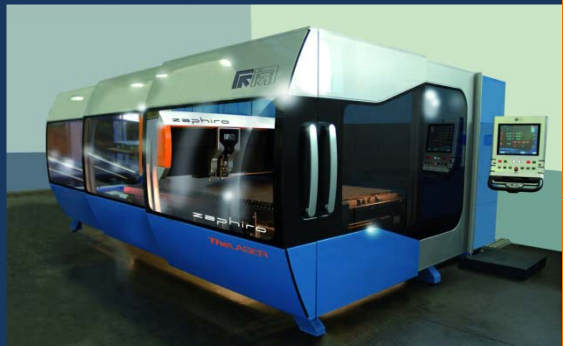
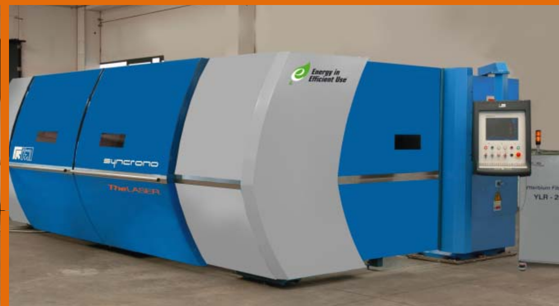
PRIMA INDUSTRIE GROUP





PRIMA INDUSTRIE

TAKING OFF AGAIN AFTER A TOUGH LANDING

March 2010

PRIMA HIGHLIGHTS

• **Leading global player** in laser and sheet metal machinery (among the **top 4 players worldwide).**

• **Comprehensive product range** in laser systems and sources, punching, shearing, bending and automation.

• **Market leader in 3D** for:
  - **•automotive market**
  - **• aerospace market**

• Over **30 years** experience in the sector.

•**~ 10,000 machines and systems** installed in **60 countries**

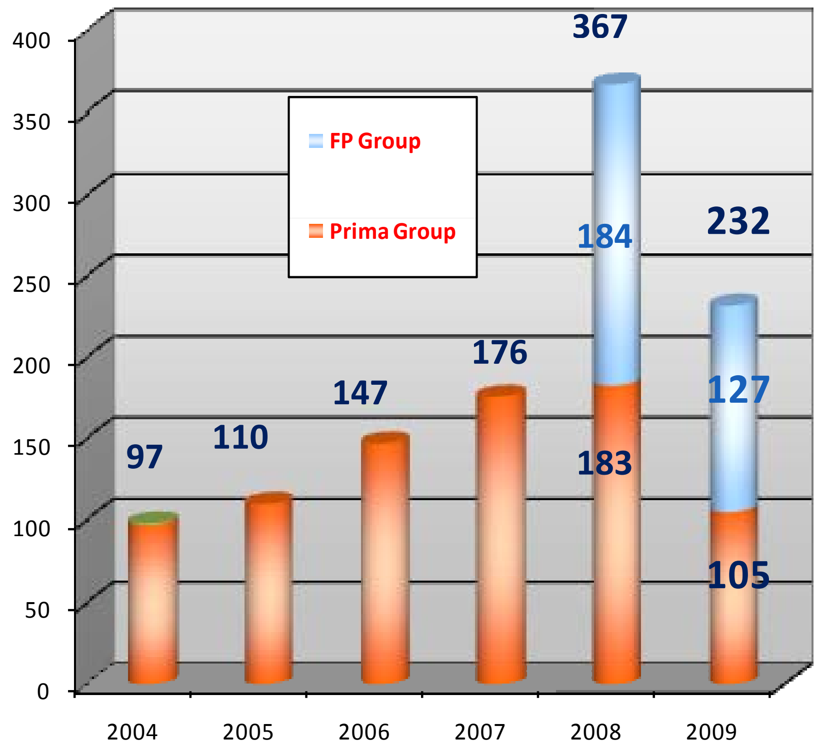
• Manufacturing facilities in **Italy, Finland, USA, China**

• **Worldwide sales and service network**

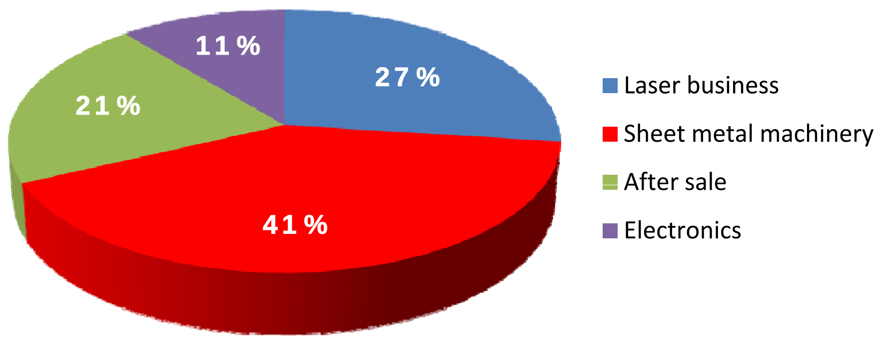
PRIMA MAIN FIGURES

Main figures

Sales (Euro million)

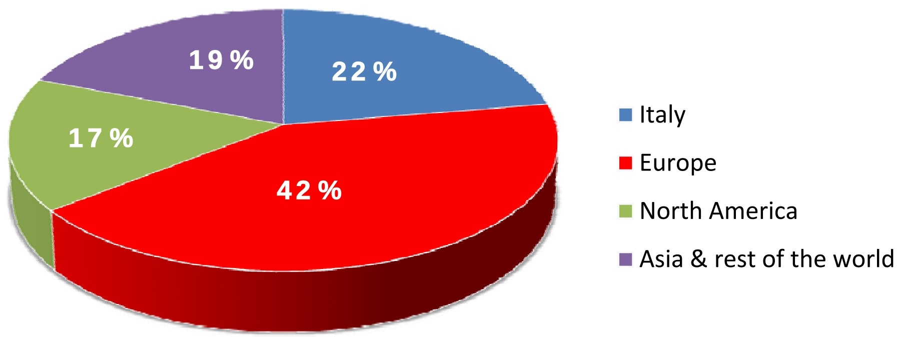


2009 revenues by sector



Figures have been restated vs. Segment Report

2009 revenues by geography



FY 2009 HIGHLIGHTS

- **Group revenues at 231.9 M€**, down 37% over a particularly positive 2008 (-40% on a yoy basis), with severe decline in all business sectors.
- All the geographical areas were strongly affected by the revenues reduction; only Asia & rest of the world limited the drop.

