



SHAPING THE FUTURE



LUNCH WITH INVESTORS

15 SEPTEMBER 2016

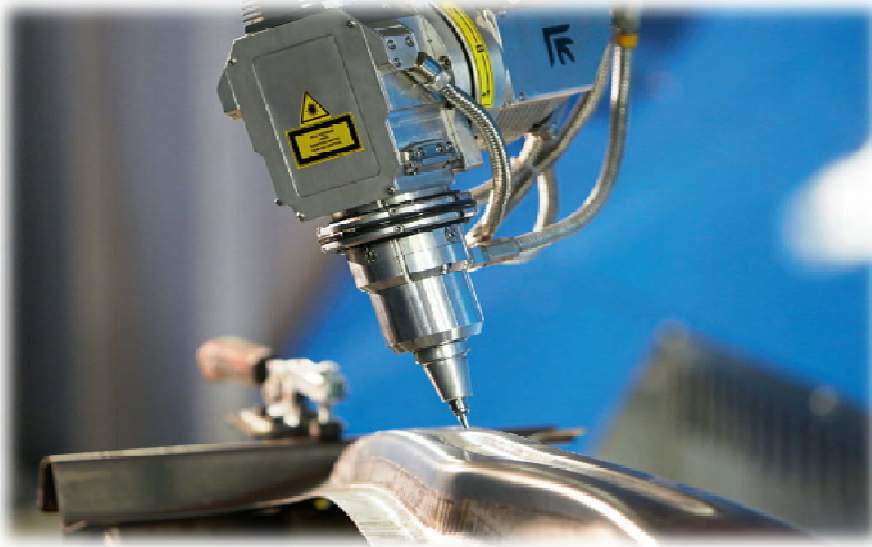


Prima Group at a glance

- Founded in 1977, Prima Industrie is a global leader in high technology laser and sheet metal processing systems and electronic components for industrial applications
- About 12,000 machines installed in more than 80 countries
- Over 1,600 employees worldwide
- Manufacturing sites in Italy, Finland, USA and China
- Broad direct commercial and after-sales presence in EU, NAFTA, BRIC and other emerging markets.
- 2015 sales were at € 365 millions, of which more than 85% outside Italy
- Strong commitment to innovation (R&D is 6.5% of turnover)
- Listed on Italian Stock Exchange (STAR segment) since 1999



