

Corona Organization - Overview

December 2009

The Corona Organization – Company Profile




Overview

- ▶ Colombian family owned group of companies with over 125 years of experience in the manufacture and sale of products for home improvement and construction.
- ▶ Eight business units within the home improvement and construction sector. The Organization has nine ceramic manufacturing plants, seven of which located in Colombia and two in the United States, as well as a global supply office based in China.
- ▶ Corona is the market leader in its core categories in Colombia and its presence is significant in other markets outside Colombia.
- ▶ It currently exports its products to over 32 markets worldwide, the United States being its main export market
- ▶ The company employs over 10.000 people in Colombia, USA, Mexico and China.
- ▶ The social commitment of our shareholders becomes a reality in each one of our companies as part of the corporate social responsibility and through the Corona Foundation

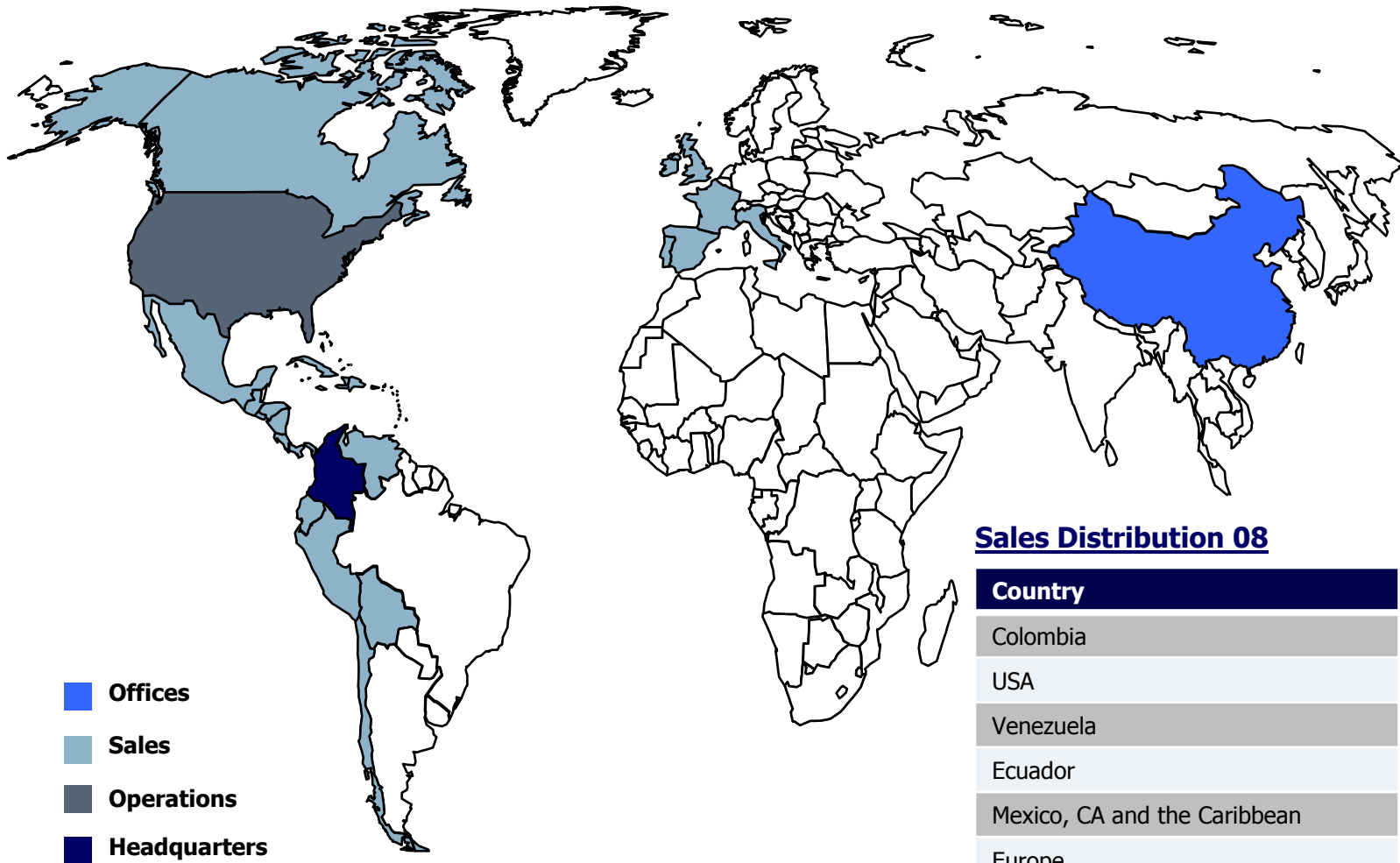


The Corona Organization – Company Profile

Corporate Overview

| Sectors where we operate | Business Units | Brands, Products, Retail Formats |
|---|-------------------------|---|
|  Home Improvement | Retail Stores | Hipercentro Corona, Supersaldos Corona, Home Center |
| | Faucets and Accessories | Corona, Grival |
| | Floor and Wall Tiles | Corona, Iberica, Decora, Orchid Ceramics |
| | Sanitaryware | Corona, Mancesa , Mansfield Plumbing |
| | Dinnerware | Corona |
|  Construction and other industries | Construction Materials | Corona, Pegacor, Estucor, Concolor |
| | Industrial Products | Raw materials, Glazes and Metallic moulds |
|  Energy Distribution | Electrical Insulators | Gamma |

Geographical Locations



Sales Distribution 08

| Country | % |
|------------------------------|------|
| Colombia | 81,0 |
| USA | 12,1 |
| Venezuela | 2,8 |
| Ecuador | 1,5 |
| Mexico, CA and the Caribbean | 1,4 |
| Europe | 0,3 |
| Others | 0,9 |

Corona Organization – History



1935-1948 The company is purchased by the Echavarria family. New companies are created driven by the shareholders initiative of expansion. La Estrella plant is created in Antioquia to manufacture decorative complements under the Corona brand.



