

Our strategy

EuroChem has a well defined strategy which we are implementing rigorously and which is delivering positive results. Set out below is a summary of our key strategic goals as they relate to our overall corporate objectives and our business segments.

Nitrogen

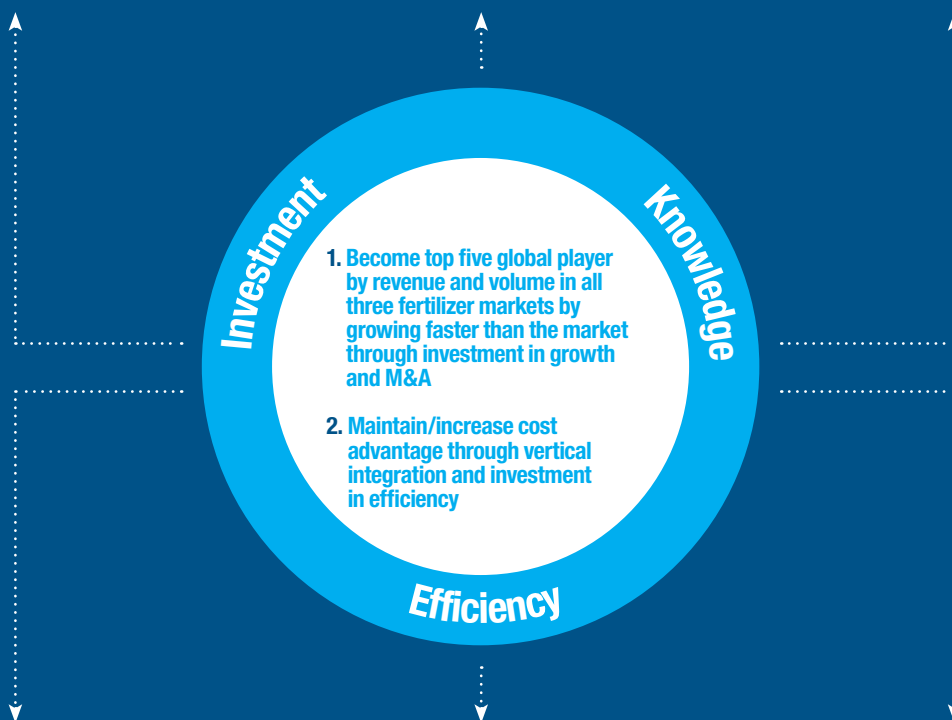
- Increase gas efficiency
- Continuously optimise product mix to maximize margin

Phosphate/mining

- Increase own resource base
- Increase production
- Improve efficiency

Potash

- Gain economic exposure via K+S AG
- Start own production in 2013



Logistics

- Increase cost advantage to EuroChem through own port facilities, freight/rail stock management

Distribution

- Focus on building own distribution network "selling yield, not fertilizers" in Russia, Ukraine, Belarus and Kazakhstan

Governance/social

- Adhere to best practice in corporate governance and social responsibility including ecological aspects