Prima Group business sectors: Prima Power



LASER MACHINES



SHEET METAL
MACHINERY

Prima
Power



Prima Group business sectors: Prima Electro



osai



ELECTRONICS



convergent

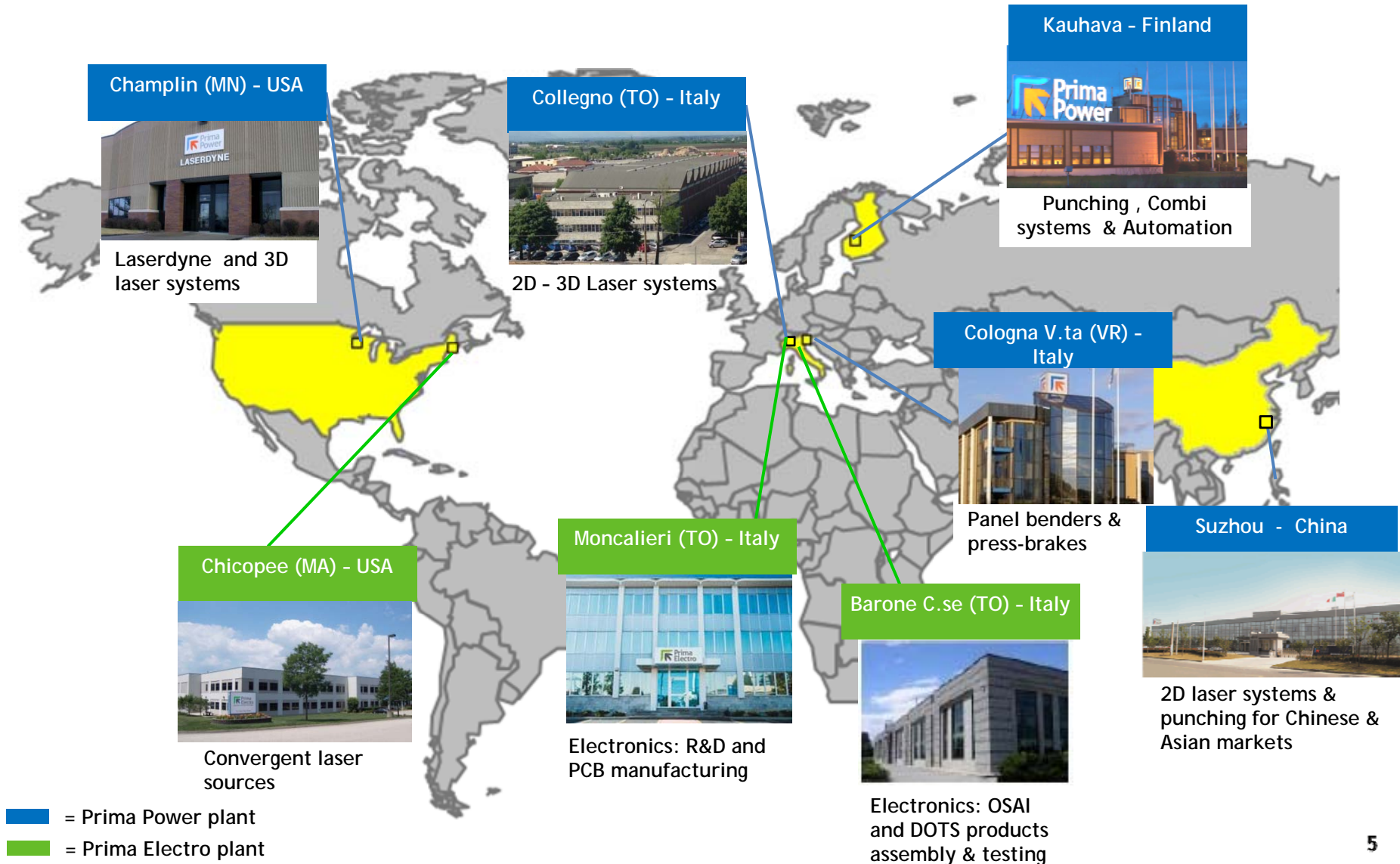


LASER SOURCES

**Prima
Electro**

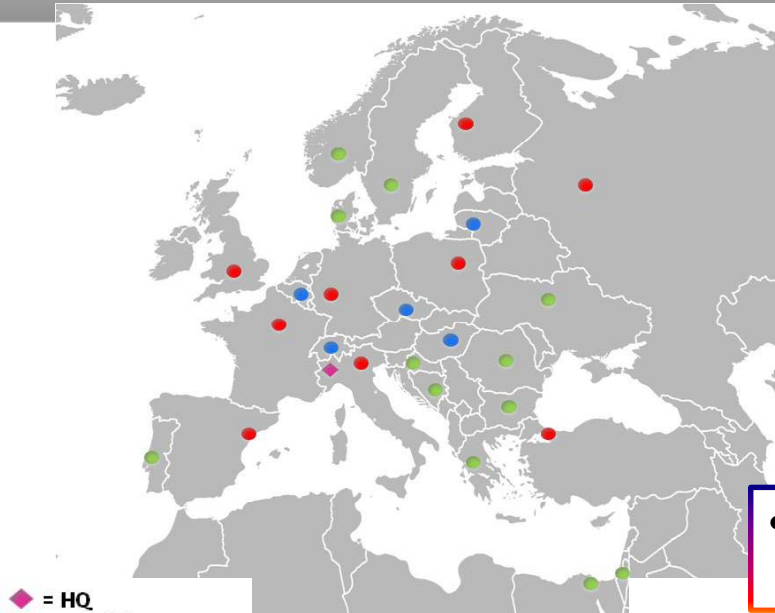


Industrial footprint



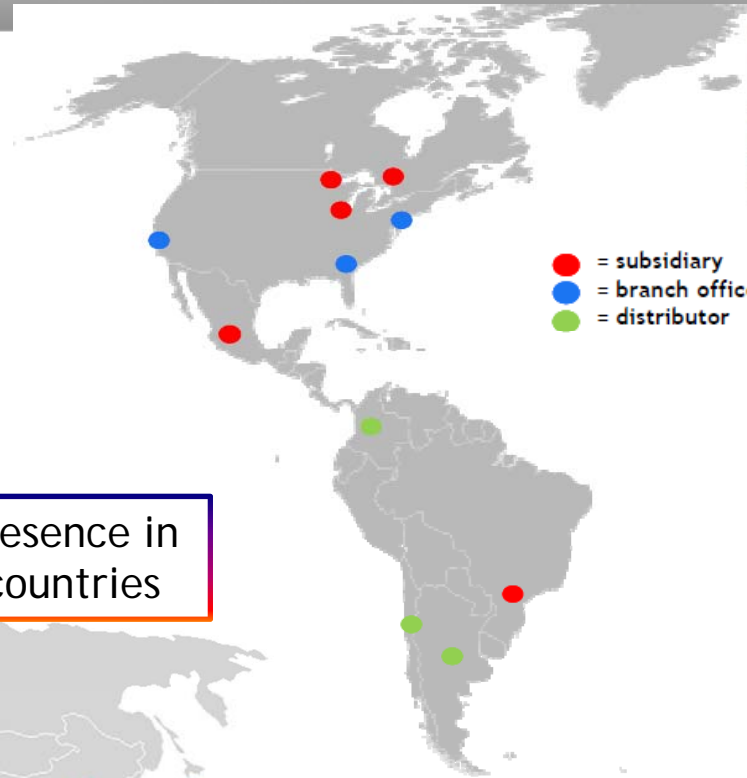


Sales & service footprint

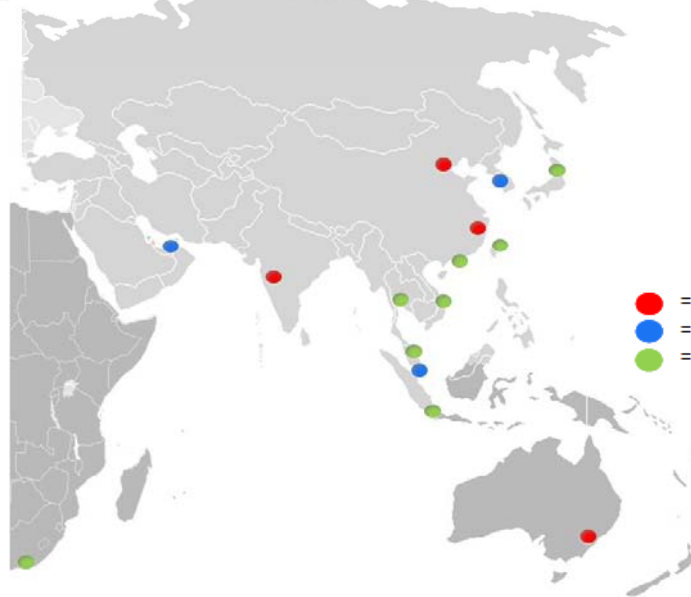


- ◆ = HQ
- = subsidiary
- = branch office
- = distributor/agent

• Direct presence in over 20 countries



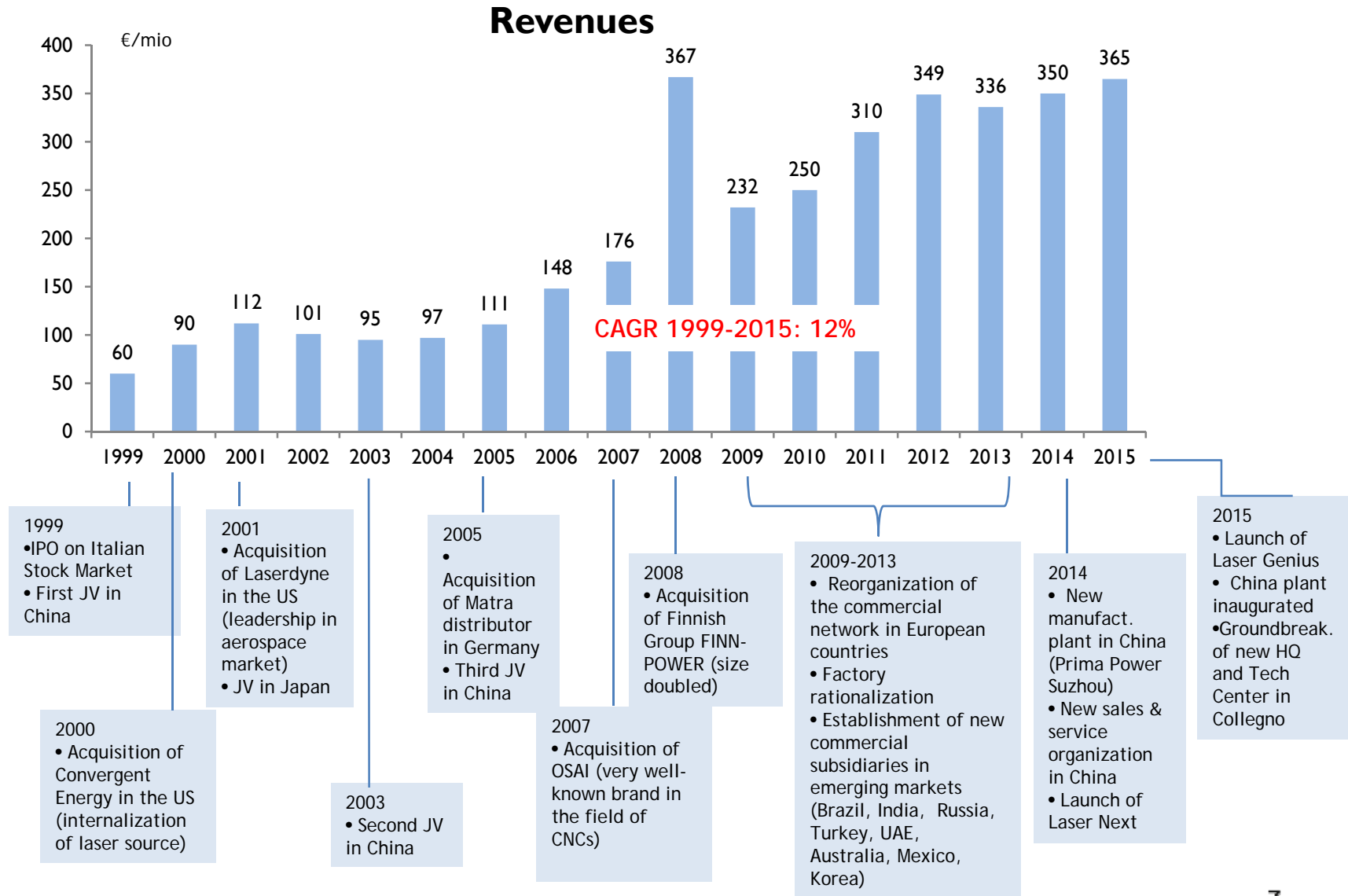
- = subsidiary
- = branch office
- = distributor