1956 Porcelana Sanitaria S.A. was born next to COLCERAMICA. It was the first sanitary ware plant in the Country.

1963 Grival is established in Funza Cundinamarca with the object of manufacturing metallic and plastic plumbing for toilets.



2002-Today.Orchid Ceramics is established in USA for the distribution of ceramic floor and wall tiles. Mansfield LLC is purchased, producer and distributor of sanitary ware in USA. A global sourcing office was opened in China. Hipercentro Corona store was established in Panamá.

1881 Compañía Ceramica Antioqueña was constituted in Caldas, Colombia, specialized in glazed pottery.



1952- Compañía Colombiana de Ceramica (COLCERAMICA) is established in Madrid, for the production of ceramic tiles.

1960-1962 Minerales de Colombia S.A. starts operations in non metallic mineral products. Girardota plant is created in Antioquia in partnership with American Standard for the production of sanitary ware. The company Electric Insulators Gamma is created.



1983-2001 A modern floor and wall tile plant is built in Sopo. First alliance with external partners led to the creation of Homecenter. Lomesa, a crockery distributor was established in Mexico

corona

Awards



- ▶ The Global Sanitaryware business unit was awarded the Oliver Wight Class A Operational Excellence award, for its supply chain capabilities.
- ▶ CORONA is also leader in the adoption of six-sigma practices in Colombia and is widely recognized for its modern management practices.
- ▶ Several of its Tiles manufacturing facilities have been awarded the Total Productive Maintenance Excellence award by the Japanese Institute of Plant Maintenance. Several of its production facilities have achieved TPM level # 1.
- ▶ Most of its production facilities have the ISO 9000 quality certification and the ISO 14000 environmental certification.
- ▶ Corona was finalist in the EFI Spanish award for efficiency in commercial communication.
- ▶ *Materiales e Insumos CORONA* received the Progres 2007 award for its excellent environmental management of industrial mineral mines and kaolin plants.
- ▶ COLCERAMICA was recognized with the National award given by Analdex for its Export capabilities.
- ▶ CORONA is recognized for its outstanding social responsibility and sound governance practices.

