

Welcome to the forefront of **innovation**.

- ▶ 40+ YEARS
- ▶ 20 YEARS LISTED
- ▶ 466.9 €M SALES
- ▶ 1800+ PEOPLE
- ▶ 8 PLANTS
- ▶ R&D COMMITMENT (5%-6% on sales)
- ▶ 13,000+ INSTALLATIONS
- ▶ 80+ COUNTRIES

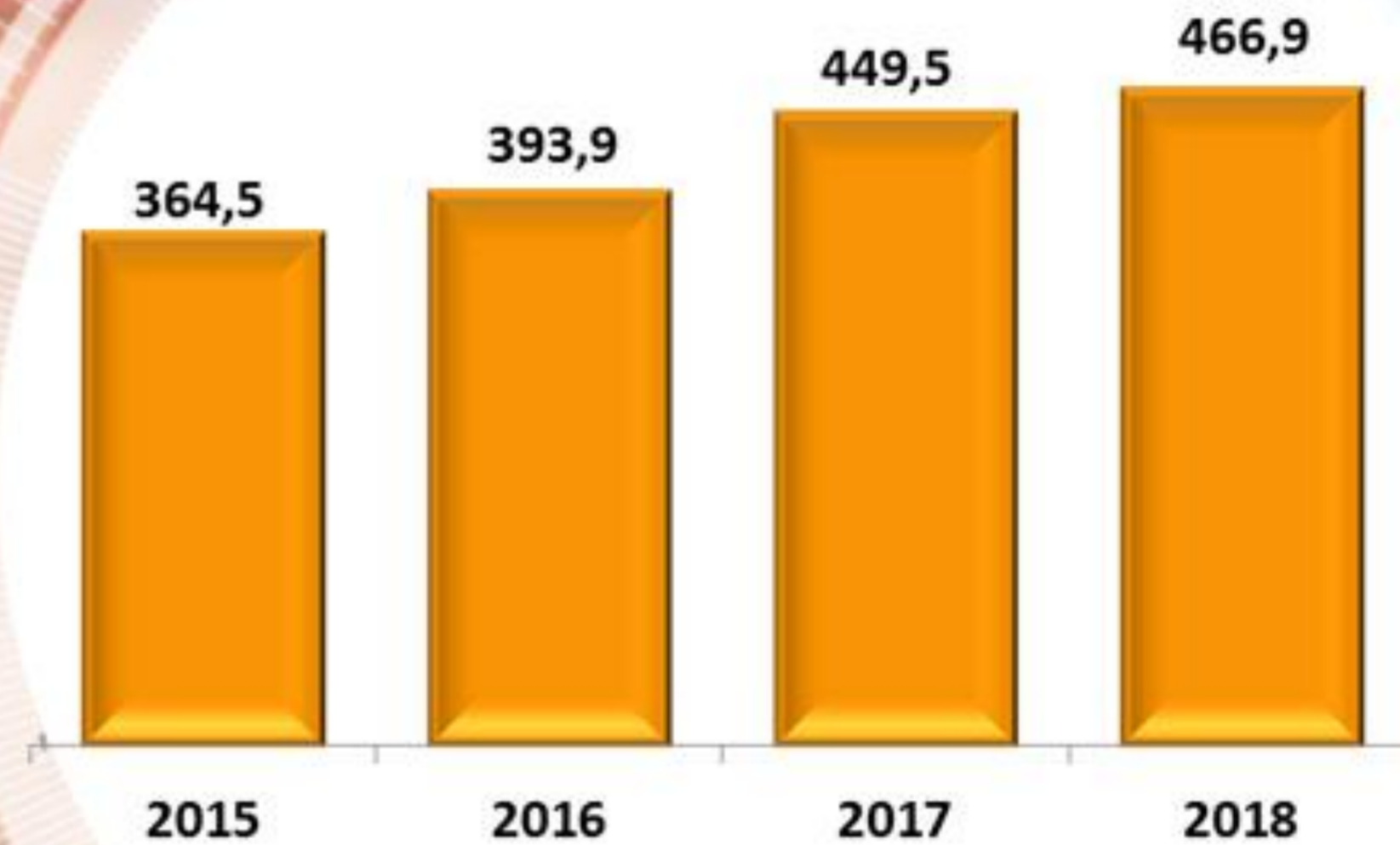
2018 RECORD YEAR

+4%
Increase in
revenues

+14%
Increase in
adjusted EBIT

+29%
Increase in
Net Profit

Revenues

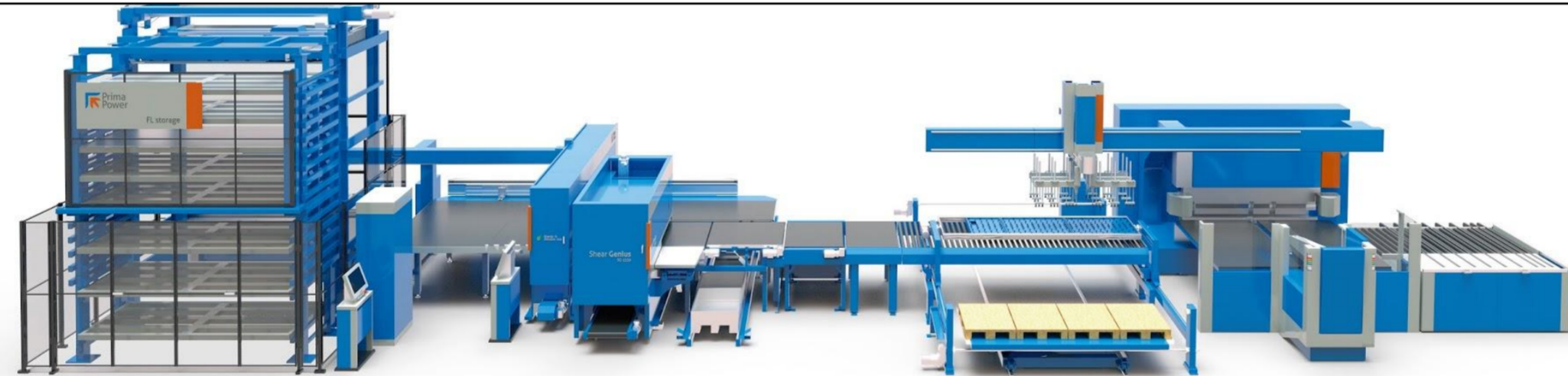


CAGR 2015 - 2018
9%

LASER MACHINES



SHEET METAL PROCESSING MACHINES & SYSTEMS



ELECTRONICS & LASER SOURCES

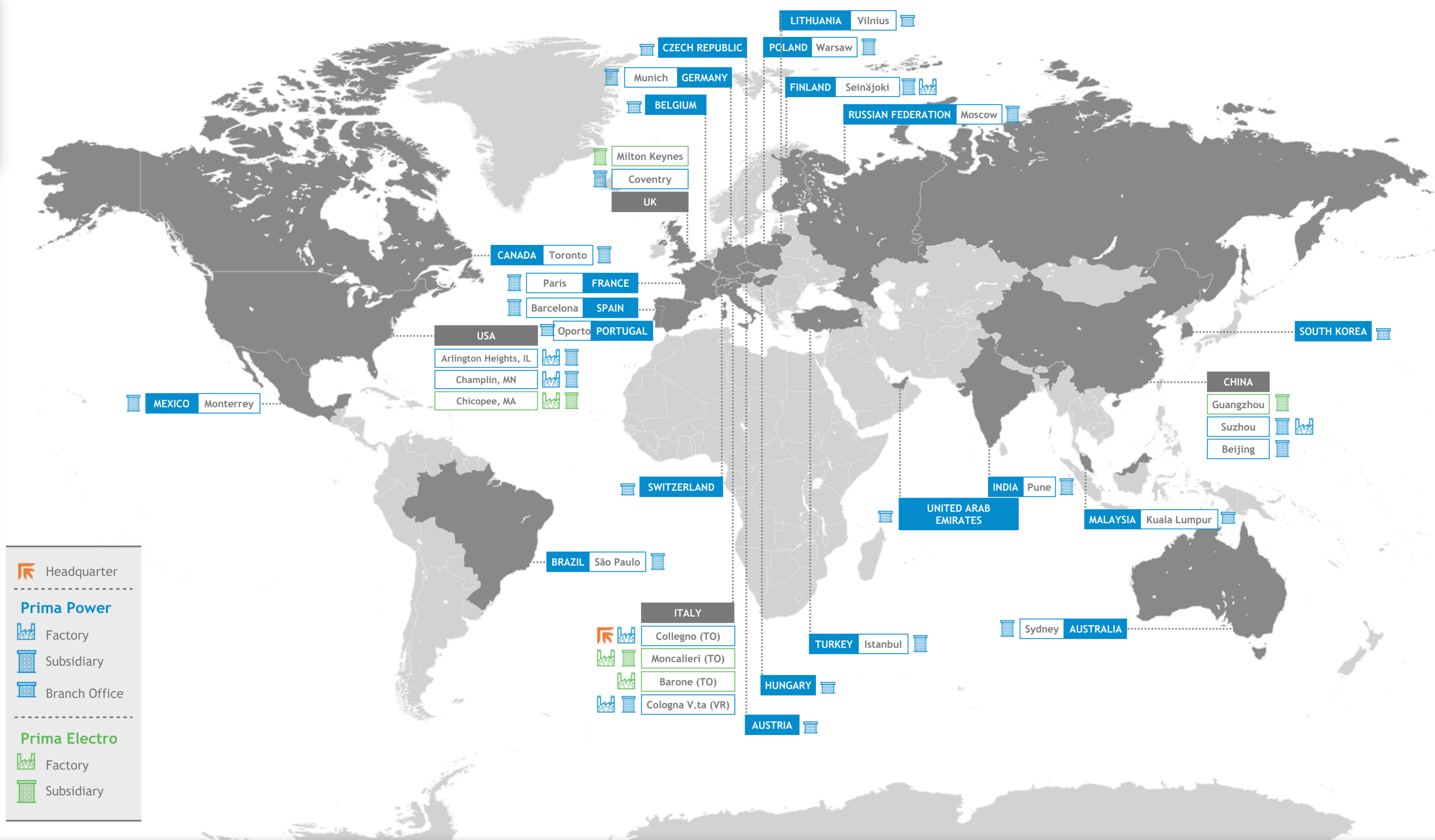


SERVICES



ADDITIVE MANUFACTURING





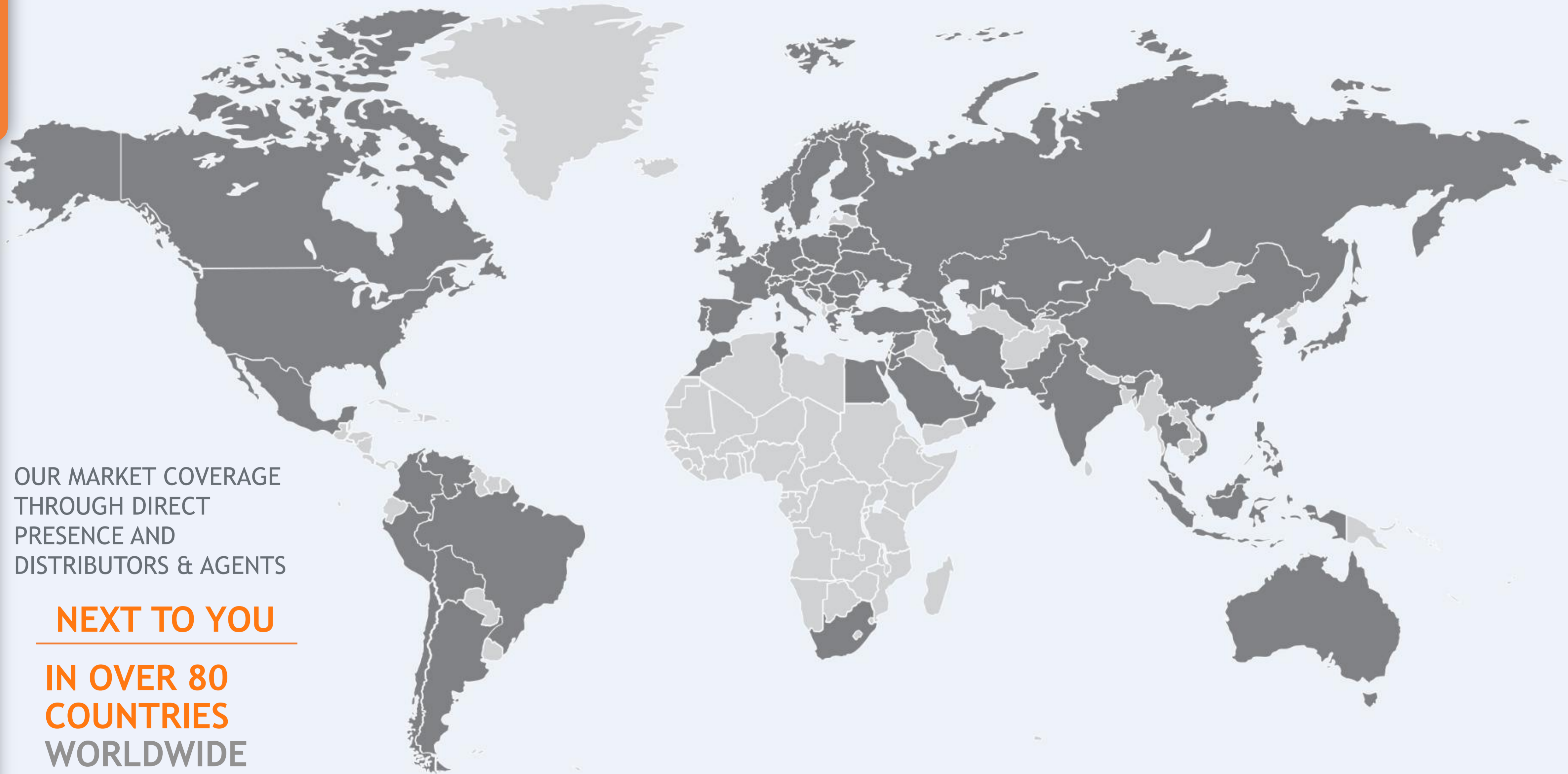
Headquarter

Prima Power

- Factory
- Subsidiary
- Branch Office

Prima Electro

- Factory
- Subsidiary




OUR MARKET COVERAGE
THROUGH DIRECT
PRESENCE AND
DISTRIBUTORS & AGENTS

NEXT TO YOU

**IN OVER 80
COUNTRIES
WORLDWIDE**

2015-2019: RECENT STRATEGIC ACTIVITIES

Connecting global innovation.





The plant (8.000 sqm) hosts manufacturing, sale and after-sale activities for a wide set of metal sheet processing machines. It also hosts a large show room destined to welcome Chinese and Asian customers.



Finn-Power OY moved to a new, modern and more efficient building (factory & offices) in Seinäjoki, replacing previous one in Kauhava. The plant has been built-to-suit by the local municipality and is rented to Finn-Power.



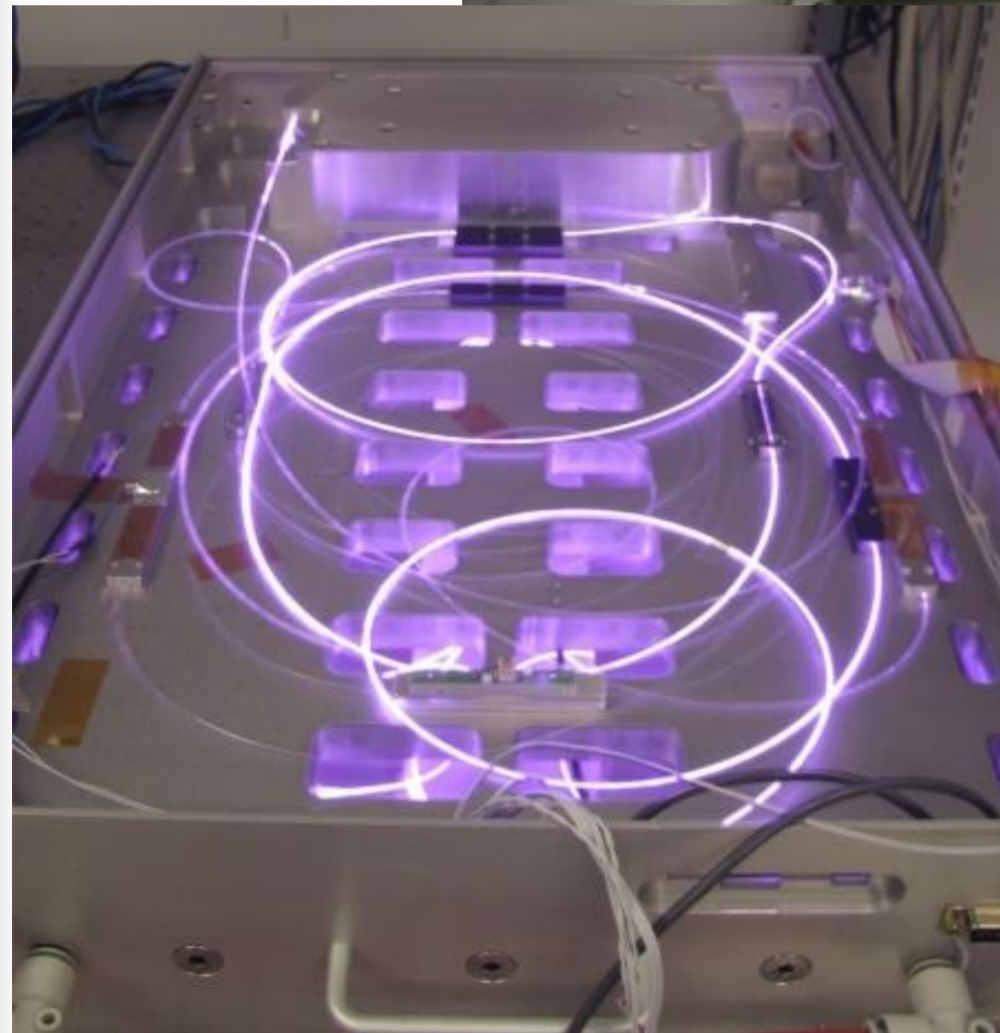


The HQTC is structured in 5000 sqm (2500 sqm dedicated to the corporate offices + 2500 sqm dedicated to Demo Room & customers' hospitality).



The new location, in the heart of the D-A-CH area, features a large Show Room and well organized areas dedicated to demonstrations, applications, cycle time studies, training, and conferences.