- = subsidiary
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- = distributor

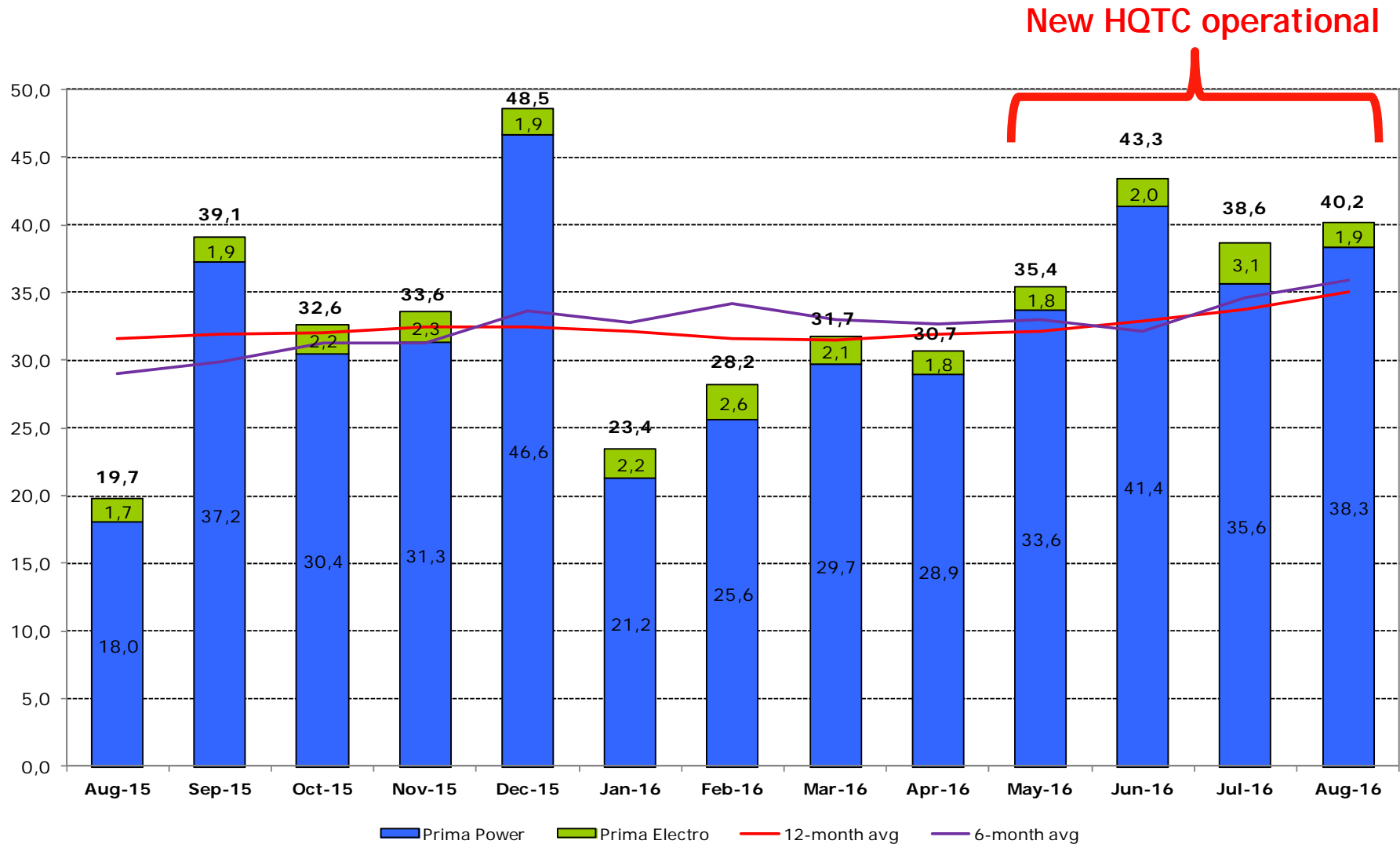


A history of growth



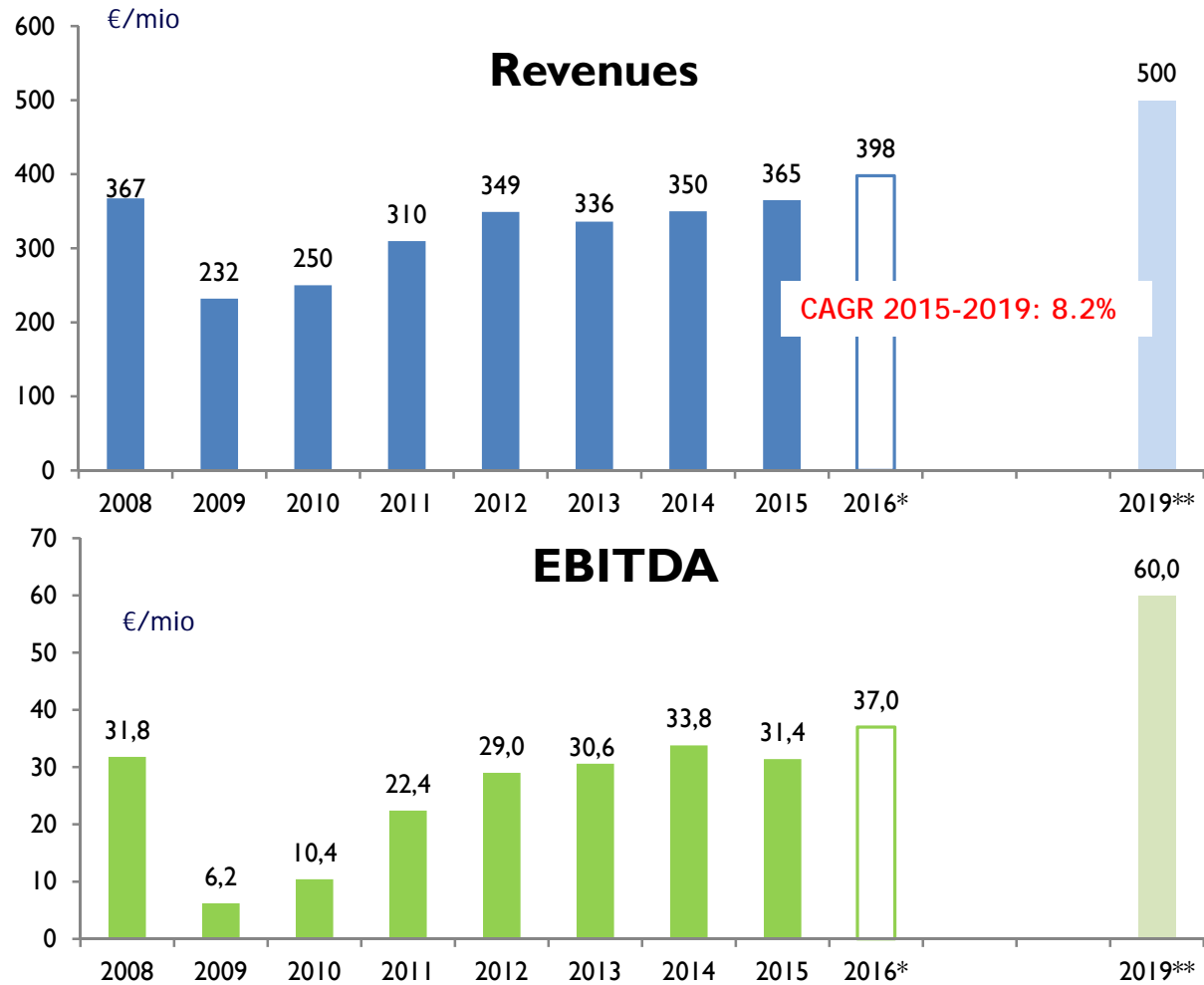




Order intake last 12 months





Economic trends

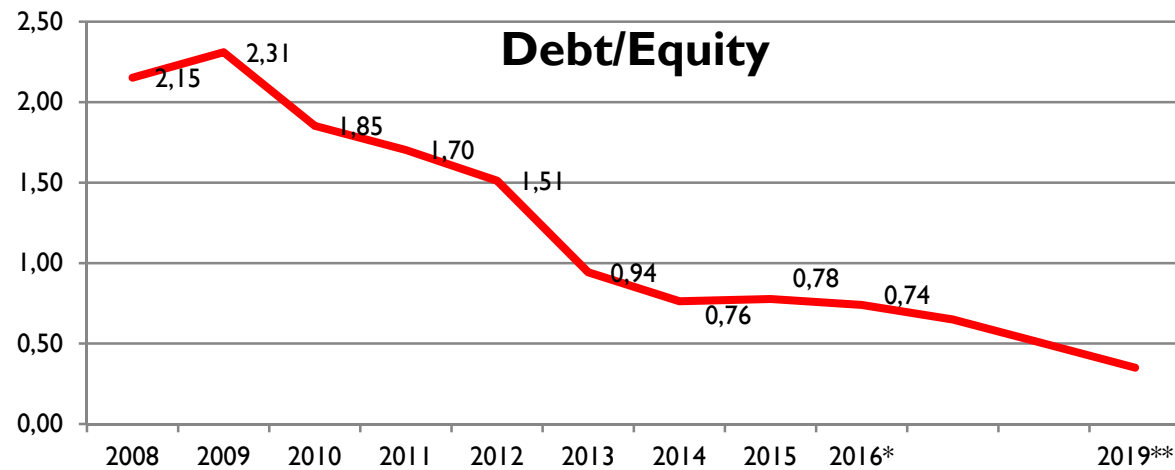
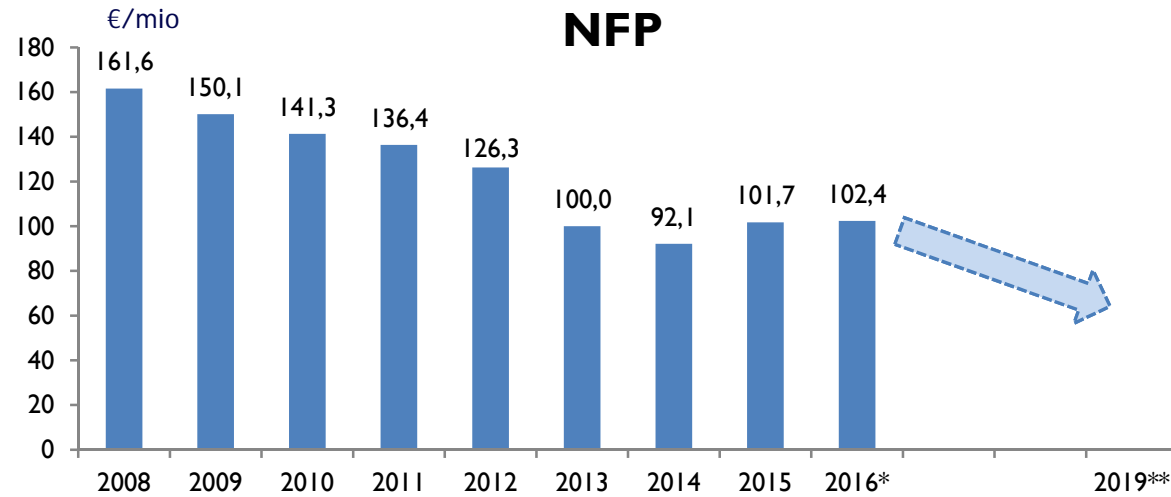


* = according to analysts' consensus :  **BANCA IMI**  **Banca Akros**
Gruppo Bipiemme

** = according to Company's business plan



Net financial position trend



* = according to analysts' consensus :



BANCA IMI

Banca Akros
Gruppo Bipiemme

** = according to Company's business plan



Analysts' consensus

tp	2016			2017			2018			2019		
	B. IMI	B. Akros	Consensus	B. IMI	B. Akros	Consensus	B. IMI	B. Akros	Consensus	B. IMI	B. Akros	Consensus
	19,0	16,4		19,0	16,4		19,0	16,4		19,0	16,4	