Ceramic Manufacturing Facilities

Colombia

Sanitaryware

Girardota - Antioquia

Tiles

La Estrella - Antioquia

Ceramic Insulators

Sabaneta - Antioquia

Dinnerware

Caldas - Antioquia

Sanitaryware and Tiles

Madrid- Cundinamarca

Faucets & Fixtures

Funza - Cundinamarca

Tiles

Sopó - Cundinamarca

USA

Sanitaryware Mansfield

2 Plants: Texas, Ohio

Corona Business Units



Sanitaryware

Production and distribution of sanitaryware in two plants located in Colombia and two located in USA. Distribution in the US is made through Mansfield Inc. Exports to USA, Chile, Ecuador and the Caribbean among others.



Faucets and Fixtures

Production and distribution of plumbingware, including kitchen and bath faucets; toilet fills, valves, seats and other bath accessories in Colombia. Main supplier of valves & fittings to the SW Business Unit. Exports to Venezuela and Ecuador, mainly.



Tiles

Production and distribution of floor and wall tiles in four plants located in Colombia, under the Corona and Iberica brands and one plant located in USA under the Orchid brand, as well as through Private Label programs. Exports to Mexico, USA, Chile, Ecuador, Central America and the Caribbean among others.



Construction and other industrial sectors – SUMINISTROS DE COLOMBIA S.A.

Production of Raw Materials and processed minerals, such as Kaolin, Clays, Feldspars, and Sands.

Construction products including adhesives, plasters; Colorificio, with frits and glazes.

Corona Business Units



Dinnerware

Producer of tableware in Colombia, and one of the largest in Latin America, with production capacity of 5,2 million pieces per month. Exports to Mexico, Venezuela, Chile, USA, UK, France, Italy, Spain.



Electrical Insulators

Manufacturing of ceramic insulators for electricity distribution. Exports to USA, Venezuela, Mexico, Ecuador, Peru, Central America, among others.



Almacenes Corona

Specialized retail of floors, bathrooms and kitchens under the concept of "integral project services". Hipercentro CORONA has 21 points of sale and 4 outlets in Colombia.



Sodimac

Organización CORONA owns 51% of this Chilean-Colombian retail venture which boasts 15 superstores in Colombia and offers consumers and professionals a wide range of home improvement products and services.

corona

SUMICOL

Suministros de Colombia S.A.

December 2009

About the Company

SUMICOL S.A. is one of the companies of the Corona Organization, was founded in 1960 to supply industrial minerals and other products to the ceramic and other industrial sectors, and to develop and manufacture products for the building industry, and employs over 600 persons

Business Units

SUMICOL accomplishes its mission through two business units: CORONA Industrial Products and CORONA Building Materials