- Notwithstanding the extremely negative context, **Group EBITDA was positive 6.2 M€ (+2.7% on revenues)**, thanks to:
  - Significant reduction of headcount and labour costs
  - Costs reduction measures undertaken by all Group companies
  - Outcome of the EQT settlement

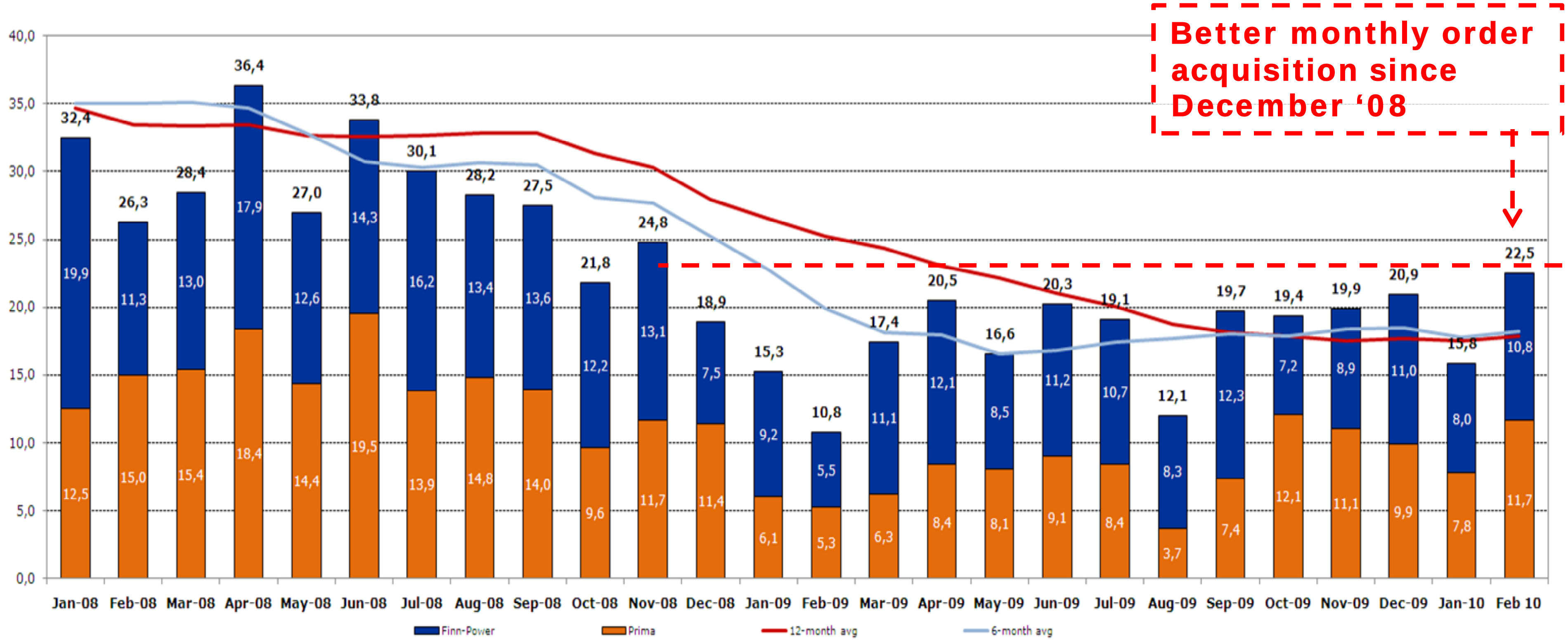
- **Net loss** of 8.7 M€ (against a profit of 5.5 M€ in 2008).

- **Net debt** improved to 150.1 M€ from 161.6 M€ (at Dec.31 ‘08) with positive effects from:
  - EQT settlement
  - Restatement of the Kauhava lease contract

- Net debt does not include the effect of the **capital increase**, successfully completed in February 2010.

ORDERS INTAKE

Order acquisition Jan ‘08 – Feb ‘10



THE YEAR 2009: THE FIGURES

BALANCE SHEET

(figures in Euro thousand)	31/12/2009	31/12/2008
Tangible and intangible assets	77.944	86.252
Goodwill	102.511	102.585
Other non current assets	10.515	13.222
NON CURRENT ASSETS	**190.970**	**202.059**
Inventory	71.808	106.187
Trade receivables	58.823	72.266
Trade payables and down payments	(71.094)	(98.088)
NET WORKING CAPITAL	**59.537**	**80.365**
Other current assets and liabilities	(16.964)	(24.957)
Other non current liabilities	(18.474)	(20.735)
NET INVESTED CAPITAL	**215.069**	**236.732**
NET DEBT	**150.091**	**161.645**
NET EQUITY	**64.978**	**75.087**
FINANCIAL SOURCES	**215.069**	**236.732**

PROFIT & LOSS

(figures in Euro thousand)	31/12/09	31/12/08 (*)
SALES	231,886	367,276
VALUE OF PRODUCTION	222,193	376,408
EBITDA	6,243	31,786
% on sales	*2.7%*	8.7%
EBIT	(3,863)	23.233
% on sales	*(1.7)%*	6.3%
EBT	(9.644)	11,730
% on sales	*(4.2)%*	3.2%
NET INCOME	(8,696)	5.476
% on sales	*(3.8)%*	1.5%

(*) = FP consolidated for 11 months only

THE CRISIS OF 2009 – OVERVIEW

Association	Country	Date	Newsflow
UCIMU	ITALY	26/01/10	" Orders collected by Italian machine Tools manufacturers were down 46.9% compared to 2008."
VDW	GERMANY	17/02/10	"Over the year 2009 as a whole, the German machine tool industry lost 55 per cent of its order volume compared to the boom year of 2008. "
AMT The Association For Manufacturing Technology Over 100 Years of Building Global Productivity	USA	24/02/10	"Orders of industrial laser equipment and systems in 2009 are reported at $259.9 million, a decrease of 45.3% from 2008, according to AMT ."

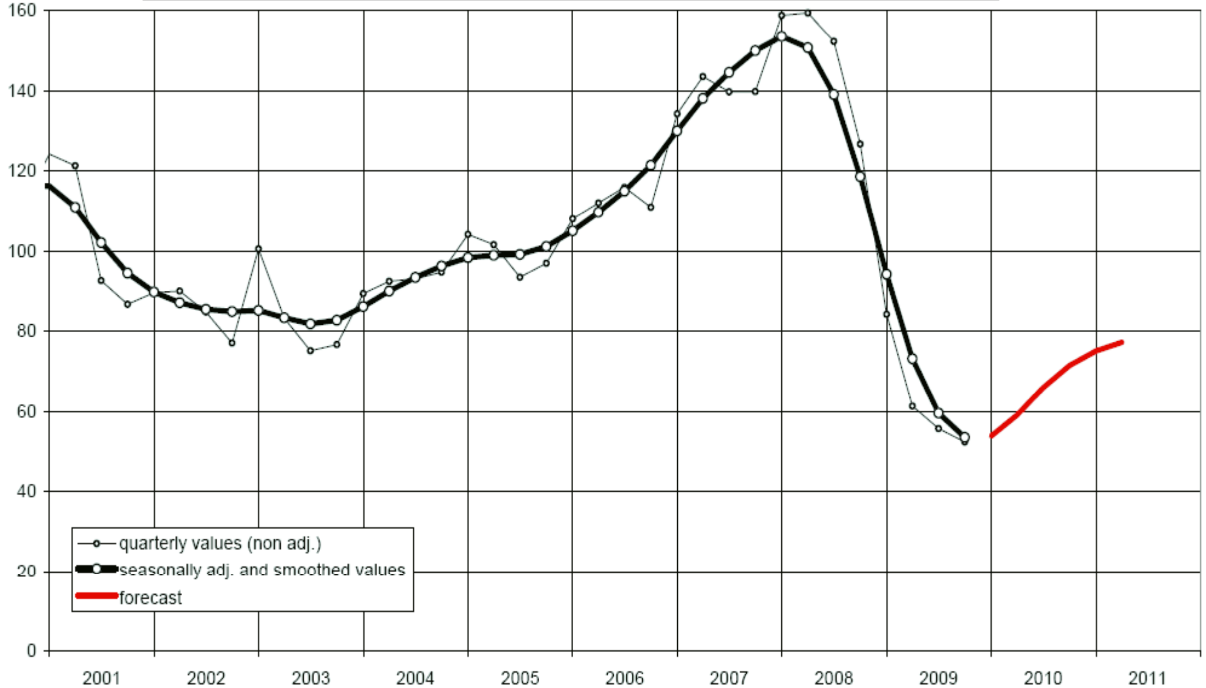
THE CRISIS OF 2009 – COMPETITORS OVERVIEW

