

BOUND FOR WIDER HORIZONS. TOGETHER.



"Do early birds catch the worms ?"

CYCLICAL STOCKS SEMINAR

Banca Akros, Milan – July 15th, 2009



AGENDA

Prima Industrie Group:

-  Overview of the industrial story
-  Products portfolio
-  Industrial sectors & industries served
-  Worldwide presence

- The economic context
- The reference market trend
- Results as at March 31, 2009
- Facing the economic crisis/opportunities
- The settlement with EQT
- The Shareholding structure

AN INDUSTRIAL SUCCESS STORY

Key Milestones

1980-1989: Evolution into an Industrial Company

- Leadership in 3D laser robots (OPTIMO)
- Development of industrial electronics & software
- Player in industrial robots for arc welding & handling
- Leader in measuring robots
- First International subsidiary (Germany)

1990-1995: Focus on Laser

- Increase 3D products range (RAPIDO)
- Development of International sales/service subsidiaries (US, France, UK)
- Sale of non-core activities
- Entry in 2D laser market through acquisition of the Swiss Company LASERWORK AG

2000-2007: Internationalization

- Acquisition of Convergent Energy and Laserdyne (presently both divisions of PRIMA North America)
- Second JV in China: SHANGHAI UNITY PRIMA
- Launch of SYNCRONO and RAPIDO EVOLUZIONE
- Strengthening EU sales/service (Prima GmbH, Prima Scandinavia, Prima Polska)

1977-1979

1980-1989

1990-1995

1996-1999

2000-2007

2007-2008

2009...

1977-1979: Start Up as Engineering Company

- Incorporation under the name of PRIMA PROGETTI
- Incorporation of PRIMA ELECTRONICS
- Developments of a wide range of hi-tech products
- First 3D laser machine developed in 1979 (ZAC)

1996-1999: Strong Growth and IPO

- ISO 9001 certification
- New 2D product launch (PLATINO)
- R&D investment program to extend the product range (New OPTIMO, DOMINO, MAXIMO)
- First JV in China and Branch office in Beijing
- Listing on Italian Stock Exchange (presently STAR segment)

2007-2008: External growth

- Acquisition of OSAI
- Acquisition of Finn Power

July 15, 2009

Pag. 3

A WORLD LEADER IN LASER AND SHEET METAL MACHINERY



PRIMA INDUSTRIE Laser

- 2D Laser
 - plafino
- 3D Laser
 - syncrono
- Laser Sources
 - domino
 - rapido
- After Sales Services
 - optimo

F Sheet Metal Machinery Business

- Punching
 - X, C, E Series Punch Press
- Integrated Systems
 - SG Shear Genius
 - SB Shear Brilliance
- Bending
 - BC, EBe Panel Bending
- Shearing
 - Press Brakes (E-Series)
- Automation
 - LB, LP Laser Brilliance
- After Sales Services

PRIMA ELECTRONICS DYNAMIC SYSTEMS Electronics

- Numeric Control
 - [Image of CNC control panel]
- Other Products
 - [Image of control panels]
- After Sales Services
 - [Image of technician working on machine]
 - [Image of technician at computer]



A WORLD LEADER IN LASER AND SHEET METAL MACHINERY

LEADING GLOBAL PLAYER IN:

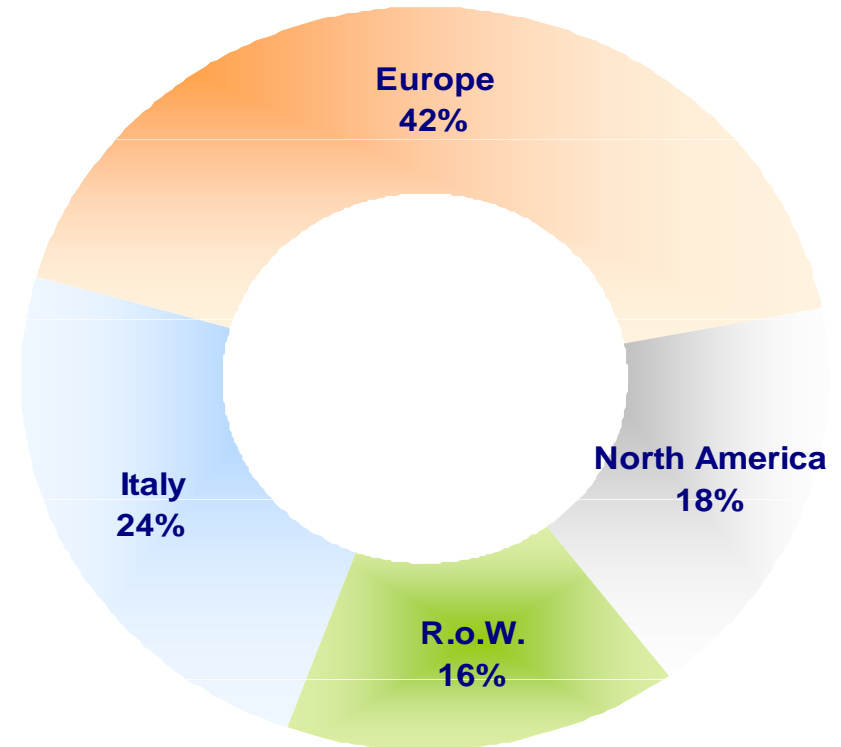
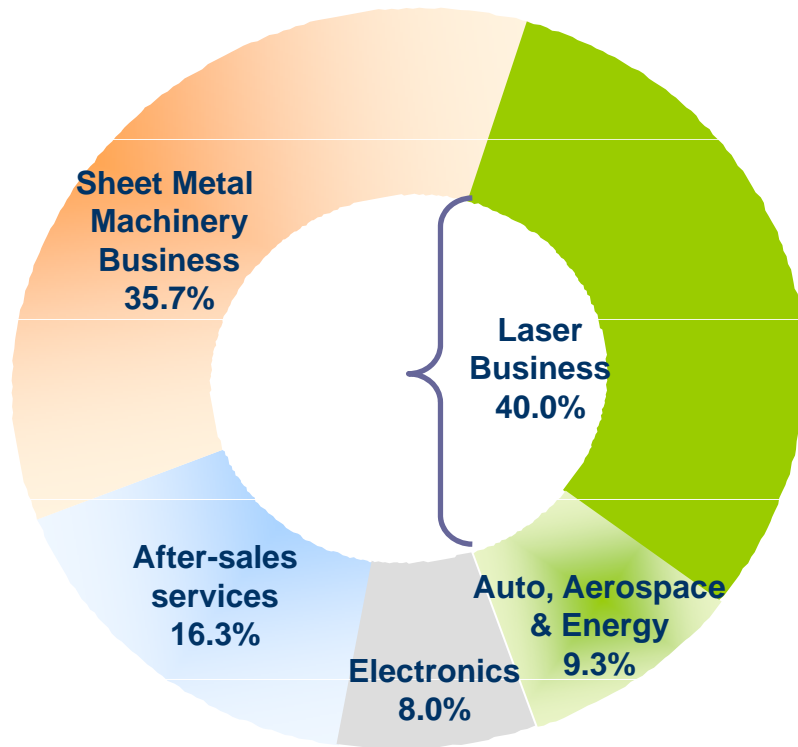
- ▣ laser systems
- ▣ laser sources
- ▣ punching
- ▣ shearing
- ▣ bending
- ▣ automation
- ▣ industrial electronics