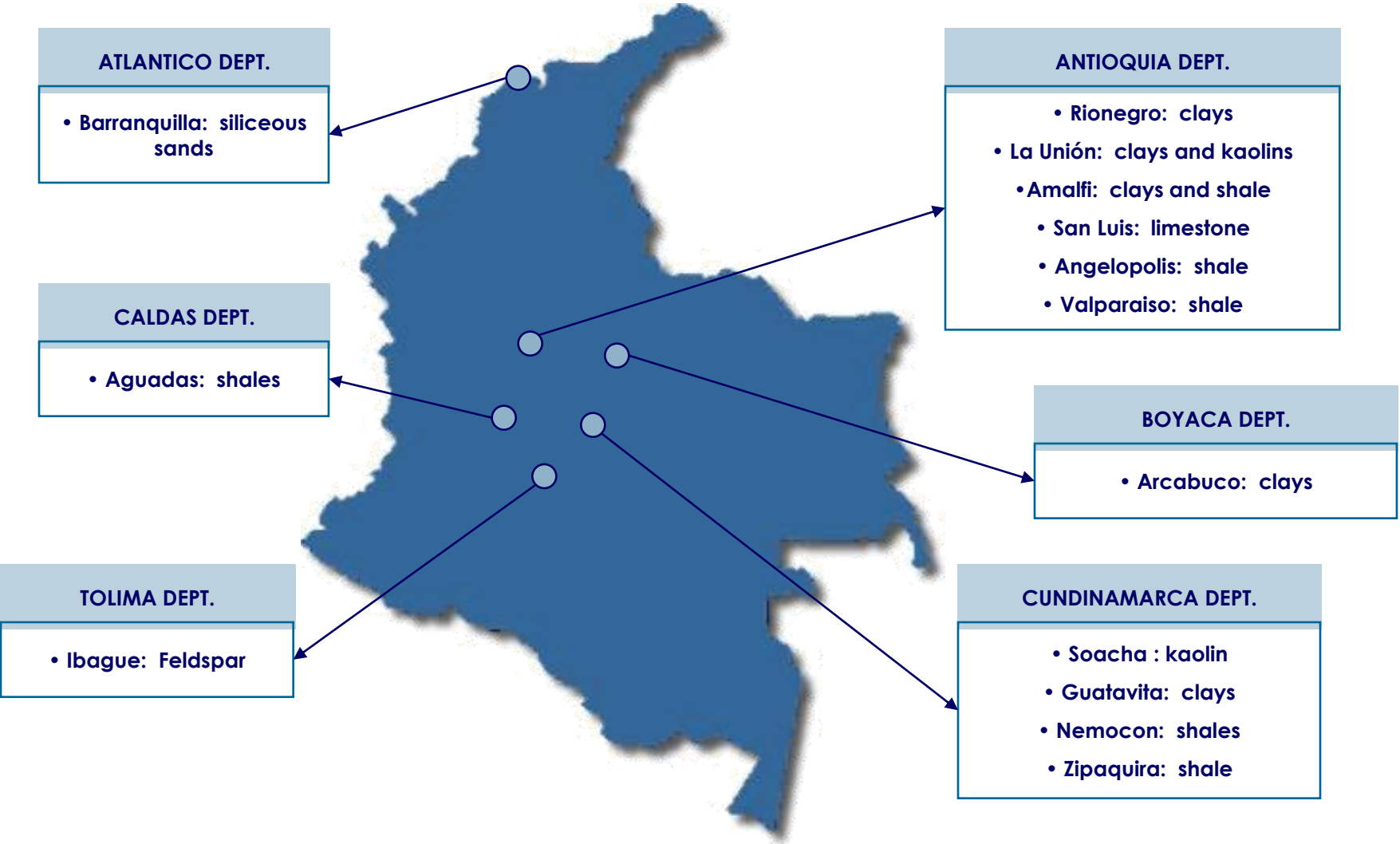
SUMICOL operates 23 mines and several manufacturing and mineral processing plants located throughout the Colombian territory and these capabilities allow the company to offer a varied product portfolio and to get involved in new businesses related to mineral-based products

Quality

SUMICOL S.A. has been certified under the ISO 9001:2008 (Quality management) and the ISO 14001:2004 (Environmental management)