REVENUES	400,0	395	397,5	435	428	431,5	470	454	462,0	500	479	489,5
EBITDA	38	36	37,0	45,7	43,2	44,5	53,1	51,1	52,1	60	56,6	58,3
EBIT	23,59	20,7	22,1	30,2	28,3	29,3	37,1	36,6	36,9	44	42,3	43,2
NET RESULT	10,6	9,9	10,3	13,9	14,6	14,3	18,1	20,1	19,1	22,2	23,9	23,1
NFP	-101,1	-103	-102,1	-92,7	-95	-93,9	-80,2	-87	-83,6	-64,5	n/a	-64,5

CAGR 2016-201 consensus: 7.2%



Investments & initiatives

WE ARE INVESTING TO REACH NEXT UPPER LEVEL

INVESTMENTS RELATING TO THE PERIOD 2014-2018

- CHINA SUZHOU PLANT & NEW SALES/SERVICE ORGANIZATION IN CHINA
- NEW HQTC (headquarters + tech centre)
- FIBER LASER
- DIODE FAB FOR FIBER LASER COMPETITIVENESS





Investments & initiatives



CHINA INVESTMENT

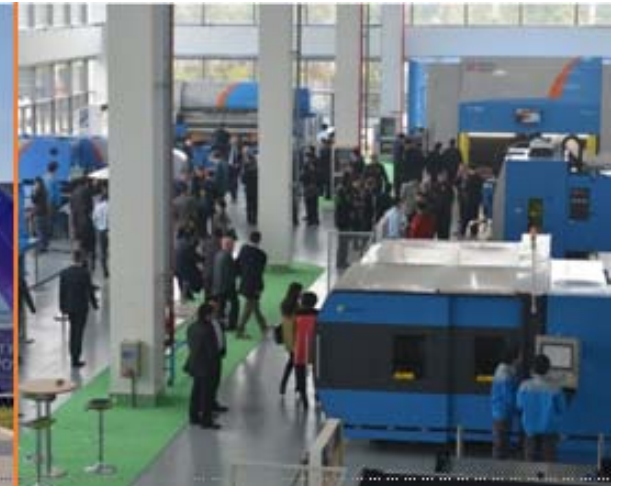
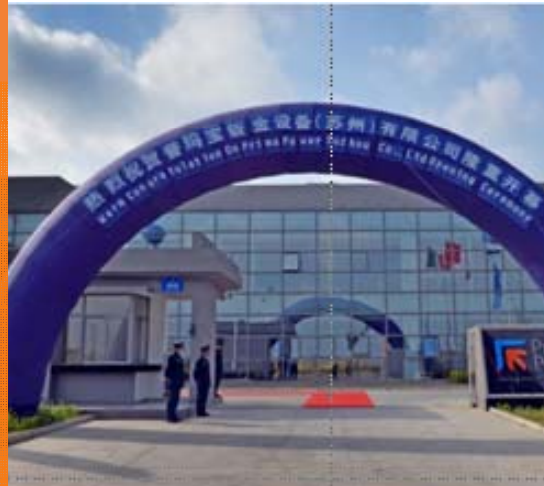
4.3 M€