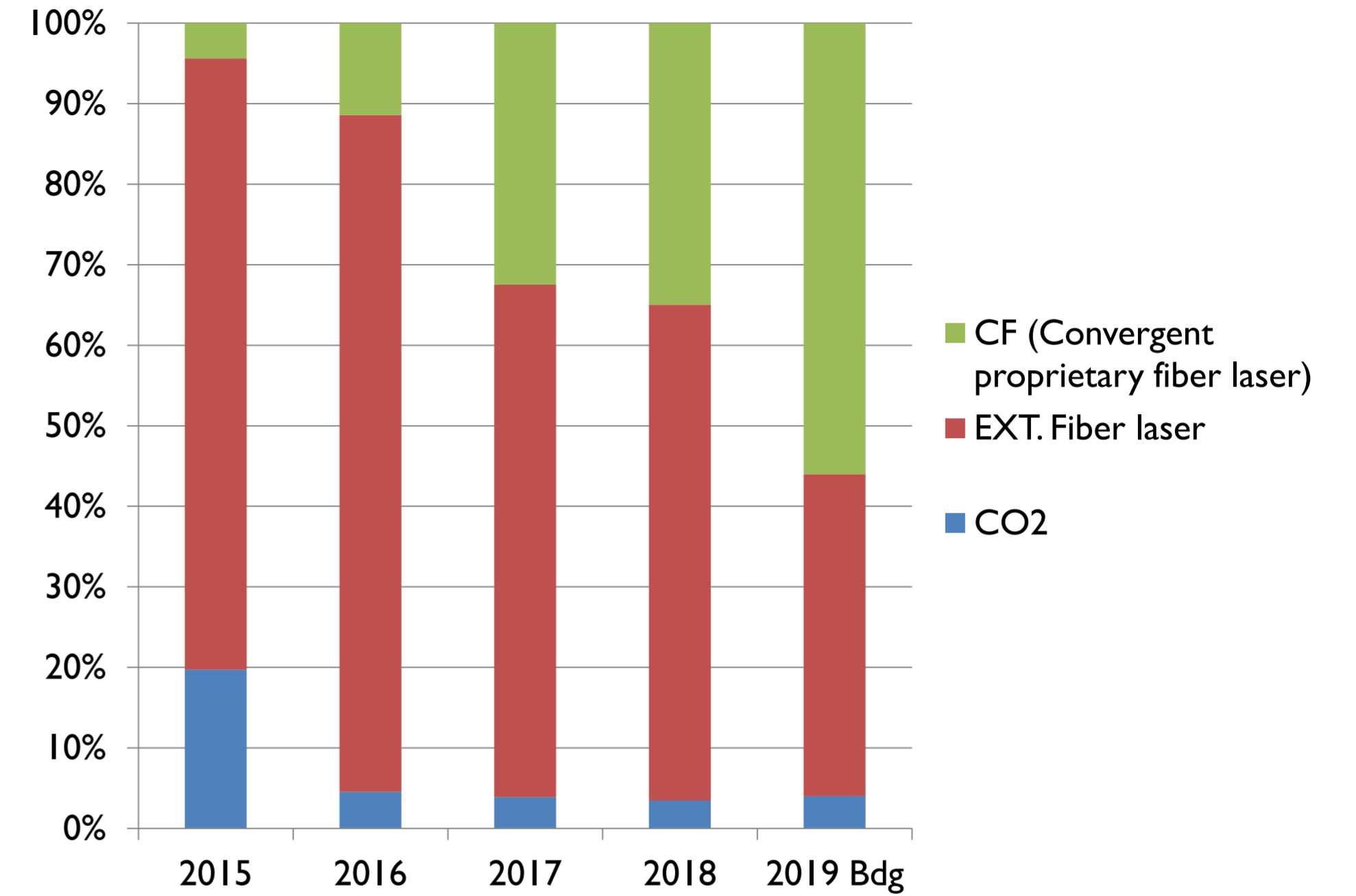




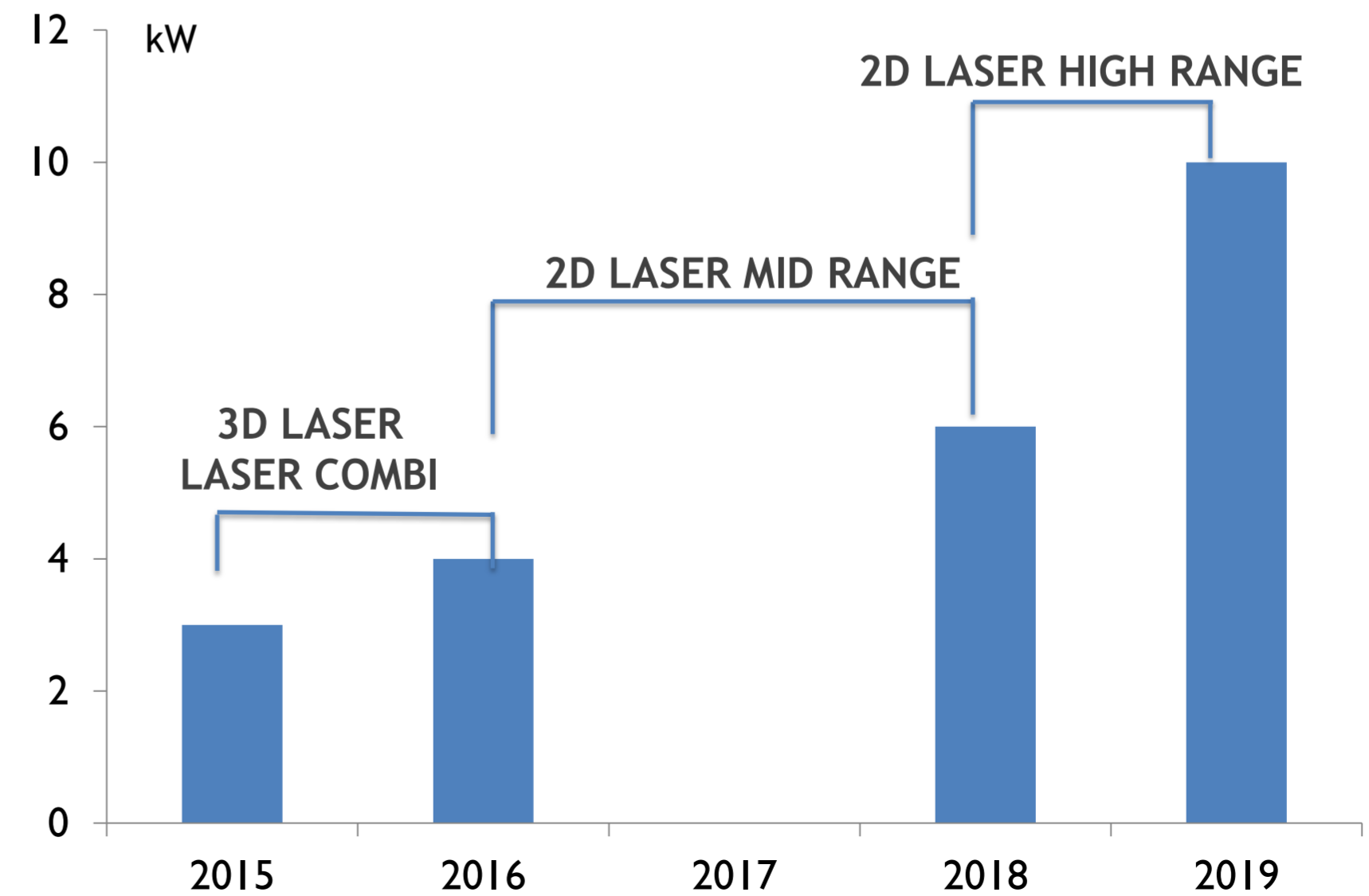
The high tech laboratories host research activities focused on the field of high power optoelectronic semiconductors for the latest generation of lasers

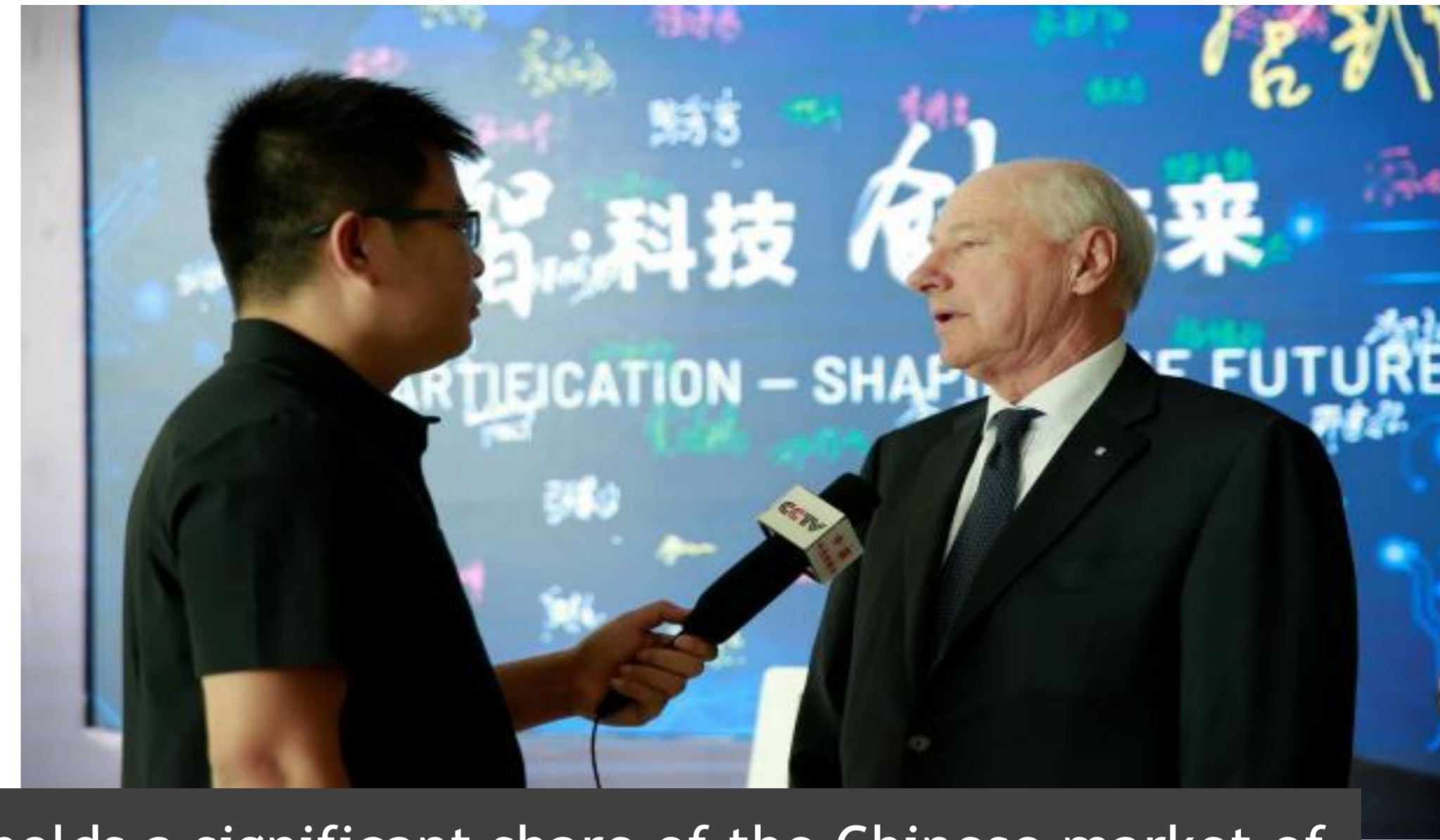
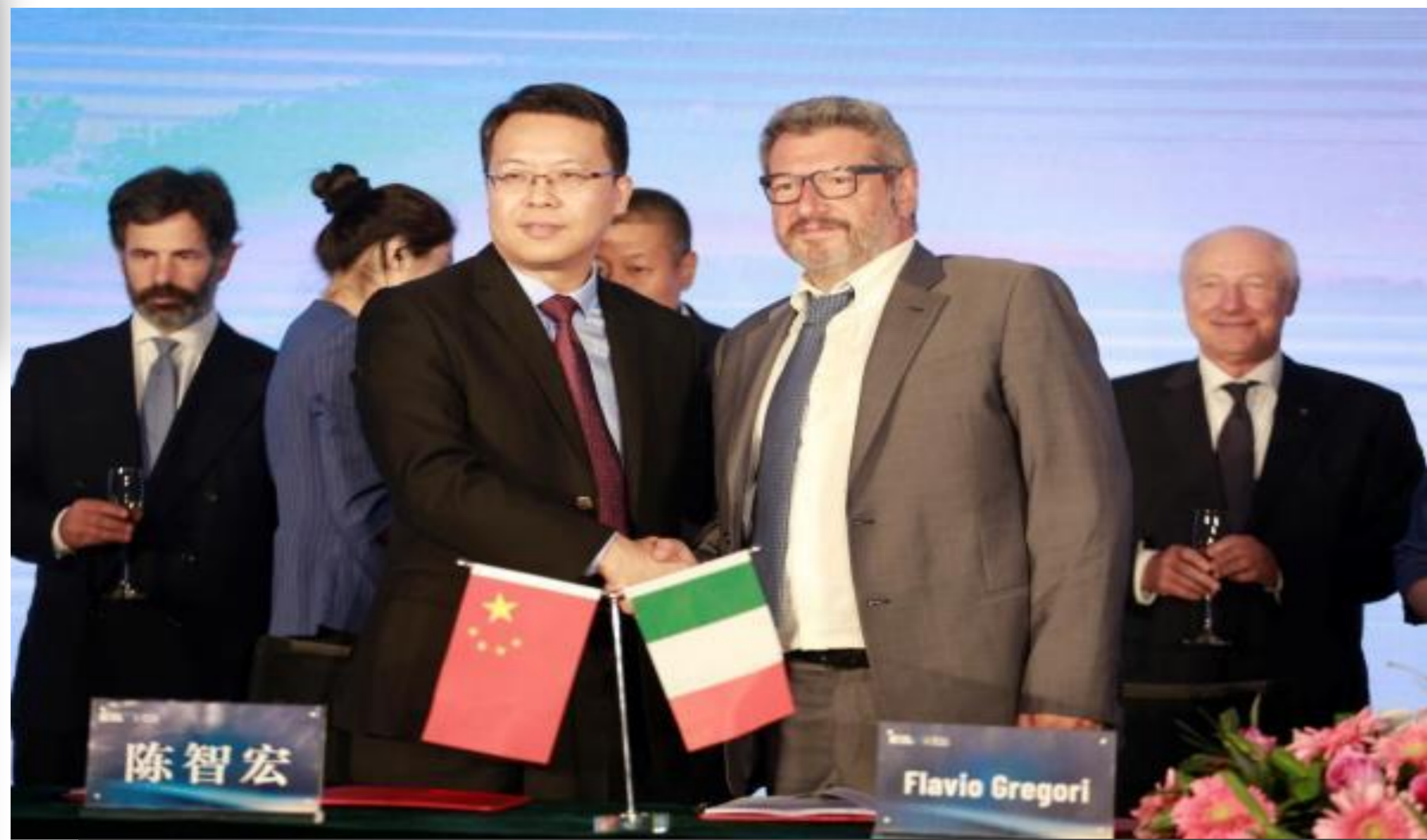


Number of lasers delivered



CF power available (kW)





Prima Industrie, through Prima Power brand, already holds a significant share of the Chinese market of high-end machines (3D laser, systems, panel benders), while it still has a limited presence in the market of 2D laser machines. This investment is aimed at increasing the Group's market share in the Chinese market of 2D laser machines, the largest in the world in terms of size and growth rate.





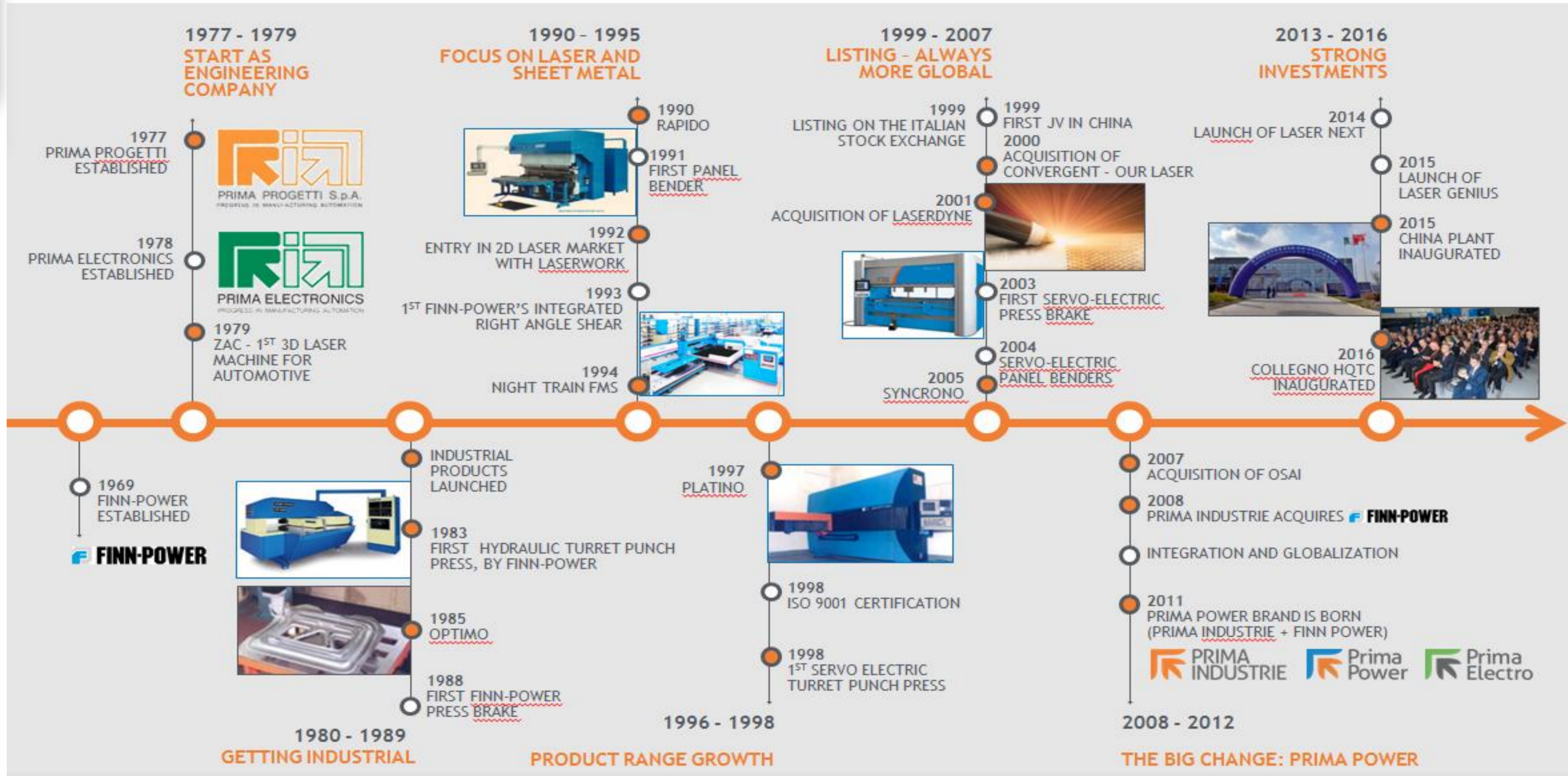
The facility, structured on approx. 3,300 sqm, represents an extension of the HQTC to host the new Prima Additive division in addition to the R&D employees of laser machines development and relevant labs.