FACTS & FIGURES 2008:

- ▣ SALES : EUR 367.3 m
- ▣ EBITDA : EUR 31.8 m (8.6%)
- ▣ R&D expenses: 5.7% on sales
- ▣ Manufacturing facilities in Italy, Finland, USA and China
- ▣ Customers in over 60 countries

A WORLD LEADER IN LASER AND SHEET METAL MACHINERY

Sales Breakdown 2008



MAIN MANUFACTURING FACILITIES

	FACILITIES	COMPANY	LOCATION	PRODUCT RANGE
ITALY		Prima Industrie S.p.A	Collegno (TO) – Italy	2D & 3D Laser systems 
		Finn-Power Italia S.r.l.	Cologna (VR) – Italy	Panel Benders 
		Prima Electronics S.p.A.	Moncalieri (TO) – Italy Barone C.se (TO) - Italy	Electronics 
FINLAND		Finn-Power Oy	Kauhava – Finland	Punching, Punch/shear, punch/laser 
USA		Prima North America Inc.	Chicopee (MA) – USA Champlin (MN) - USA	Laser generators (Convergent) Laserdyne systems 
CHINA		Shanghai Unity Prima (JV)	Shanghai – CHINA	2D Laser systems 

DIRECT SALES & SERVICE IN EUROPE

• **Kauhava**

• **Gothenburg**

• **Coventry**

• **Gent**

• **Frankfurt**

• **Krakow**

• **Paris**

• **Zurich**

• **Munich**

• **Budapest**

• **Torino**

• **Fiesse**

• **Barcelona**

• = PI Group direct presence

DIRECT SALES & SERVICE IN NORTH AMERICA, ASIA & REST OF THE WORLD



A SELECTION FROM OUR CUSTOMER LIST (*)

Automotive



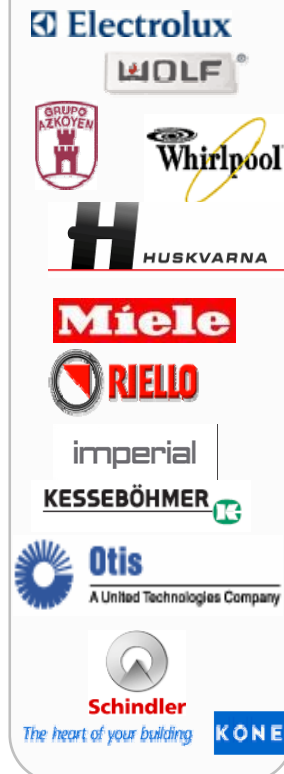
Aerospace



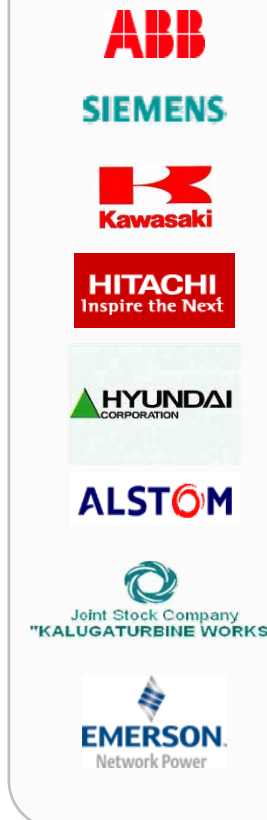
Trucks & Machinery



Housing & Sheet Metal Equipment



Energy



Electronics



Tier 1 Suppliers



(*) = please accept our apologies if you are Prima Group customer and your name is not on the list, but our customer base is so wide that we could not mention all the customers.

We also would like to remind that many of our customers are contract manufacturing companies and therefore not renown to the general public.

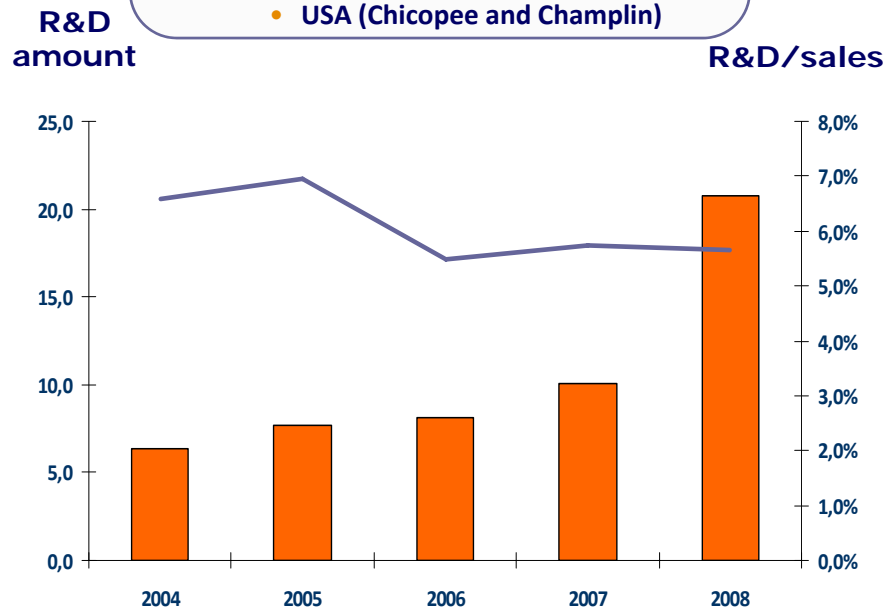
RESEARCH & DEVELOPMENT

INNOVATIONS

Over 200 Engineers in R&D

R&D centers in:

- Italy (Torino and Verona)
- Finland (Kauhava)
- USA (Chicopee and Champlin)



	<p>2005</p> <p>C6-C8 new generation of hydraulic turret punch presses</p>	 <p>Sincrono-The fastest 2D cutting machine</p>
	<p>2006</p> <p>New generation LP6 punching – laser cutting cell</p>	 <p>Rapido Evoluzione</p>
	<p>2007</p> <p>Servo electric bending cell EBe5</p>	 <p>CV 5000 Laser Source</p>
	<p>2008</p> <p>Shear Brilliance-new linear motors shearing-punching</p>	 <p>Laserdyne 795-High speed drilling of shaped holes</p>

