



Shielding the world's infrastructure

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NASDAQ: AEGN

[aegion.com](http://aegion.com)

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## **Aegion** — [a'-jee-ahn]

A developer and provider of high value products and services to protect and strengthen infrastructure. *Formerly known as Insituform.*

Derivation: from **aegis**: a shield, armor, guardian; and **eon**: lasting performance, through the ages

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## Why Aegion? Why now?

In every company's evolution, there are inflection points — moments that signal a major shift in strategy. Insituform reached just such a point in 2011 when, for the first time in our history, our global sewer contracting business will represent less than 50 percent of our revenue, after representing approximately 88 percent of our revenue in 2007.

This was no accident. Rather, it reflects the success of our plan to diversify into higher growth and higher return products and services. By 2012, we anticipate our North American sewer rehabilitation business will represent less than one-third of our revenue as growth in our global Energy and Mining businesses and our Commercial and Structural group accelerates.

So, answering the *Why Now?* question is easy.

The Insituform® name represents where we came from, and the Aegion™ name represents what we have become and, more importantly, where we are going.

### But *Why Aegion?*

Finding a new name is no easy task. So we drew on Greek mythology to create one. Aegion is a combination of two words: "Aegis" is the protective shield used by Zeus, king of the gods. "Eon" suggests a long period of time. Together they form "Aegion", a company that develops and provides high quality products to protect infrastructure through the ages.

With a name like Aegion, we are driven to think more broadly than before.

It demands that we provide a "protective shield" for sewer, water, oil and gas pipelines, buildings, roads, bridges, dams and other infrastructure — whether this infrastructure is newly installed, at the end of its useful life, or somewhere in between. Aegion is clearly a reflection of the direction our company has been moving.



**AEGION™**

THE AEGION LOGO CONVEYS STRENGTH, STABILITY AND PROTECTION. The logomark exists within a box which serves as a shield or protector. The three blue shapes represent Aegion's entities or subsidiaries that come together to form an "A" which identifies with the name, AEGION. The "A" letterform resembles a structure that is strong, solid and stable. When the logotype and logomark come together, you have a strong identity that is contemporary and also timeless.

INSITUFORM TECHNOLOGIES IS NOW

# Aegion Corporation

**With this change,** we are marking the beginning of a new era for our company. We are broadening our mission and extending our leading capabilities into other key infrastructure segments. We seek to be the global leader in shielding the world's infrastructure, while delivering higher returns from our businesses.

For the past 40 years, the Insituform name has served two purposes. It has represented both our company and our flagship product — breakthrough technology that is closely aligned with the sewer rehabilitation industry and that remains one of that industry's most powerful and recognizable brands.

But today, Insituform, the company, is much more than Insituform, the brand. We're serving new customers who either have not heard of Insituform, or can't imagine what it has to do with THEM.

Aegion Corporation will continue to deliver innovative solutions. The histories of each of the companies in the Aegion family demonstrate our passion for being the technology leader in the energy, mining, water, wastewater, commercial and structural markets. Our portfolio of products and services will allow us to provide increased value to our customers which in turn will provide an increased return for shareholders.



ENERGY & MINING GROUP

WATER & WASTEWATER GROUP

COMMERCIAL & STRUCTURAL GROUP



# What does our broader mission mean to Aegion's...

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## ... Growth Outlook?

Thanks to our diversification strategy, our growth outlook has never been stronger. By stretching beyond our historical business of sewer rehabilitation, we have completed acquisitions that broaden our product and service offering and provide a more meaningful presence in new market segments.

While growth in our long-standing sewer rehabilitation business is expected to be low (within North America) in the near term, **moderate to high growth** is expected in our **Energy & Mining** platform and **high growth** is expected in our newly established **Commercial & Structural** platform. In fact, by the end of 2012, we anticipate our North American rehabilitation business will represent less than one-third of our revenue as growth in these other businesses accelerates and we add higher return products and services to serve them.

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## ... Business Opportunities?

While cured-in-place pipe (CIPP) contracting services are still important to our business, today we are “shielding the world’s infrastructure” in ways that go **far beyond CIPP**. We have added pipe coating, cathodic protection, fiber-reinforced polymer composites, engineering and other services that make it possible for us to construct, replace, protect and rehabilitate pipelines and commercial structures throughout the world. We are looking for **opportunities to grow** our industrial contracting business, to increase sales of our CIPP tubes to third parties worldwide and to expand our reach even further in the Middle East, Asia and Australia.

We are thinking “**outside the pipe**,” as we seek to protect buildings, roads, bridges, dams and other infrastructure from the effects of aging as well.

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## ... Market Position?

Our company gave birth to the CIPP rehabilitation industry 40 years ago and has been a leading provider of municipal pipeline rehabilitation ever since, with a reach that extends from North America to Europe and Asia-Pacific. Aegion today is a **leader** in other market segments as well. In the Energy & Mining sector, we hold leading positions in pipe coating, cathodic protection and lining in North America, South America, Australia and the Middle East. We also are a **pioneer** in the use of fiber-reinforced polymer composites, which is expected to provide our new Commercial & Structural group an edge in providing a superior alternative for structural rehabilitation.

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## ... Strengths?

Within the Aegion family are many of the world’s **leading infrastructure protection** and **shielding** technologies. They include:

### ENERGY & MINING

- *O.D. and I.D. pipe coatings*
- *Cathodic protection*
- *Patented robotic coatings*
- *HDPE lining systems*

### COMMERCIAL & STRUCTURAL

- *Internal pipe repair*
- *Structural strengthening/upgrades*
- *Seismic protection*
- *Blast mitigation*
- *Waterfront corrosion repair*

### WATER & WASTEWATER

- *Cured-in-place pipe rehabilitation*
  - *High-quality tube manufacturing*
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## ... Return Target?

The strategies we have employed are positioning our company to achieve and surpass its long-standing goal of **15% return** on invested capital.

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# AEGION™

## ENERGY & MINING GROUP

## COMMERCIAL & STRUCTURAL GROUP

## WATER & WASTEWATER GROUP

### GROWTH OUTLOOK

Moderate to High

### OPPORTUNITY

With increased demand for energy and mining resources, we anticipate robust growth in our Energy & Mining markets around the world.

### MARKET POSITION

We are the global leader in pipe lining and corrosion engineering services and hold a leading position in the pipe coating market in North America.

### GROWTH OUTLOOK

High

### OPPORTUNITY

We expect strong growth in the addressable market for fiber-reinforced polymer (FRP) composites for construction rehabilitation projects as FRP technology gains further acceptance.

### MARKET POSITION

Our newest platform includes companies that lead this market with engineering design and structural repair services.

### GROWTH OUTLOOK

Low  
(Within North America)

### OPPORTUNITY

We will continue to focus on our high margin value added tube products while rationalizing risk/return in the competitive contracting markets.

### MARKET POSITION

Leading provider of municipal pipe rehabilitation in North America, Europe and Asia-Pacific.



[www.aegion.com](http://www.aegion.com)

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