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USX CORP Form 425 August 06, 2001

Filed by USX Corporation
Pursuant to Rule 425 under the Securities Act of 1933
And deemed filed pursuant to Rule 14a-12
Of the Securities Exchange Act of 1934
Subject Company: USX Corporation
Commission File No. 1-5153

- [Slide 1] Vision = Vizia 180 degree Analyst Meeting Kosice, Slovakia August 7, 2001 James P. Bouchard Vice President, Commercial
- [Slide 2] Corporate Vision (Acquisition); Vizia 180 degree (USSK Commercial); New Management Team; Barriers; Goals; Strategies; Execution and picture of steel mill smokestack
- [Slide 3] Barriers to Execution Communication; USS in Europe; Prior Reputation; Historical Volatility of Order Book; Decline in Consumer Confidence and Manufacturing; EU Central Bank has Limited Options; Significant Uncertainties
- [Slide 4] CRU Monitor Sheet Products July 2001 delivered Germany USD/nt graph of prices for HDG -\$136/-\$63 (3Q00 \$405, 4Q00 \$367, 1Q01 \$332, 2Q01 \$301, 3Q01 \$269); CR -\$108/-\$37 (3Q00 \$377, 4Q00 \$355, 1Q01 \$306, 2Q01 \$286, 3Q01 \$269); HR -\$61/-\$14 (3Q00 \$265, 4Q00 \$230, 1Q01 \$218, 2Q01 \$213, 3Q01 \$204)
- [Slide 5] Flat Rolled Shipments by Geographic Region pie chart showing 40% Home; 39% EU and 21% All Other
- [Slide 6] Home Market Sales Offices U. S. Steel Kosice s.r.o., U. S. Steel Kosice Bohemia a.s. and U. S. Steel Kosice Hungary Kft. (JV 66%) map of central Europe with circle around Poland, Slovakia, Hungary and Czech Republic Resident Manager located in Sceczine
- [Slide 7] Flat Rolled Shipments Home Market pie chart indicating 40% Home; pie chart of 40% Home showing 33% Czech Republic; 13% Hungary; 23% Poland and 31% Slovakia
- [Slide 8] Western Europe Sales Offices U. S. Steel Kosice Germany GmbH, U. S. Steel Kosice France S.A., U. S. Steel Kosice Austria GmbH and U. S. Steel Kosice U.K. (JV 50%) map of Europe from U.K. to Russia Resident Managers located in Belgrad and Moscow
- [Slide 9] Flat Rolled Shipments European Union pie chart indicating 39% EU; pie chart of 39% EU showing 35% Germany, 18% Italy, 18% France; 13% U.K., 8% Austria and 8% All Others
- [Slide 10] Flat Rolled Shipments by Product Percent pie chart showing 43% Hot Roll, 39% Cold Roll, 7% HDG, 4% Tin, 3% Electrical, 2% Pre-Paint and 2% Slabs
- [Slide 11] Flat Rolled Shipments by Industry Percent chart showing 1999, 2000 and 1st half 2001 percentages for Automotive (5,6,5), Appliance (1,2,1), Electrical (Dynamo) (3,3,3), Construction (3,4,4), Radiators (3,5,4), Converters (25,28,38), Service Centers (11,15,25), OEM SC Subtotal (52,62,80), Traders & Stockists (48,38,20), and Total (100,100,100)
- [Slide 12] Goals 1. Soft Targets: New Philosophy; Transplant USS Image; Reputation; Target End-Users; Diversify Customer Base; "Sense of Urgency"; 2. Structure: New Team; Create "Core" Business Unit; Create CTS Group; New

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- Information Systems; Accountability; Product Teams; and 3. Hard Targets: Increase Shipments; Improve Cash Flow; Reduce Traders; Weekly Scheduling Commercial Strategies
- [Slide 13] Commercial Implementation Vizia 180 degree Vision, Integration, Unity, Implementation/Accomplishment: Customer Focus Completed Restructure Commercial Departments and Accountabilities; Implement Sales Office Model and Philosophy; Dedicated Value-Added Industry Teams; Combine All Planning, Customer Service and Transportation Activities; Weekly Planning and Scheduling; Create Customer Technical Service (CTS) Organization
- [Slide 14] Commercial Strategy Western European Region Eliminate EU Traders: Restructure Sales Offices; Improve Image and Reputation; Target New End-User Customers Diversify Customer Base by; Industry and Country; Tier II to Tier I Supplier
- [Slide 15] Commercial Strategy Central European Home Markets Restructured and Centralized Sales Office; "Clean Sweep"; Target New End-User Customers; Implement Slovak "Master Distributor Strategy"; Tighten and Monitor Pricing Spreads Between Countries; Aggressive Home Market Strategies; Support Slovak Economic Development
- [Slide 16] Slovak Economic Development (ED) Triangle chart entitled Increase Home Market Steel Consumption 1. Government: Economic Development Center; EU; 2. International ED: USA-Based Customers; Credibility-Quality Supplier; and 3. Home Market ED: Business Modeling; Stimulate Exports
- [Slide 17] Shipments to USA-Based Customers' European Locations chart showing 0-200 (000 tons) shipments in 1999 (88), 2000 (113) and 2001 (174) to the following companies: Crown Cork (CMB), Grief (Van Leer), LeRoy Somer (Emerson), Tyco (Allied Tube), Whirlpool, USG, Worthington, A. O. Smith, Butler, Ford, Thrall Car, Delphi, U. S. Can and Steelcase
- [Slide 18] Home Market Economic Development map of Europe with circle around Poland, Czech Republic, Slovakia and Hungary) Home Market Growth = Eliminate Barriers and Threats; Stimulate Steel Consumption in Home Markets; Support Customers with Solid Business Models; Develop Customer Export Opportunities; Promote Strategic Investment in SR; Tool for Commercial Personnel
- [Slide 19] Commercial Implementation "Core" Business Unit Responsibility Strategic Planning/Marketing; Solicitation-Tactical; Order Acceptance; Commercial Planning; Production Planning and Scheduling; Customer Service; Inventory Management; Transportation; Customs Clearance; Customer Technical Assistance-Quality
- [Slide 20] Commercial Strategies Vizia 180 degree Vision, Integration, Unity, Implementation/Accomplishment 1. Core Business Unit and 2. Customer/Market vs. Production-Driven Planning Process: Weekly Order Entry vs. Monthly; End-User/Inventory Friendly; Order Acknowledgement in 29 Hours vs. 28 Days; Automotive/Appliance Part Acceptance Order Status and Inventory Tracking; Shipment History; Material Release
- [Slide 21] "Core" Business Unit First Half 2001 Inventory Position chart showing total Days Supply for 2000 (41) and the 1st Half 2001 (27) for Slabs, In Process and Finished as well as Average Daily Shipments (8,767 and 10,044)
- [Slide 22] Corporate Vision (Acquisition), Vizia 180 degree (USSK Commercial), New Management Team (Think Differently), Barriers (New Way to Operate), Goals (New Identity and Goals), Strategies (Tier I to Tier II) and Execution (Realize Potential) including background picture of steel mill smokestack