

### **Louisiana-Pacific Corporation**

Investor Presentation Spring 2012



### Forward-Looking Statements

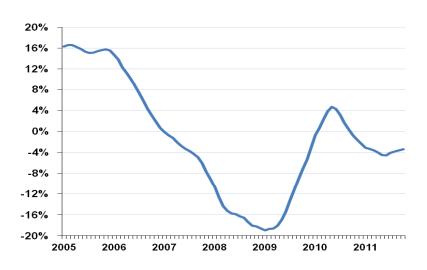
This presentation contains statements concerning Louisiana-Pacific Corporation's (LP) future results and performance that are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The accuracy of such statements is subject to a number of risks, uncertainties and assumptions that may cause actual results to differ materially from those projected, including, but not limited to, the effect of general economic conditions, including the level of interest rates and housing starts, market demand for the company's products, and prices for structural products; the effect of forestry, land use, environmental and other governmental regulations; the ability to obtain regulatory approvals, and the risk of losses from fires, floods and other natural disasters. These and other factors that could cause or contribute to actual results differing materially from such forward-looking statements are discussed in greater detail in the company's Securities and Exchange Commission filings.



# **Market Outlook - New Housing Demand**

- Short-term ... what needs to happen?
  - Reduction in the vacant units for sale
  - Stabilization of home prices
  - Lower foreclosure backlog

#### **S&P Case Schiller Home Price Index**



#### **Existing Home Inventory**



#### **New and Existing Home Sales**





# We're from the Government and We're Here to **Help ... Making Home Affordable**

- Home Affordable Modification Program (HAMP<sup>sm</sup>)
- **Principal Reduction Alternative (PRA)**
- Second Lien Modification Program (2MP)
- FHA Home Affordable Modification Program (FHA-HAMP)
- **USDA's Special Loan Servicing**
- Veteran's Affairs Home Affordable Modification (VA-HAMP)
- Home Affordable Foreclosure Alternatives Program (HAFA)
- Second Lien Modification Program for Federal Housing Administration Loans (FHA-2LP)
- Home Affordable Modification Program for Rural Development Loans (RD-HAMP)
- Home Affordable Refinance Program (HARP)
- FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)
- Home Affordable Unemployment Program (UP)
- Housing Finance Agency Innovation Fund for the Hardest Hit **Housing Markets (HHF)**

Source: www.makinghomeaffordable.gov



# **Market Outlook - New Housing Demand**

- Short-term ... what needs to happen?
  - Reasonable credit environment
    - Historically low mortgage rates
    - Cautious lenders; low appraisals
    - Financing availability for small / medium builder projects improving

- Improved employment
  - Job growth
  - Economy growing

#### Number of U.S. Jobs Created/Lost (000)





## Market Outlook - New Housing Demand

- Mid-term ... optimistic but guarded
  - Housing forecasts for remainder of 2012 / 2013 show modest increases
  - Job growth which will lead to household formation is key
  - Cost of ownership lower than rental in many markets
- Long-term ... outlook is more optimistic
  - Positive long-term trends and demographics including: household formations, immigration, and low interest rates
  - New housing starts should return to the 1.5 million level based on demographics\*
  - The questions still seem to be "when?" and "how fast?"

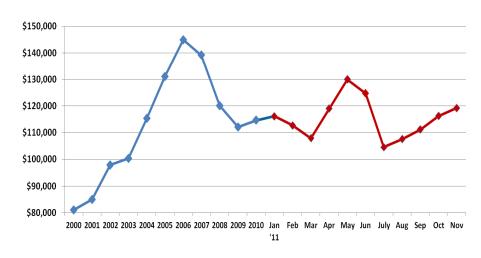
<sup>\*</sup> Source: The State of the Nation's Housing – 2011, *Joint Center for Housing Studies of Harvard University* 



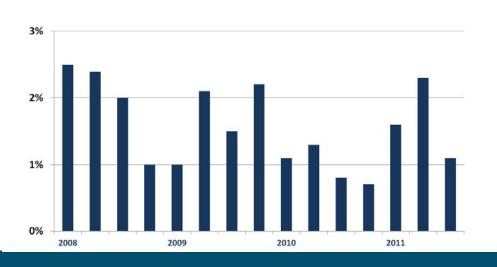
### **Market Outlook - Other Demand**

- Repair / remodel demand has started to recover
  - Owner occupied improvements higher
  - Consumer spending up
- Commercial and light industrial construction edging higher
- Emerging export opportunities – but pricing can be problematic

### Residential Remodeling



### Personal Consumption Expenditures





# LP's Businesses

#### **OSB**

- Commodity
- TechShield ® Radiant Barrier
- TopNotch ® Flooring
- Web stock, Rimboard
- FlameBlock

