



Axis

Our World Revolves Around Our Customers

Q4 2007

Inside This Issue

- AS9100 Certification Awarded
- Mike Hughes Retires
- US Reel Acquisition
- WireCo WorldGroup Branding Results
- Joint Venture Update

WireCo WorldGroup Relocates Global Headquarters

This past quarter marked significant milestones in our company's history. One of which occurred on October 29, when the corporate WireCo WorldGroup team began their business day at the new world headquarters in Kansas City, Missouri.

Our world-class facility is the professional home to 90 corporate employees and includes a state-of-the-art video conferencing area to enable 'face-to-face' communications across town or around the globe.

Only five minutes from Kansas City International Airport, the new headquarters are perfectly located for customers wishing to visit personally with our engineers or sales directors. The proximity of Kansas City in rela-

tion to our four Missouri manufacturing facilities, easily allows for tours to be included in your itinerary.

An added benefit to our metropolitan location is the ability to recruit and hire experienced professionals in areas such as international business and finance to meet the ever-growing needs, both domestically and internationally, of our customers.

As important as it is to have this cutting-edge facility to house our corporate operations, it is equally important that we have our world-class customers visit and interact with our team in Kansas City. We look forward to that opportunity to welcome you. We hope to see you soon!



Pictured above is the global headquarters for WireCo WorldGroup located in Kansas City, Missouri.

A Note From Ira

Let me start by thanking each of you who have supported our company during a challenging 2007. During the year we were acquired by Fox Paine, then we completed three strategic acquisitions... Wireline Works, CASAR and US Reel. No matter how much we have grown, you still matter to us. We strive everyday to meet your needs for the best products, availability and service support in our industry. If you don't feel we are meeting that standard, we want to know it. In fact, feel free to email me at IraGlazer@WireCoWorldGroup.com if you have concerns.

Looking to the key challenges for 2008, we are excited to change the face of the Chinese market with our state of the art mill opening this spring. While this new venture offers us a great market opportunity in Asia, the availability of high carbon rod looks to be very volatile due to massive changes in the Chinese rod markets. Having good quality, high carbon rod to assure an ongoing supply for you is one of my highest priorities.

Have a great 2008!

Ira Glazer
President and CEO

Construction and Training Continue At Wuhan Facility

Construction and staffing efforts continue at the joint venture located in Wuhan, China with the anticipated opening date slated for late spring. The outer shell has been completed with all steel framing components in place and the roof is currently being installed. The electrical and mechanical installations began on December 17, with the anticipated completion expected sometime in March of 2008.

Four joint venture team members traveled to the United States for training at three manufacturing facilities in Missouri, followed by meetings at our global headquarters in Kansas City. WireCo WorldGroup Product Engineer Peng Guo accompanied Liangcheng Xiao – Production Manager, Guiying Cai – Quality Control and Technical Engineer, Hanxin Cheng – Plant Engineer – Mechanical, and Long Li – Plant Engineer – Electrical.

While training has been conducted with the mechanical and electrical team leaders, Vice President of International Sales Jim Allaman and WISCO WRCA General Manager Steven Loh have been interviewing candidates for key personnel positions while 80 general manufacturing candidates have been qualified. When completed, the one million square foot facility will be the largest wire rope manufacturing facility in the world, employing approximately 350 manufacturing and administrative team members.



Pictured above is the frame of the one million square foot manufacturing facility in Wuhan, China.



Pictured left is Liangcheng Xiao observing the six-bobbin 80" closer at the St. Joseph rope mill.

Beaverton and Kirksville Locations Receive AS9100 Certification

WireCo WorldGroup was officially notified that the Beaverton, Oregon and Kirksville, Missouri facilities have been awarded the AS9100 Certification after an unconditional recommendation was submitted by the auditor. Vice President of Quality Mark Henshaw and Quality Systems Administrator Jim McClaran have worked in conjunction with Beaverton Manager Larry Abraham and Kirksville Manager Mark Leake the past three years preparing for the inspections that took place this past fall.

WireCo WorldGroup has always offered the premier products demanded by the aerospace industry while adhering to the finest process management criteria when executing the designs from our customers. By achieving this certification, this adds another level of confidence for not only the aircraft manufacturing sector but all industries where our products are used.

WireCo WorldGroup Acquires US Reel

On November 20, President and CEO Ira Glazer announced the acquisition of US Reel. WireCo WorldGroup has had a long-standing business relationship with the manufacturer and has procured their reel and packaging needs from the Carrollton, MO, facility because of their outstanding reputation for producing nailed wood and plywood reels. WireCo WorldGroup looks forward to not only ensuring their competitive source for reels, but growing the business further. Former owner Roger Moore stated, "I am pleased to have the opportunity to turn over US Reel to such a dynamic company. With this change, US Reel will have access to additional capital which can spur more growth and provide security for my valued employees."