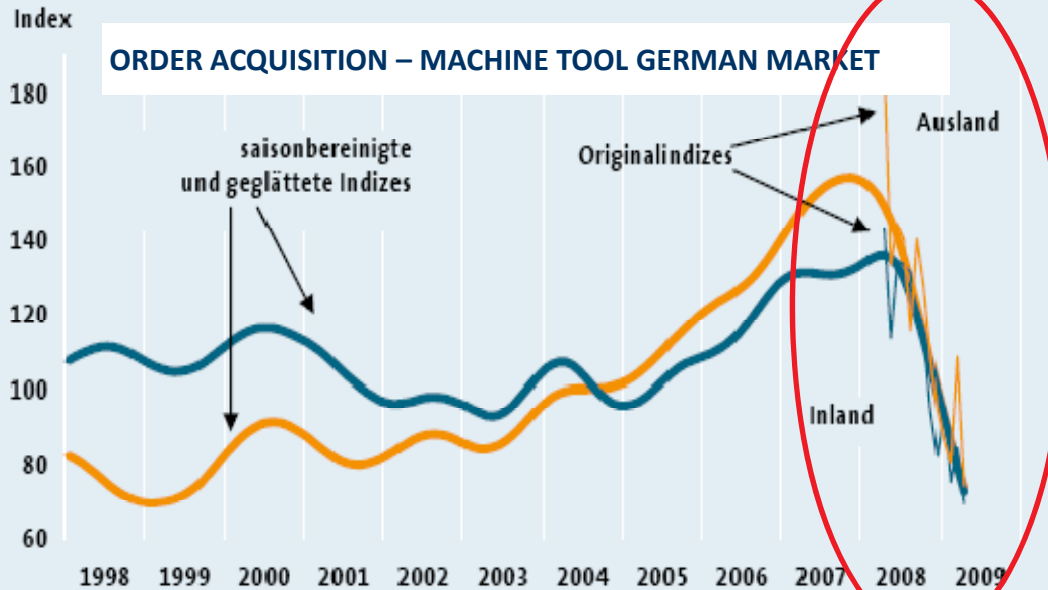
THE RATIONALE OF FINN-POWER ACQUISITION

- Total **complementarity** of product range: now Prima offering is comparable/wider than competition
- Significant strengthening of the **geographical coverage** (60 countries served)
- **Size** increase: gap between Prima and main competitors substantially narrowed
- Important cost/revenues **synergies** to be exploited
- In-sourcing of highly technological components:
 - **Laser generators** from Convergent
 - **CNC & electronics** from Prima Electronics
- Acquisition of a **strong brand** in sheet metal machinery



THE ECONOMIC CONTEXT

Auftragseingang im deutschen Maschinenbau preisbereinigter Index, Basis Umsatz 2005 = 100



Verein Deutscher Werkzeugmaschinenfabriken



Quelle: VDMA

Another sharp drop in orders for German machine tools – global slump in demand hits hard

Frankfurt am Main, 6. May 2009. – The German machine tool industry has yet again found itself confronted with a sharp drop in demand in the first months of the current year. During the first quarter of 2009, orders sank by 70 per cent, the rate of decline being roughly equal for both domestic and overseas demand. Domestic orders dropped by 71 per cent compared to last year, while foreign orders were 70 per cent below the previous year's level. This can be attributed in part to the statistical basis effect, the branch having experienced the second-highest level of orders in its history during the first quarter of 2008. (...)

July 15, 2009
Pag. 13

UCIMU-SISTEMI PER PRODURRE

Associazione Costruttori Italiani Macchine Utensili,
Robot e Automazione
Italian Machine Tools, Robots and Automation
Manufacturers' Association



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comunicato stampa / press release

ORDINI DI MACCHINE UTENSILI NEL PRIMO TRIMESTRE: -51% IL PEGGIOR TRIMESTRE DI SEMPRE MA A BREVE INVERSIONE DI TENDENZA

Giuseppe Losma, presidente UCIMU-SISTEMI PER PRODURRE: "la crisi, che ha colpito di riflesso anche il settore dei sistemi per produrre, ha reso precaria la situazione di numerose imprese del comparto: migliore rapporto banca-impresa e ammortamenti liberi per sostenere le PMI"

Alfredo Mariotti, direttore della associazione: "chiediamo inoltre la rivalutazione dei beni strumentali per maggiore patrimonializzazione utile a ottenere più facilmente finanziamenti dalle banche, nel rispetto dei criteri imposti da Basilea 2".

Nel primo trimestre 2009, l'indice degli ordini di macchine utensili, elaborato dal Centro Studi & Cultura di Impresa di UCIMU-SISTEMI PER PRODURRE, ha segnato un calo del 51% rispetto allo stesso periodo del 2008, per un valore assoluto dell'indice pari a 82,3 (base 2005=100).

Sul risultato complessivo pesa, principalmente, l'andamento degli ordini raccolti sul mercato interno che registrano una diminuzione del 66,9%, rispetto al primo trimestre 2008. In ragione di ciò l'indice assoluto si attesta a 63,7.



NEWS RELEASE

No. FY09-1
Apr. 24, 2009

The Current Condition of the Japanese Machine Tool Industry

As a result, the total volume of machine tool orders in CY 2008 sank to 1,301.1 billion yen, a year-on-year decline of 18.2%. In addition, the total volume of machine tool orders in fiscal year (FY) 2008 dropped to 969 billion yen, a year-on-year decline of 39.2%. This marked the first time in five years that orders fell below the 1000 billion yen level. (In the first half of the fiscal year, the decline was only -7.5% year-on-year; in the second half, however, the decline suddenly hit -71.0%.) The ratio of domestic demand to overseas demand stood at 42.5% vs. 57.5%. Major segments are listed below.

THE REFERENCE MARKET TREND

FINANCIAL HIGHLIGHTS

(dollars in thousands, except per share data)



	Three months ended			Six months ended		
	03/31/09	03/31/08	% Change	03/31/09	03/31/08	% Change
Net sales	\$75,591	\$136,600	- 45 %	\$182,556	\$271,289	- 33 %
Net income	\$1,166	\$10,779	- 89 %	\$8,812	\$27,675	- 68 %
Earnings per share "Diluted" basis*	\$0.04	\$0.35	- 89 %	\$0.31	\$0.90	- 66 %

*The diluted earnings per share calculation is based on the weighted-average shares outstanding and the potential dilution from common stock equivalents (stock options) for each period presented, which was 28.9 million and 30.5 million for each of the fiscal quarters and 28.9 million and 30.9 million for the six month periods ended March 31, 2009 and 2008. For the fiscal quarter ended March 31, 2009, no shares were considered dilutive and therefore, the number of stock equivalents was 28.9 million for both the basic and diluted earnings per share calculations.