# Engineered Wood Products

- Laminated Veneer Lumber
- I-Joist
- Laminated Strand Lumber

### **Siding**

- SmartSide Lap and Panel
- SmartSide Trim
- CanExel

### **South America**

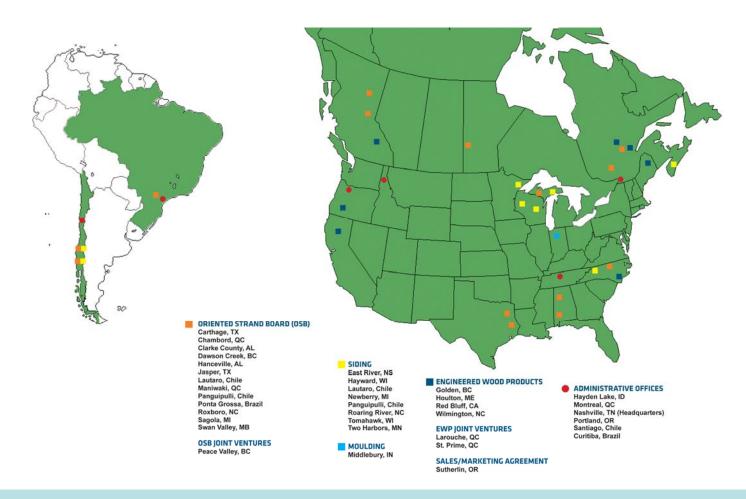
- Chile
- Brazil

#### Other

- Moulding
- U.S. GreenFiber



### **Strategically Located Facilities Differentiate LP**

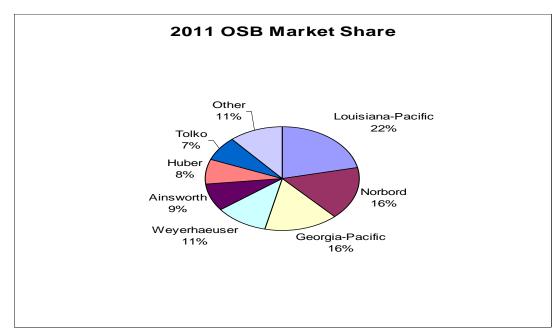


 Strategic location of plants drives efficient order-fulfillment, shipping and distribution of finished products



### **Largest OSB Capacity in North America**

- 22% OSB market share and 15% market share of structural panels
  - The most mills in NA: 10 LP mills and one JV at Peace Valley
  - The largest production capacity in NA: total of 5.8 bsf
- Diverse offering includes both commodity and value-added OSB
- Broadest geographic coverage in NA provides competitive delivered cost
- Ability to leverage assets to support SmartSide, EWP and International strategies – strand expertise



Source: FEA 2011 Capacity Report



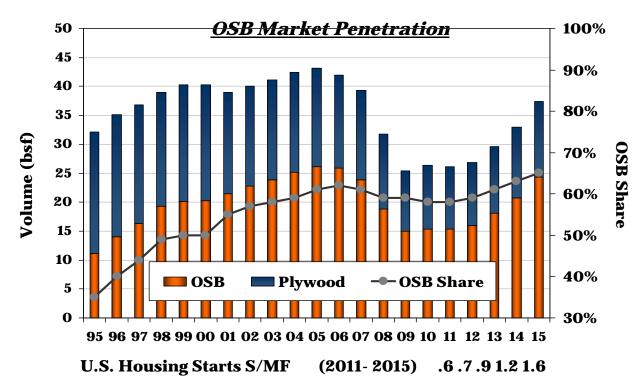
# Attractive OSB Outlook Driven By Strong Fundamentals

### **Key Drivers of OSB Demand**

- OSB substitution for plywood
- New residential construction
- Repair/remodeling
- Industrial/light commercial
- Export

### **LP Key Strategies**

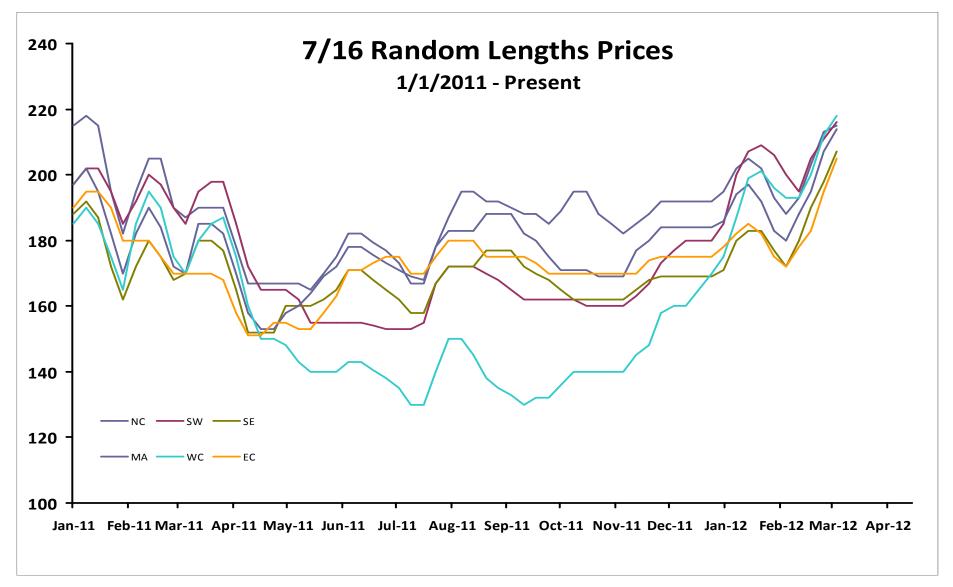
- Balance regional LP supply and demand
- Provide competitive delivered cost
- Deliver superior quality and service
- Grow value-added OSB



