

AUSTRALIA MINING

12 August 2010

SITUATION

- FTI Consulting provides ongoing advice to one of Australia's largest iron ore producers and the developer of an A\$3 billion rail and port project in Western Australia's Pilbara region.
- Since 2005, the company has grown from a small explorer one of the world's largest iron ore exporters. It also has significant expansion plans.
- The company's extraordinary growth and strong links to the economic fortunes of China have created intense public focus on the company, which requires careful management.

OBJECTIVES

FTI Consulting commenced work with the company in 2007 and our involvement has spanned the consulting, commissioning, production and expansion of mining sites and an A\$3 billion port and rail project in the Pilbara. Key activities have included:

- Development and implementation of ongoing media strategy, including regular positioning in the news cycle.
- Domestic and international media and investor relations around the company's first iron production.
- Strategic advice and support for government relations and at an individual issues management level.
- Positioning the company to garner market support for the arrival of a strategic Chinese cornerstone investor.
- Regular media and investor tours.
- Support for statutory announcements.
- Profile-raising activities.

IMPACT

- The transition from explorer to producer has required a change in the company's approach to media and capital markets as it moved away from the blue sky explorer to a volume producer with large expansion plans.
- With the help of our extensive media and investor relations programme, the company is now one of Australia's most prominent corporations and an established thought leader in both the mining industry and on the global market.

DEVELOPMENTS

- FTI Consulting continues to work closely with the client, providing media relations and market communications advice across a range of issues.
- FTI Consulting designed and ran a campaign in collaboration with the client to win changes to the Australian Federal Government's proposed mining tax.

CONTACT:

For more information on how FTI Consulting can help your business, please contact:

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Critical thinking at the critical time™

About FTI Consulting

FTI Consulting, Inc. is a global business advisory firm dedicated to helping organizations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. With more than 3,700 employees located in 22 countries, FTI Consulting professionals work closely with clients to anticipate, illuminate and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring. The company generated \$1.4 billion in revenues during fiscal year 2010. More information can be found at www.fticonsulting.com