"Our second quarter figures were impacted by the severe downturn in the global economy. In January and February, we faced low order entry levels across all industries that we serve; however, in March, we began to see order entry rebound. Due to effective cost-cutting measures and disciplined capital spending, we reported break-even operating results even under these difficult macroeconomic conditions. Although visibility is still limited, we believe that our business will benefit as economic stimulus packages are implemented and market sentiment, particularly with regard to consumer spending, gradually improves," commented Günther Braun, CEO and President of RSTI.



MYen

	1H08-09	% change	2H08-09	% change	1H09-10 Forecast	% change
Net sales	127.100		98.689	-28,8%	69.000	-43,0%
EBIT	14.741		3.960	-272,2%	-2.700	-246,7%
Net income	9.524		-1.036	-1019,3%	-600	-72,7%

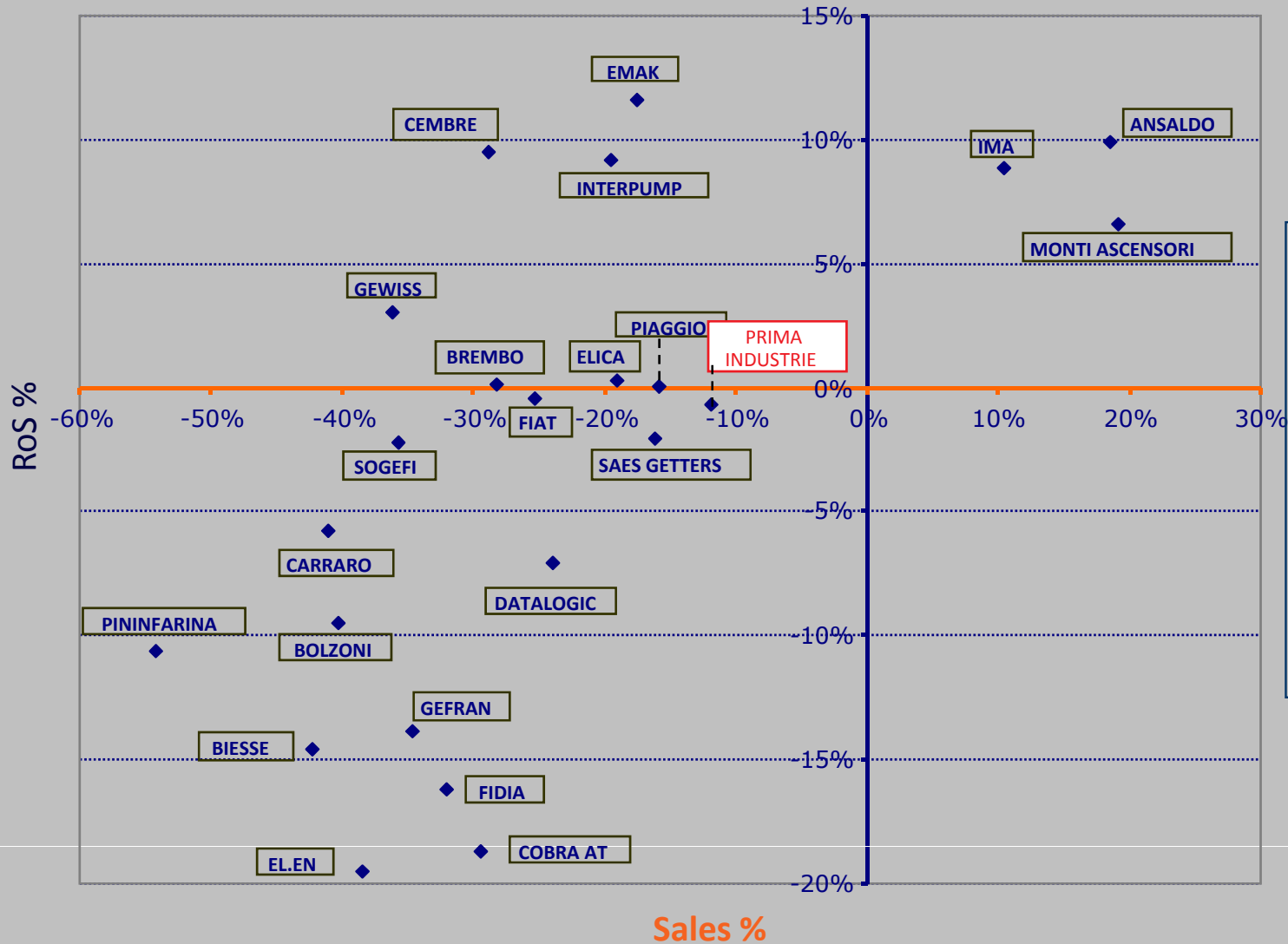


Interim report at April 30, 2009 - Conzzeta faces market slump

Business units

The Sheet Metal Processing Systems (Bystronic) business unit reported net sales of CHF 127.8 (240.2) million in the first four months of 2009. Compared with the same period of 2008, this represents a decrease of -46.8% in Swiss franc revenues, and -43.1% in local currencies. All market regions and product groups were affected by the steep decline in demand, though the intensity and characteristics of the slump varied. There were massive falls in the markets of eastern Europe and Russia, where many customers have faced problems with financing. The decrease was least marked in China, Germany and France. As a result of the economic crisis, customers are tending to buy lower-priced systems. Bystronic responded rapidly with the development of a cost-effective waterjet-cutting system which will go on sale from summer 2009. Intensive work on development projects is continuing, despite the cost-reduction programs.