Company	Date	Newsflow
AMADA	04/02/010	Net sales were down 50.6% for the nine months ended Dec. 31, 2009.
conzzeta Bystronic	12/10/09	"Sheet metal processing was strongly affected by the low order intake in the earlier part of the year. At the end of August 2009 sales were CHF 226.3 million (-55.9%)".
TRUMPF	20/10/09	"In the 2008/2009 fiscal year that ended June 30, 2009 the Group posted a 35 percent decline in orders received to 1.4 billion Euros. Sales fell from 2.14 to 1.66 billion Euros".
rofin	5/11/09	"For the twelve months ended Sep. 30, 2009 net sales totaled $349.6 million, a decrease of 39% from the comparable period in 2008"

WHAT'S AHEAD OF 2009 ?

Source	Date	Comment
cecimo Where manufacturing begins	02/10	•"New orders of machine tools for the 4th quarter 2009 in CECIMO countries confirm that the turnaround point may be behind our industry. •Most macroeconomic experts agree that we are currently experiencing a modest recovery in Europe. Forecasts for 2010 have been revised upward in most countries, especially in China and the US. •Time lag is a major macroeconomic issue for the Machine Tool industry. Economy will need to recover before industry starts to re-invest in new equipment and therefore in new machine tools. The "multiplier" effects of capital investment on productivity would be experienced later in the cycle."

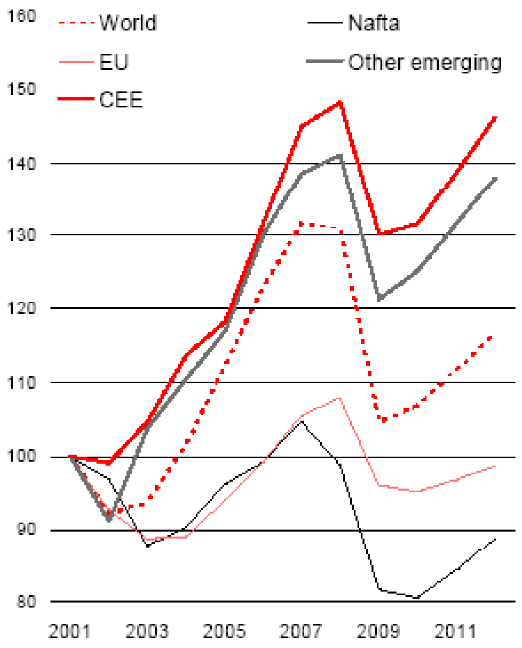
Machine Tool demand trend



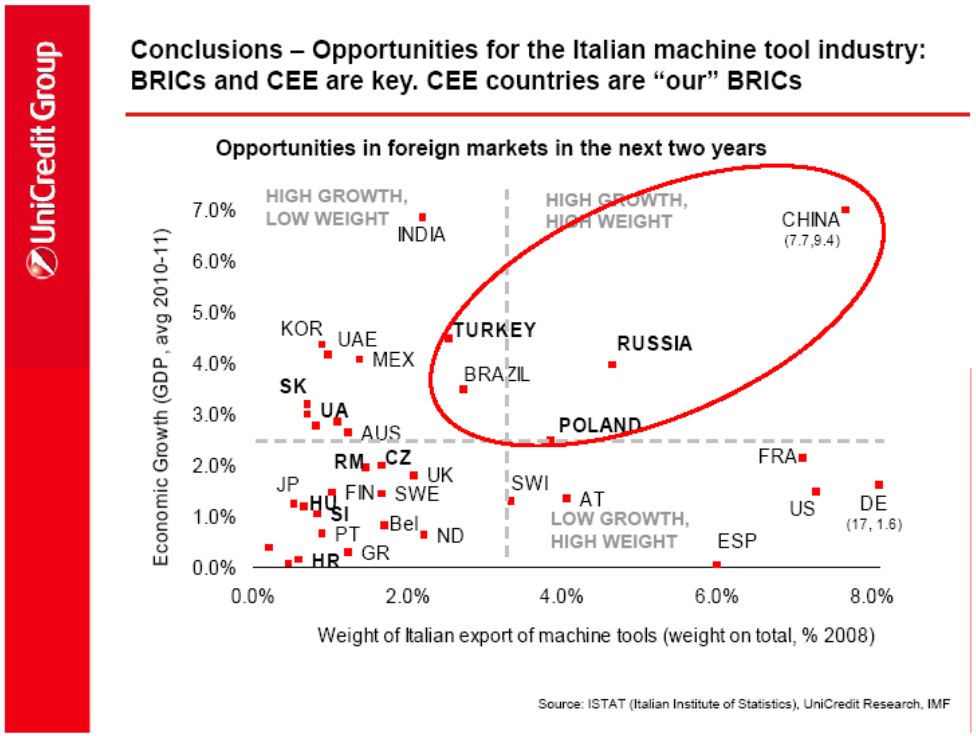
WHAT'S AHEAD OF 2009 ?

Source	Date	Comment
UniCredit Group	01/10	•"Machinery and equipment is closely related with the global cycle and industrial production – disastrous 2009 and not much investment expected in 2010. • Recovery will arrive after inventories drained".

Machine tools: value added growth (%)

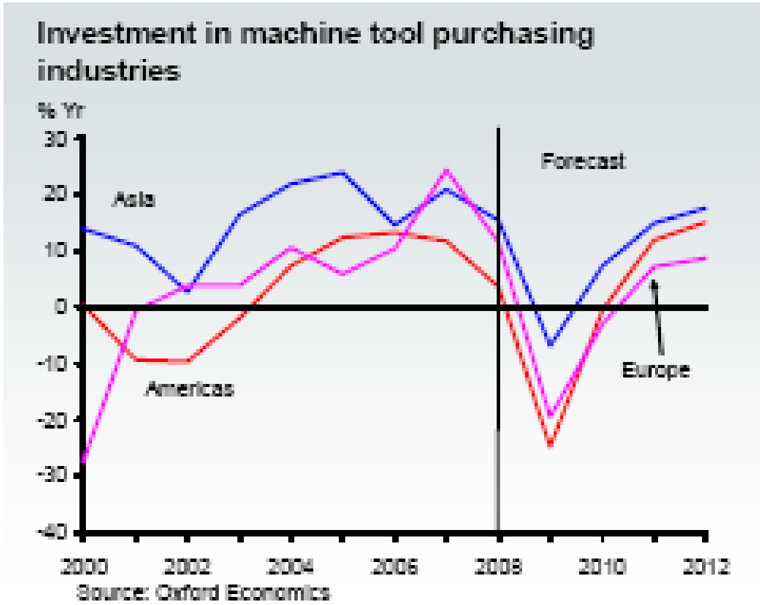


Source: Global Insight



WHAT'S AHEAD OF 2009 ?