NEW HQTC IN TORINO

8.5 M€

TOTAL INVESTMENT

12.8 M€





Investments & initiatives



FIBER LASER

7.2 M€

DIODE FAB

7.9 M€

TOTAL INVESTMENT

15.1 M€





Reference markets: machinery

ELECTRICAL EQUIP, VENDING & DISTRIB. MACHINES



MACHINE REVENUES BY TECHNOLOGY

FY 2015

AUTOMOTIVE



BUILDING & HOUSING EQUIPMENT

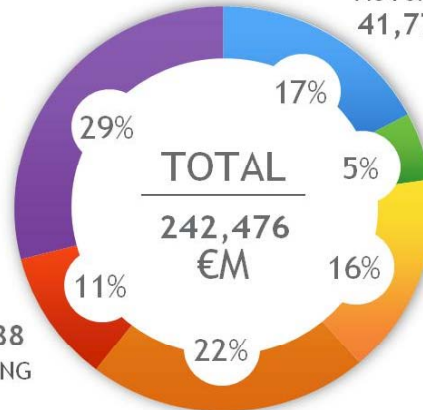


70,286
SUBCONTRACTORS &
MISCELLANEOUS

25,688
ELECTRICAL & VENDING

52,636
BUILDING & HOUSING EQUIPMENTS

AUTOMOTIVE
41,775



AEROSPACE & ENERGY



13,259
AEROSPACE

38,831
INDUSTRIAL MACHINERY

INDUSTRIAL MACHINERY





A selection from our 2,000 customers ww



A collection of logos for automotive and industrial customers, including Renault, Volvo, Audi, BMW, Karsan, Proton, Ford, Dongfeng Motor Corporation, FCA, Gonvarri Steel Services, Tata, Italdesign, Magna, Sungwoohitech, Tiberina, Edag, Cecom, Metalsa, Dover, Gestamp, Yifeng Group, ThyssenKrupp, Comau, and Oran.



A collection of logos for aerospace and industrial customers, including Airbus, GE Aviation, ACE Precision, Lockheed Martin, Boeing, Safran, Snecma, Honeywell, Pratt & Whitney, Kale Pratt & Whitney, WSK „PZL-Rzeszów” S.A., TurboCare, Paradigm Precision, Solar Turbines, Mitsubishi, DDC, Dongcasters, Northrop Grumman, ABB, Hitachi, Stemac, GE Oil & Gas, Siemens, Himoinsa, Hyundai, Emerson, Liebert, Kawasaki, and Kalugaturbine Works.



A selection from our 2,000 customers ww



Logos of various truck and heavy machinery manufacturers including Scania, Iveco, CNH, Still, Sevel, Cat, Volvo, Linde, LeciTrailer, Brink, Toro, Yanmar, Pfanzelt Maschinenbau, Skoda Auto, Karavan Trailers, Jurop, Nissan Forklift, Marini Fayat Group, Tichel Maschinenbau GmbH, and Samro.



Logos of various home appliances and HVAC manufacturers including Vaillant, Schindler, ThyssenKrupp Elevadores, Kone, Rielo, Oglend System, Otis, Electrolux, Viessmann, Kesseböhmer, Halton, Indesit, Imperial, Philips, Miele, IDE Technologies, Hotpoint Ariston, Noventa, Whirlpool, Ariston, Haakon Industries, Dantherm Filtration, Systemair, and Abloy.

ELECTRICAL & VENDING EQUIP.
- MISCELLANEA

Logos of various electrical and vending equipment manufacturers including Deas Et Metal, Infrico, Eaton Dinamic, Signa Turb, Pilawa, Veronalamiere, Kaizen Signs, Bas, Nu-Way Industries, Inc, Siderstamp S.p.A., Aysam, Vg, DLoco, Laserlan, Casagrande Group, and Siderurgica Lochese S.r.l.



Revenues by technology



**Breakdown
by technology
FY2015**

32,067
LASER SOURCES &
ELECTRONICS

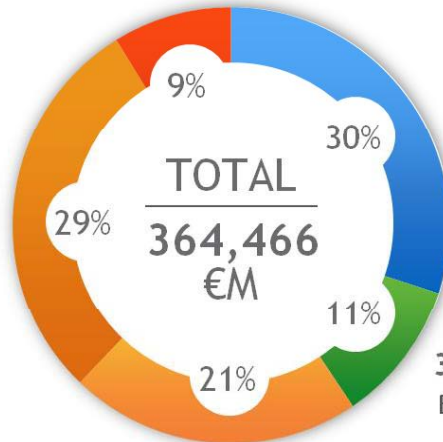


The Laser



The Combi

105,893
AFTER SALES &
MISCELLANEOUS



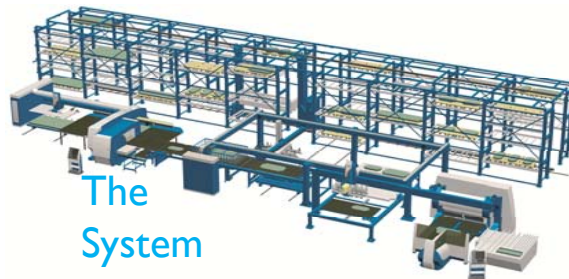
109,308
LASER MACHINES



The Bend

38,588
BENDING MACHINES

78,610
PUNCHING MACHINES & SYSTEMS



The System



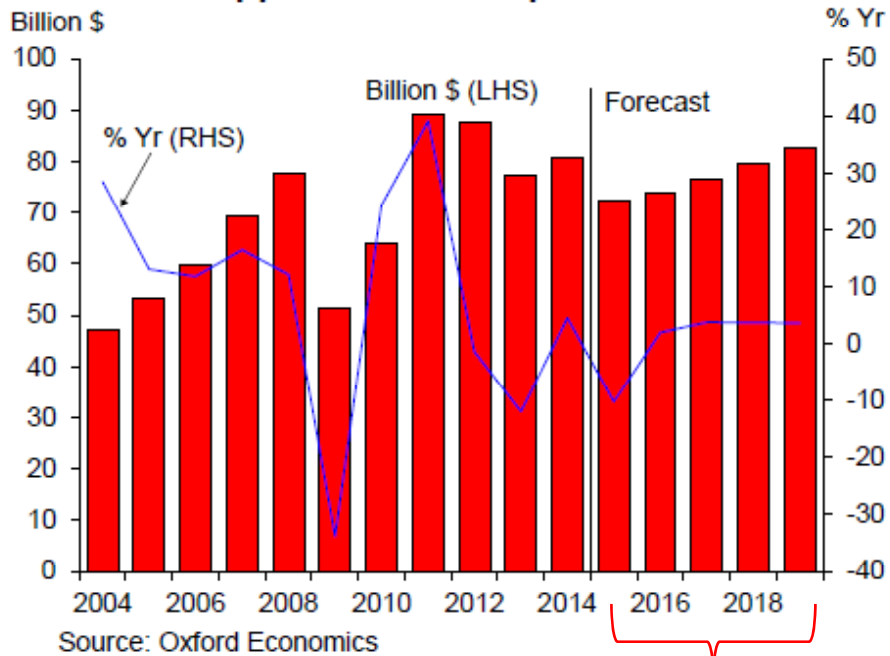
The Punch



Market trends: machine tool market - by Oxford Economics (update Spring 2016)