EVOLUTION

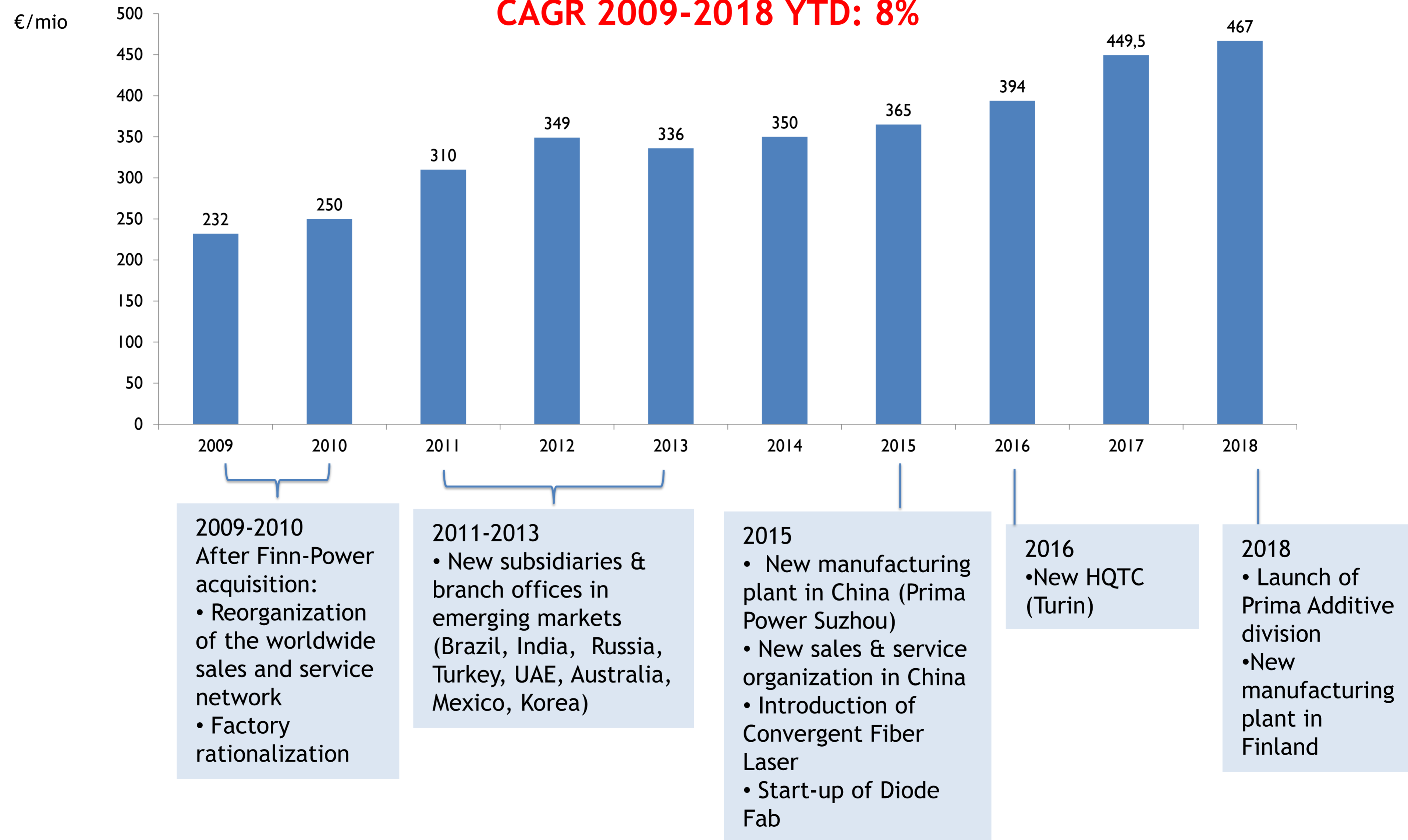
POWER





Revenues

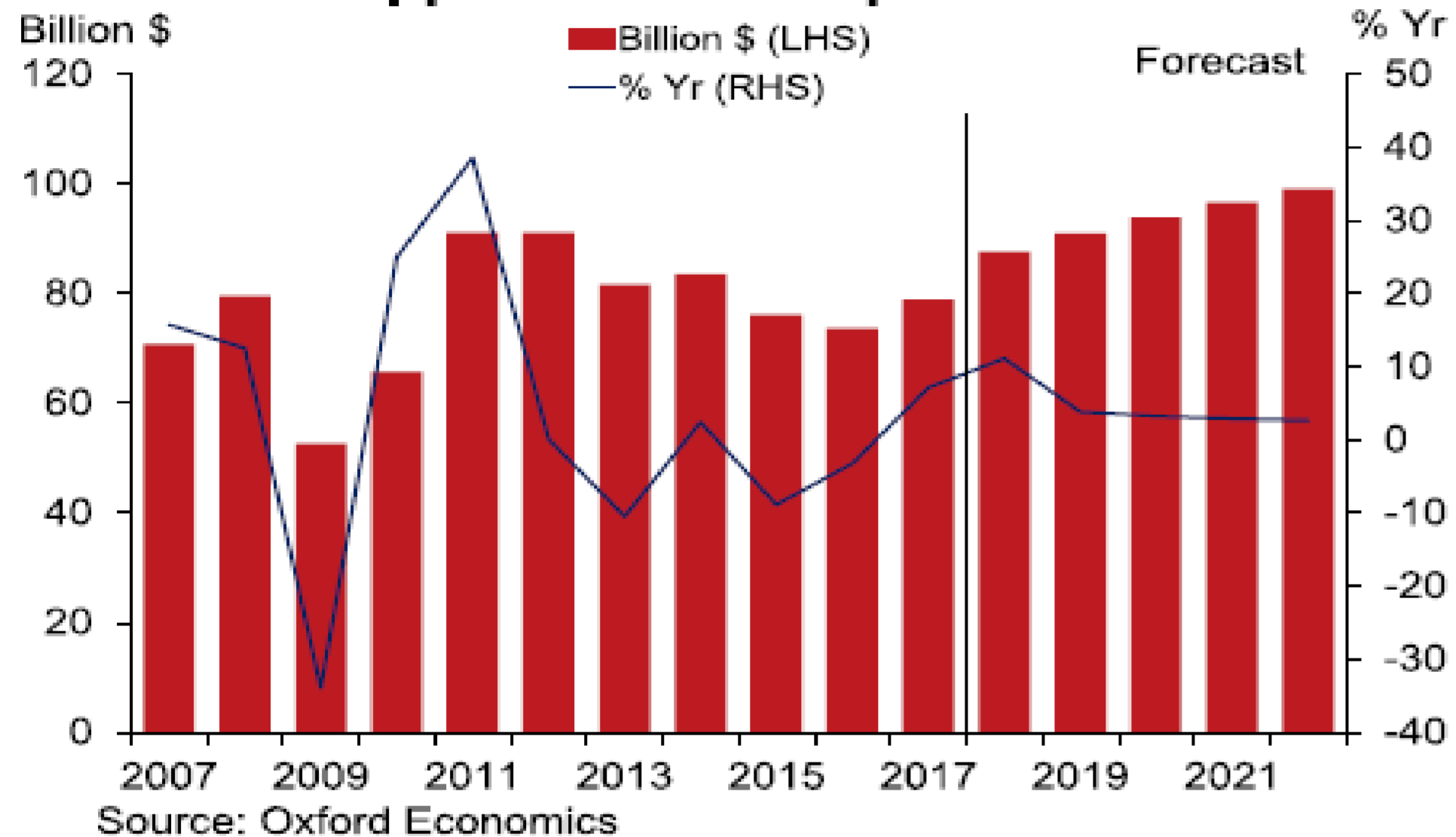
CAGR 2009-2018 YTD: 8%



Global Machine Tool Outlook

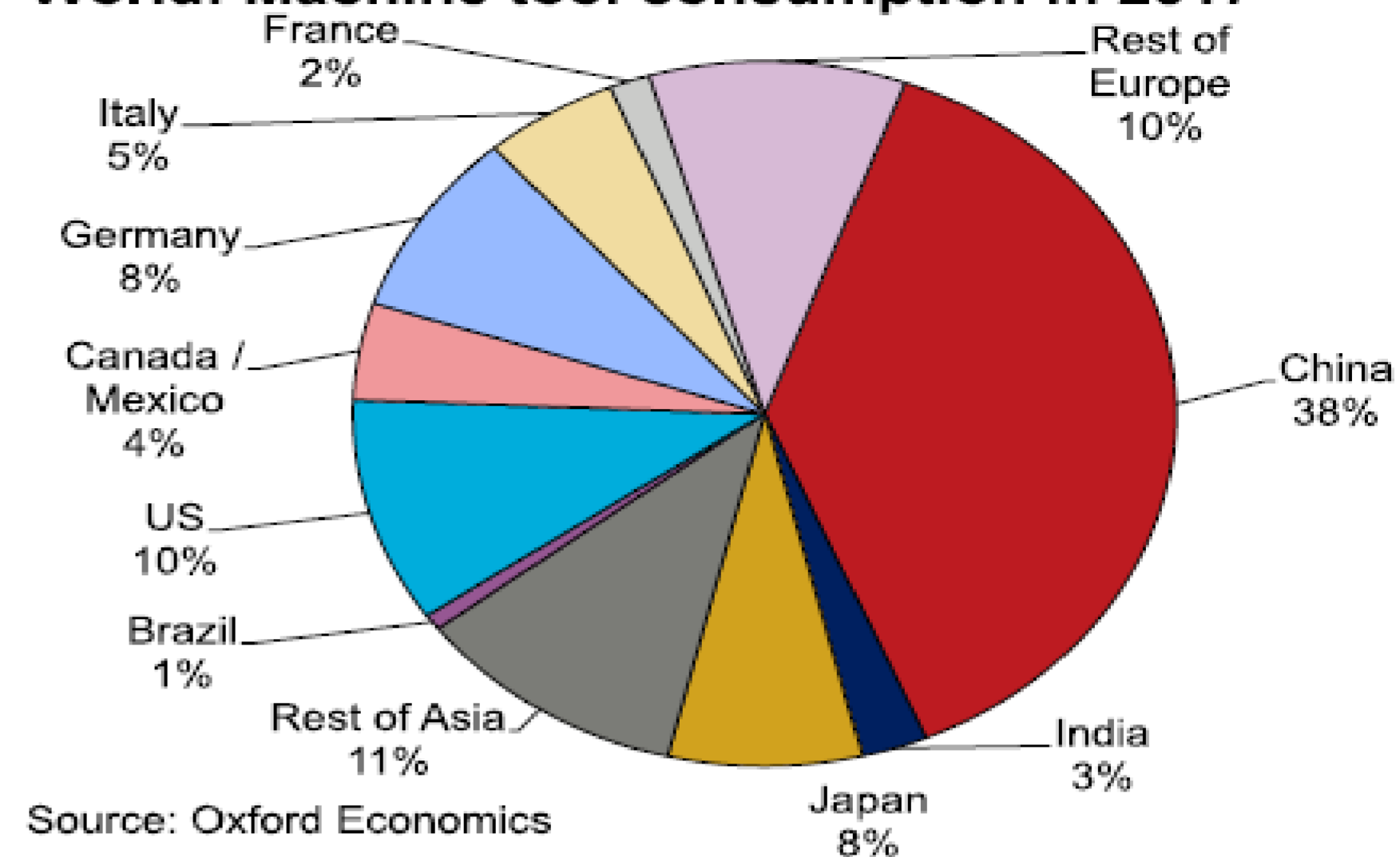
Autumn 2018

World: MT Apparent consumption

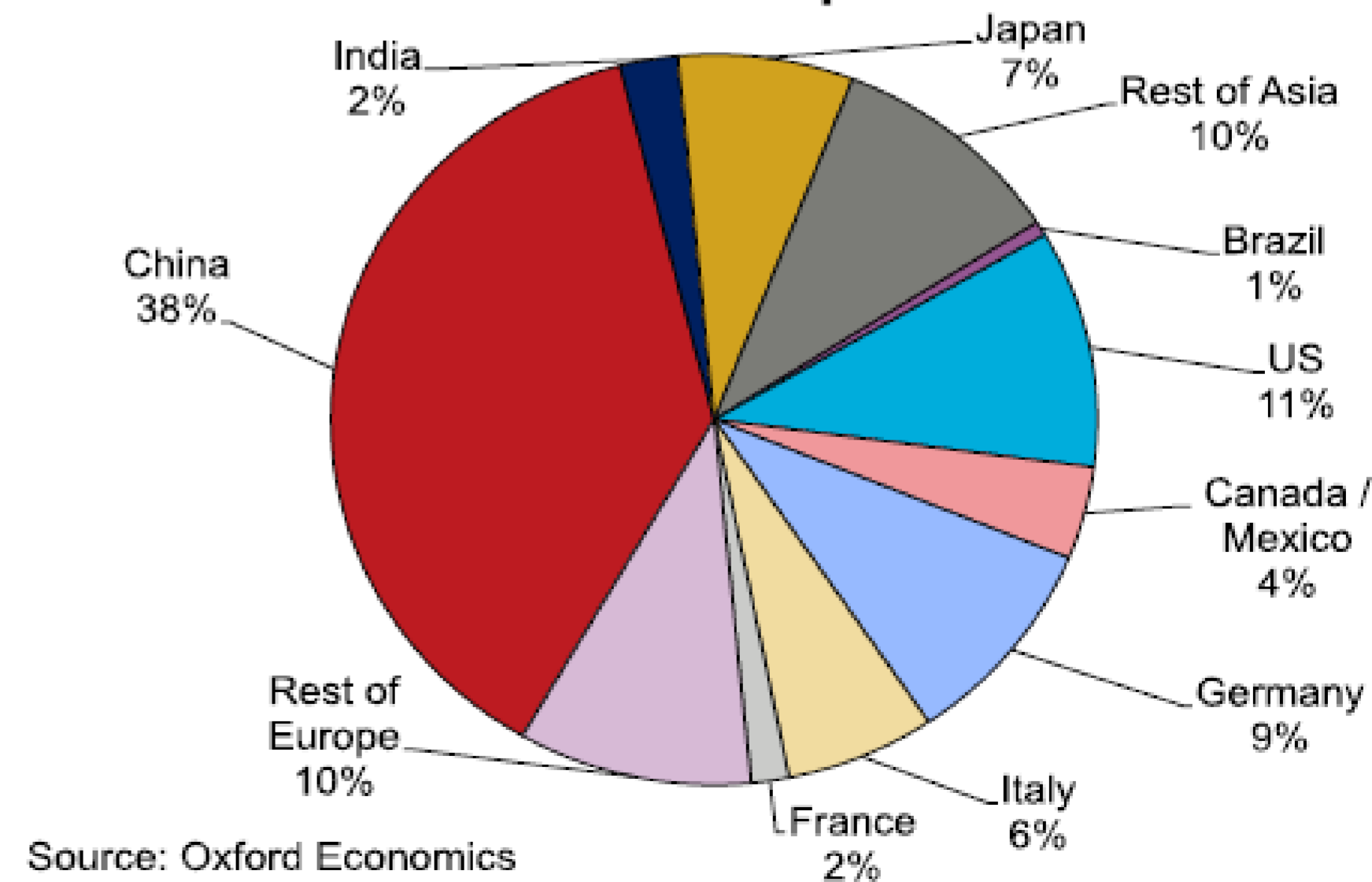


Based on Oxford Economics' forecasts (autumn 2018), global machine tool consumption is expected to grow at a 3% CAGR in 2018-2022, after reaching around USD 78bn in 2017 (of which USD 14bn generated from laser systems for materials processing).

World: Machine tool consumption in 2017



World: Machine tool consumption in 2022

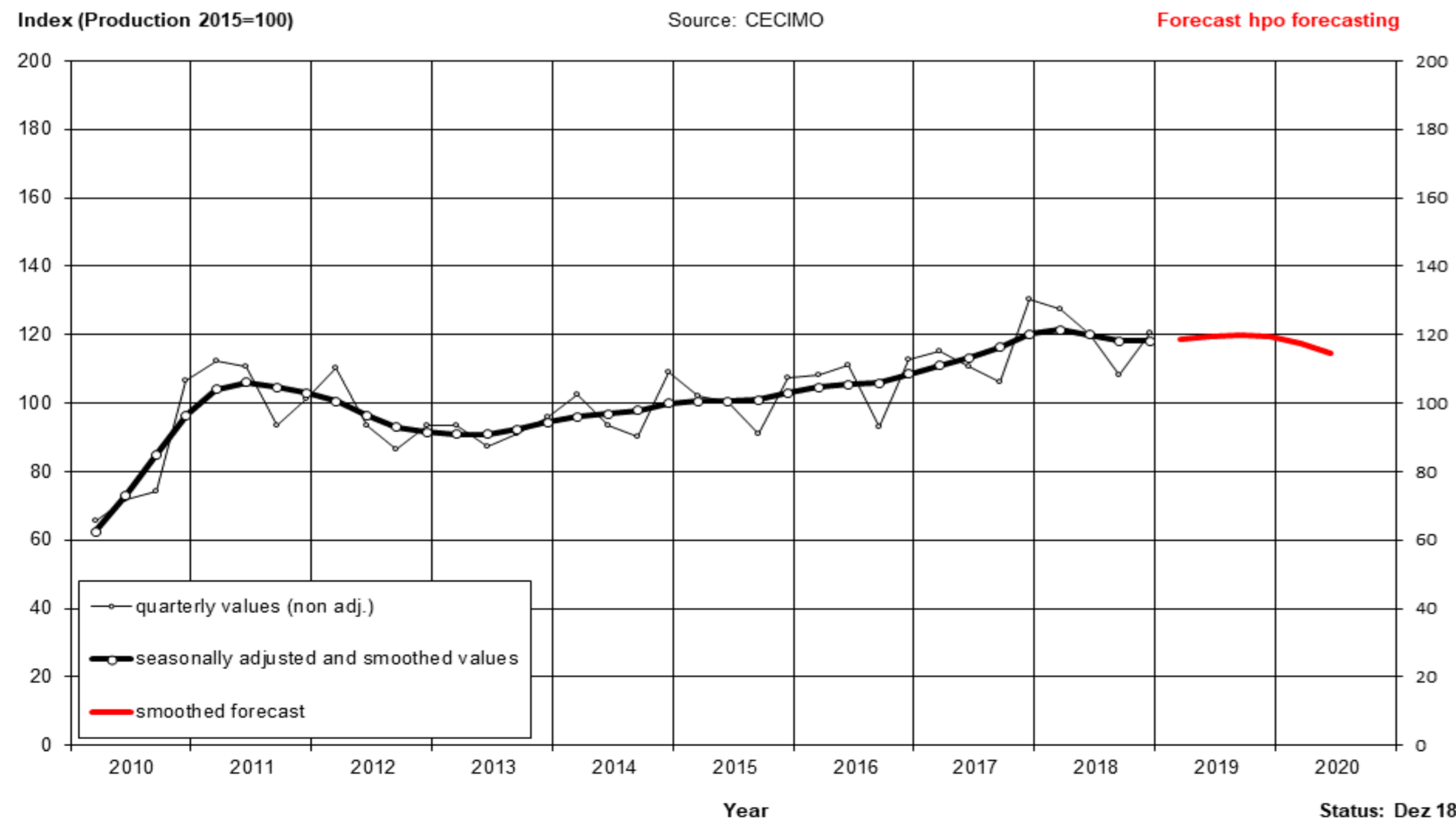


Despite a more complex trading environment with some experts seeing a temporary peak in certain countries/markets, the medium-term outlook still looks **positive** for machine tool producers.

