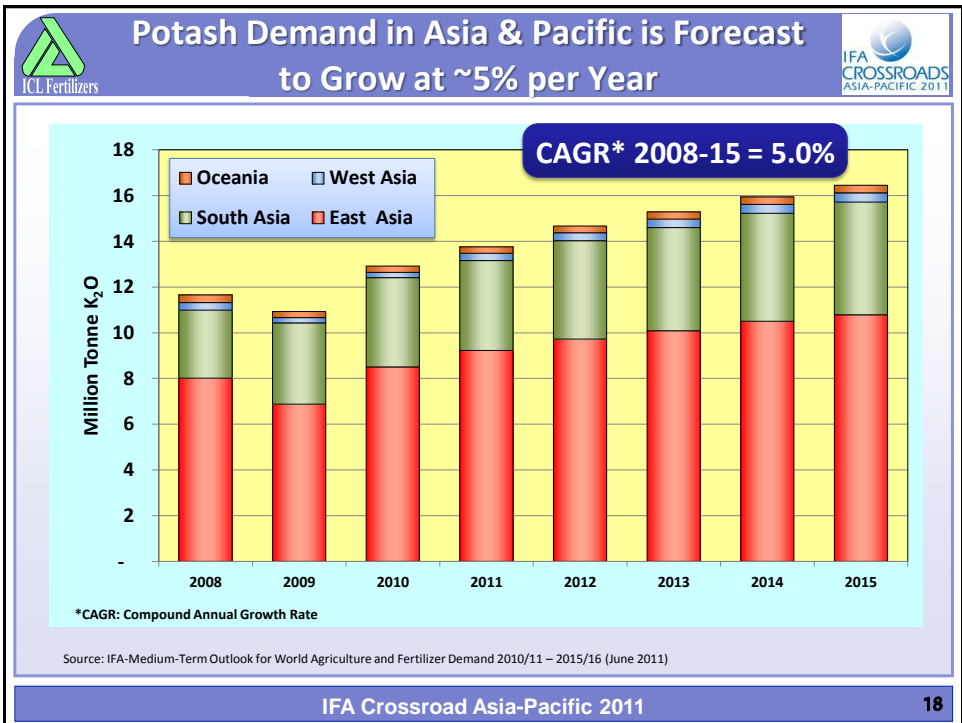
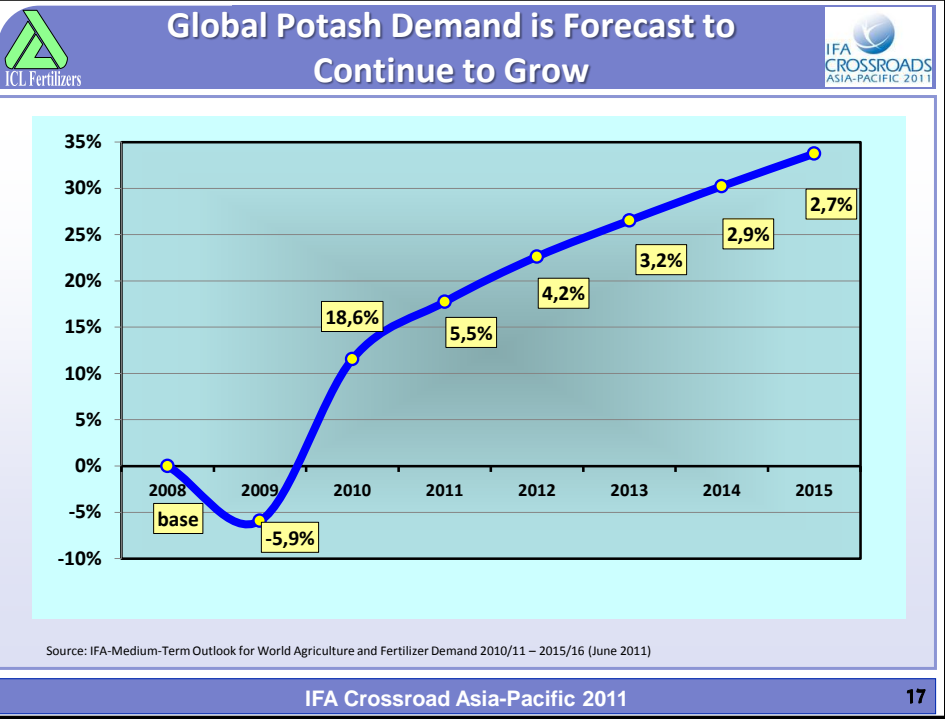
All Basic Drivers Are in Place to Support Long-Term Growth in Fertilizers