Source	Date	Comment
OXFORD ECONOMICS	Autumn 2009	•"2009 is clearly shaping up to be a very difficult year for the global machine tools market. We estimate that, excluding the Chinese market, global consumption is likely to fall by about 38% this year. • the good news for prospects for the global market is that we now seem to be at the bottom of the recession. • 2010 will be a year of transition"



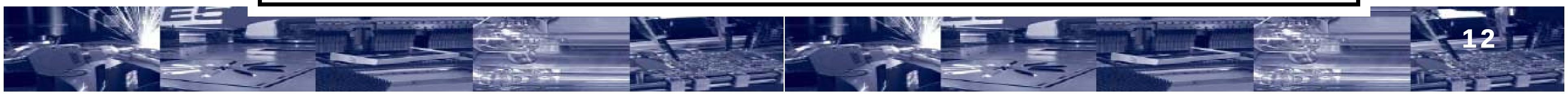
WHAT'S AHEAD OF 2009 ?

Source	Date	Comment
LONGBOW Research Tactical advantage through independent research	February 2010	"We also see 2010 as a recovery year for lasers, and in general would expect double-digit increases for those in our coverage universe as most companies come off the single worst yearly decline in their history. Fiber lasers should also gain share against solid-state lasers in low-power applications, but we believe gains vs, CO_2 lasers in high-power laser metal cutting will be somewhat limited as this is a fairly mature market that has historically been slow to accept new technologies".

Industrial Laser Forecasts for 2010

2010 by Laser Type	Lasers Only	Laser Systems
CO_2	+8%	+5%
Solid State	+7%	+6%
Fiber	+12%	+14%
2010 by Application	**Growth**	**Market Size**
Metal Processing	+8%	$985M
Semi. & Micro.	+11%	$104M
Marking & Engraving	+9%	$160M

Source: PennWell



LEVELLING TO RESTART GROWTH

Main restructuring operations

FINLAND	**Finn-Power Oy**	• Shut down of Vilppula plant • Relocation of activities to Kauhava and suppliers (outsourcing)	Kauhava – Finland Finn-Power Oy 
	FTE employee reduction	-40 (Vilppula closing) -70 (Kauhava restructuring)	
ITALY	**FP Italia**	Transfer of all activities (except Demo Center) from Fiesse to Cologna Veneta	Cologna V.ta (VR) – Italy Finn-Power Italia S.r.l. 
	FTE employee reduction	-40	
	Prima Industrie & Prima Electronics	• Headcount scaling down • Shut down of offices in Bari, Bologna and Padua	
	FTE employee reduction	-55	

LEVELLING TO RESTART GROWTH

Reorganizing sales/service network

NORTH AMERICA — **P FP N.A.**

- Transfer of Prima Laser Systems division to PFP NA. Unified sales % service network for 2D laser and sheet metal fabrication machinery.
- Focus of PNA on Convergent and Laserdyne divisions.
- Synergies between Prima 3D and Laserdyne for aerospace and automotive markets.

Chicopee (MA) – USA
Prima NA – Convergent Div.

Champlin (MN) – USA
Prima NA – Laserdyne Div.

Arlington Heights (IL) – USA
PrimaFinn-Power NA

EUROPE

P FP GmbH

- Merger of FP GmbH with PI GmbH, headquartered in Frankfurt
- Reduction of former FP GmbH offices in Munich

P FP France

- Transfer of Prima Branch Office to PFP France
- Relocation into a common facility in Paris

P FP Iberica

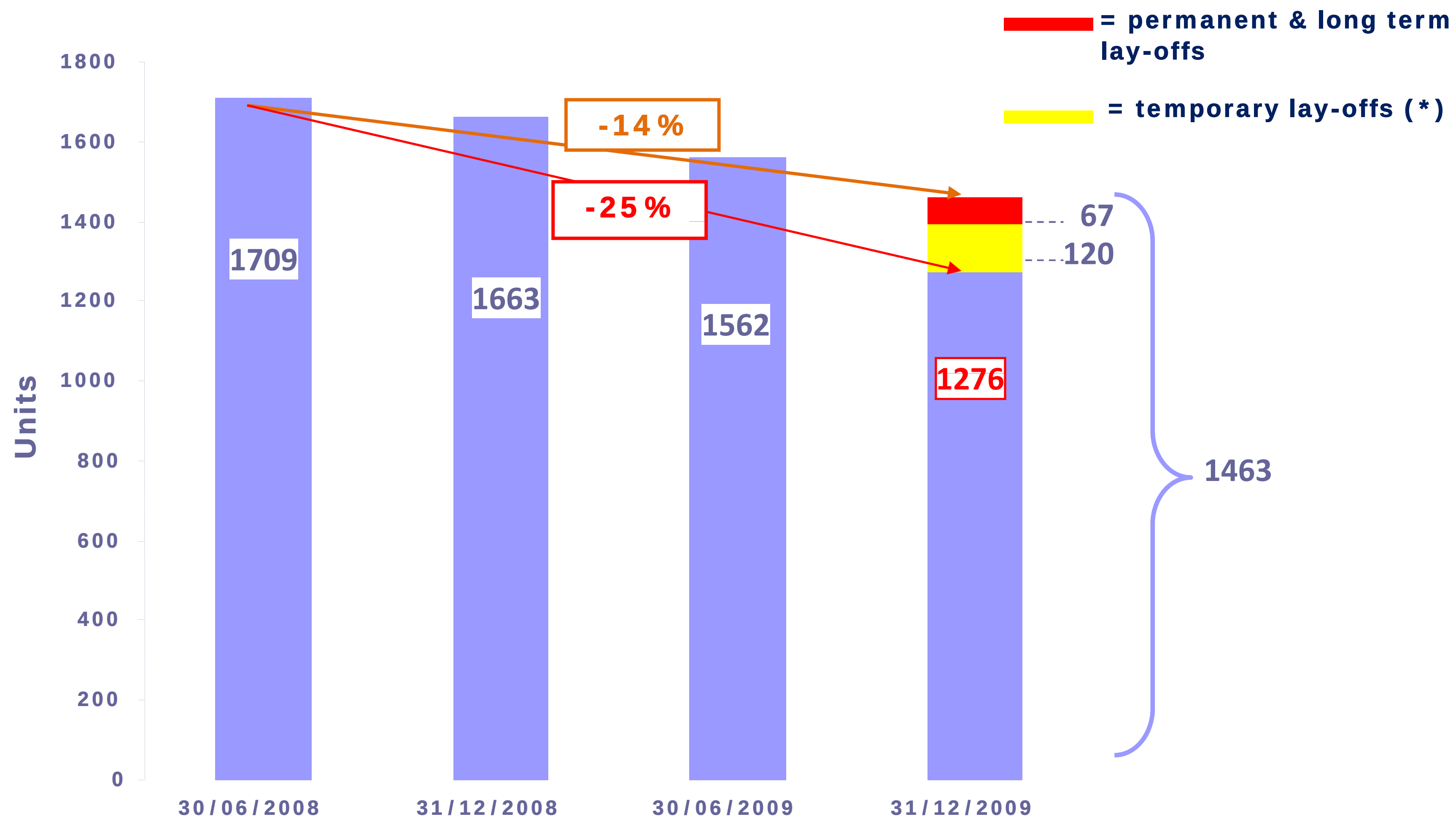
- Transfer of Prima Branch Office to PFP Iberica
- Relocation into a common facility in Barcelona