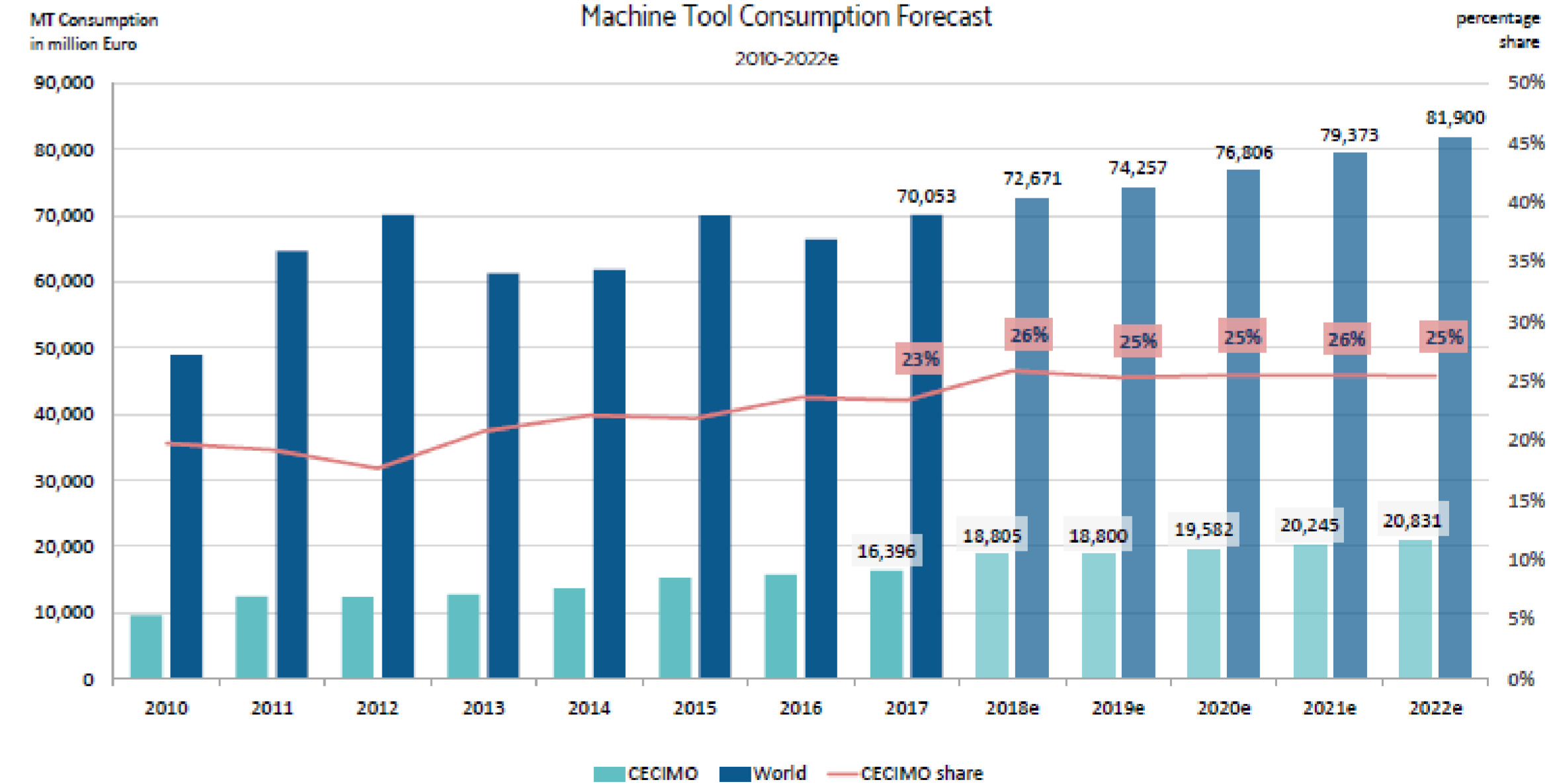
Some of the main industry **drivers** supporting the medium-term prospects are as follows:

- the increasing automation in the manufacturing process worldwide and, more in general, from the modernization of the production facilities;
- the decline in product lifecycles and consequent increase in the variety of products that require more flexible systems;
- the continuous quality improvements also to be obtained through more sophisticated and precise production systems and machines;

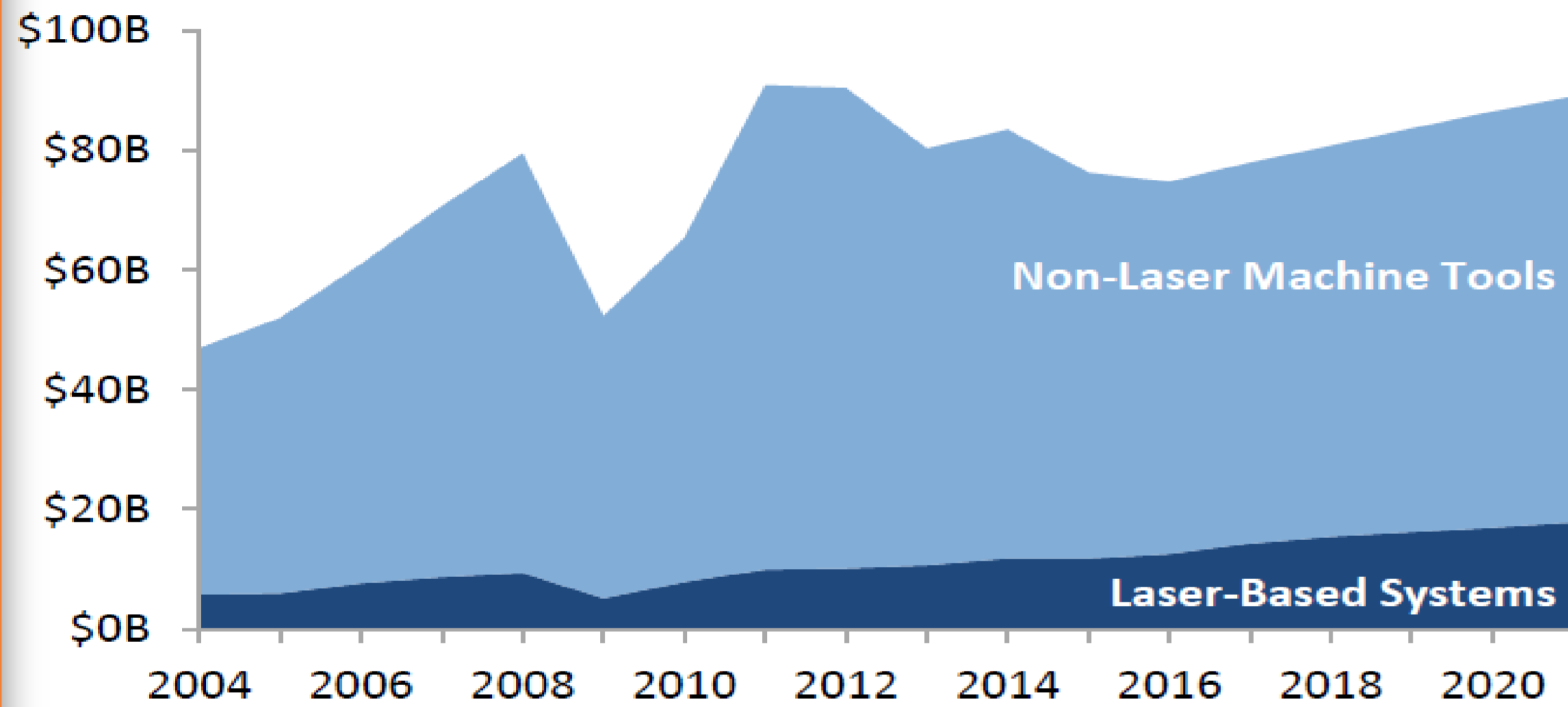
Forecast New Orders CECIMO 8 (total)



Machine Tool Consumption Forecast

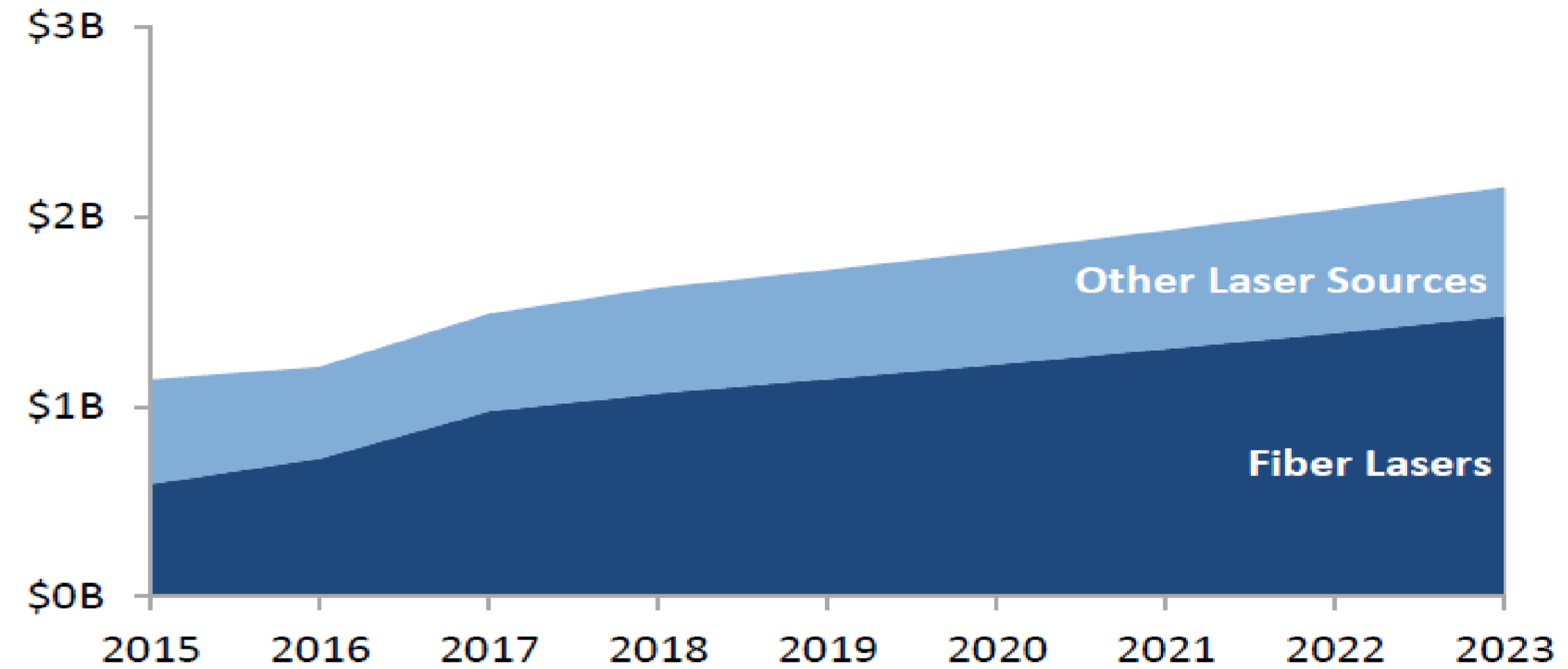


Global Machine Tool Consumption in 2017: ~\$78B
 Global Laser Systems for Materials Processing in 2017: ~\$14B
Laser Systems 18% of Worldwide Machine Tools and Growing



Source: Oxford Economics, Optech Consulting and IPG Photonics Corporation

Fiber Lasers a Growing Percentage of Annual Demand for High-Power Industrial Laser Sources



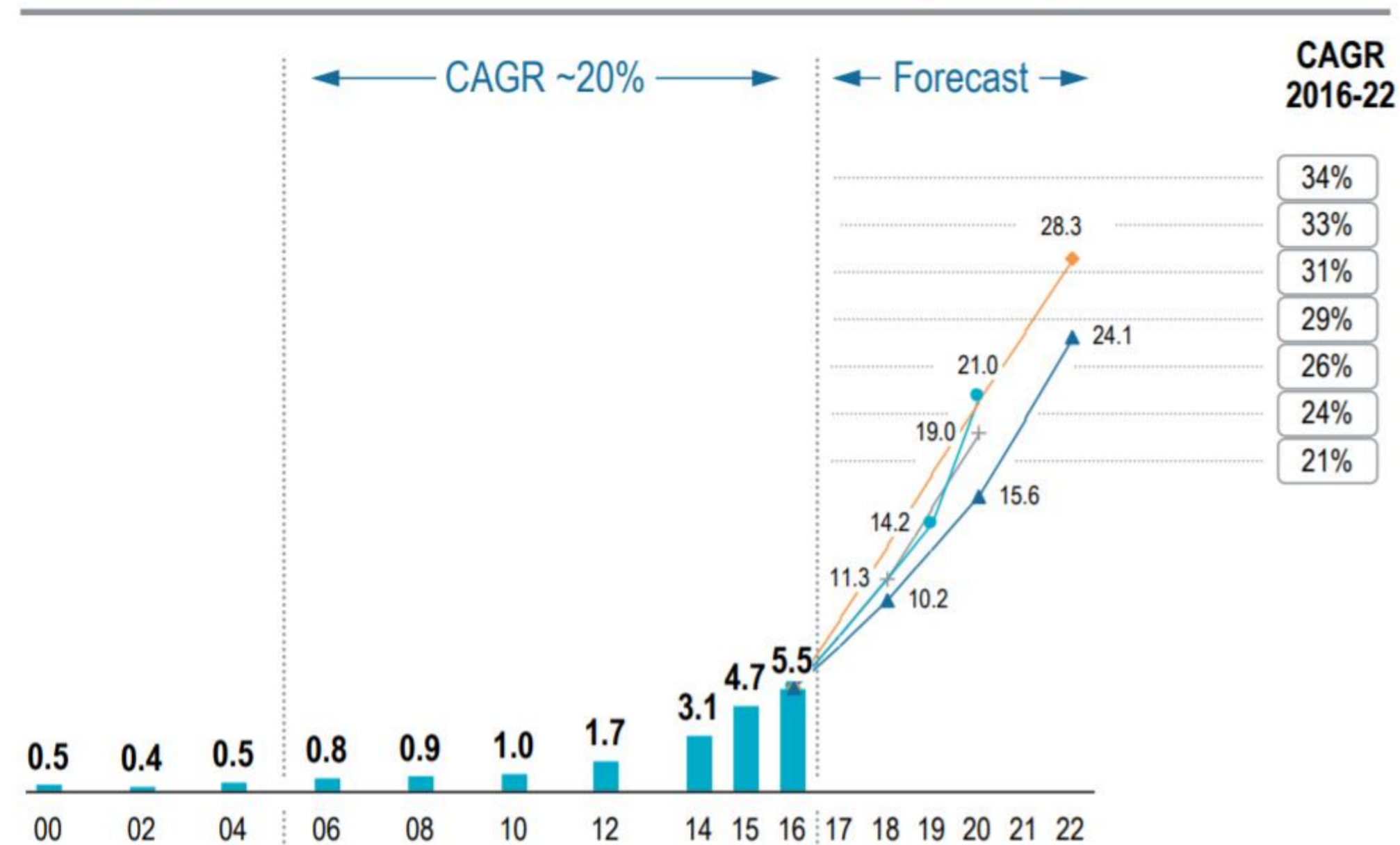
Source: Optech Consulting and IPG Photonics Corporation

Within the machine tool industry laser-based systems are increasingly gaining share inside the material processing segment given the greater precision, processing speeds and flexibility enabled by this technology. Moreover, because laser energy can be delivered remotely with greater precision and power, the trends towards automated production and increasing product complexity and flexibility are helping drive adoption of laser technology.

Metal Additive manufacturing market

Global AM market

Development of metallic AM market¹⁾ 2000-2022 [EUR bn]²⁾

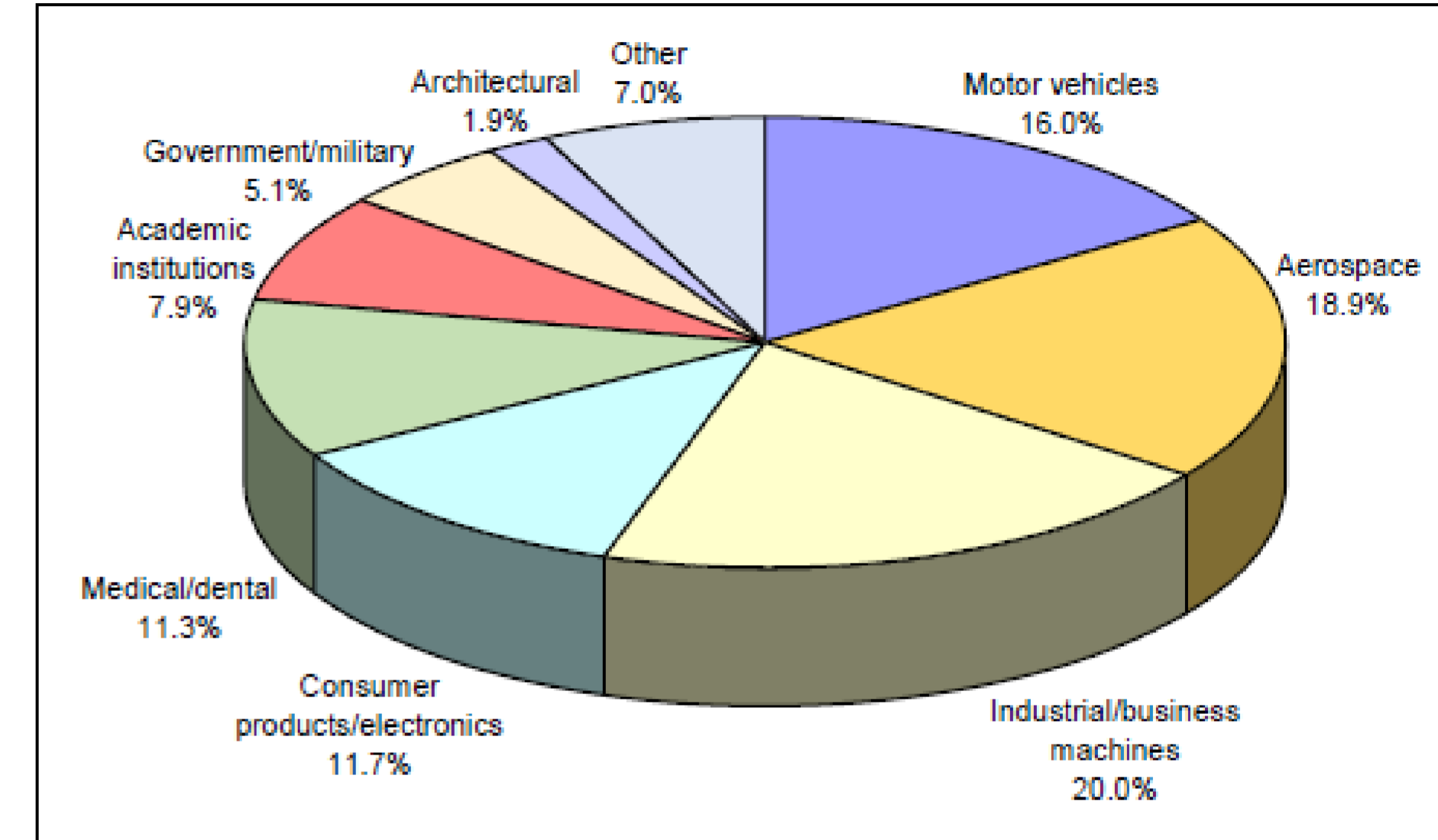


Growth estimate source: — Wohlers Associates — Canals — MarketsAndMarkets — Smithers Pira

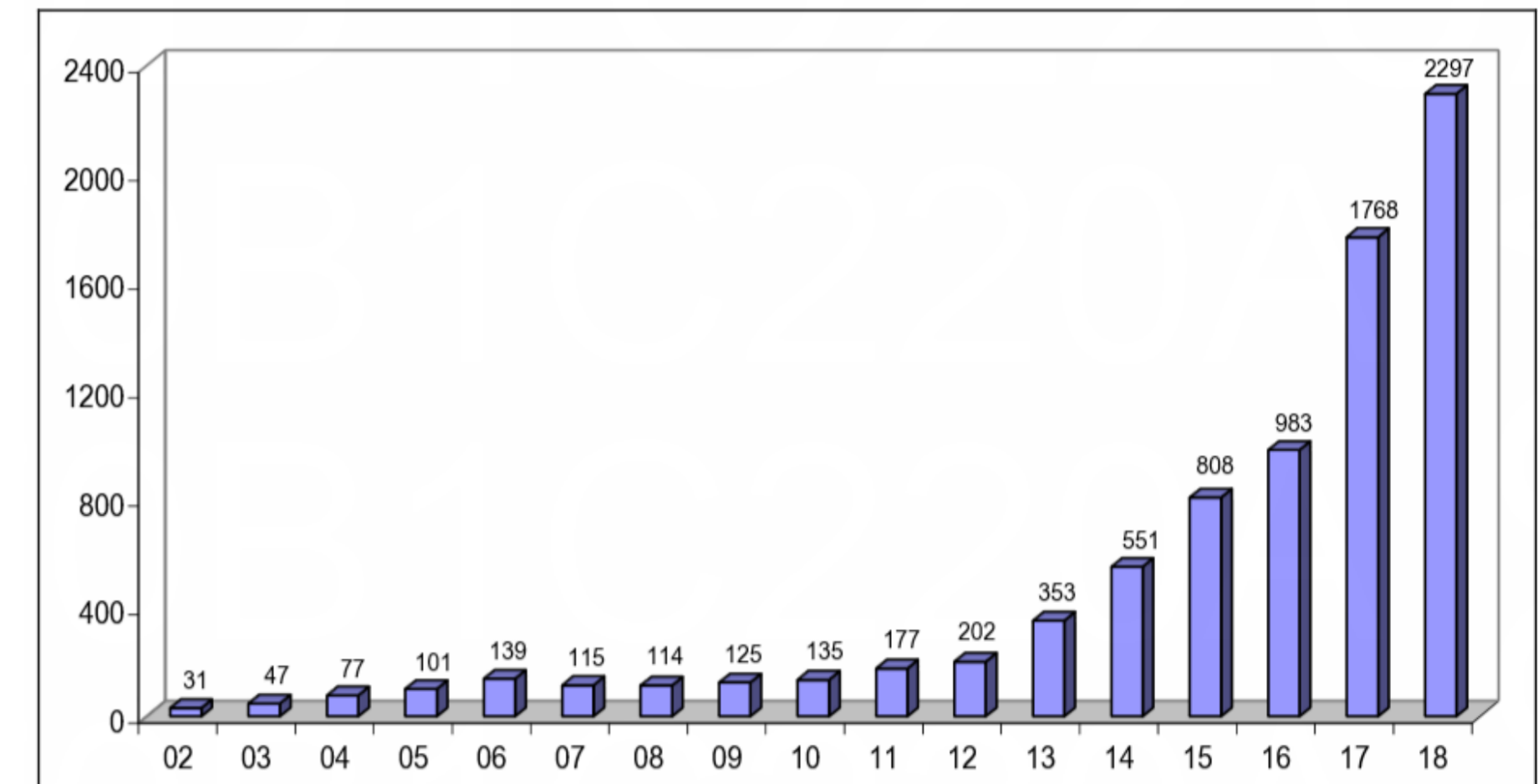
1) World production excl. parts/accessories; 2) FX rates as per Bundesbank, forecast based on 05/17 EUR/USD rate

Source: Expert interviews; Wohlers Associates (2017); Canals (2016); MarketsAndMarkets (2016); Smithers Pira (2016); Roland Berger

- > For 2004 to 2016, the over-all AM market showed an annual growth (CAGR) of ~20%
 - In 2016 growth softened, mainly due to weak performance of polymer players (Stratasys and 3D Systems)
- > The market is expected to multiply by a factor of two to five by 2022



Source: Wohlers Associates, Inc.



