



SIOUX STEEL COMPANY

VISION

"YOU ARE THE KEY TO
OUR SUCCESS."



THE THINGS WE
PRODUCE
TODAY WERE
DREAMS
YESTERDAY.

OUR TASK IS TO GIVE SHAPE TO NEW IDEAS AND
INNOVATE WHAT ONCE WAS MAGIC.

"I came to this business at the age of 27 years, with a whole lot to prove. Now, some 20 years later, I am proud of what we have created. It is with great pride that I work here, delivering on the promises of my father and grandfather and great grandfather as the 4th generation managing our business. It is with monumental excitement that I dream, with all of you, the goals and visions of solutions not yet born to be carried out for what I anticipate will be another... 100+ years."



No customer cares what they pay for a product or service as long as the proposition is full of value that says, "how do they do that?"

A handwritten signature in black ink, appearing to read "Scott Rysdon".

SCOTT RYSDON
FOURTH GENERATION OWNER & CEO



Farmers preparing fields, corn stalks glistening in the sun and families passing down generations of knowledge. WE LIVE IT, drive by it every day and genuinely care about the values and the people that are making a difference in the agricultural community. Sioux Steel has been a part of that difference since 1918. Manufacturing quality products that farmers have relied upon for a century, we look forward to another 100 years of building these relationships.

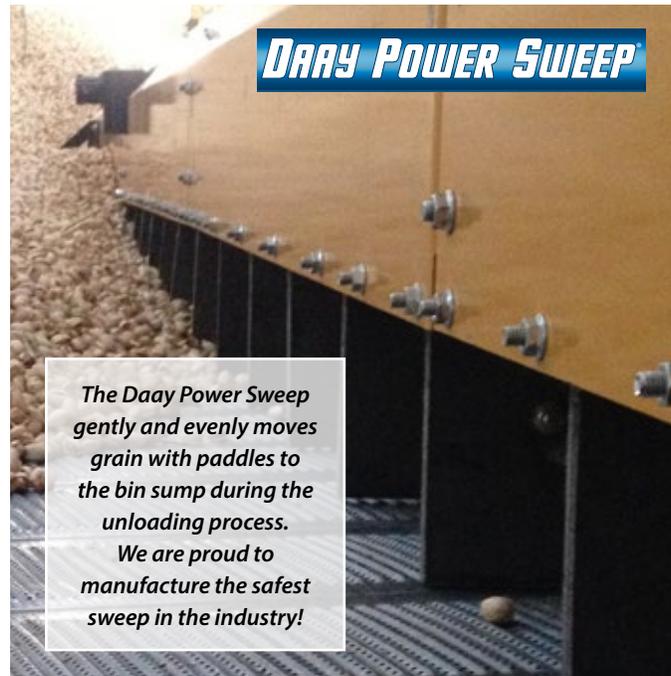


Investing In Our **FUTURE**

Being the leader in **Value** to the customer always.

At Sioux Steel, we try to understand and measure that, constantly improving on the current innovation to help our customers succeed and solve the paradigm.

Taking on partners that allow us the scale to achieve our visions and efficiencies that take us to the best in class in our markets.



Process Driven **CULTURE**

To stay competitive in the market, we continually want to identify and improve processes to eliminate cost in everything we do. At Sioux Steel Company, we have developed a sustainable culture that improves on its processes 6% to 10% annually.

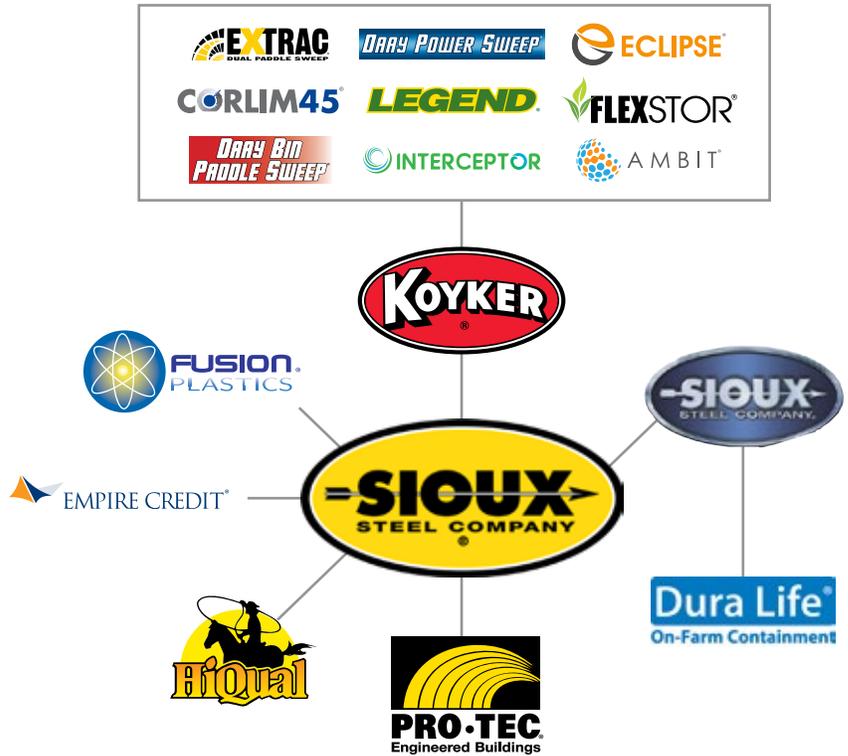
This means continued involvement from every division of members at Sioux Steel. You will have an opportunity to add your insights and knowledge to the conversation.



