

FACTSHEET

THE COMPANY

Schoeller-Bleckmann Oilfield Equipment AG (SBO) is the global market leader in high-precision components for the oilfield service industry. The business focus of the company is on producing non-magnetic drillstring components for directional drilling.

Directional drilling is a technology to deviate wells for precisely targeting oil and gas reservoirs that are not directly located below the drilling rig, and is also used for continuous control, monitoring and adjustment of the drilling process. Directional drilling is considered to be the key technology for tapping future reservoirs, as it ensures higher recovery factors and well productivity.

SBO's core business also comprises production of drilling motors and drilling tools as well as special downhole circulation tools used in oil and gas drilling. Additionally, Schoeller-Bleckmann offers customers an extensive range of repair and maintenance services.

As a leader in terms of quality and technology, SBO has set the industry benchmark over many years. As a result, SBO counts the major oilfield service companies among its customers and has established itself as a global market leader. SBO services all major hubs of the global oilfield service industry and supports customers when they head for new oil drilling regions.

THE EXECUTIVE BOARD



Gerald Grohmann: Chairman and CEO of SBO since 3 October 2001

Franz Gritsch: Member of the Board and CFO of SBO since 1 December 1997

SBO WORLDWIDE

SBO's operating companies are represented in all major hubs of the oilfield service industry and offer top-quality service on the spot.



THE STRATEGY

SBO has established itself as an indispensable provider of high-precision components for directional drilling. SBO's cutting-edge technology both in materials and high-precision manufacturing provides a strong foundation to the global market share of SBO's core business of well over 50%. In the growth market of high-precision components, SBO pursues a customer-oriented growth strategy in line with market development.

This growth strategy is based on three pillars: Apart from organic growth, SBO focuses on developing and launching new products and technologies as well as acquisitions in strategically fitting sectors. Growth is implemented, for instance, through capacity expansions at existing sites, by building new sites and extending the product range, such as by acquiring attractive niche players. The company's conservative funding policy combined with a clear strategic focus on the core business ensures an optimised risk-return profile.

IMPORTANT KEY FIGURES

		2010	2009	Change in %
Sales	MEUR	307.7	251.6	+ 22.3
Earnings before interest, taxes, depreciation and amortisation (EBITDA)	MEUR	85.1	61.5	+ 38.4
EBITDA margin	%	27.6	24.4	-
Earnings before interest and taxes (EBIT)	MEUR	49.4	28.2	+ 74.8
EBIT margin	%	16.0	11.2	-
Profit before tax	MEUR	42.9	23.5	+ 82.7
Cash-flow from profit	MEUR	64.9	49.9	+ 29.9
Earnings per share	EUR	1.71	0.96	+ 78.1
Dividend per share	EUR	1.00*	0.50	+ 100.0
Headcount	Number	1275	1056	+ 20.7

* proposed

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PRODUCTS & SERVICES

SBO is the only provider worldwide that is engaged both in the development of high-strength non-magnetic steels for the oilfield service industry and in metallurgical treatment and manufacture of high-precision components for directional drilling.

NON-MAGNETIC STEEL



SBO has developed and processed premium steels for over 130 years. They stand out by their non-magnetic properties, high material strength and corrosion resistance, making them ideally suited for directional drilling applications.

MWD/LWD HIGH-PRECISION COMPONENTS



The collars produced by Schoeller-Bleckmann are used as high-tech housings for special logging instruments, sensors, antennas and generators. Internals from SBO contain electronic components and other parts needed for measuring and analysing.

OILFIELD SUPPLIES & SERVICES



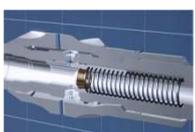
SBO is present at all major global hubs of the oilfield service industry and offers on the spot those products and services that are used in the oilfield. The portfolio spans from non-magnetic drillstring components to drilling motors and special tools used inside the drillstring to repair and maintenance services.

HIGH-PERFORMANCE MOTORS



SBO's subsidiary BICO Drilling Tools Inc. delivers high-performance motors used in directional and horizontal drilling and in thru-tubing applications. Extended service life, higher torque and less wear are outstanding features of the high-performance drilling motors.

DOWNHOLE CIRCULATION TECHNOLOGY



Specialized products for downhole circulation technology are used to deviate the flow path of the drilling fluid in the system. Drilling Systems International (DSI), a subsidiary of SBO, is the uncontested global market leader for this technology.

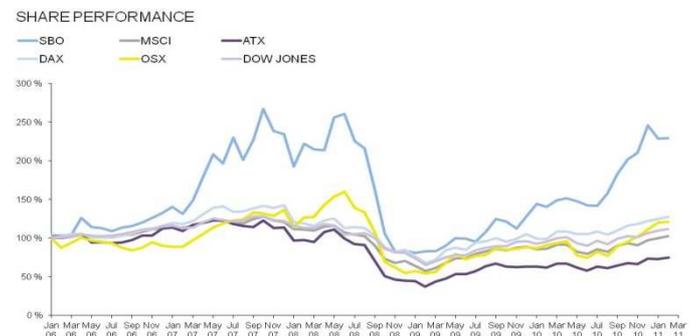
THE SHARE

SBO's IPO took place in 1997 at the then growth market NASDAQ Europe. On March 27, 2003 SBO was first listed on the prime market of the Vienna Stock

Exchange. Since July 1, 2003 the share has been listed exclusively on the Vienna Stock Exchange and represented in the ATX blue-chip index.

Symbol	SBO
ISIN	AT0000946652
Listing	Vienna Stock Exchange ATX
Market segment	Prime Market
Number of shares	16,000,000
Share capital (EUR)	16,000,000
Reuters Code	SBOE.VI
Bloomberg Code	SBO AV
Smallest tradable number of share	1 share
Type of share	Common stock
Index membership	ATX, ATX FND, ATX NTR, ATX Prime, ATX TR, CEESEG EUR, CEESEG USD, Short ATX, WBI
Initial public offering Vienna Stock Exchange	27.03.2003 (before Nasdaq Europe)
Free float	69%
Average Turnover Volume per day 2010	38,300 shares

In 2010, the share of SBO was the best performing share in the ATX blue-chip index, as it almost doubled its value over the year.



Analysts of Berenberg Bank, Erste Bank, Fox-Davies Capital, Goldman Sachs, Raiffeisen Centrobank, Deutsche Bank, Dresdner Kleinwort/Commerzbank, Hauck & Aufhäuser, Natixis and HSBC regularly cover SBO's performance.

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