Source: Wohlers Associates, Inc.

COMMON FACTORS HIGHLIGHTED

- Slow-down of investments in **China / Trade war effects**
- Uncertainty scenario in **Italy, UK (Brexit), Turkey** and slow-down in **Germany** and **other countries**
- Slow-down/postponement of investments in **automotive sector**



RESILIENCE PHASE THANKS TO DIVERSIFICATION IN:

- Geographic markets
- Industries addressed
- Product portfolio

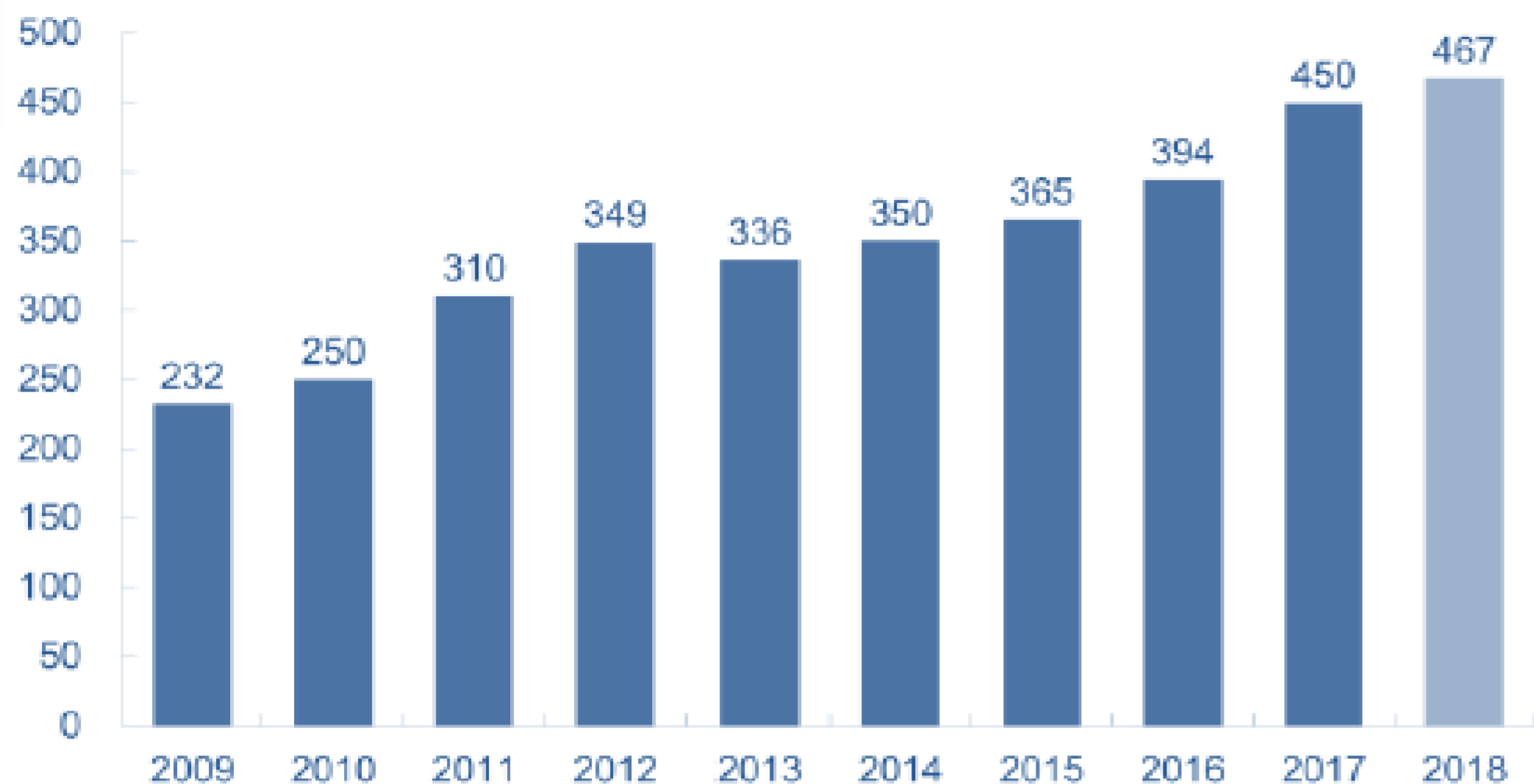


INTERNAL GROWTH ENGINES

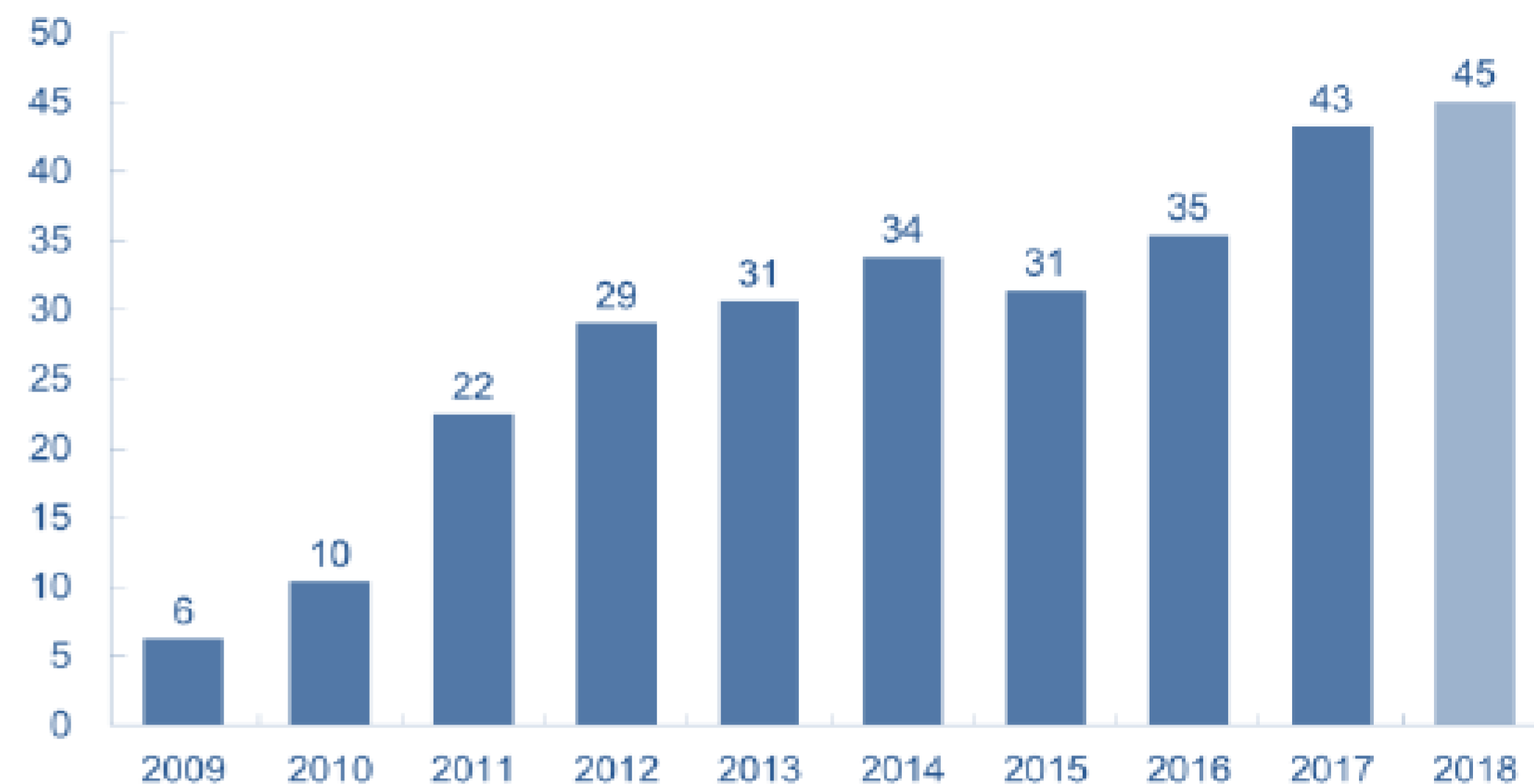
- Fiber laser & Diodes investments: boost in profitability expected
- Lead Laser investment: fully exploit the relationship
- Additive Manufacturing: add on to turnover and profitability