ASIA — **SPLM**

- Shut down of loss-making JV in Shenyang

LEVELLING TO RESTART GROWTH

Total headcount reduction

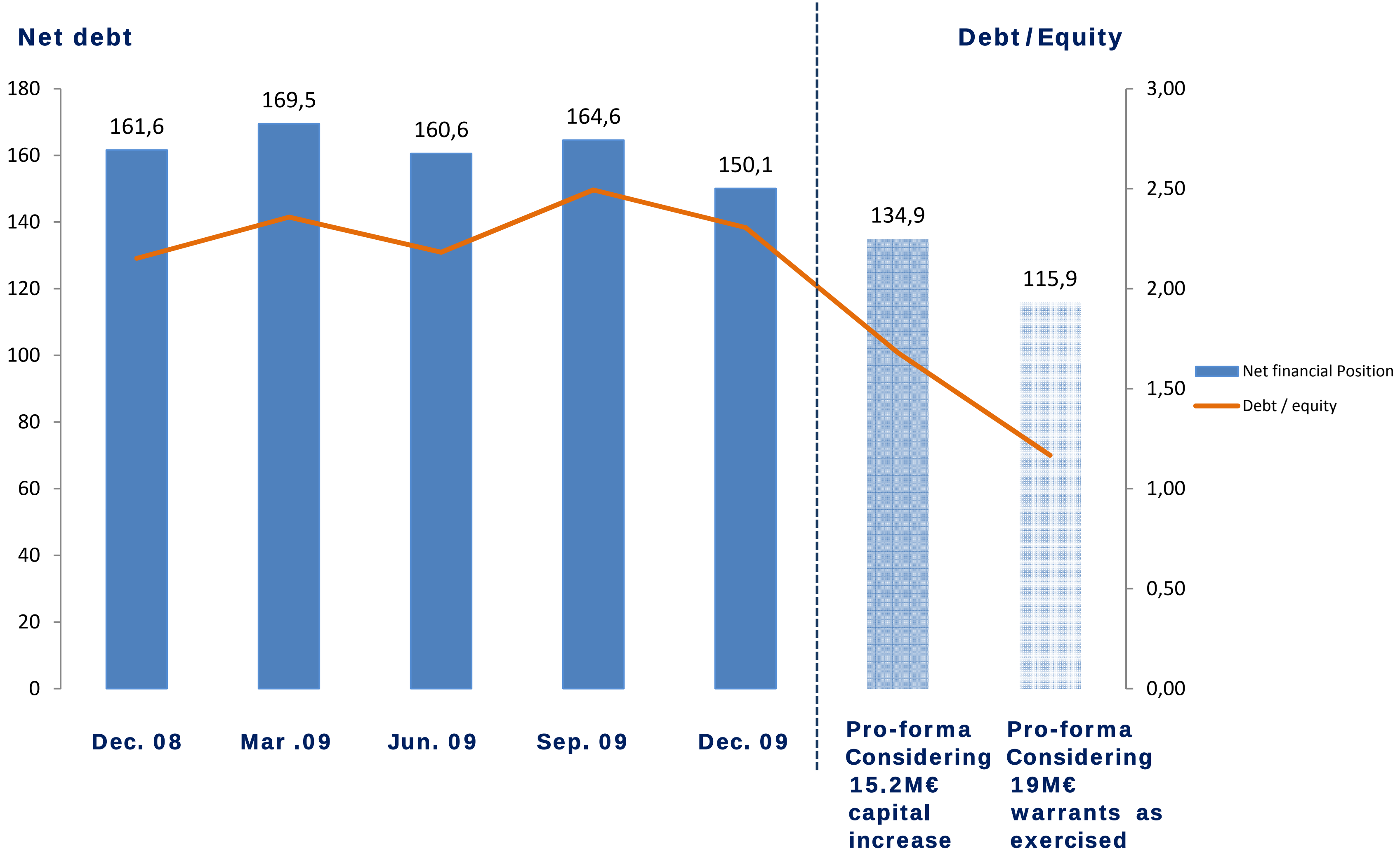


* = FTE preliminary estimated on a yearly basis labor cost.

FINANCIAL DELEVERAGING

ACTION	STATUS	IMPACT ON NET DEBT
1. SETTLEMENT WITH EQT	Done June 2009	-13.9 M €
2. KAUHAVA LEASE RESTATEMENT	Done December 2009	-5.9 M €
3. RIGHTS & WARRANTS ISSUE	Done January 2010	-15.2 M €
4. WARRANTS EXERCISE	Within 2013	max -19.0 M €
5. NON STRATEGIC ASSETS & REAL ESTATE DIVESTMENTS	In progress	tbd

FINANCIAL DELEVERAGING



INVESTING FOR THE FUTURE

Enhanced presence in emerging countries

CHINA

ACTIVITY FOCUSED ON:
- Prima Industrie Beijing for high end markets (automotive & aerospace)
- Leeport (dealer in Hong Kong) for sheet metal fabrication (high end) markets
- Shanghai Unity Prima (JV in Shanghai) for low end laser markets

SHUT DOWN OF NON STRATEGIC ACTIVITIES

ON-GOING CONTACTS FOR A NEWCO IN ELECTRONICS SECTOR

CENTRAL EAST EUROPE

P FP CENTRAL EUROPE Sp.z.o.o. ESTABLISHED IN KRAKOW (POLAND)

After sales offices in Czech Republic and Hungary

RUSSIA

o.o.o. PRIMA INDUSTRIE ESTABLISHMENT IN PROGRESS (1H2010) IN MOSCOW

OTHERS

ENHANCED PRESENCE (AND SALES) THROUGH DISTRIBUTORS IN BRAZIL, INDIA, MEXICO, TURKEY, KOREA.

INVESTING FOR THE FUTURE

New products & technologies

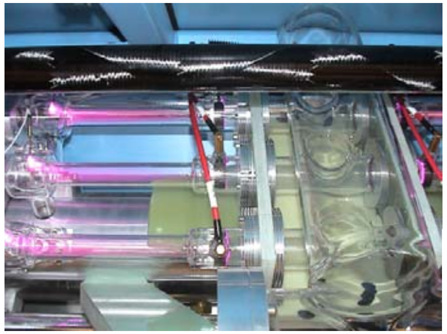
Electric vs. Hydraulic in punching and bending technologies

% R & D expenses/turnover

2005	2006	2007	2008	2009
7,0%	5,5%	5,7%	5,7%	5,9%

Energy in Efficient Use

High efficiency Gas (CO_2) and Solid State (Fiber) laser



INVESTING FOR THE FUTURE

Increasing revenues from after sales activities

- The combined Prima Finn-Power **network**, with a service organization of ~**430 people**, is ready to deepen **partnerships with customers** through after sales activities.