Profit Centered RESULTS

Our focus on budgets and annual results allow us to create an environment for the business to thrive and succeed within the framework of 8-10% net profit on our products.

We continually want to drive our brands. This requires capital investments, all derived from a gross margin of 24% or better and budget guidelines to maintain fiscal health.

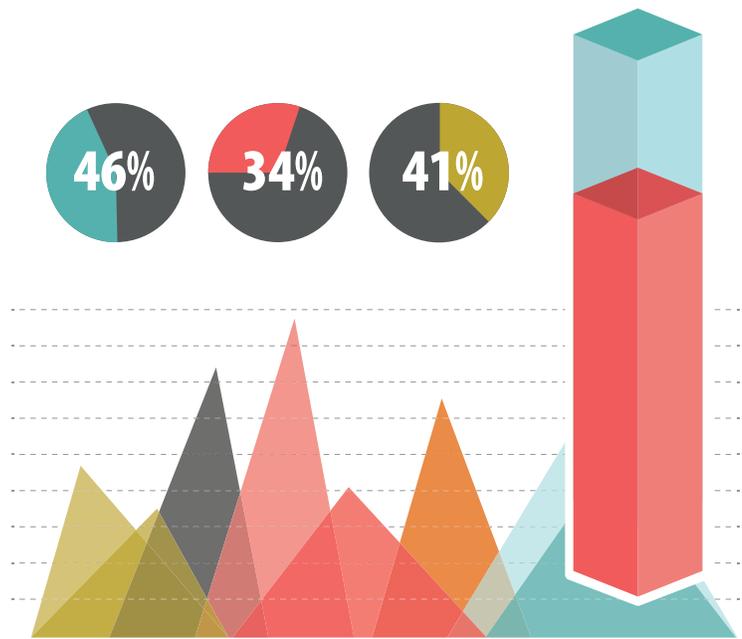


**SIoux
STEEL
COMPANY**

Visible Available **METRICS**

What gets measured gets done, and accountability cannot be established in the process culture without them.

Standard business barometers are essential in keeping our focus on the principles of the business, leading to repeatable, consistent and predictable processes.



- 4" CORRU GATION**
- 51 LB/FT³ GRAINS**
- GAL VAN IZED**
- 70 lb/bushel**
- 10K ROOF**
- 70,000 PSI**

SIoux
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Wellbeing Of All **MEMBERS**

Creating a culture that supports team members in their quest to identify and achieve their personal goals in an environment of total wellbeing is one of our primary goals at Sioux Steel Company.

On staff, we have a Wellness Coordinator/Dream Manager. This position's primary responsibility is to help all members trying to reach goals in the following areas:

- **PHYSICAL HEALTH**
- **MENTAL HEALTH**
- **FINANCIAL HEALTH**

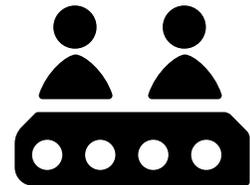
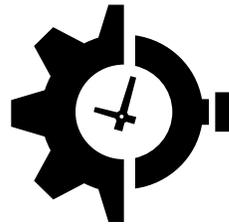


ACHIEVEMENT BASED ENVIRONMENT

Achieving new goals needs to be acknowledged.

At Sioux Steel Company, our goal is to show our appreciation for your dedication and hard work with badges of success.

These badges represent to everyone you work with that you have accomplished your goals and can be looked to for knowledge and help.





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