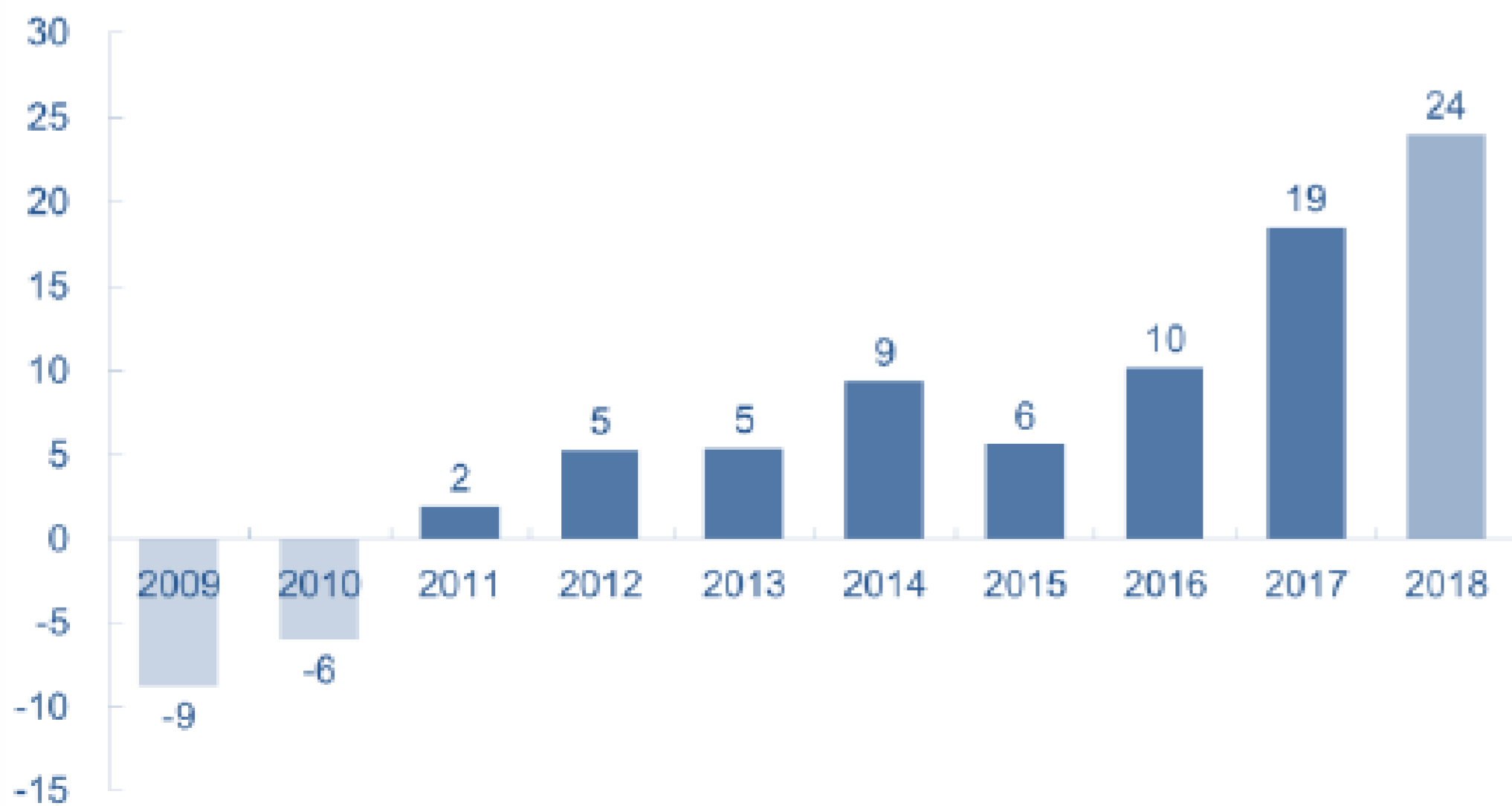
REVENUES 2009-2018 €/mio



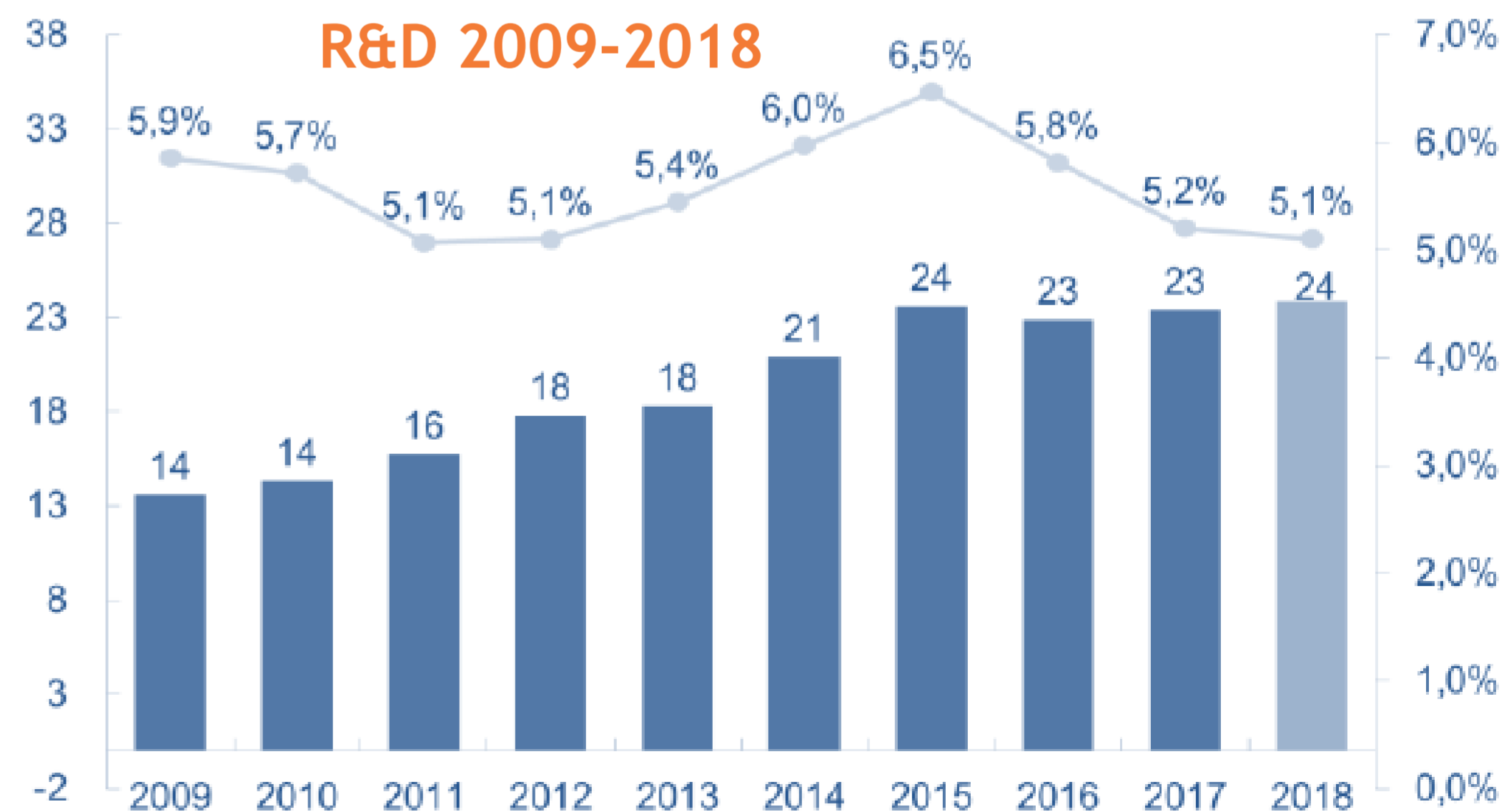
EBITDA 2009-2018 €/mio

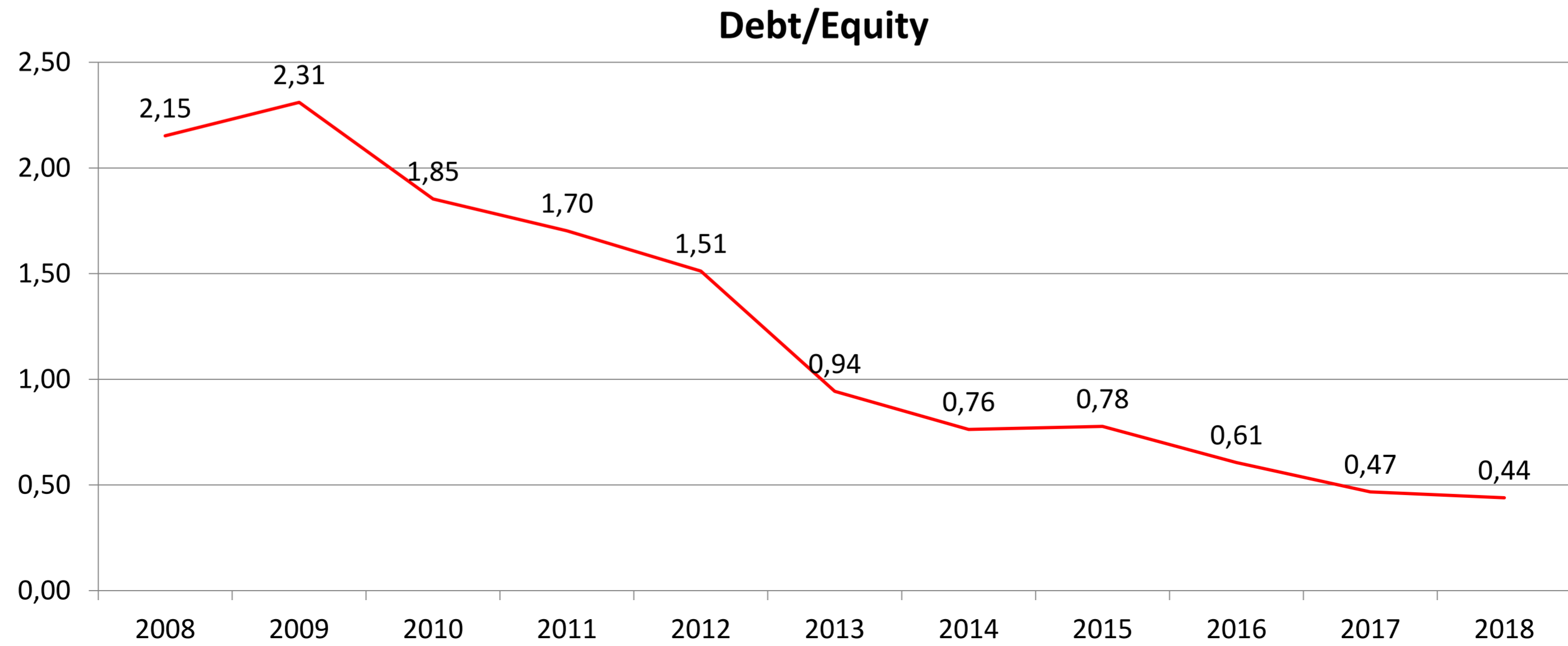
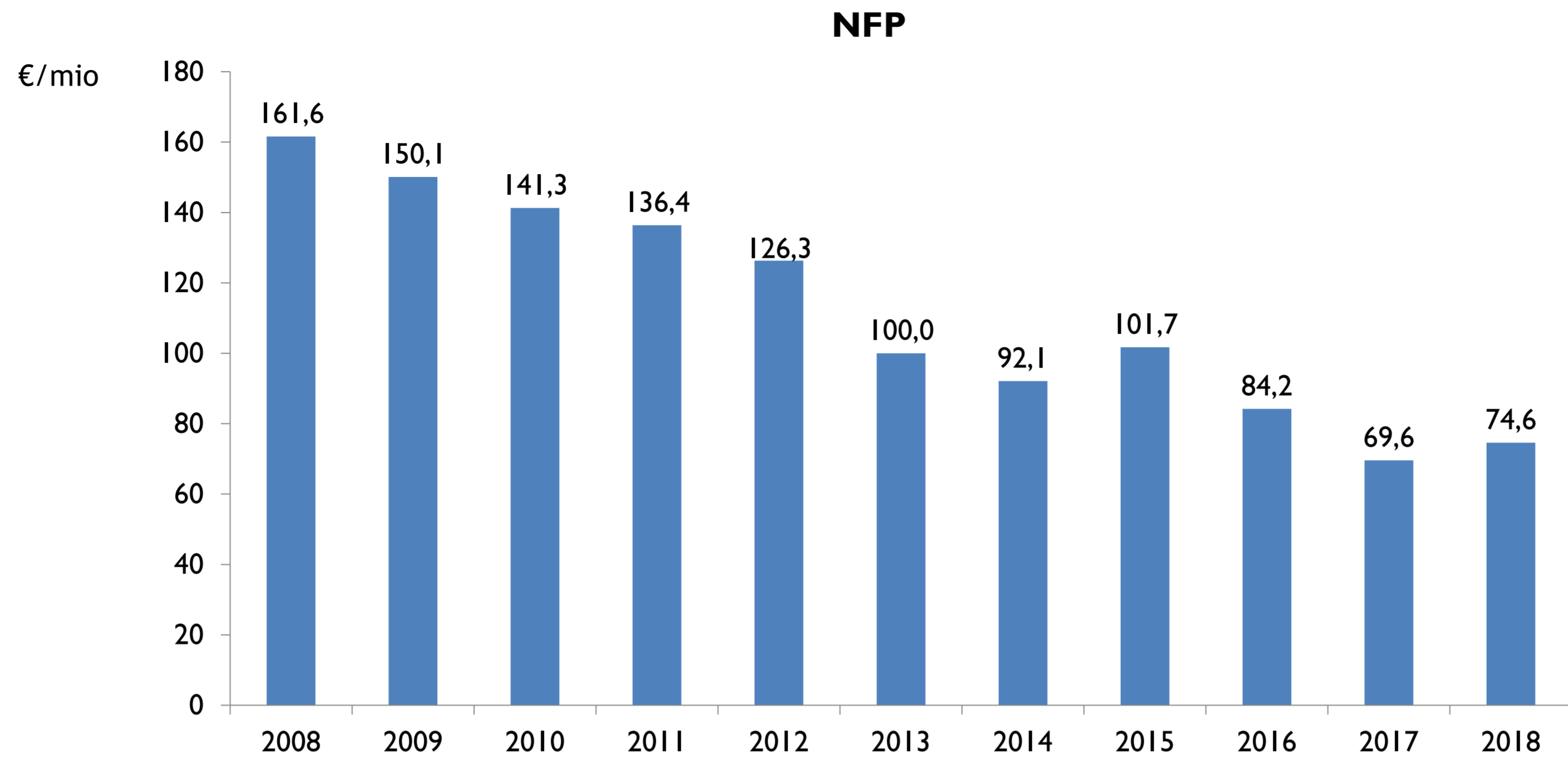


NET RESULT 2009-2018 €/mio



R&D 2009-2018





M/L term debt refinancing on main operations

Type	Counterparty	Amount (M€)	Interest rate %	Maturity	Timing for reimbursement	Type	Counterparty	Amount (M€)	Interest rate %	Maturity
BOND	INSTITUTIONAL INVESTOR 1	40	5,875	2022	March 2018	BOND	INSTITUTIONAL INVESTOR 2	25	3,50	2025
TERM LOAN	IT BANKS CLUB DEAL	23	3,03	2021	March 2018	TERM LOAN	BANK 1	25	2,08	2022
TERM LOAN	FINN BANKS CLUB DEAL	20	Euribor +2,50	2020	December 2017	TERM LOAN	BANK 2	20	1,75	2022
TERM LOANS	SEVERAL BANKS INSTALMENTS	25	Euribor +1,75 average	2018/19	2018/2019	TERM LOANS	SEVERAL BANKS	45	1,50	2022/2023
TOTAL		108	3,70	2018/2022		TOTAL		115	2,10	2022/2025

Banks involved:

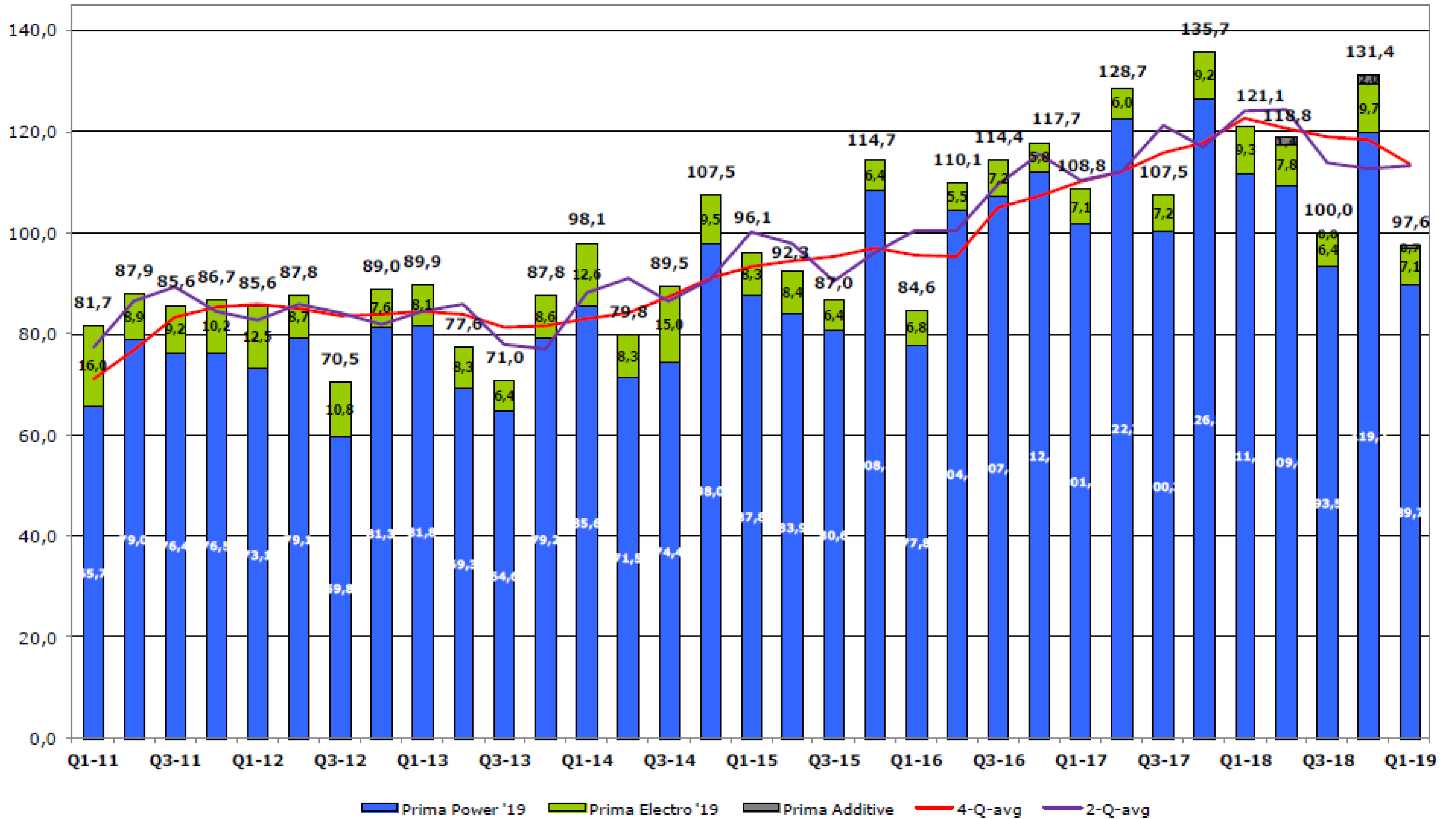




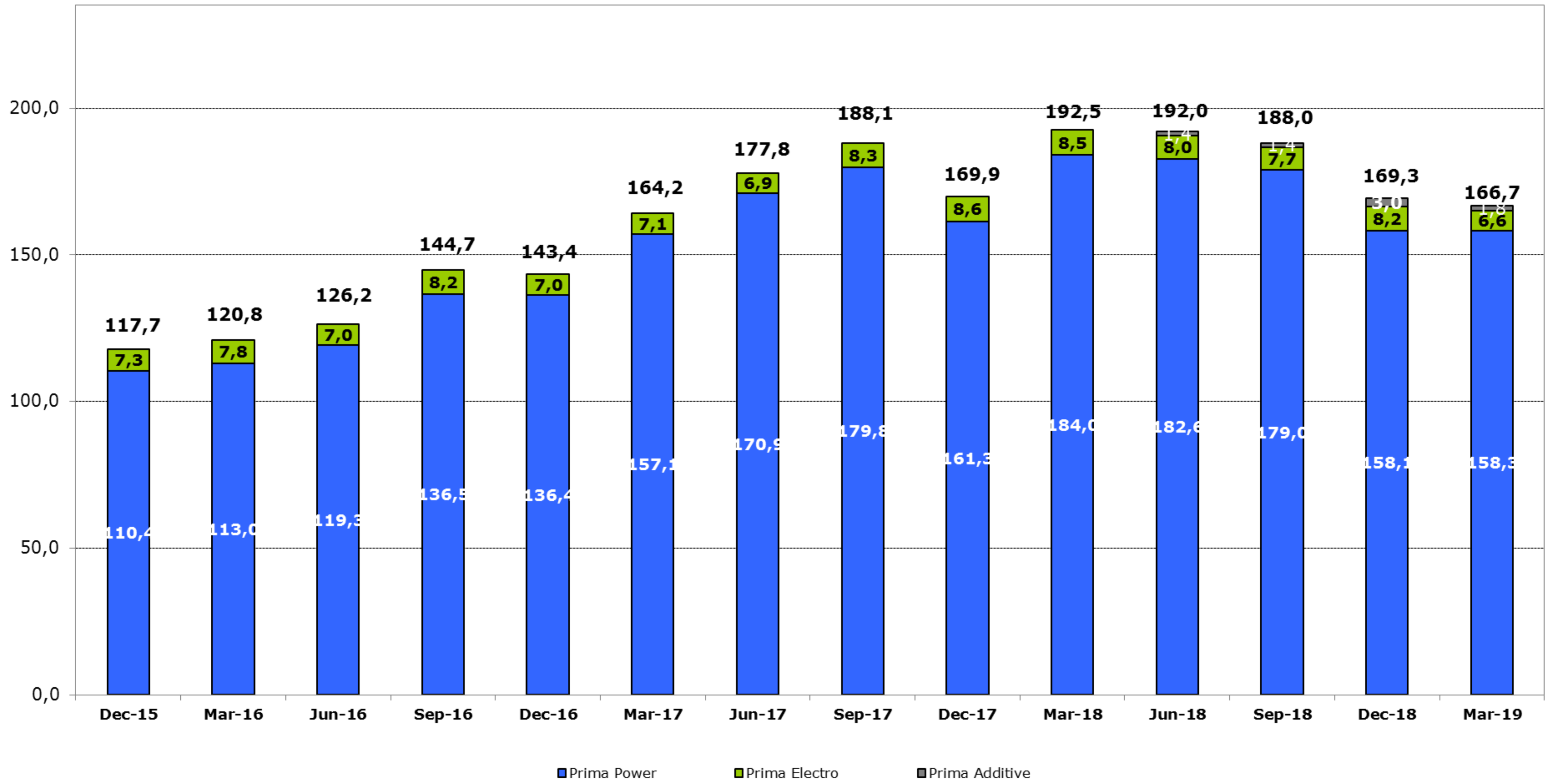

BNL
GRUPPO BNP PARIBAS


MONTE DEI PASCHI DI SIENA
BANCA DAL 1472

QUARTERLY ORDER INTAKE SINCE 2011



QUARTERLY BACKLOG SINCE DEC. 2015





First quarter revenue of \$315 million decreased 12% year over year. **Sales of other high power lasers declined** year over year due to the weaker demand environment in China and Europe and **lower average selling prices**. By region, sales decreased 24% in China, 24% in Europe and 20% in Japan but increased 65% (*non organic growth included*) in North America on a year over year basis. We have seen **further signs of improving business conditions in China**, our largest region, with sequential growth in orders and good momentum through the first three weeks of the second quarter.



(In thousands, except percentages)	Three Months Ended March 31,		% Change
	2019	2018	
Revenues	\$ 41,861	\$ 42,467	(1.4)%
Gross margin	32.3%	34.7%	
Income (loss) from operations	\$ (1,052)	\$ 4,208	(125.0)%
Operating margin	(2.5)%	9.9%	
Net income (loss)	\$ (1,235)	\$ 2,916	(142.4)%
Adjusted EBITDA ⁽¹⁾	\$ 3,069	\$ 6,316	(51.4)%
Adjusted EBITDA, as percentage of revenues	7.3%	14.9%	

⁽¹⁾ A reconciliation of the non-GAAP information provided here to the most directly comparable GAAP metric has been provided in the financial statement tables included in this release.

In the industrial end market, we saw increased activity outside of China. Within China, normal seasonal softness was amplified by **aggressive competition** in the lower-power segment.



GAAP Results	Three Months Ended		
	Mar. 30, 2019	Dec. 29, 2018	Mar. 31, 2018
(in millions, except per share data)			
Net sales	\$ 372.9	\$ 383.1	\$ 481.1
Net income	\$ 20.8	\$ 35.6	\$ 65.3
Diluted EPS	\$ 0.85	\$ 1.45	\$ 2.61

Overall demand mirrored the behavior of global end markets. In the display space, revenue was consistent with our previous commentary that **2019 would be a down year for capital investment**. Orders in materials processing improved sequentially and customer sentiment at the recent Shanghai show was upbeat. While encouraging, it seems too early to declare an imminent bounce back particularly given the **unresolved trade issues between the U.S. and China** as well as a **weakening PMI in the Eurozone**.

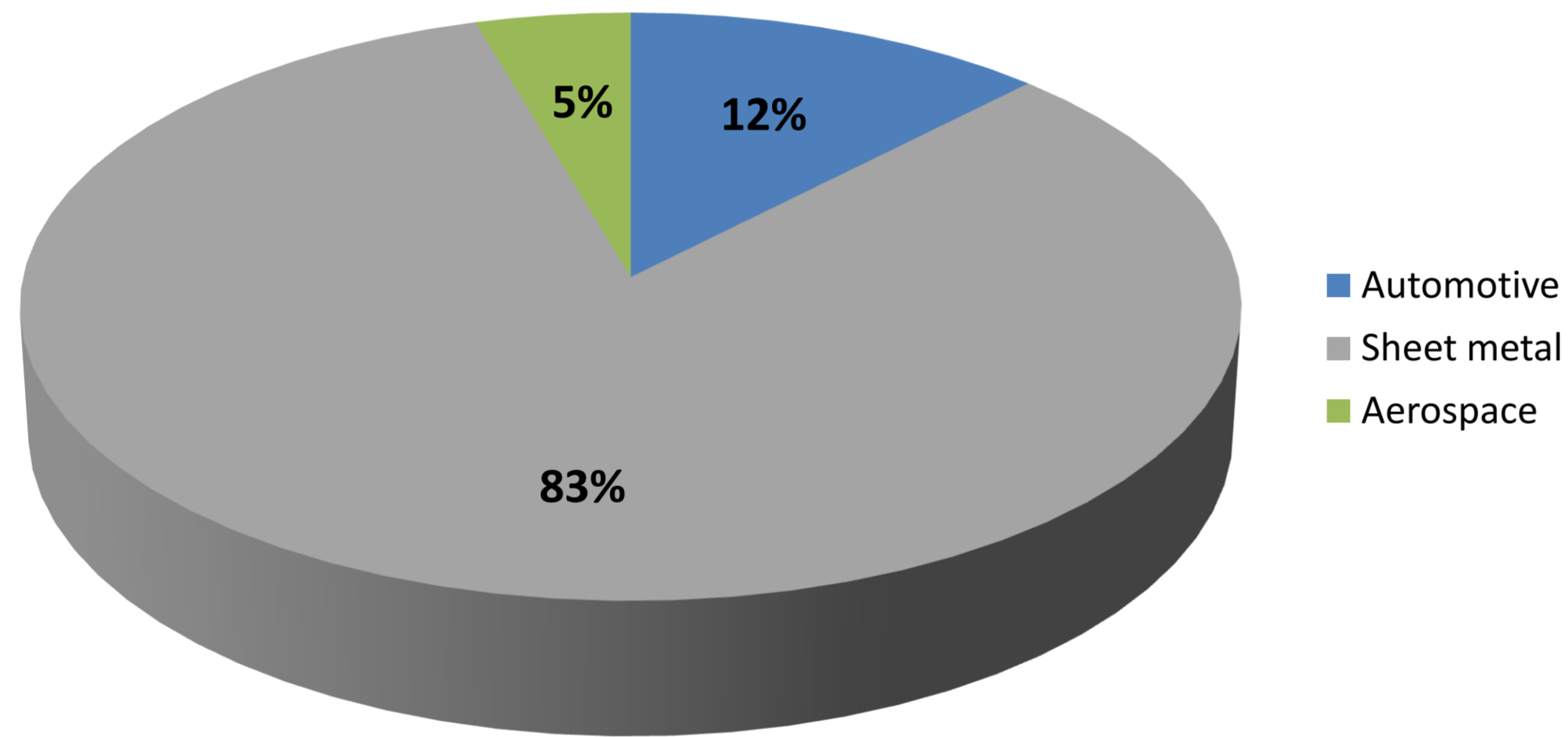


CHF m	3M 2019	3M 2018	Chg. in %
Group net revenue	394.4	430.6	-8.4
comparable ¹			-9.1
Continuing operations			
Sheet Metal Processing order intake	222.2	241.5	-8.0
Net revenue	372.1	397.0	-6.3
Sheet Metal Processing	207.9	224.4	-7.4
Chemical Specialties	93.5	102.3	-8.6
Outdoor	70.8	70.6	+0.3