THE REFERENCE MARKET TREND



CHANGE IN TURNOVER CONSIDERING SAME CONSOLIDATION AREA AS PREVIOUS YEAR

- (1) BREMBO ➡ 33%
- (2) DATALOGIC ➡ -30%
- (3) IMA ➡ -3%
- (4) INTERPUMP ➡ -29%
- (5) PRIMA INDUSTRIE ➡ 29%
- (6) SAES GETTERS ➡ 43%

PROFIT & LOSS AS AT MARCH 31, 2009

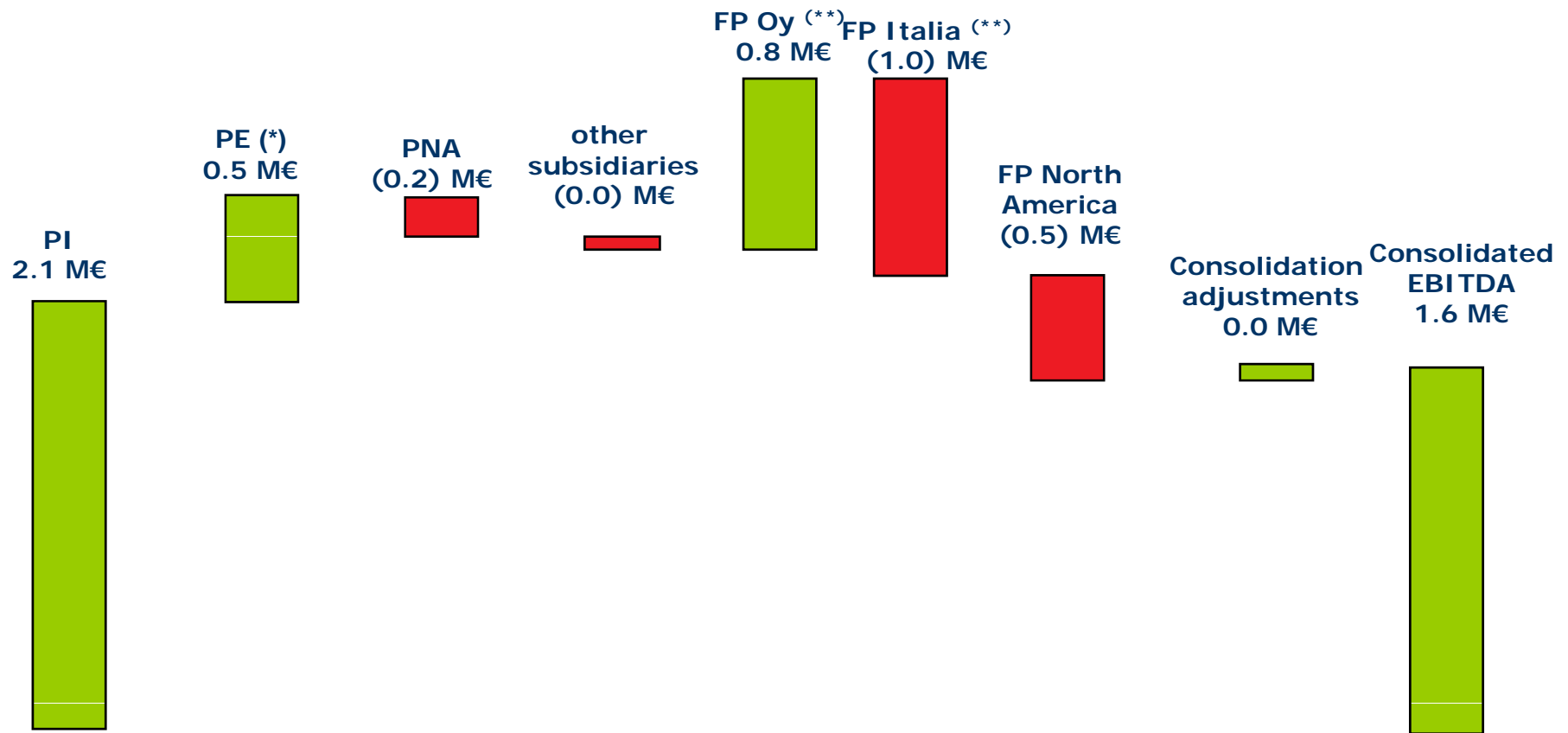
	31/03/2009	31/03/2008 (*)
K€		
SALES	66,675	75,706
VALUE OF PRODUCTION	56,956	88,541
EBITDA	1,852	8,220
<i>% on sales</i>	2.8%	10.9%
EBIT	(441)	6,543
<i>% on sales</i>	(0.7)%	8.6%
EBT	(2,305)	3,793
<i>% on sales</i>	(3.5)%	5.0%
NET INCOME	(2,763)	2,863
<i>% on sales</i>	(4.1)%	3.8%



