

Vale's Base Metals Video Series

Video 1: Our Company

Video	Audio/Narration
Announcer intro over graphic title:	Vale's Base Metals Business Series — Focusing on our company
Montage: inspiring images of everyday life, we see metal in everyday use but it is the sub-text but not the focus.	Mining transforms our world's natural minerals into the ingredients we need for everyday life.
<p>See various images of Vale world-wide operations... must include mining, steel-making, logistics, and energy</p> <p>We see a montage of Vale people, emphasize diverse variety of faces, global imagery</p> <p>See iron ore operations</p> <p>See modern farming</p> <p>See electrical power and then steel blast furnace</p>	<p>We are Vale, the world's second largest mining company and the largest producer of iron ore. We are a global company operating in 38 countries, headquartered in Brazil. Our integrated businesses include steel-making, logistics, energy and our core business, mining...</p> <p>The iron ore we produce is the key raw material for steel, found in countless products in our modern world. We produce fertilizers to help feed the planet. Our coal mining operations generate thermal and electrical power and are essential for steel production.</p> <p>We are Vale... and we are transforming the mining industry all over the earth. This video series tells the story of our base metal's business.</p>
<p>See young woman in farmer's fields</p> <p>She picks up a mineral-bearing rock. She is curious... see her imagining its usefulness.</p> <p>Pull out to see the earth, global space p.o.v.</p> <p>See Vale production and product shots.</p>	<p>The Earth's biosphere produces most of our renewable resources.</p> <p>Everything else must come from the mineral resources buried in the earth.</p> <p>Our planet is made almost entirely of iron, oxygen and silica.</p> <p>Hidden within that mass of rock are all of the metal minerals that our world has come to value.</p> <p>These non-ferrous metals are what we refer to as Base Metals.</p>
See globe showing Vale worldwide locations	These metals can only be found in the right quantity and location in a few places on earth.

Video 1: Our Company (cont'd)

Video	Audio/Narration
<p>See quick montage of Vale processes: finding, mining, refining and selling metals</p> <p>See Toronto office.</p> <p>See the map, differentiate and locate operations, North Atlantic, South Atlantic and Asia-Pacific.</p>	<p>Vale's base metals business is dedicated to mining and processing nickel, copper, cobalt and associated precious metals, including gold, silver, and the platinum group metals like palladium and platinum.</p> <p>Our base metals business comprises approximately 20 per cent of Vale's entire portfolio. Headquartered in Toronto, Ontario, Canada, it is divided into 3 geographic areas: North Atlantic, South Atlantic and Asia-Pacific.</p> <p>We're committed to transforming mineral resources into prosperity and sustainable development in every location where we operate.</p>
<p>Montage of modern life, emphasize home and everyday life "sustainable prosperity" imagery</p>	<p>Almost everything in our homes, buildings, vehicles and aircrafts, in fact almost everything in our world that isn't "grown," is made using metals.</p>
<p>Product shots , applications</p>	<p>Modern life depends on the base metals. They are the backbone of our prosperity.</p>
<p>See alloy process, see rolling metals, see building covered with stainless steel, perhaps beauty shots of Frank Gehry-type stainless steel building design</p>	<p>Nickel mixes readily with other metals, especially iron, chromium and copper. It produces alloys with amazing strength and beauty that are highly resistant to corrosion.</p>
<p>See jet, hydro or gas turbines, and high-end industrial applications</p>	<p>Nickel alloys can maintain their mechanical and physical characteristics, even when subjected to extreme temperatures such as those found in jet turbines or industrial furnaces.</p>
<p>See medical operation, emphasize human touch but see instruments etc.</p>	<p>Medical, surgical and scientific instruments depend on nickel alloys for sterilization and precision. The finest materials combine for cutting-edge results.</p>
<p>See Prius</p>	<p>All roads lead to nickel, the metal that is driving the hybrid vehicle revolution.</p>
<p>See windmill, wiring, computer chip to user</p> <p>See copper in industry</p>	<p>Copper is one of the best conductors of electricity. An unbroken chain of copper connects this windmill to your computer. Copper is king of the wired world.</p> <p>From the plumbing inside your home to the most advanced industrial processes, copper is at the heart of modern life.</p>

Video 1: Our Company (cont'd)

Video	Audio/Narration
<p>See rapid edit sequence: Focus on modern high-tech look to establish catalytic convertor, oil refinery, fibre-optics, etc.</p> <p>Insert images of new technology: smart-phones etc, check on branding but Blackberry is a safe choice</p>	<p>The platinum group metals, or PGM's, are used in catalytic converters, spark plugs, and sensors in vehicles. Along with cobalt, they are critical in hundreds of industrial processes from refining oil to making fibre-optic cable.</p> <p>The platinum group metals are important raw materials found in hundreds of new technology products from smart phones and tablets to flat-panel television.</p>
<p>See recycle process images, for example, vehicle being scrapped and then re-used</p> <p>See states of copper, nickel, PGM, concentrate and more refined forms</p> <p>See montage of a variety of end-user examples</p>	<p>Products made from base metals are the most highly recyclable and re-useable ever developed. These elements can be retained and recovered over and over, extending the life cycle, adding value and reducing environmental impact.</p>
<p>See Vale operations</p> <p>Montage of aerial shots of Vale mines and other operations,</p> <p>End on people shots of Vale workers, emphasize diversity</p>	<p>Our mineral reserves and strategic operations will ensure Vale's strong future and our presence around the world.</p> <p>Vale's base metals business will continue leading the industry and driving beneficial change. We will always ensure that the health and safety of our employees and the well-being of our communities is our first priority.</p> <p>We believe there is no future without mining, and there can be no mining without caring about the future. It is our mission at Vale to transform natural resources into prosperity and sustainable development.</p>
<p>Title rundown:</p>	<p>To learn more about how we are transforming mining please watch the other videos in this series.</p>
	<p>Music out</p>