First Quarter Rod Supply Secured

Industry analysts are confirming what we have foreseen for several months: The 2008 supply will be tight while global demand will increase. Adding to the challenge to supply for the increased global demand, is the forecast that the industry, as a whole, will experience a merger and acquisition rate of as much as 35% of its steel manufacturing capacity among the ten largest companies in less than five years (American Metals Market – January 4, 2008).

WireCo WorldGroup understands that your business should never experience interruptions in receiving quality product for your customers and has always approached the procuring of the highest quality high-carbon rod with your success in mind. It is this core belief that led to the procuring of the three-month supply of rod to begin our 2008 production schedule.

As always, our primary goal is to offer you the finest products for your business and application needs and appreciate your loyalty to the WireCo WorldGroup brands.

Your One-Stop Information Source

Don't forget that our WireCo WorldGroup website is your instant resource for the latest information on our wire rope, slings, assemblies, structural strand, galvanized strand and high carbon wire products. Go to WireCoWorldGroup.com and check us out!

WireCo WorldGroup Redefines Brands

We are very fortunate to have great customers and owners who have helped us grow at a tremendous rate. With this growth has come numerous challenges. Our name, our brands and how we go to market needed a more cohesive approach. With the help of a renowned branding consultant, we discovered not only was our company name not working, it didn't adequately portray our global footprint. Additionally, we found our product names and brand strategy were good, but not great, in your eyes. Changes had to be made!

In October 2007, we unveiled our extensive research results and the choices we believe best illustrate our corporate identity and brands structure. WireCo will now only be used in our corporate name - WireCo WorldGroup. This signals who we are, what we do and where we do it. Next, the go-to-market results yielded that MacWhyte and Union are major brand names to embrace. This led us to focus the MacWhyte brand to be used for engineered assemblies and the government and structures markets and the Union brand for all previous wire rope brand names except Camesa and Wireline Works. Camesa and Wireline Works will remain WireCo WorldGroup brands and continue to offer their respective lines of high-quality wire, wire ropes and electromechanical cable. WireCo WorldGroup will also continue to support our exclusive CASAR brand name.

More importantly, we must emphasize what has not changed - our products, their quality and the technological innovation that the family of WireCo WorldGroup products offers you, our valued partner in business. That will never change. The world is now our worksite and we'll continue to leverage our expertise for you.

WireCo WorldGroup Tapped For New York City Bridge Refurbishings

WireCo WorldGroup has been selected as a supplier in three bridge refurbishing projects in New York City. One of the structures, the Roosevelt Island Bridge, is a tower-drive lift bridge that connects the borough of Queens to the east side of the two-mile long island in the East River.

Inspectors from New York City were present in St. Joseph during the entire manufacturing process of the main and auxiliary counterweight rope assemblies. The main counterweight rope assemblies totaled almost 6000 feet of 6 x 25 RR XIP Fiber Core while the auxiliary assemblies required eight spelter socket assemblies totaling 400 feet.



Roosevelt Island Bridge

Manager of Engineered Fabrications Tim Klein commented that it is quite the challenge when working on projects such as these bridges that are extremely old structures. With several of the bridges well over 100 years old, WireCo WorldGroup is proud to be involved in the restoration effort of these historical structures.

Hughes Retirement Leads To New Leadership Role

Senior Vice President of Sales Mike Hughes, bid his farewells to the WireCo WorldGroup corporate staff on December 4, completing a career in the wire rope industry spanning more than 40 years. Although Mike is no longer leading the sales team, his leadership established a foundation for our team to continue the company's plans to expand our reach not only in North America but around the globe.

To move forward in achieving these goals, Miguel Gomez has been named Senior Vice President of Sales with his leadership encompassing Mexico and South America along with heading up global EMC sales. Gomez will work alongside Senior Vice Presi-

dent John Josendale who leads the sales team in the United States and Canada.

To aid in the sales efforts in Mexico and South America, WireCo WorldGroup has made two key additions to our sales team in these regions. The first addition was José De Las Casas who joined the South American Sales team on November 1, 2007. José has an extensive background in the South American mining industry and has established his office in the Lima, Peru Service Center. Secondly, Jim Stephens joined the electromechanical cable sales force on November 15. Jim brings a unique background to the talented group as he was raised in various parts

of South America and speaks English, Spanish and Portuguese. Although his territory will range from Mexico, Central and South America, he will establish his office where he resides in the Houston area.



Pictured above is Jim Stephens and to the left, José De Las Casas.