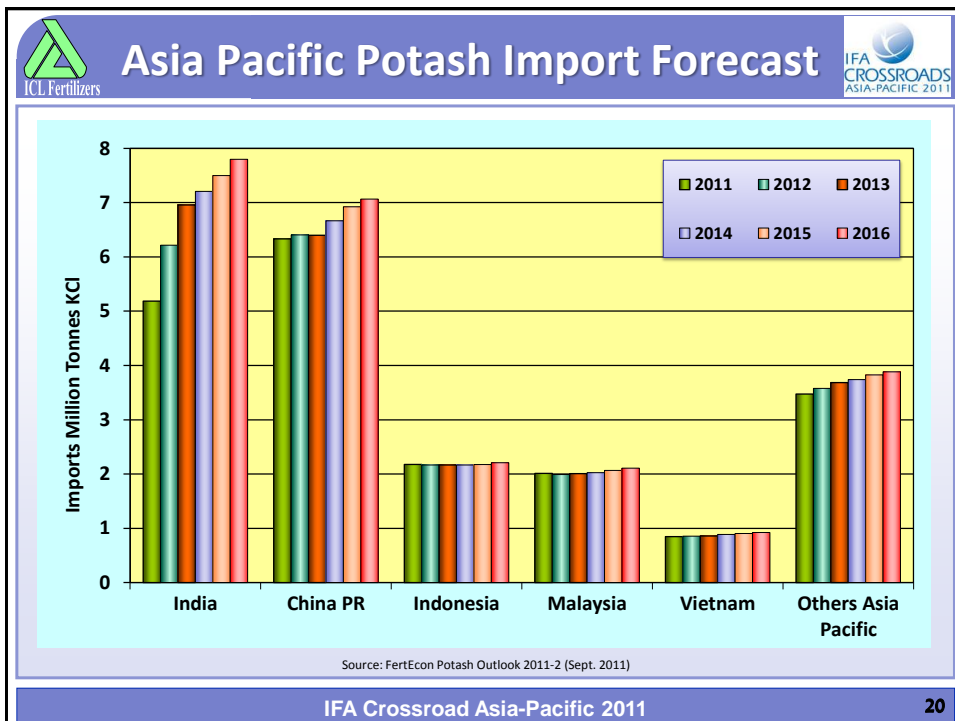
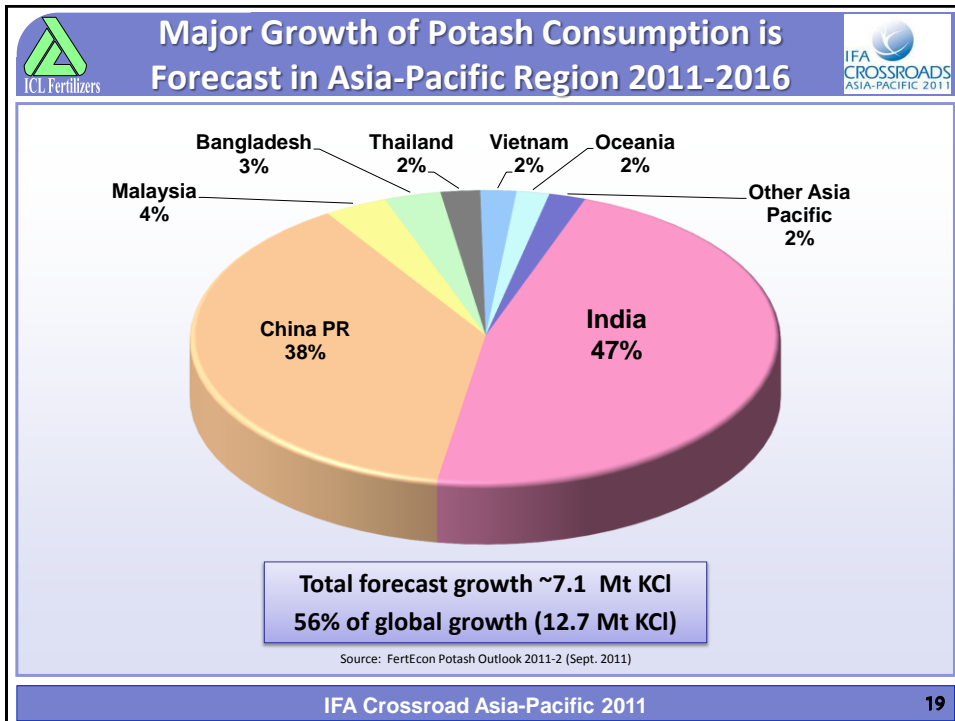