Source: FEA Quarterly Wood Panels 5 Year Forecast December 2011



### **Random Lengths Pricing Trends**





# Success in Siding Provides Stability and Growth

- Leading provider of wood based siding
  - #1 producer of engineered wood siding
  - Very competitive installed cost
  - Curb appeal, easy to use, consistent
- SmartSide provides an unmatched offering to builders
  - Full line of lap, panel, trim and soffit
  - Strong retail presence
  - Gaining market share in strand based SmartSide
- Entering repair / remodel, shed and temporary housing segments
- International opportunities
  - Canexel pre-finished siding
  - SmartSide in Australia / Europe / Asia



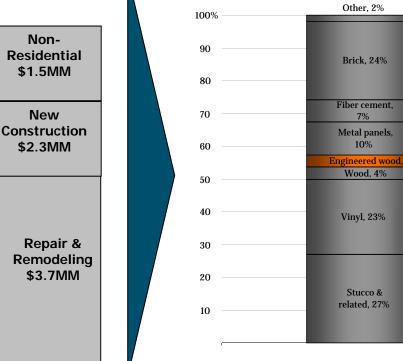


# SmartSide to Leverage Strong Presence in Niche Market into Broader Share Gains

### **Strong Stability**

- LP currently has 75%+ share of the \$400 million engineered wood siding sub-sector
- Revenues and operating income for Siding division less sensitive to changes in housing starts due to diversity of end markets
- Opportunity to grow total available market to ~\$3 billion as engineered wood siding continues to displace fiber cement, vinyl and wood

Growth Market Opportunity: Capturing
Share from Wood, Fiber cement, and Vinyl



Total 2009 Siding Market: \$7.5bn (Normalized: \$11bn)

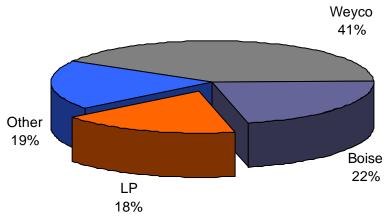
Note: Market size includes non-residential applications and trim



### **Positioned for Strong Growth in EWP**

- #3 EWP producer in North America
  - #1 producer of solid sawn I-Joist with 220 mmlf capacity<sup>1</sup>
  - Leading provider of LVL (13.4 mmcf capacity<sup>2</sup>) and LSL (7 mmcf capacity)
- Recognized for product quality
  - Reputation matters as product awareness increases
  - Technology is driving lumber displacement: EWP provides higher quality, offers more design flexibility, and saves money and time
- Growing end market demand
  - #1 supplier to two-step independent distribution
  - Sales efforts focused on builder conversions

#### **2010 EWP Market Share**



- 1 Based on production capacity
- 2 Includes 140 mmlf from JV with AbitibiBowater covering two plants in St. Prime and LaRouche, Quebec
- 3 Includes 4mmcf from marketing agreement with LVL manufacturer



# Ongoing Displacement of Lumber by EWP **Provides Significant Growth Potential**

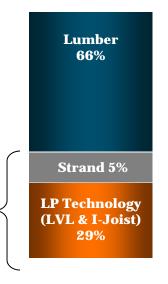
### The "LP EWP House" **A Quality Alternative to Lumber**



- EWP offers superior technology over traditional lumber
  - Potential for EWP to capture half of traditional lumber market
- Significant room for additional displacement exists
- Continue international and non-residential growth

#### **Total North America EWP Potential Market**

SCL & I-Joist: ~5 BBF (1)



Current EWP Market:

1. Volume based on 1 million housing starts



### **South America**

- Only producer of OSB in South America ...
   680 mmsf of capacity
- Chile
  - 2 Chilean mills support local growth
  - Seeding other South American markets
- Brazil
  - Early stages of adapting wood into residential construction
  - Export markets other South American countries, Asia and other countries





## LP Positioned for Upside When Market Recovers

- A top public play in the inevitable housing upturn
  - Higher LP sales \$s per start in all products: penetration
  - Significant capacity ahead of demand for all segments
  - Enhanced productivity
- Upside opportunity
  - Large, stable, growing specialty offering
  - Important supplier to repair and remodel
  - Geographic diversification
- Until Recovery
  - Focus on running operations to available demand
  - LP Brand: Supplier of Choice in our markets
  - Strong balance sheet; conserve cash