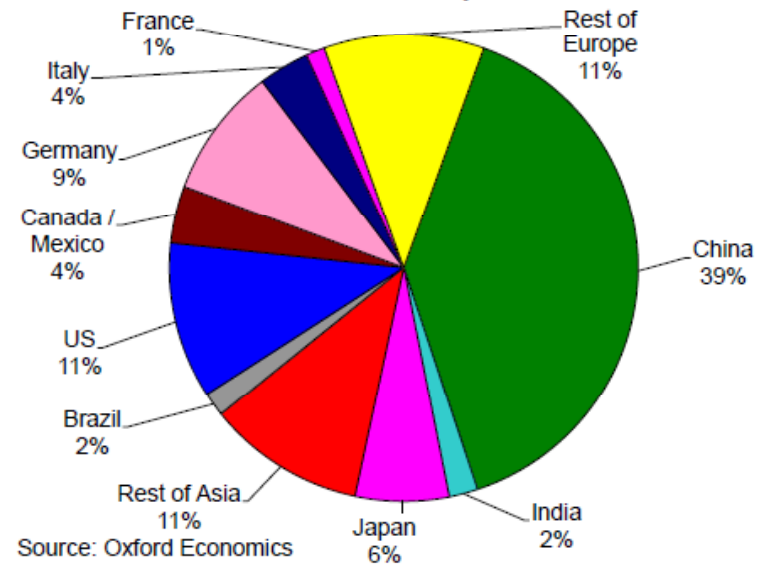


World: MT Apparent consumption



CAGR 2015 -2019: $\cong 4\%$

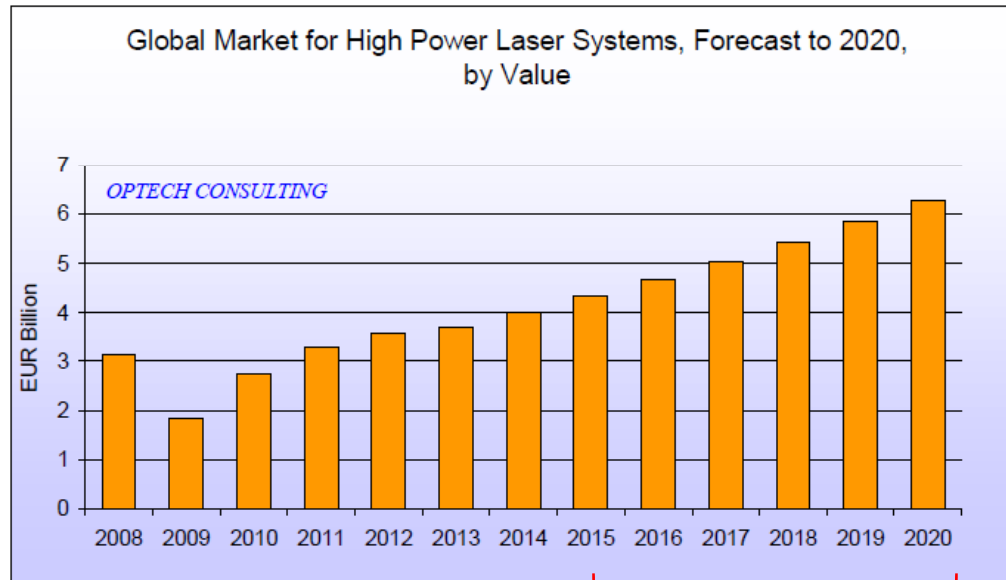
World: Machine tool consumption in 2014



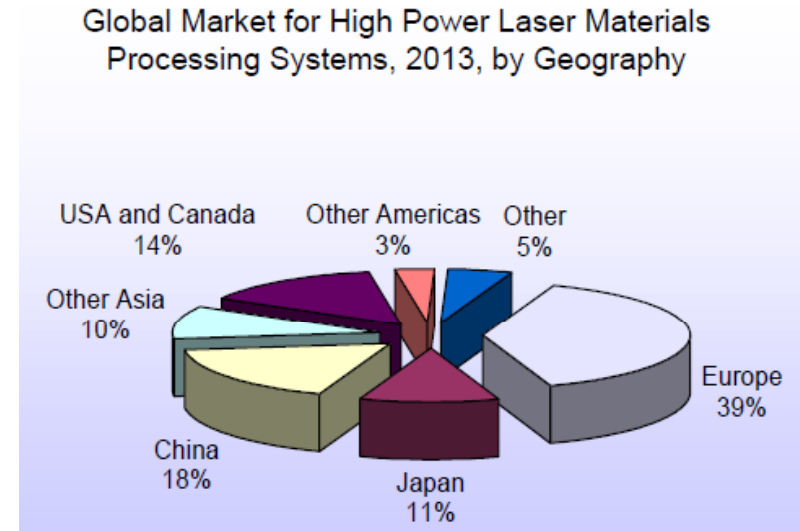


Market trends: laser systems market - by Optech Consulting (last available January 2014)

OPTECH CONSULTING



CAGR 2015 -2020: 7.7%



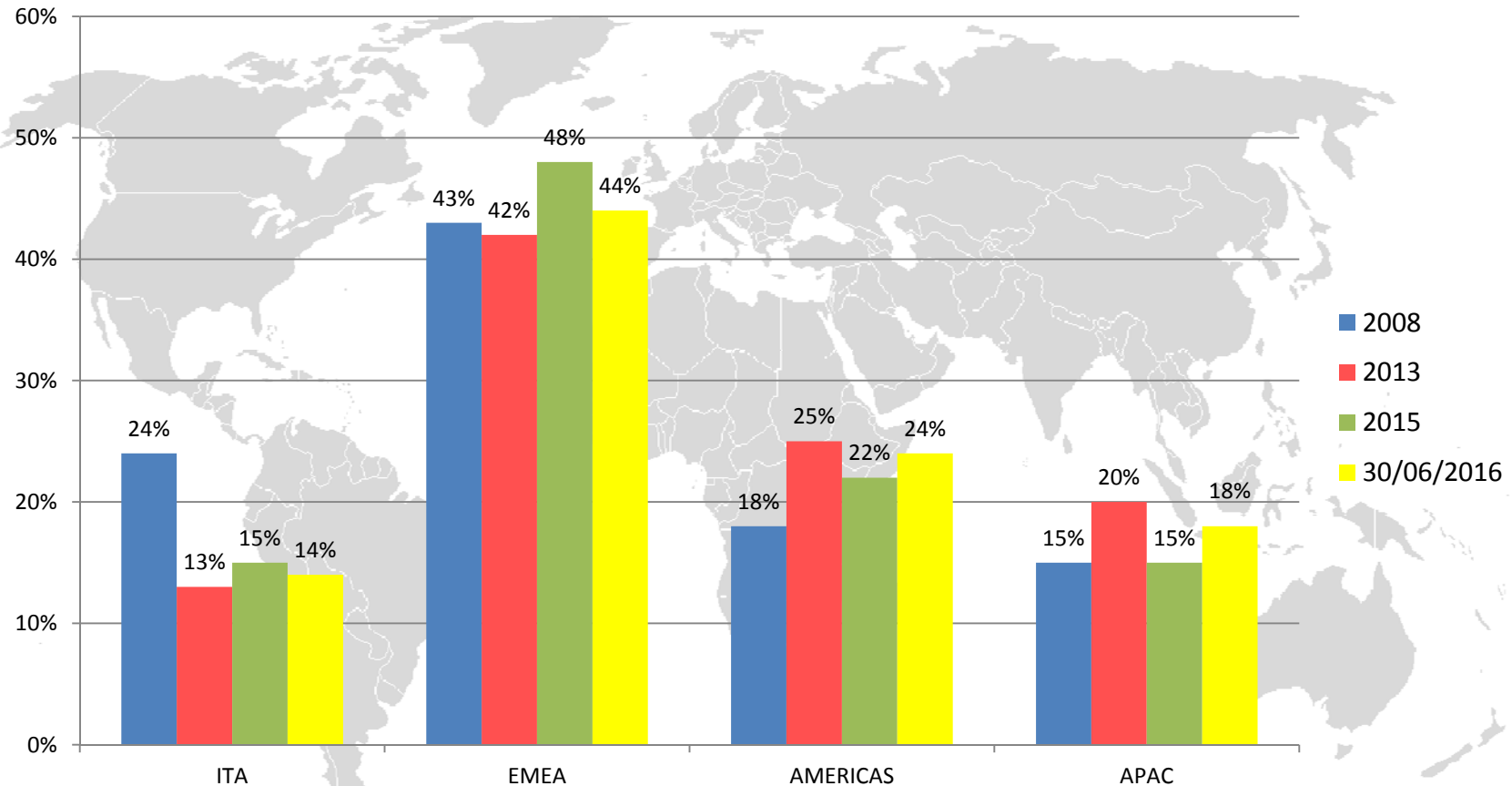
Global market and forecast for high power laser systems