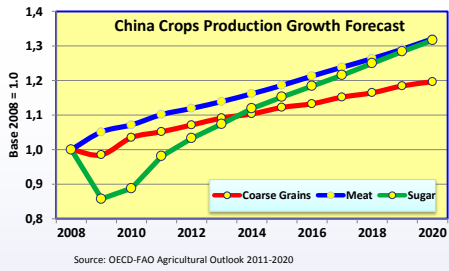




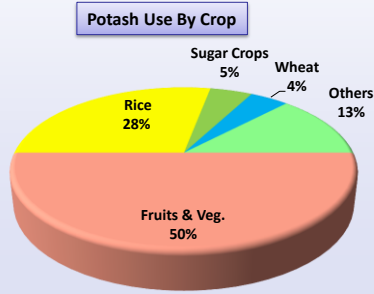
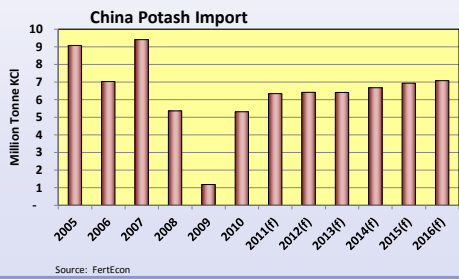




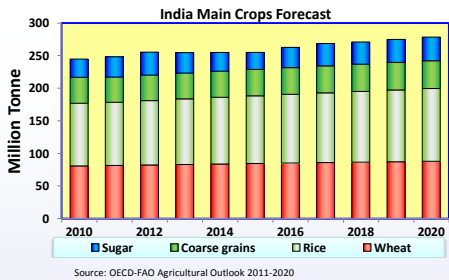
China is Projected to Remain Dependent on Potash Imports for the Foreseeable Future



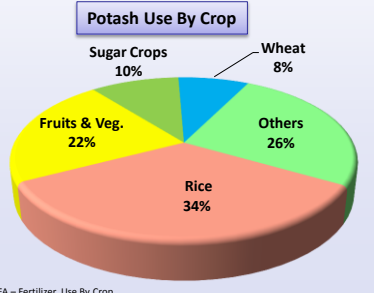
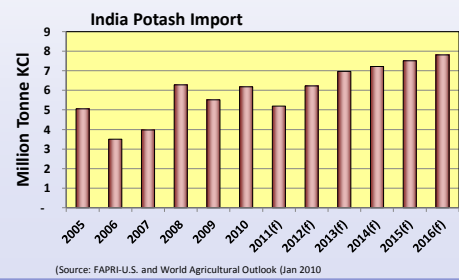
- Fruits & Veg., Rice, Sugar Crops and Wheat consume ~87% of potash in China.
- Demand for food is projected to increase rapidly fueled mainly by Income growth .
- Meat, coarse grains and sugar production is projected to grow.

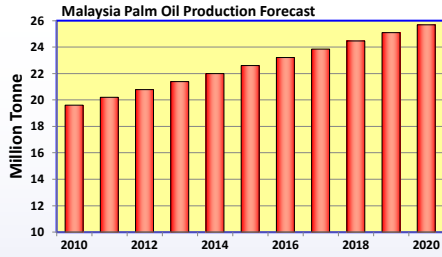


India is Projected to Remain Dependent on Potash Imports for the Foreseeable Future



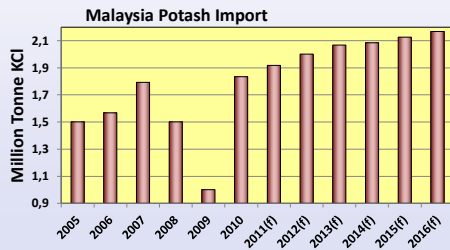
- Rice, Fruits & Veg., Sugar Crops and Wheat consume ~74% of potash in India.
- 500 millions are considered malnourished.
- Demand for food is projected to increase rapidly fueled by population growth and Income improvement.
- Crop yields are generally low. Improvement should be achieved by more intensive and balanced fertilization.



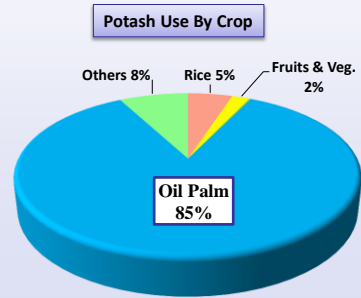


Source: OECD-FAO Agricultural Outlook 2011-2020

- Oil Palm consume ~85% of potash in Malaysia.
- Malaysia is fully dependant of potash import
- The country is running out of arable land, hence more intensive agriculture will be required.



Source: FAPRI-U.S. and World Agricultural Outlook (Jan 2010)



Source: IFA – Fertilizer Use By Crop