- A comprehensive range of service products has been defined and is subject to continuous development. In addition to traditional field service these include modern forms of cooperation such as **consultation**, **production support**, **calibration service**, **upgrades** etc. Some of these are unique in the branch, e.g. the **Extended Care agreement** covering technology delivered with full maintenance services and extended warranty.

- An ongoing sales campaign has produced good results. Especially the number and scope of **maintenance agreements shows marked increase**.

- New pricing policy should **increase spare part sales volume by ~ 20%** within two years.

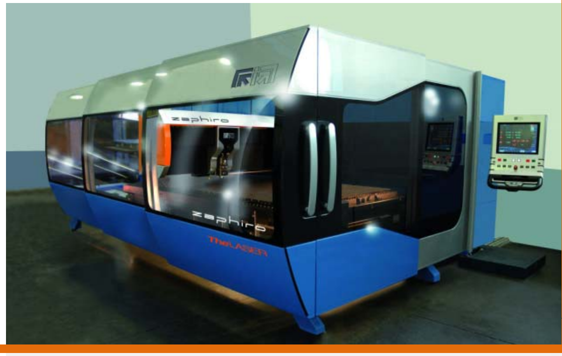
- Spare part **logistics will be more and more integrated**, which will bring cost savings and improve customer service.

- The large base of installed technology (**over 10,000 units**) and developing maintenance strategies is considerable potential for growth.

SERVICE Key to better productivity

PRIMA INDUSTRIE GROUP

FINN-POWER



PRIMA INDUSTRIE

APPENDIX

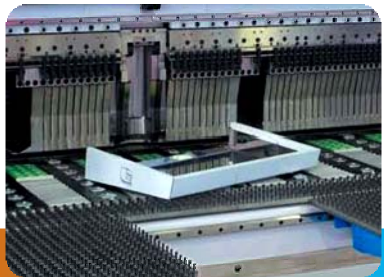
PRIMA GROUP SECTORS

PRIMA INDUSTRIE
GROUP

Sheet Metal

FINN-POWER

Sheet metal fabrication machinery: punching, punching/laser, shearing, bending, automation and FMS



Laser

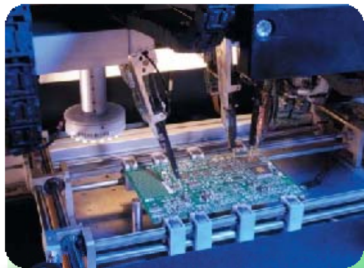
PRIMA INDUSTRIE

High power CO_2, Nd:YAG and Fibre laser systems and generators for cutting, welding and drilling 2D and 3D parts

Electronics

PRIMA ELECTRONICS

Power and control electronics, Numerical controls (also equipping the machines manufactured by the Group)



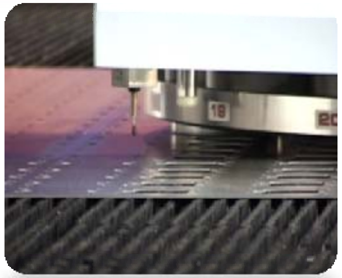
The widest product range in laser and sheet metal machinery

2D laser cutting

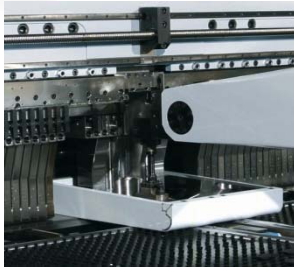
3D laser cutting

3D laser welding

punching

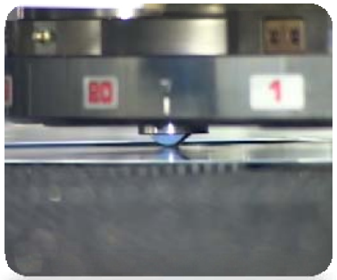


bending



laser drilling

punching/ laser



punching/ shearing

FMS

GROUP MAIN FACILITES

Barone C.se (TO) – Italy
Prima Electronics S.p.A.

Cologna V.ta (VR) – Italy
Finn-Power Italia S.r.l.

Moncalieri (TO) – Italy
Prima Electronics S.p.A.

Kauhava – Finland
Finn-Power Oy

Collegno (TO) – Italy
Prima Industrie S.p.A.

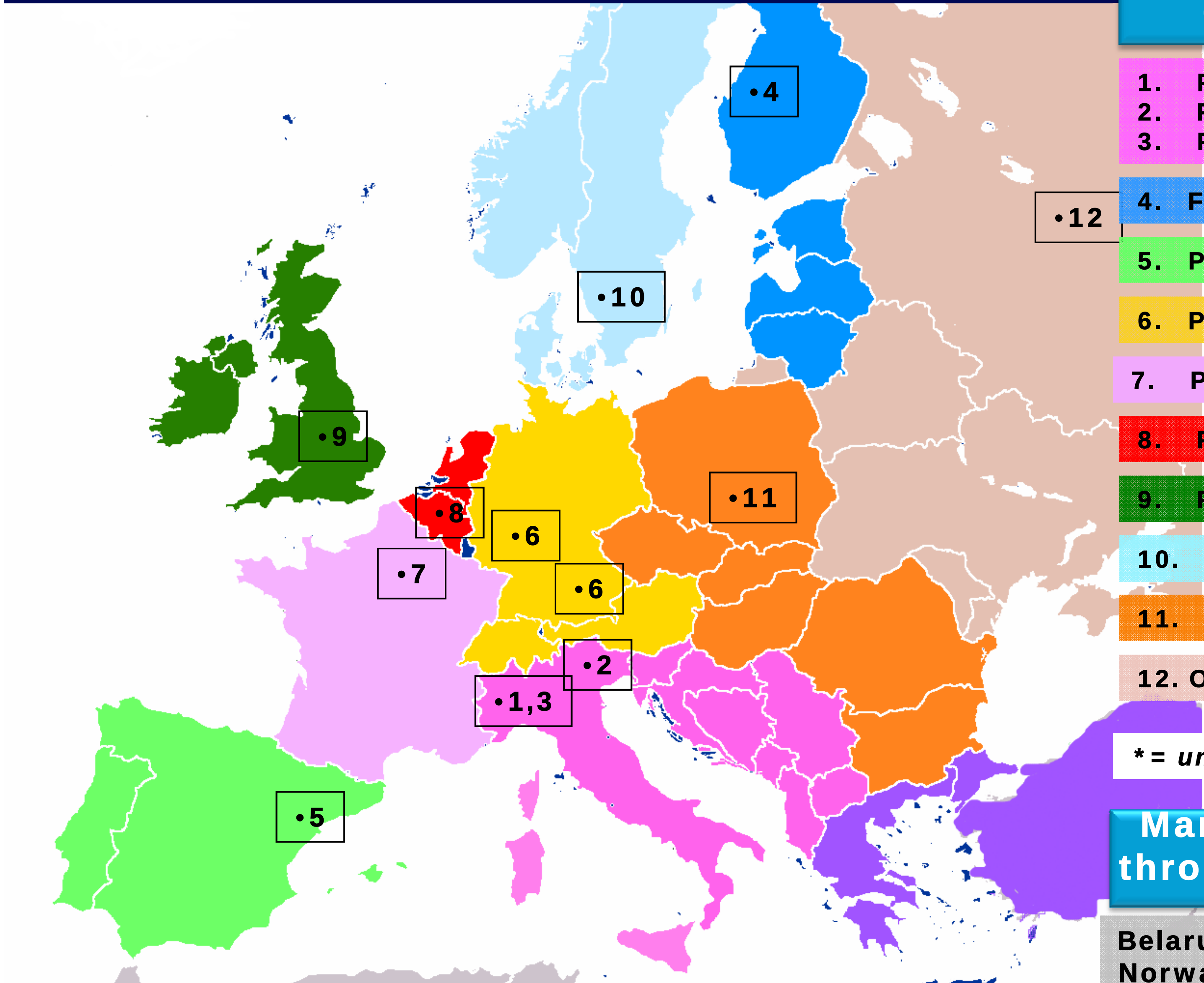
Chicopee (MA) – USA
Prima NA Inc.– Convergent Div.