Global market (€/mio)			CAGR (%)	
2013	2016	2020	2013-2016	2016-2020
3,707	4,682	6,282	8.1	7.6



The geographic diversification

Revenues by geographic area

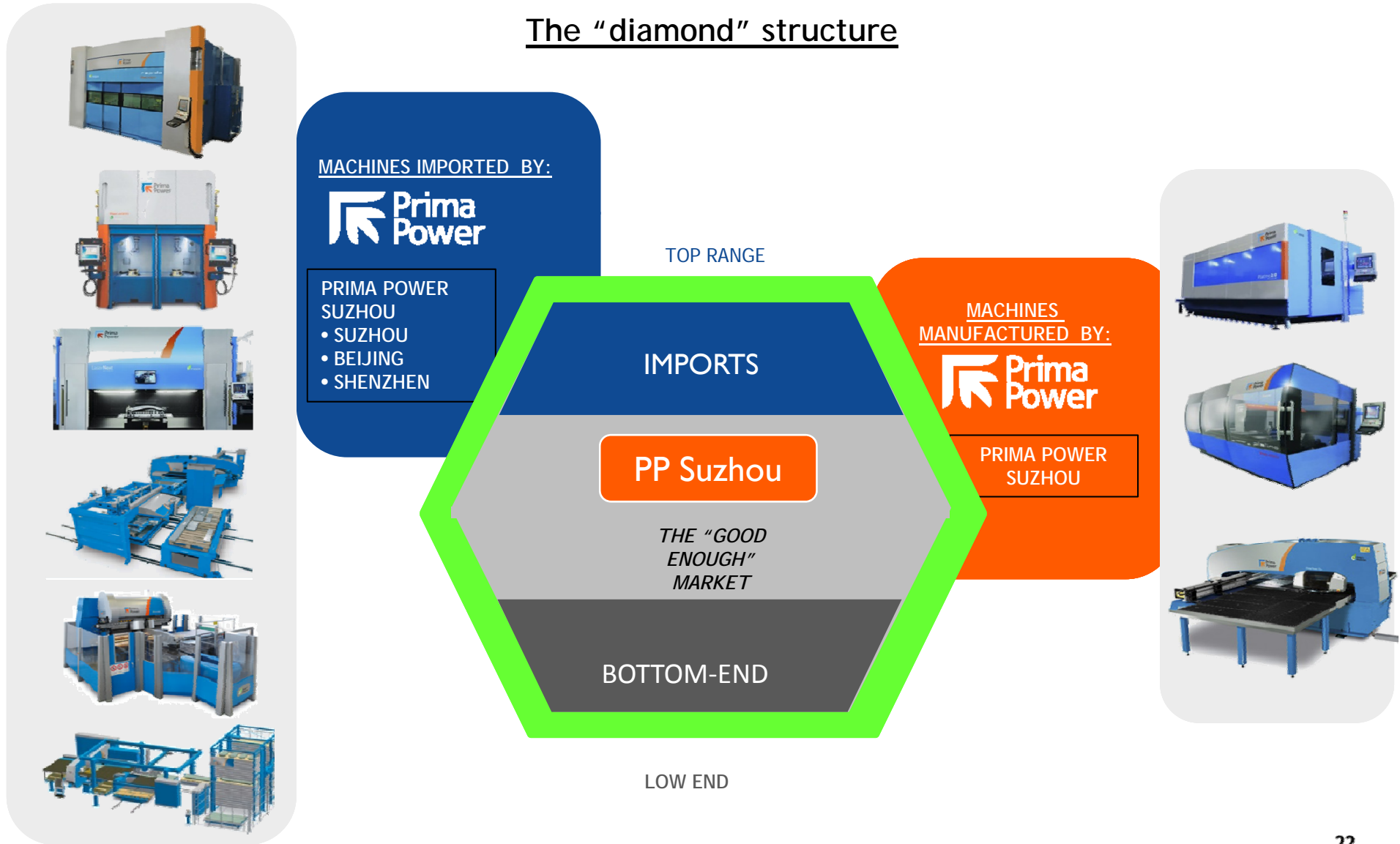


"Economic turbulence does not hit the same market at the same time: our strength is the global presence, allowed by a competitive range of products".



Prima Power strategy for the Chinese machine tool market

The "diamond" structure





New commercial strategy in China

SALES & SERVICE
of full product line

North area
PP Beijing

Central area
Wuhan
(planned)

East area
PP Suzhou

South area
HK/Shenzhen
Leepport



R&D: Always at the cutting edge of technology



Laser Genius



Bce Smart



Combi Genius

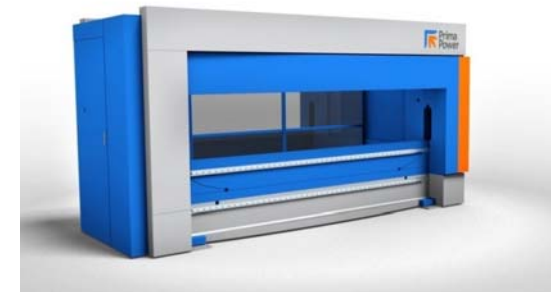
R&D represents 6.5% of turnover



Laserdyne 606D



Laser Next

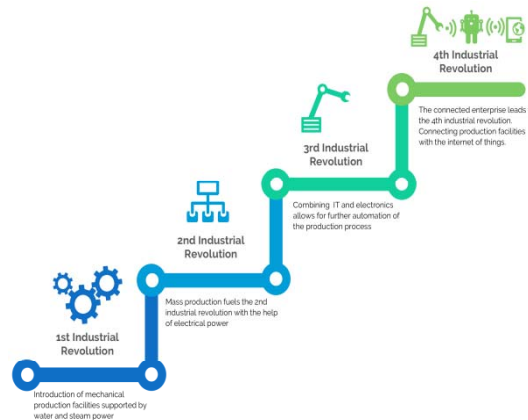
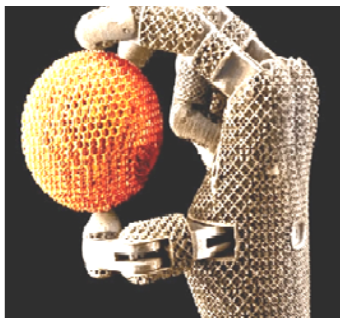


eP 2040



R&D: 2019 and beyond

- ✓ 40 years of laser and mechatronics know-how.
- ✓ Leaders in photonics technology, considered as a key enabling technology at EU level.
- ✓ Participation to EU Additive Manufacturing projects, leading the Borealis project.



