

# 4. Presentations (Rev. Feb13)

Every presentation should clearly communicate the Air Products brand. Your presentation style should be confident, with the emphasis on clarity. Our understanding and openness will be communicated better by keeping things simple. Think about your audience and what they will take out of the presentation. Attention spans may be limited. Do the slides communicate clearly?

In slide presentations, brevity is essential. Slides should highlight the audio presentation, not record it word for word. Multiple points are best made with short, bulleted items or on multiple slides, revealed as the speaker makes each point. Simple, strong visuals are recommended for supporting graphics. The designs provided in the template's slide masters should be followed for font style, size and placement.

### Typeface

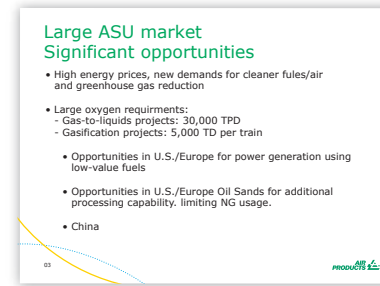
Use Verdana for all internal and external presentations. Minimum type sizes have been established in our template; however, they can be proportionally enlarged if projecting in an auditorium or in a hotel setting.

Type sizes and weights have been built into the templates. Please refer to the font tool bar.

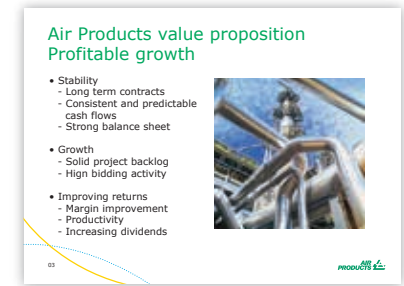
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Title slide



One column text slide



Two column text slide



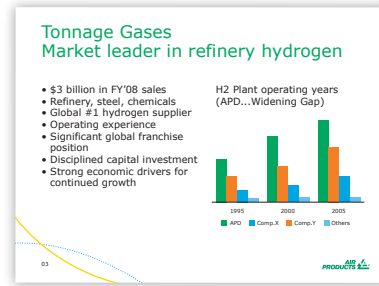
Agenda slide



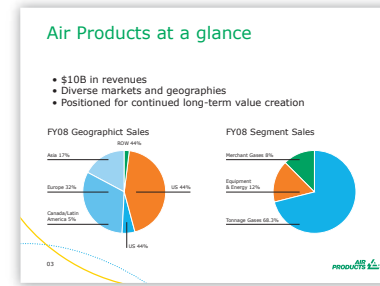
Agenda/divider slide



Two column slide



Bar chart example slide



Pie chart example slide



Thank you/tell me more slide

PowerPoint templates have been specifically developed for webcast presentations. Please adhere to these templates, as the dark green background provides a clean, simple and legible appearance for webcasts.

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**Platform for growth**

Presentation by  
**David J. Taylor**  
Vice President

Credit Suisse Chemicals Conference

November 22, 2008

**AIR PRODUCTS**

Title slide

**Large ASU market  
Significant opportunities**

- High energy prices, new demands for cleaner fuels/air and greenhouse gas reduction
- Large oxygen requirements:
  - Gas-to-liquids projects: 30,000 TPD
  - Gasification projects: 5,000 TD per train
- Opportunities in U.S./Europe for power generation using low-value fuels
- Opportunities in U.S./Europe Oil Sands for additional processing capability, limiting NG usage.
- China

**AIR PRODUCTS**

One column text slide

**Air Products value proposition  
Profitable growth**

- Stability
  - Long term contracts
  - Consistent and predictable cash flows
  - Strong balance sheet
- Growth
  - Solid project backlog
  - High bidding activity
- Improving returns
  - Margin improvement
  - Productivity
  - Increasing dividends



**AIR PRODUCTS**

Two column text slide

**Agenda**

- Energy Business
- About Air Products
- Customer Benefits
- Comprehensive Functionality
- Competitive Advantage
- Samsung Electronics and Air Products

Next Steps

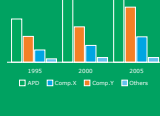
**AIR PRODUCTS**

Agenda/divider slide

**Tonnage Gases  
Market leader in refinery hydrogen**

- \$3 billion in FY08 sales
- Refinery steel chemicals
- Global #1 hydrogen supplier
- Operating experience
- Significant global franchise position
- Disciplined capital investment
- Strong economic drivers for continued growth

H2 Plant operating years (APD...Widening Gap)



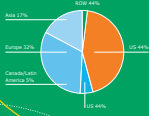
**AIR PRODUCTS**

Bar chart example slide

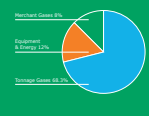
**Air Products at a glance**

- \$10B in revenues
- Diverse markets and geographies
- Positioned for continued long-term value creation

FY08 Geographict Sales



FY08 Segment Sales



**AIR PRODUCTS**

Pie chart example slide

Thank you...  
tell me more

**AIR PRODUCTS**

Thank you/tell me more slide