Champlin (MN) – USA
Prima NA Inc. – Laserdyne Div.

Arlington Heights (IL) – USA
PrimaFinn-Power NA Inc.

Shanghai – CHINA
Shanghai Unity Prima

PRIMA GROUP IN EUROPE



Group companies

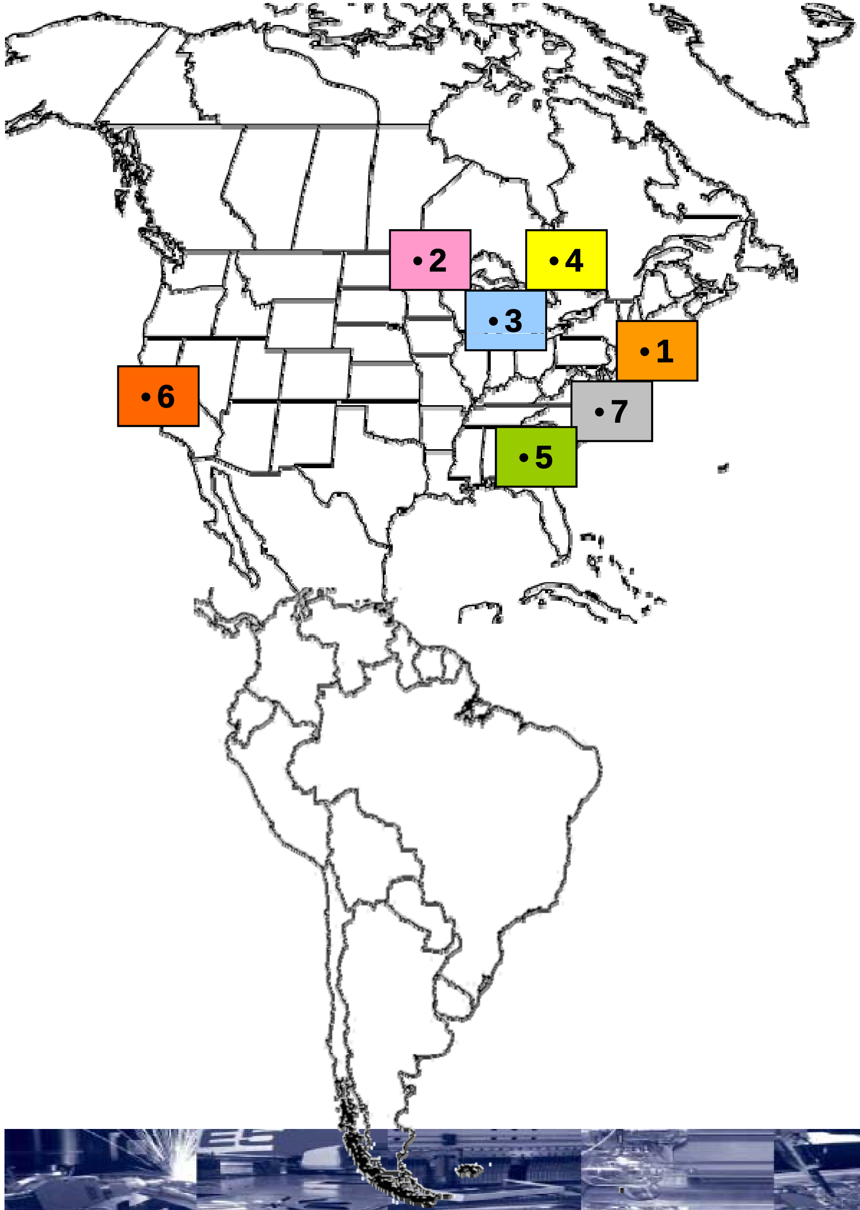
1. Prima Industrie Spa - Italy
2. Finn-Power ItaliaSrl – Italy
3. Prima Electronics Spa - Italy
4. Finn-Power Oy - Finland
5. PFP Iberica – Spain
6. PFP GmbH – Germany
7. PFP France Sarl – France
8. PFP NV – Belgium
9. PFP Uk / Osai UK– UK
10. PFP Sweden – Sweden
11. PFP Central Europe –Poland
12. OOO Prima Industrie–Russia*

** = under establishment*

Market coverage also through distributors in:

Belarus, Czech rep, Denmark, Norway, Poland, Russia, Slovakia, Sweden, The Netherlands, Turkey, Ukraine.