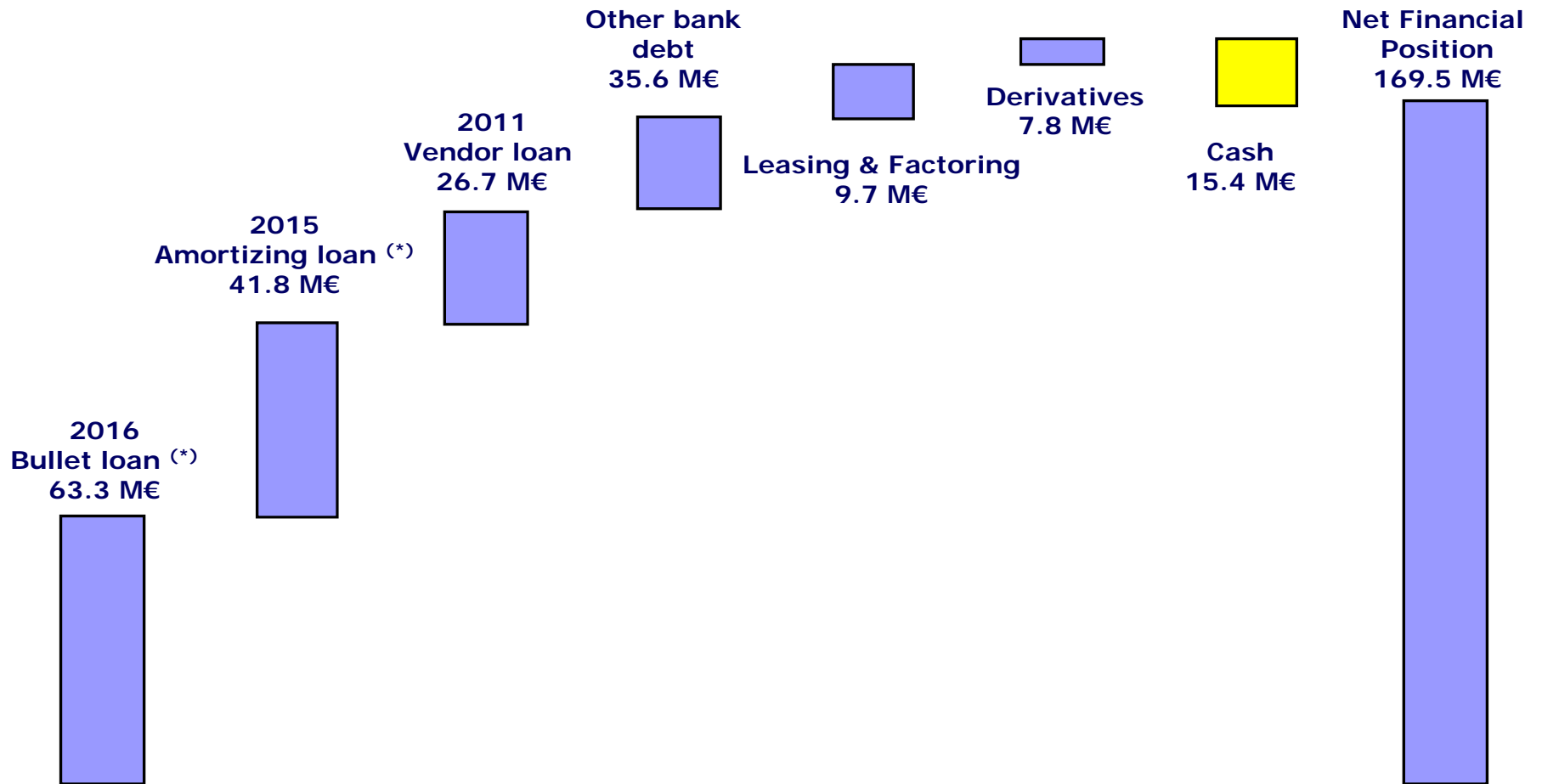
BALANCE SHEET AS AT MARCH 31, 2009

	31/03/09	31/12/08
K€		
NON CURRENT ASSETS	201,717	202,060
CURRENT ASSETS	182,822	203,932
TOTAL ASSETS	384,539	405,992
EQUITY	71,880	75,087
NON CURRENT LIABILITIES	180,155	69,044 ^(*)
CURRENT LIABILITIES	132,504	261,861 ^(*)
TOTAL LIABILITIES & EQUITY	384,539	405,992

WALK ACROSS EBITDA AT MARCH 31, 2009



WALK ACROSS NET FINANCIAL POSITION AT MARCH 31, 2009



THE GROUP REORGANIZATION: measures to face the crisis

✓ Permanent headcount reduction in Finland (-110 FTE in FP), Italy (-125 FTE in FP It, PI and PE) and North America (-37 FTE in PNA and PF NA)

✓ Headcount cost reduction through the use of social security cushions in Italy and Finland

✓ Manufacturing sites downsizing (concentration in Finland and Italy for Finn-Power, concentration of Electronics production in one site)

✓ Closing down of Research center in Bari and relocation of activities in Torino

✓ Costs savings (travel expenses, marketing, exhibitions,...)

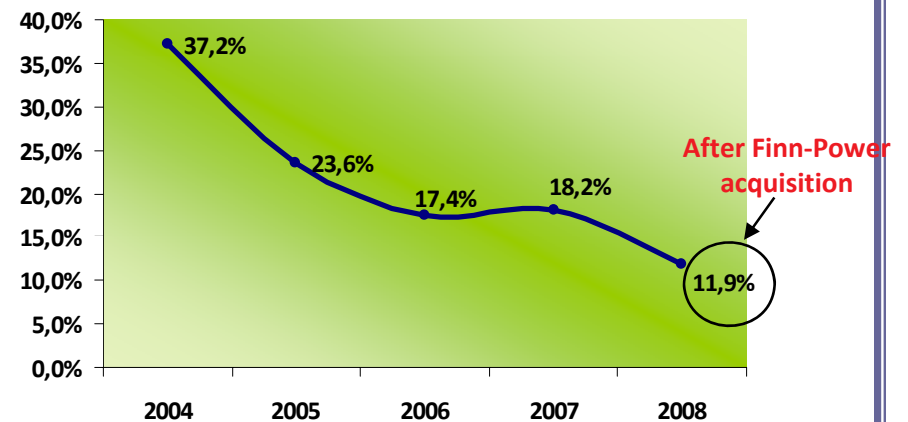
✓ Costs of goods sold reduction through the renegotiation of purchasing contracts and/or the identification of new suppliers

✓ Deep exploitation of Cost Synergies after the acquisition (reduction of Marketing and G&A costs, suppliers base rationalization,...)

✓ Resolved operations on equity (max 50 M €) to rebalance the Group financial structure

✓ Working capital optimization, through:
✓ Destocking
✓ Suppliers days lengthening

NWC/sales





THE GROUP REORGANIZATION: measures to optimize the new combined Group

ACCOMPLISHED

- ✓ Reorganization of sales force including agents and distributors
- ✓ Merging and relocation to a common facility of existing branches in Spain
- ✓ Merging of existing branches in France & relocation
- ✓ Joint participation to most world trade shows (i.e: first joint participation at Euroblech 2008 exhibition)
- ✓ Prima lasers on Finn-Power combi machines
- ✓ Supplier base rationalization and relevant costs savings
- ✓ Integration of Prima Systems division into Prima Finn-Power North America

IN PROGRESS

- ✓ Merging of existing branches in Germany
- ✓ Common Prima and Finn-Power product image
- ✓ Integration of Finn-Power laser machine L6 into Prima laser systems product range
- ✓ Starting application of Prima Electronics components on Finn-Power machines

THE NEW STRENGTHENED COVERAGE OF FASTEST GROWING COUNTRIES

GROWING WEIGHT OF BRIC & OTHER EMERGING COUNTRIES IN WORLD ECONOMY

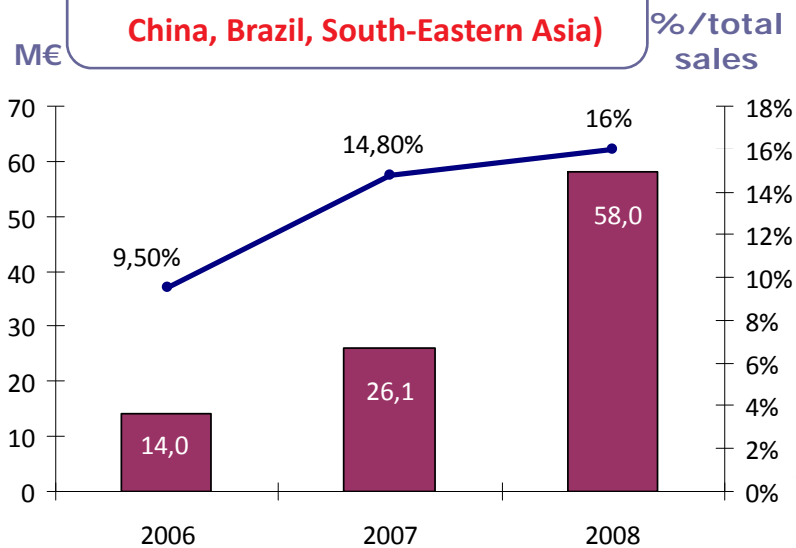
EXPECTED GDP TREND 2008-2050

“La WORLD BANK RIDUCE LE
STIME SULLA CRESCITA 2009.