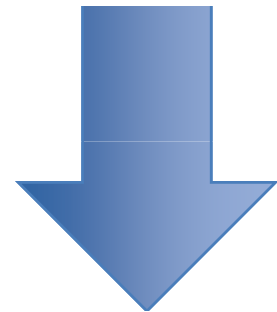
Industry 4.0



2016



2019



FUTURE



Financial statements as at Jun. 30, 2016:

Balance sheet

Values in Euro	30/06/2016	31/12/2015
Property, plant and equipment	34.654.519	28.465.557
Intangible assets	157.721.121	157.770.974
Investments accounted for using the equity method	1.163.429	1.223.555
Other investments	121.358	121.358
Non current financial assets	585.000	35.000
Deferred tax assets	11.118.035	9.845.765
Other non current assets	-	19.703
NON CURRENT ASSETS	205.363.462	197.481.912
Inventories	107.260.549	93.992.707
Trade receivables	82.174.945	86.413.895
Other receivables	10.066.704	8.019.131
Current tax receivables	7.029.793	7.029.222
Derivatives	137.665	47.225
Financial assets	241.509	791.509
Cash and cash equivalents	40.592.723	41.365.408
CURRENT ASSETS	247.503.888	237.659.097
Assets held for sale	284.000	284.000
TOTAL ASSETS	453.151.350	435.425.009

Values in Euro	30/06/2016	31/12/2015
Capital stock	26.208.185	26.208.185
Legal reserve	4.565.082	4.494.745
Other reserves	70.959.273	72.243.694
Currency translation reserve	4.794.001	5.965.409
Retained earnings	19.396.357	14.786.376
Net result	2.928.934	6.016.715
<i>Stockholders' equity of the Group</i>	<i>128.851.832</i>	<i>129.715.124</i>
<i>Minority interest</i>	<i>1.146.616</i>	<i>1.196.407</i>
STOCKHOLDERS' EQUITY	129.998.448	130.911.531
Interest-bearing loans and borrowings	119.046.036	117.805.350
Employee benefit liabilities	7.772.535	7.912.782
Deferred tax liabilities	10.371.777	10.518.305
Provisions	146.655	150.551
Derivatives	276.578	414.635
NON CURRENT LIABILITIES	137.613.581	136.801.623
Trade payables	92.337.889	78.323.460
Advance payments	20.556.368	21.385.159
Other payables	22.039.809	19.218.309
Interest-bearing loans and borrowings	25.791.434	25.700.281
Current tax payables	6.933.600	7.257.725
Provisions	17.880.221	15.796.491
Derivatives	-	30.430
CURRENT LIABILITIES	185.539.321	167.711.855
TOTAL STOCKHOLDERS' EQUITY AND LIABILITIES	453.151.350	435.425.009



Financial statements as at Jun. 30, 2016:

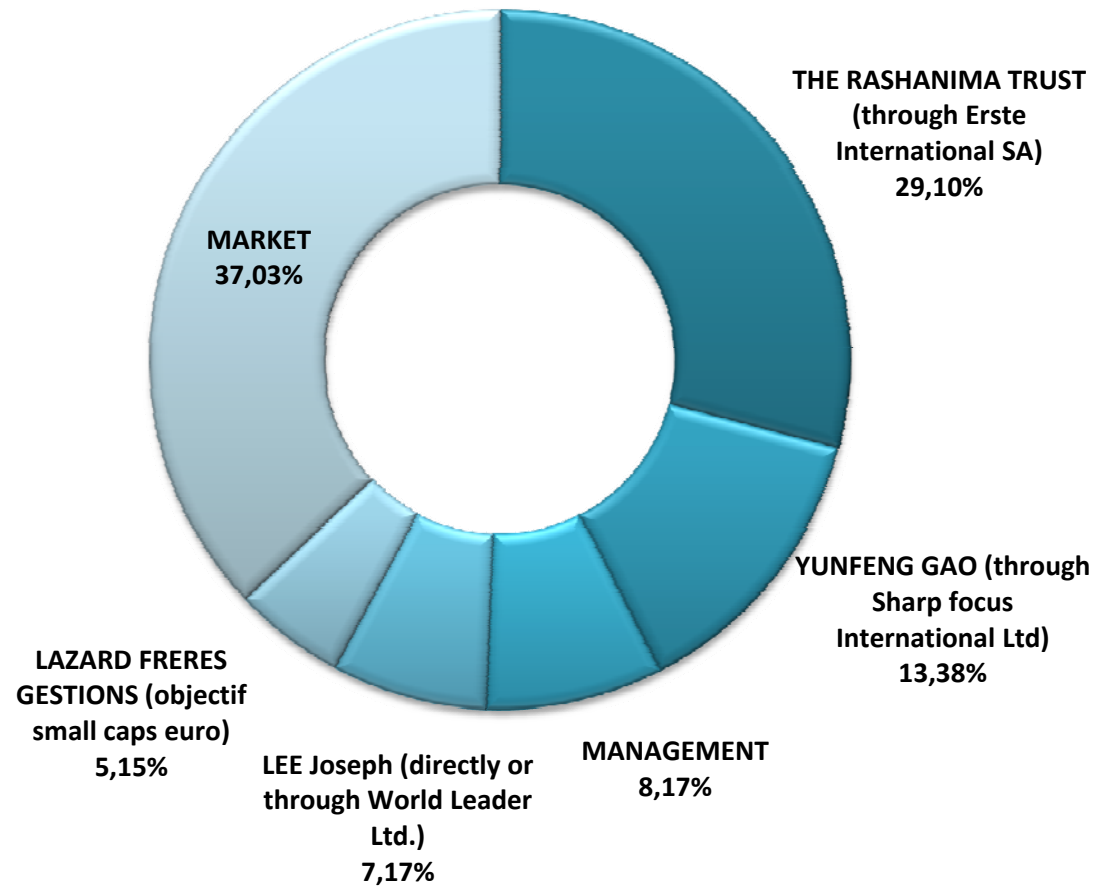
P & L

Values in Euro	30/06/2016	30/06/2015 (*)
Net revenues	183.290.613	175.939.693
Other income	1.842.476	2.520.943
Change in inventories of finished goods and WIP	14.014.363	14.720.254
Increases in fixed assets for internal work	5.684.654	6.209.363
Use of raw materials, consumables, supplies and goods	(94.377.053)	(88.852.470)
Personnel cost	(51.849.846)	(51.861.623)
Depreciation	(7.571.376)	(6.466.200)
Impairment - Write-off	(127.443)	-
Other operating expenses	(43.823.647)	(43.990.624)
OPERATING PROFIT	7.082.741	8.219.336
<i>of which: non recurring items</i>	<i>(957.797)</i>	<i>455.371</i>
Financial income	538.316	262.305
Financial expenses	(3.609.964)	(5.023.080)
Net exchange differences	(542.028)	(285.137)
Net result of investments accounted for using the equity method	332.287	(105.000)
Net result of other investments	-	5.700
RESULT BEFORE TAXES	3.801.352	3.074.124
<i>of which: non recurring items</i>	<i>(625.510)</i>	<i>(1.667.256)</i>
Taxes	(871.146)	(1.817.014)
NET RESULT	2.930.206	1.257.110
- Attributable to Group shareholders	2.928.934	1.505.813
- Attributable to minority shareholders	1.272	(248.703)
RESULT PER SHARE - BASIC (in euro)	0,28	0,14
RESULT PER SHARE - DILUTED (in euro)	0,28	0,14

(*) for a better comprehension, the 2015 figures related to non recurring items have been re-exposed compared to the figures published in the half year Financial Report 2015



Shareholding structure



Source: latest dividend payment (May 2016)