PRIMA GROUP IN AMERICA



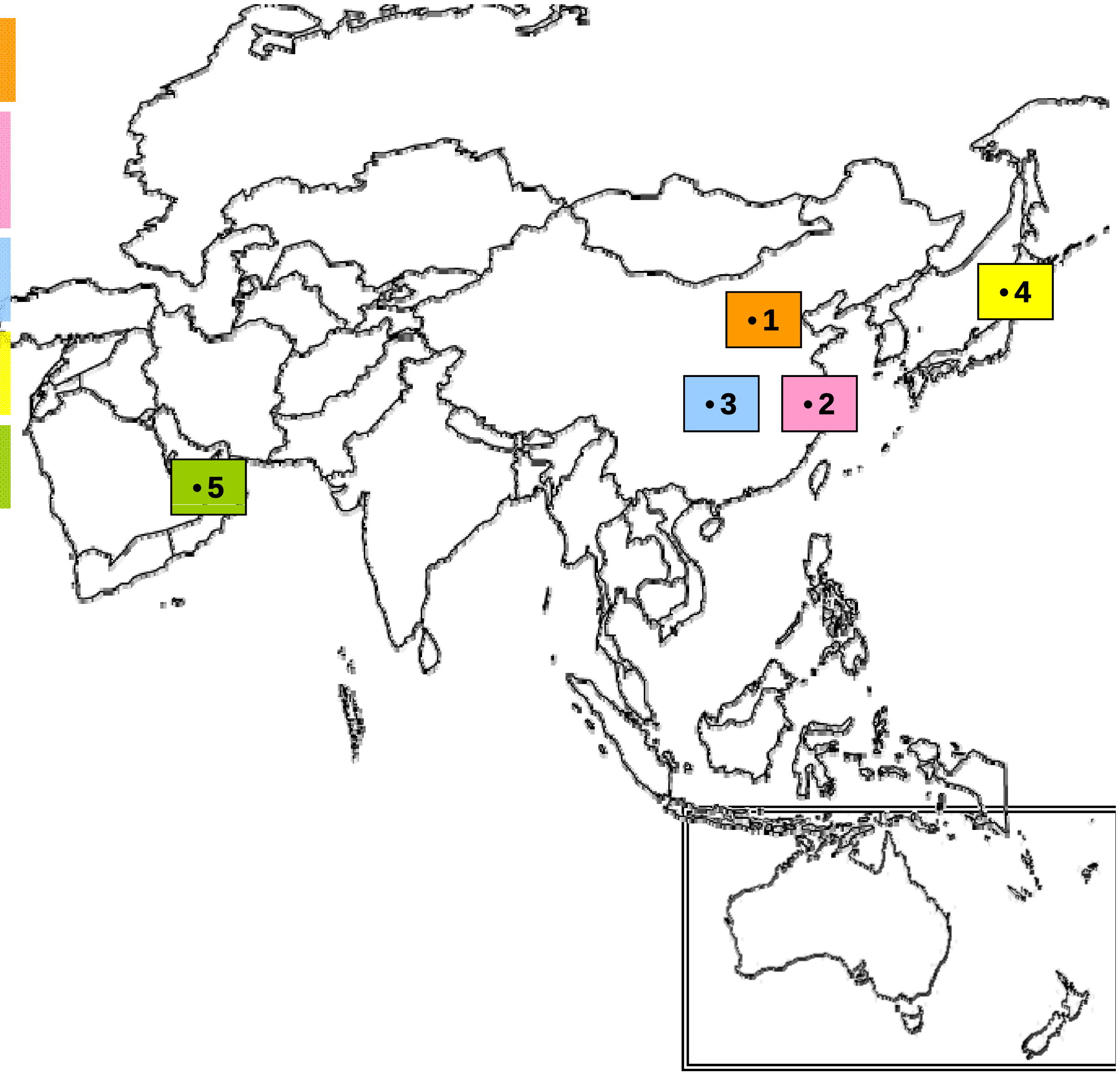
1. Prima North America Inc. – Convergent Div. – / Osai USA Llc. – Chicopee, Springfield (MA)
2. Prima North America Inc. – Laserdyne Div. – Champlin, Minneapolis (MN)
3. Prima Finn-Power NA Inc. – Arlington Heights, Chicago (IL)
4. Prima Finn-Power Canada Ltd. – Toronto – (Ontario - Canada)
5. Prima Finn-Power NA Inc. – Lawrenceville – (GA)
6. Prima Finn-Power NA Inc. – Irvine – (CA)
7. Prima Finn-Power NA Inc. – Englewood Cliffs – (NJ)

Market coverage also through distributors in:

- Mexico
- Brazil
- Argentina

PRIMA GROUP IN ASIA-PACIFIC

1. **Prima Industrie (Beijing) Co. Ltd. – Beijing – China**
2. **Shanghai Unity Prima Laser Machinery Co. Ltd. – Shanghai - China**
3. **Wuhan OVL Convergent laser Co. Ltd. – Wuhan - China**
4. **SNK Prima Company Ltd. – Osaka – Japan**
5. **Finn-Power UAE Branch Office – U.A.E.**



Market coverage also through distributors in:

- Australia
- China
- India
- Israel
- Korea
- Malaysia
- New Zealand
- Taiwan

SELECTED CUSTOMERS

Automotive

FIAT
CHRYSLER
CITROËN
PEUGEOT
VW
GM
SAIPA GROUP
Ford
ROVER
PROTON
Renault
KARSAN
BMW
SEAT
TATA
GIUGIARO
OPEL
DFM
Mercedes-Benz
ORAN
GESTAMP
BENTELER
EDAG
COMAU
VOLVO
posco
tiberina
MAGNA
DANA
ThyssenKrupp
TOWER AUTOMOTIVE
哈飞汽车集团
Wilco
DOVER
BAOSTEEL
HUJER LASERTECHNIK GmbH
voestalpine
SALZGITTER AG

Aerospace

NASA
BOEING
SAC
HAL
हिन्दुस्तान एरोनाटिक्स लिमिटेड
AIRBUS
Avio propulsione aerospaziale
LOCKHEED MARTIN
eurocopter
CHENGDU AIRCRAFT INDUSTRY CORPORATION
GE
Rolls-Royce
Pratt & Whitney
A United Technologies Company
CHROMALLOY
Snecma SAFRAN Group
Honeywell
TECNICHAPA WEC
Solar Turbines
A Caterpillar Company
SHENYANG LIMING AERO - ENGINE GROUP CORPORATION
mitsubishi
Turbomeca Groupe SAFRAN
NORTHROP GRUMMAN
TurboCare
UNITED STATES MARINE CORPS

Energy

ABB
SIEMENS
Kawasaki
ALSTOM
HITACHI Inspire the Next
HYUNDAI
Joint Stock Company "KALUGATURBINE WORKS"
EMERSON. Network Power
Liebert. Products & Services
FG WILSON
HIMOINSA
AREVA

Agricultural & Construction Machinery, Trucks & Trailers

CAT
MARINI FAYAT GROUP
BRINK
VOLVO
LeciTrailer
SKODA AUTO
TUCHEL MASCHINENBAU GmbH
IVECO
SEVEL
SCANIA
PFANZELT MASCHINENBAU
AMMANN YANMAR
POWER BEAM LINEAR TECHNOLOGY PRODUCTS
KARAVAN TRAILERS
CNH
samro

SELECTED CUSTOMERS

Forklifts & Industrial Machinery

STILL WAGNER
NISSAN FORKLIFT
Linde
jurop NORTH AMERICA
TORO

HVAC & White Goods

Electrolux
Whirlpool
GRUPO AZKOYEN
WOLF
HAAKON INDUSTRIES
RIELLO
HUSKVARNA
Miele
imperial
Halton
KESSEBÖHMER
KOJA
Dantherm Filtration
NOVENCO
Systemair
ARISTON

Miscellaneous End Products

Otis A United Technologies Company
Schindler
Dedicated to People Flow KONE
infrico
BRP
ØGLÆND SYSTEM
IDE technologies ltd.
SIGNATURE
ABLOY
DLoco
kaizen signs

Electronics

Atlas Copco
LVD
DENVER
Saipem
METRIS
scm group
COMAU
electro
SYSTEM
CMS
Bottero
LOMBARDINI
bticino

Contract Manufacturing

EATON
IDEAS EN METAL
MECANOVA
lars höglund ab
Nu-Way Industries, Inc.
ILTOM GROUP
METALLISET GROUP
HIASA GRUPO GONVARRI
LASERLAN
SANMINA-SCI
FOXCONN
Siderstamp
VG Venezian Gnoato
VERONALAMIERE Centro lavorazione lamiera
SIDERURGICA LUCHESE s.r.l.
AFP
cnc plåt
dinamic