OK SOLO CINA E INDIA “

(Finanza & Mercati 23/06/2009)

▣ Growing % of sales towards Asia
& rest of the world (mainly
China, Brazil, South-Eastern Asia)

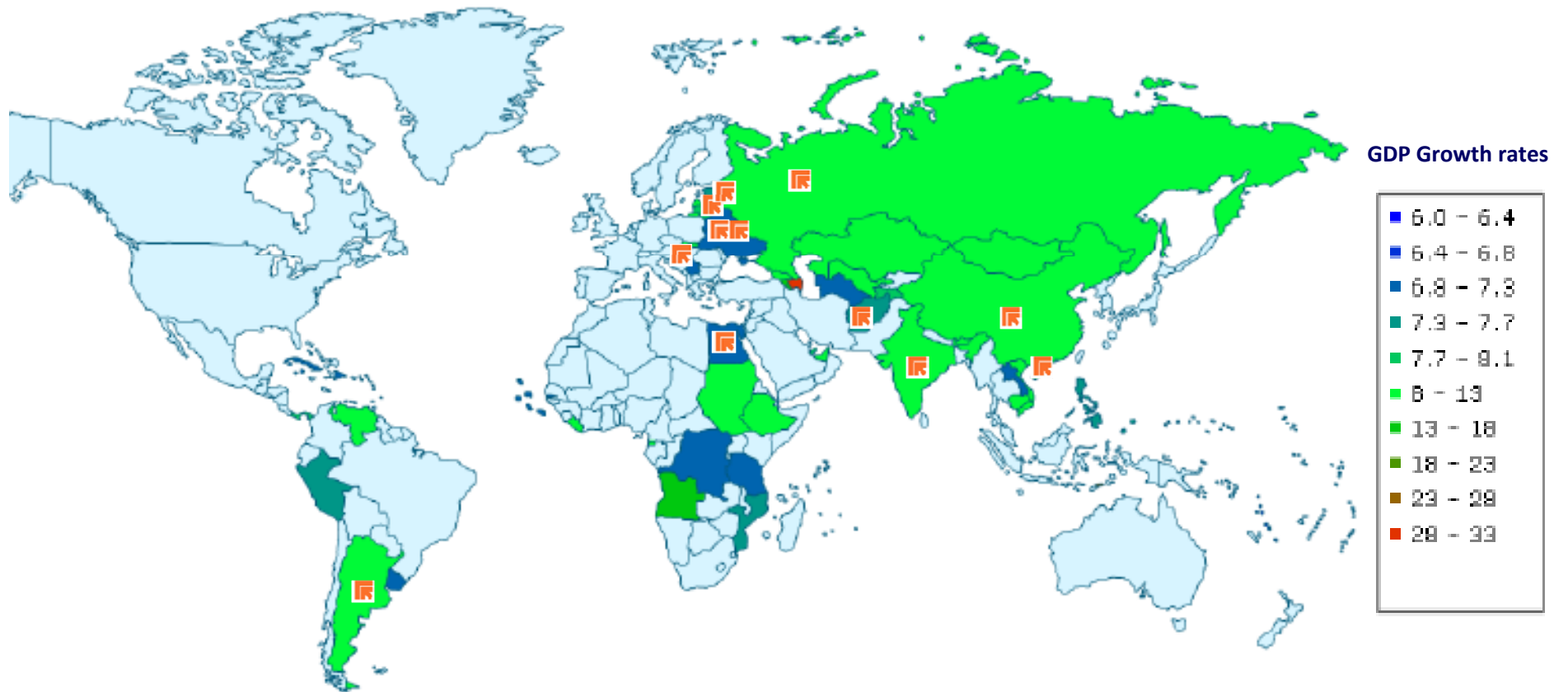


Gross Domestic Product (nominal) [2008] ^[13]			Gross Domestic Product (nominal) [2050] ^[14]		
Rank	Country	GDP (in millions of USD)	Rank	Country	GDP (in millions of USD)
1	United States	14,264,600	1	China	70,710,000
2	Japan	4,923,761	2	United States	38,514,000
3	China	4,401,614	3	India	37,668,000
4	Germany	3,667,513	4	Brazil	11,366,000
5	France	2,865,737	5	Mexico	9,340,000
6	United Kingdom	2,674,085	6	Russia	8,580,000
7	Italy	2,313,893	7	Indonesia	7,010,000
8	Russia	1,676,586	8	Japan	6,677,000
9	Spain	1,611,767	9	United Kingdom	5,133,000
10	Brazil	1,572,839	10	Germany	5,024,000
11	Canada	1,510,957	11	Nigeria	4,640,000
12	India	1,209,686	12	France	4,592,000
13	Mexico	1,088,128	13	South Korea	4,083,000
14	Australia	1,010,699	14	Turkey	3,943,000
15	South Korea	947,010	15	Vietnam	3,607,000
16	Netherlands	868,940	16	Canada	3,149,000
17	Turkey	729,443	17	Philippines	3,010,000
18	Poland	525,735	18	Italy	2,950,000
19	Indonesia	511,765	19	Iran	2,663,000
20	Belgium	506,392	20	Egypt	2,602,000

Source: World economic outlook database, April 2009. International Monetary Fund and Goldman Sachs

THE NEW STRENGTHENED COVERAGE OF FASTEST GROWING COUNTRIES

Prima Industrie presence and customers served in main highest growing countries
(based on GDP real growth rate)