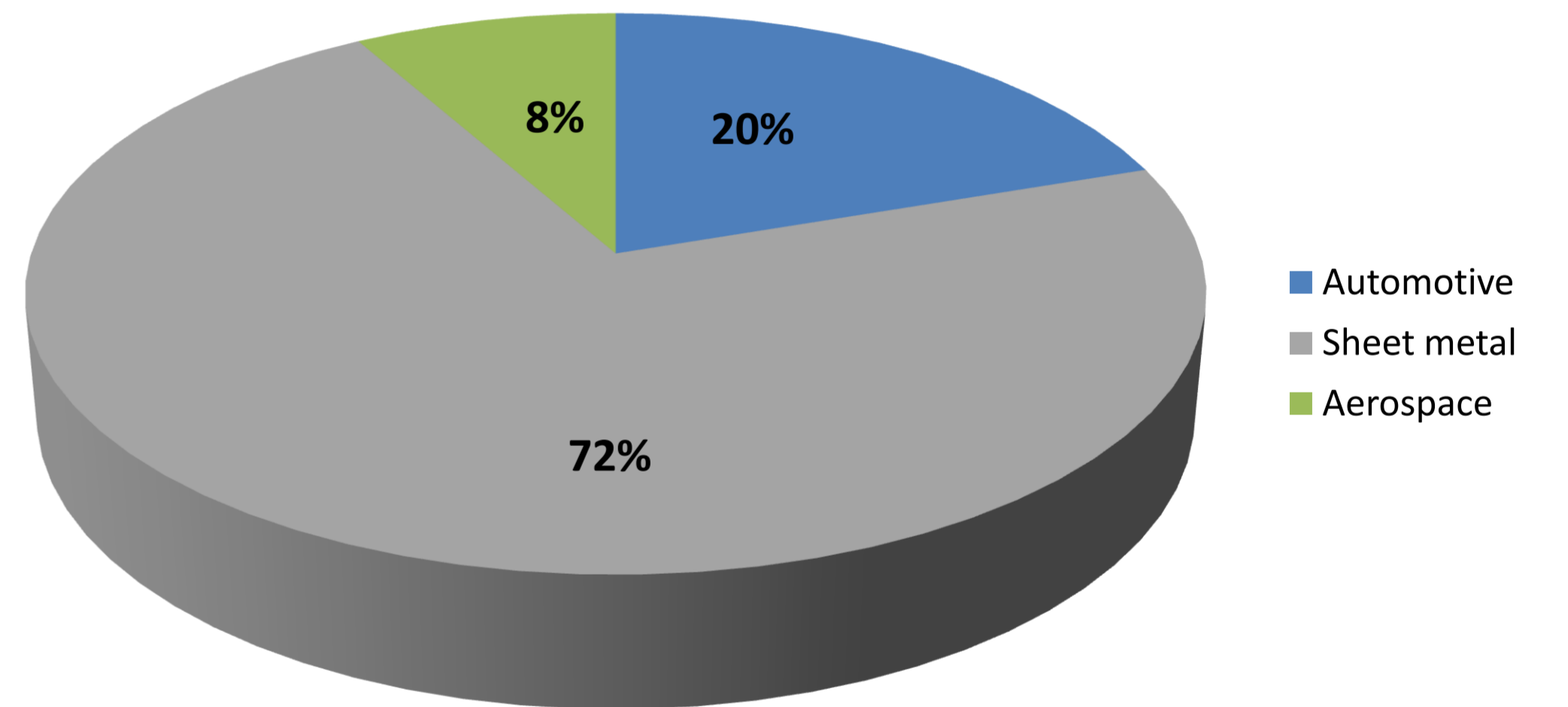
¹ At constant exchange rates and adjusted for changes in the scope of consolidation.

Revenues varied regionally in a more demanding market environment, with lower revenues in Asia and Europe contrasting with growth in America. In the **Sheet Metal Processing segment, order intake in America and Asia came in below the previous year's figures**, with Asia bouncing back toward the end of the quarter. In Europe, order intake rose.

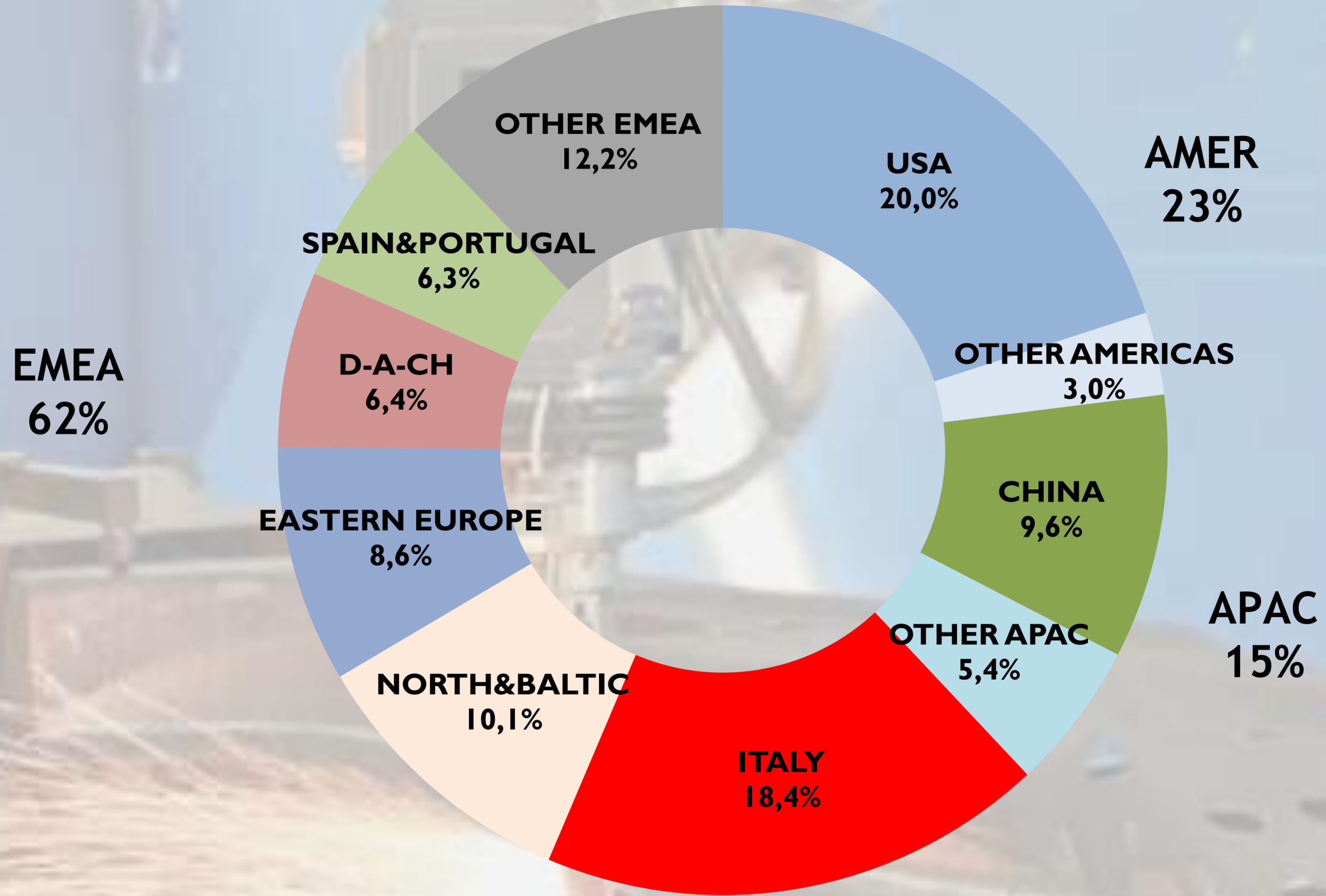
Order intake 31/03/2019 by industry



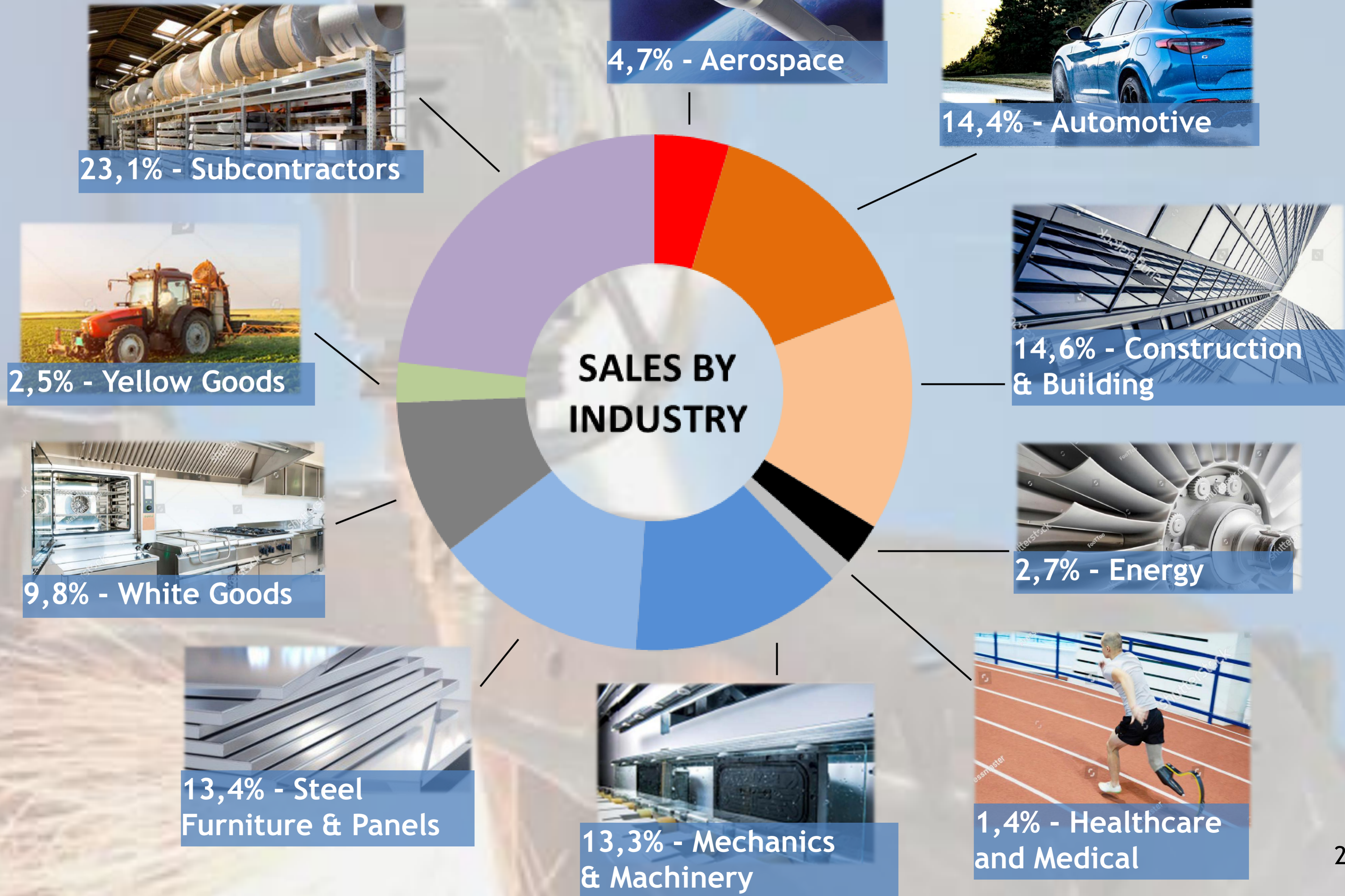
Order intake 31/03/2018 by industry



OUR GROUP | REGIONS WE SERVE



OUR GROUP | INDUSTRIES WE SERVE



23,1% - Subcontractors



4,7% - Aerospace



14,4% - Automotive



2,5% - Yellow Goods



14,6% - Construction & Building



9,8% - White Goods



2,7% - Energy



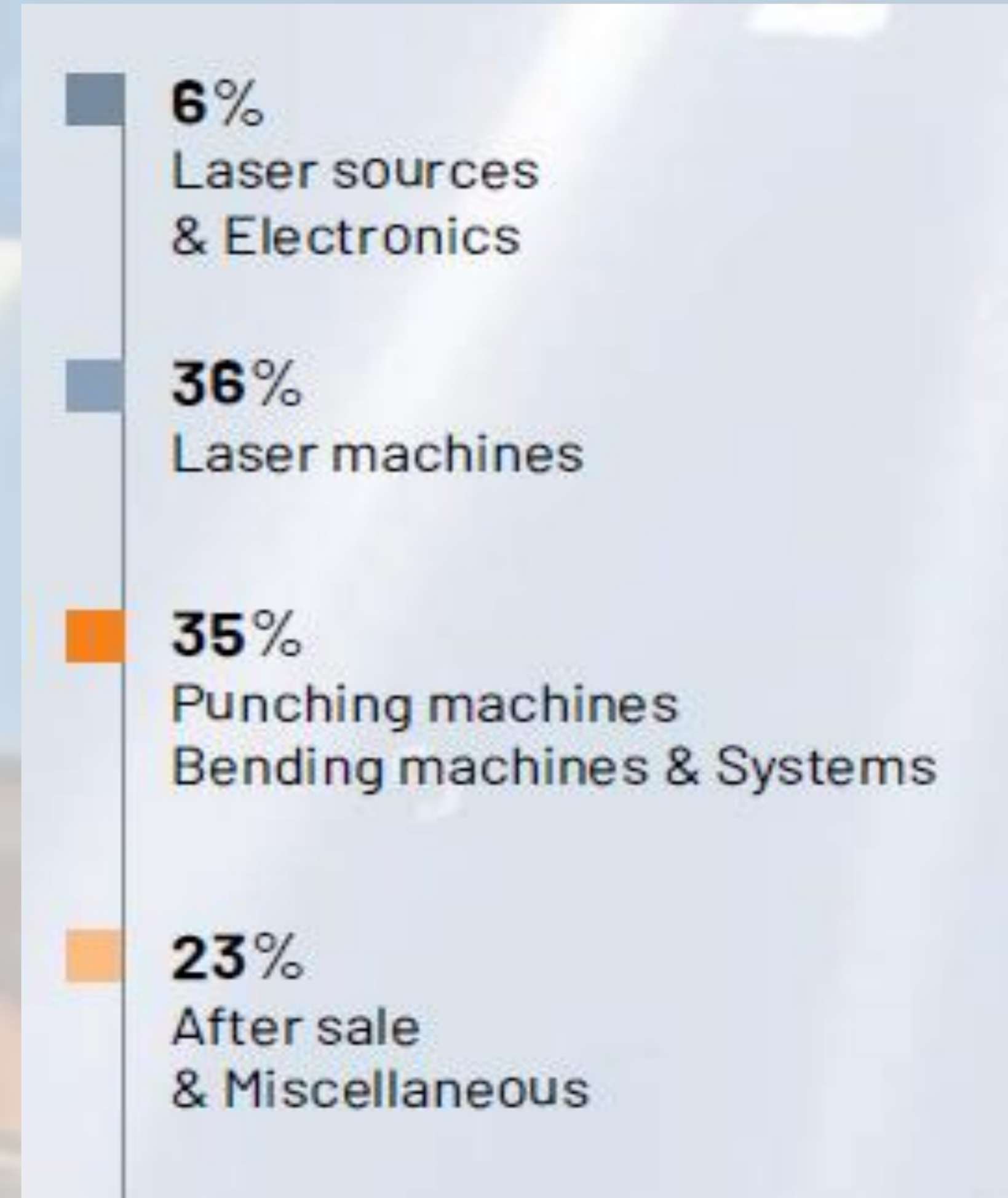
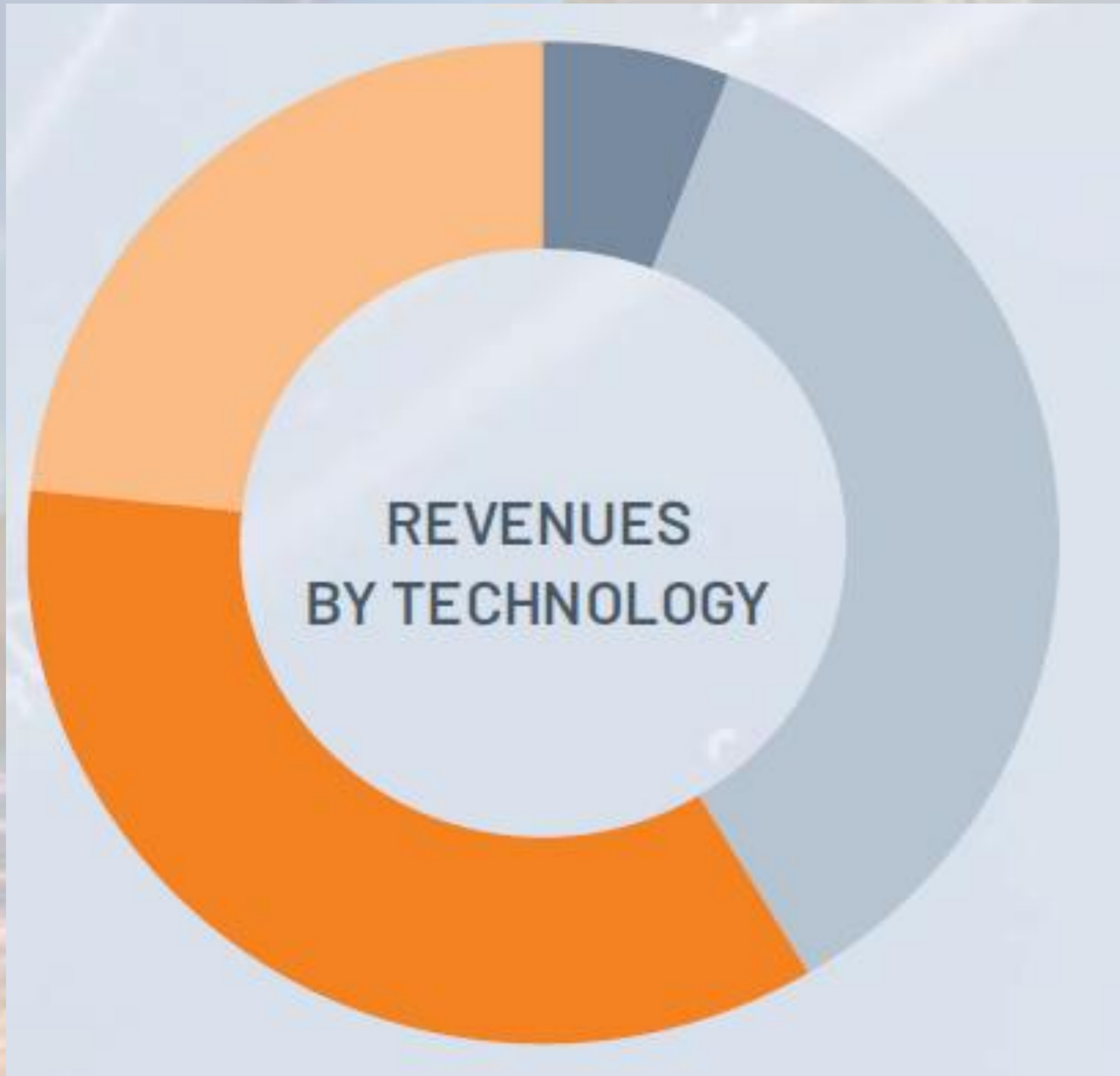
13,4% - Steel Furniture & Panels



13,3% - Mechanics & Machinery



1,4% - Healthcare and Medical



AUTOMOTIVE



AEROSPACE



ENERGY



CONSTRUCTION & BUILDING



MECHANICS & MACHINERY

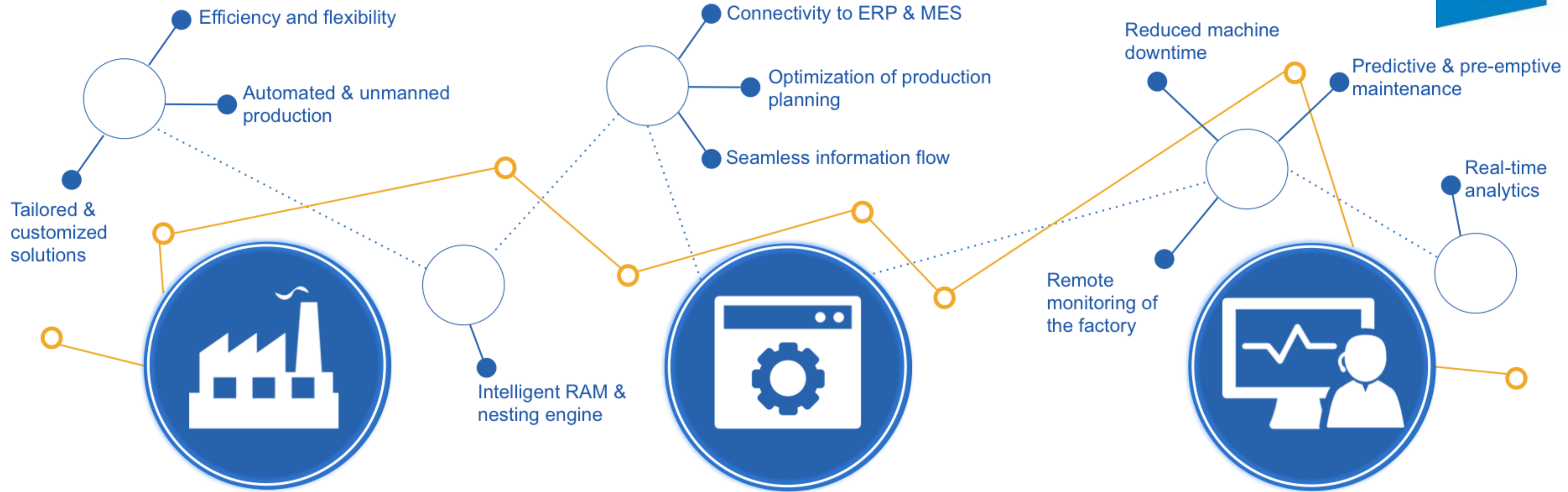


WHITE GOODS & COMMERCIAL EQUIP.