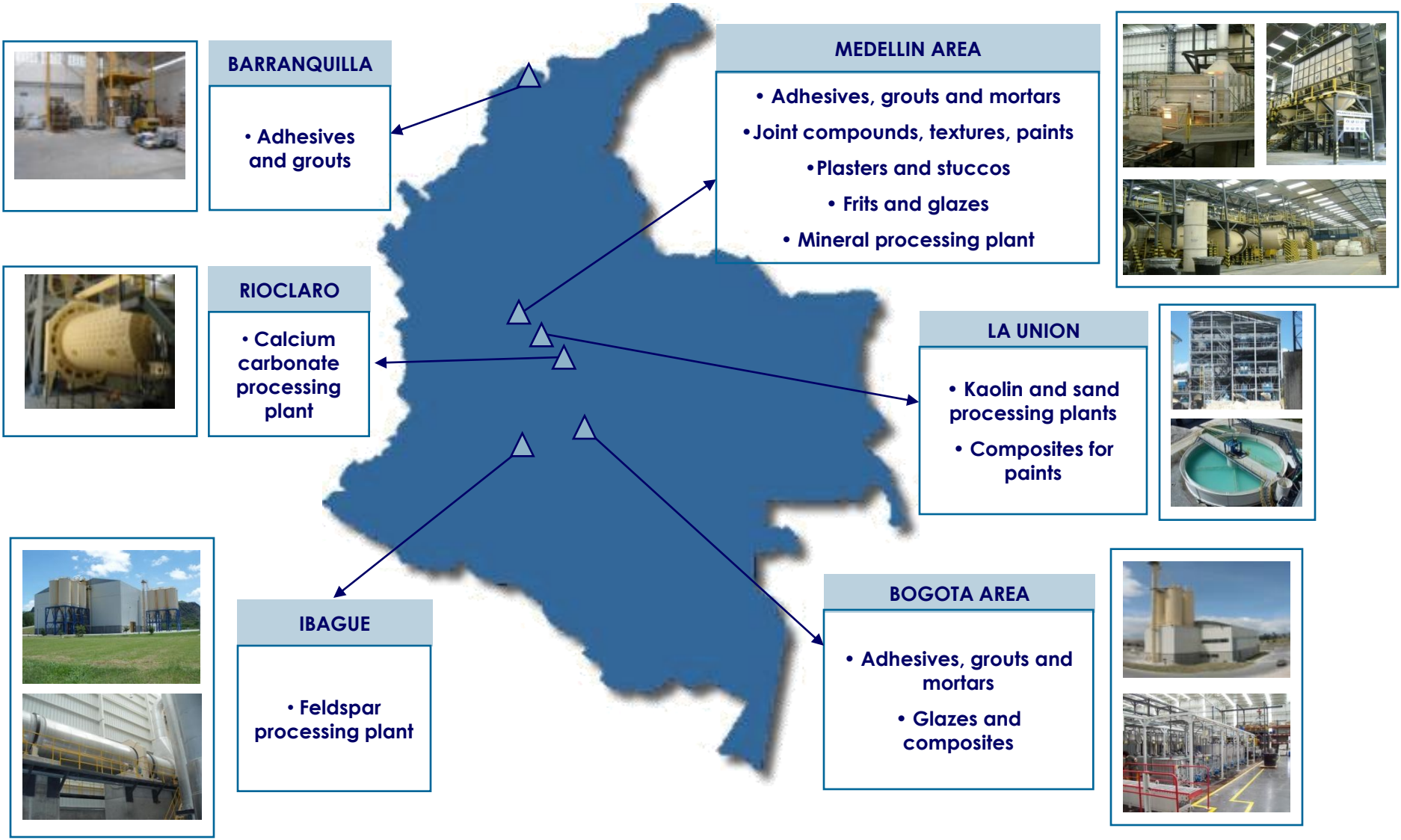
SUMICOL

Mining operations: 23 active mines in Colombia



Location of manufacturing and mineral processing plants

SUMICOL



SUMICOL Products

CORONA Industrial Products

Raw and processed non-metallic minerals including clays, shales, kaolins, feldspar, calcium carbonate, siliceous sands; ceramic bodies; frits and glazes; mineral composites; metallic moulds and resin-coated metallic pieces

CORONA Building Materials

Adhesives, grouts and mortars; plasters, stuccos and other gypsum-based products; joint compounds; paints and finishing textures; protective coatings

Contact Information

Carrera 48 No.72-Sur-01

Sabaneta (Antioquia) – COLOMBIA

Telephone: 57-4-3058200

Fax: 57-4-3014520

E-mail: areacomercial@sumicol.com

SUMICOL

Research and Development

SUMICOL's core capability in R&D is in raw materials, and ceramic processes and products. The company has very well equipped labs, and the R&D Division works closely with the technicians from CORONA's plants in the development of new materials, ceramic bodies and glazes.

In addition to ceramics, SUMICOL's R&D Division is also engaged in the design and development of mineral-based products for other industrial applications.

SUMICOL's capacity of product development is increasing through collaboration work with external innovation groups including technology development centres, research groups in selected universities, industrial partners, and suppliers, among others.

SUMICOL

Manufacturing capabilities

SUMICOL S.A. has manufacturing capabilities in different fields related to its mission

- Assembling plastic and metallic pieces
- Manufacturing of ceramics and special glasses (frits)
- Extrusion of plastic masses
- Casting of slurries
- Pressing of mineral powders
- Metallic and resin-coated mould making
- Mould repair and machining
- Plastic injection
- Resin coating, anodizing, chromium- and nickel-plating
- Mineral fusion, continuous and batch kiln firing, industrial drying
- Mineral crushing and milling, blending, screening

SUMICOL