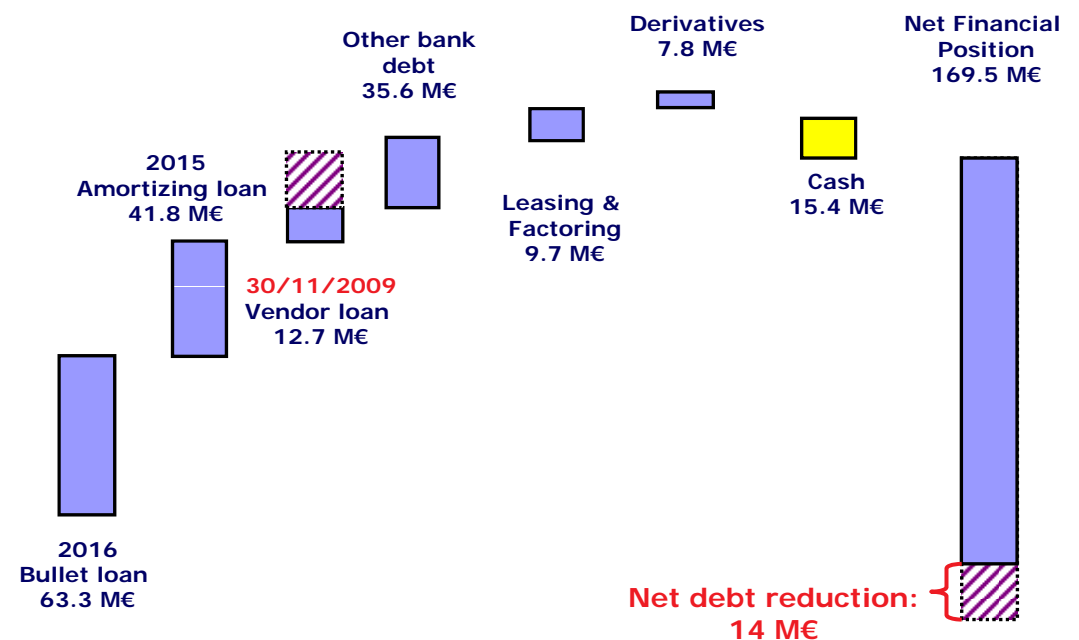


THE EQT SETTLEMENT

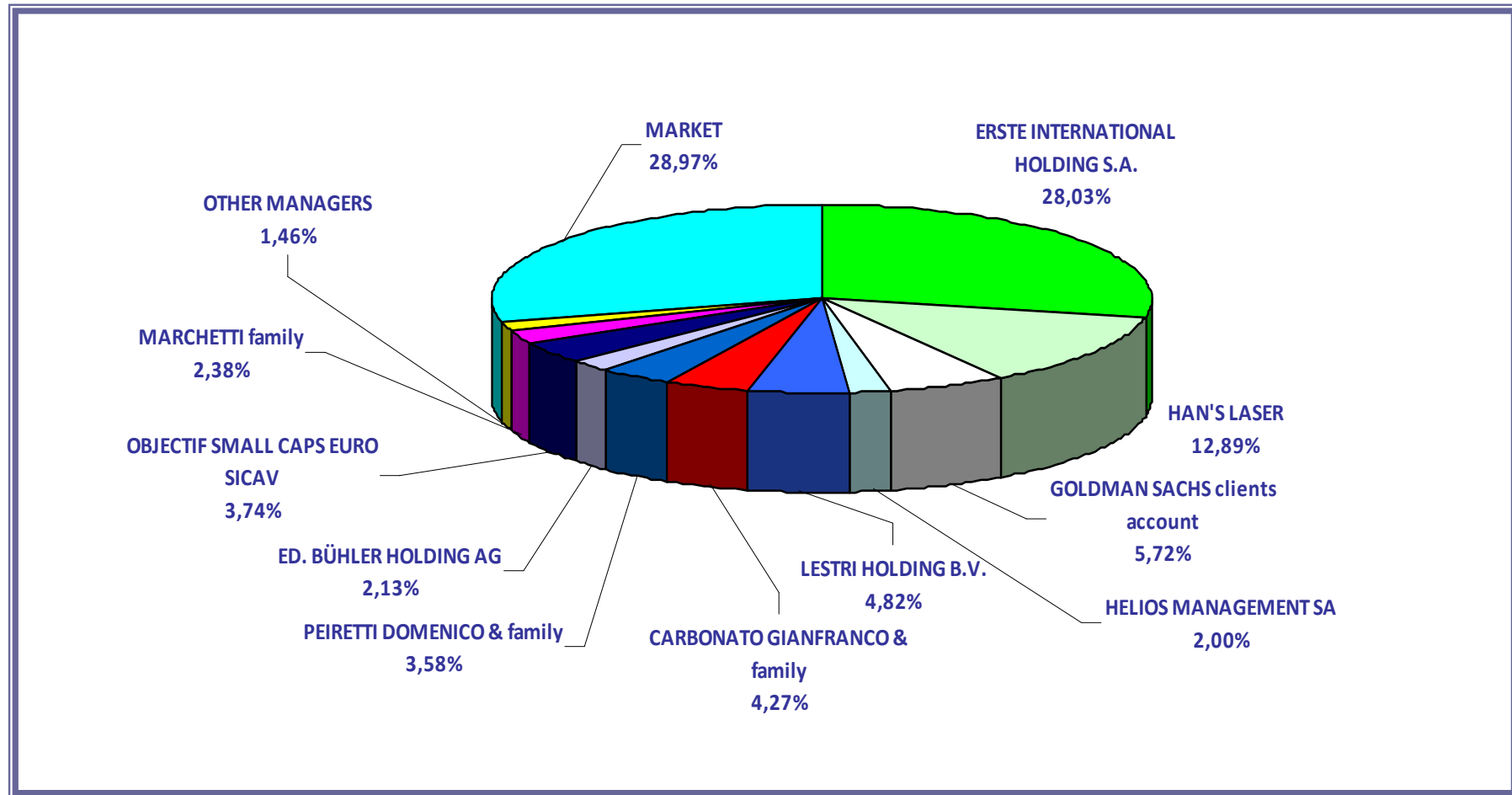
TERMS OF THE SETTLEMENT

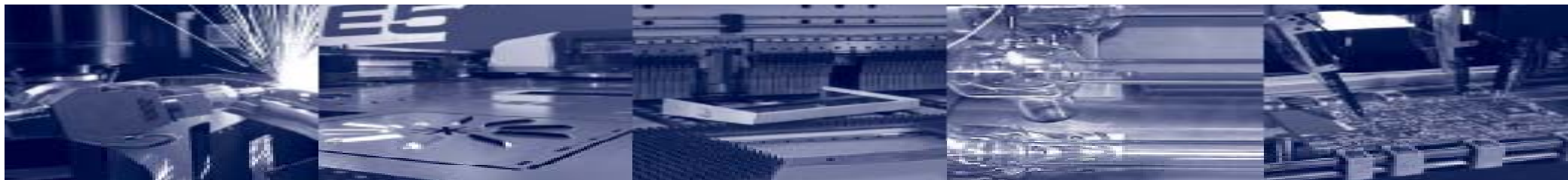
- Prima Industrie S.p.A. will pay only 12.8 million euros (of which 12,2 million euros to the main Vendor EQT and the rest to the vending minorities);
- the consideration payment will take place within 30/11/2009;
- Interests (6%) on the deferred consideration are cancelled;
- the settlement signing will release both parties from any present and/or future obligation and claim should arise in relation to the acquisition;
- significant benefits on P&L (both on EBITDA and net financial charges) and on the net debt which will be reduced by 14 million euros.

PRO-FORMA NET FINANCIAL POSITION AT 31/03/2009



SHAREHOLDING STRUCTURE





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