ELECTRONICS, MEDICAL & OTHERS





SMART MACHINES

Intelligent machines and automated factories collecting real-time and historical data through sensors and cameras

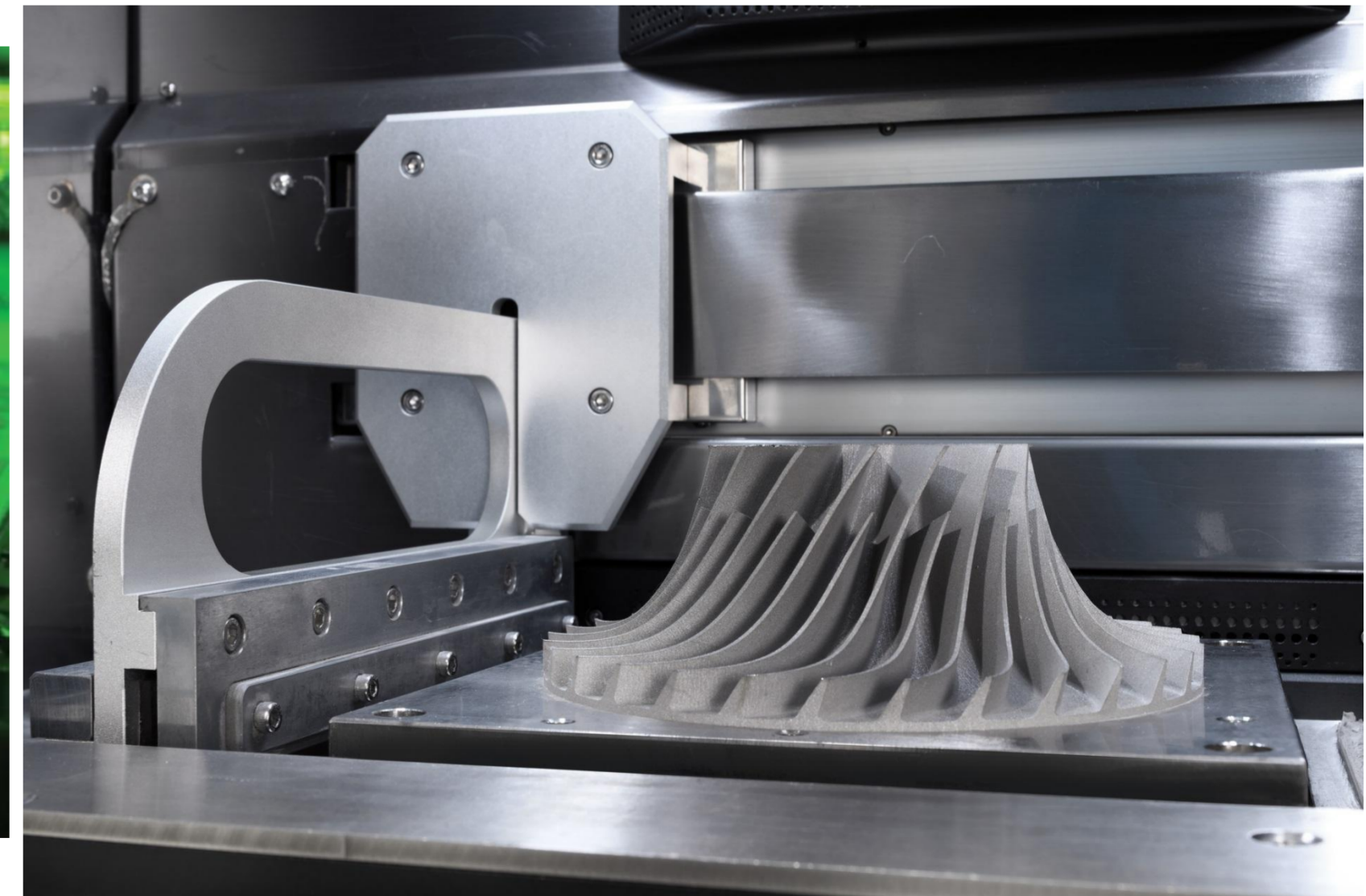
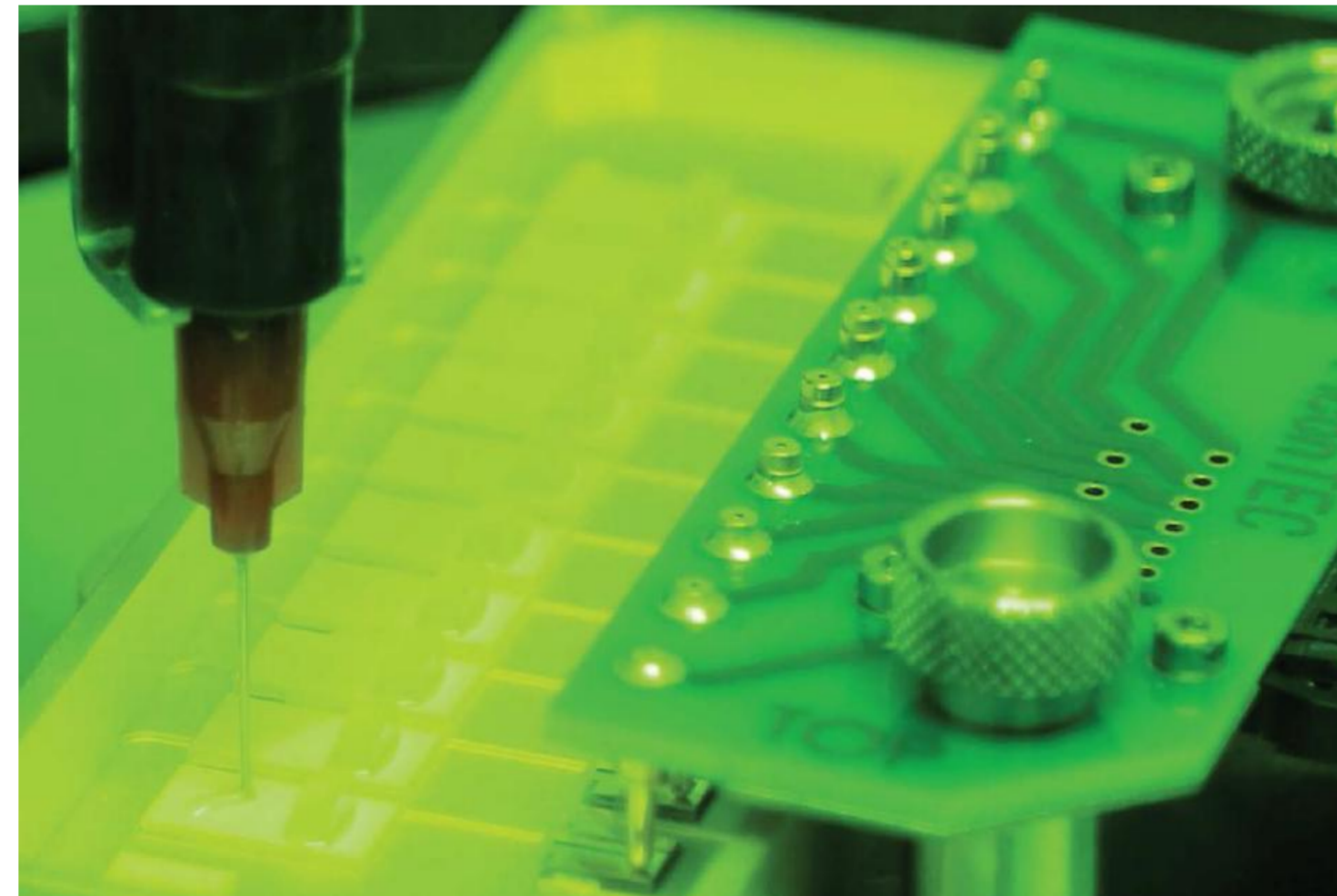
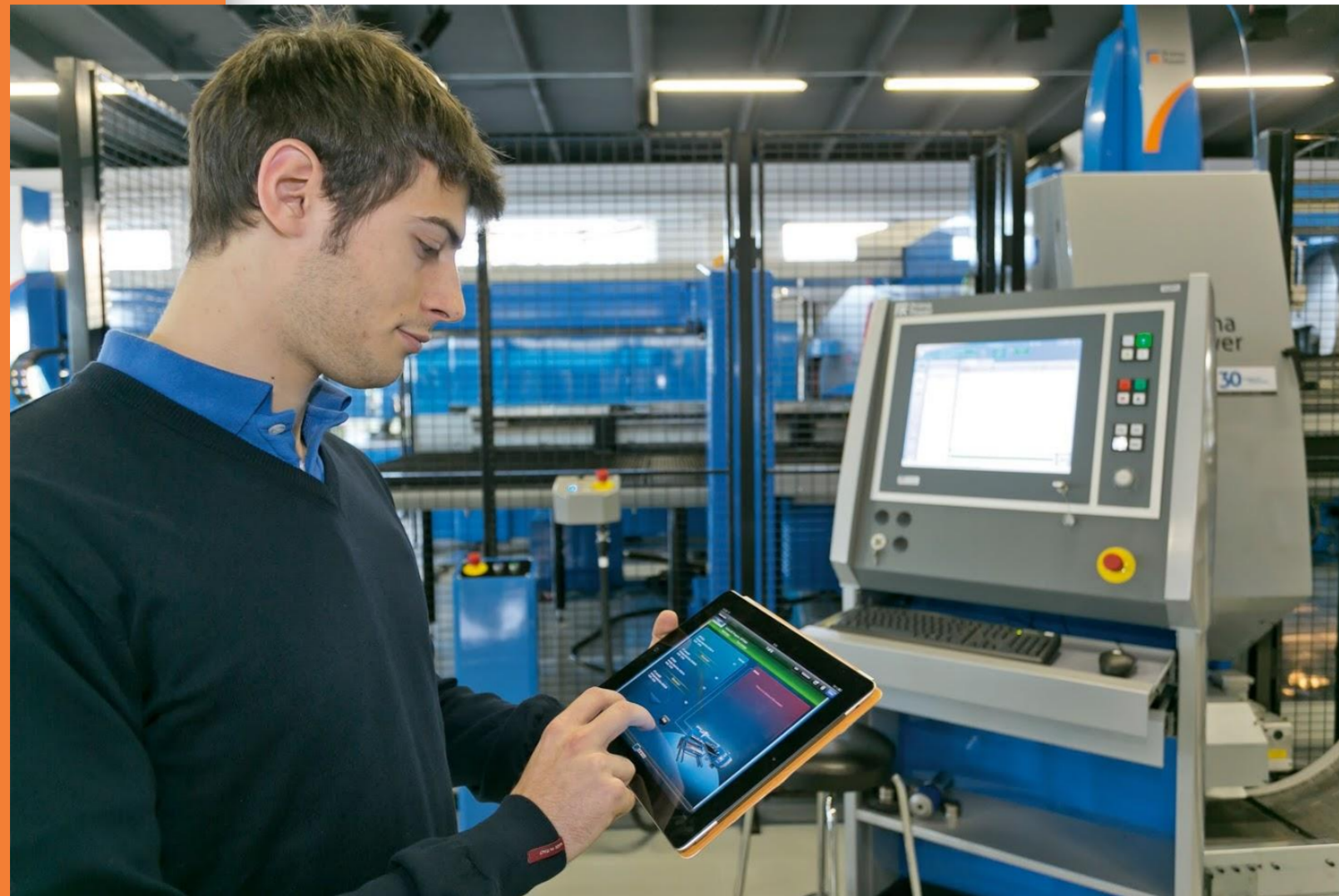
SMART SOFTWARE

Prima Power software is a comprehensive portfolio of modular software-based systems

SMART REMOTE CARE

Data-driven machine diagnostics and predictive maintenance services. Production performance analysis, monitoring of machines status and condition.

INDUSTRY 4.0 TECHNOLOGIES -
BY PRIMA INDUSTRIE



THE LASER TECHNOLOGY



-45%

Yearly CO₂ emissions reduction thanks to the shift from CO₂ laser sources to fiber laser sources

OUR GROUP IS

green means®

GREEN MEANS COMBINES

- ▶ ENERGY SAVING FOR THE CUSTOMER
- ▶ LOWER EMISSIONS FOR THE ENVIRONMENT

THE BENDING TECHNOLOGY



64%

CO₂ emissions reduction with our servo-electric panel benders



Certified by University of Padua

Comparison is made with competitors' traditional hydraulic machines

THE PUNCHING TECHNOLOGY



82%

Energy saved by our servo-electric punching with ECOPUNCH® technology



~13%

Scrap material reduction with our punch-shear technology

Highlights 1Q2019

Values in €/thousand	ACT 31.03.19	ACT 31.03.18	Δ '19 vs '18	Δ '19 vs '18 %
Order Intake	97.251	120.510	(23.259)	-19,3%
Backlog	166.754	192.488	(25.734)	-13,4%
Revenues	98.444	95.534	2.910	3,0%
EBITDA	7.386	6.329	1.057	16,7%
EBITDA%	7,5%	6,6%	0,9%	N/A
EBIT	2.051	2.243	(192)	-8,6%
EBIT%	2,1%	2,3%	-0,2%	N/A
Net Result	408	4.659	(4.251)	-91,2%
FCF	(17.461)	(20.910)	3.449	16,5%
Net Financial Position	(117.632)	(84.659)	(32.973)	-38,9%
Headcount	1.861	1.812	49	2,7%

(% calculated over the revenues)

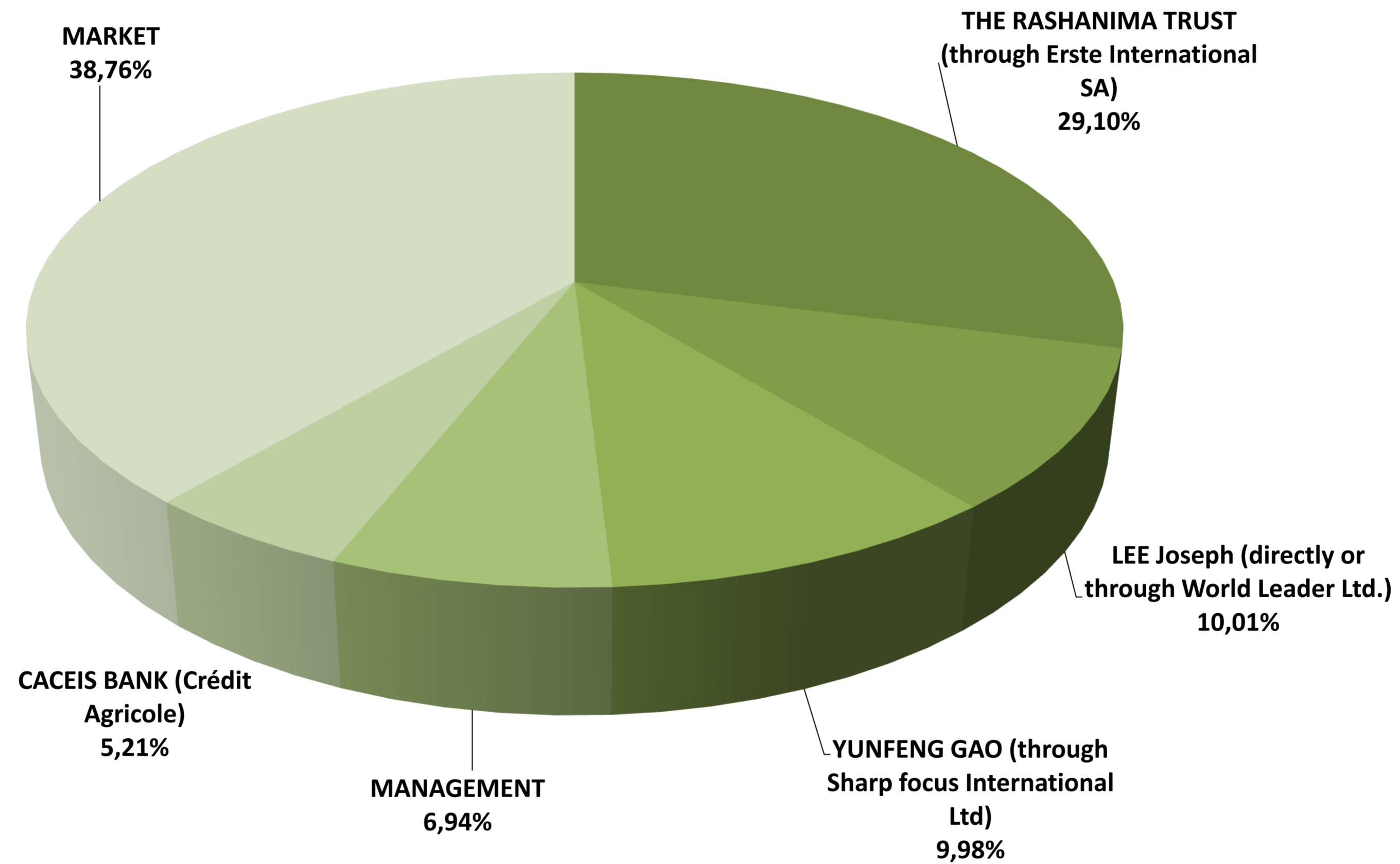
(headcount in units)

P&L adjusted with non recurring items and IFRS 16

Values in €/thousand

	ACT 31.03.19	ACT 31.03.18	Δ '19 vs '18
Revenues	98.444	95.534	2.910
EBITDA	7.386	6.329	1.057
Non-Recurring Items	(616)	(583)	
IFRS 16	1.314	-	
EBITDA Adj	6.688	6.912	(224)
EBITDA Adj%	6,8%	7,2%	-0,4%
EBIT	2.051	2.243	(192)
Non-Recurring Items	(616)	(892)	
IFRS 16	47	-	
EBIT Adj	2.620	3.135	(515)
EBIT Adj%	2,7%	3,3%	-0,6%
Net Result	408	4.659	(4.251)
Non-Recurring Items	(734)	4.284	
IFRS 16	(134)	-	
Net Result Adj	1.276	375	901
NFP	(117.632)	(84.659)	(32.973)
IFRS 16	(26.854)	-	
NFP Adj	(90.778)	(84.659)	(6.119)

(% calculated over the revenues)



Source: company info + official communications to Consob