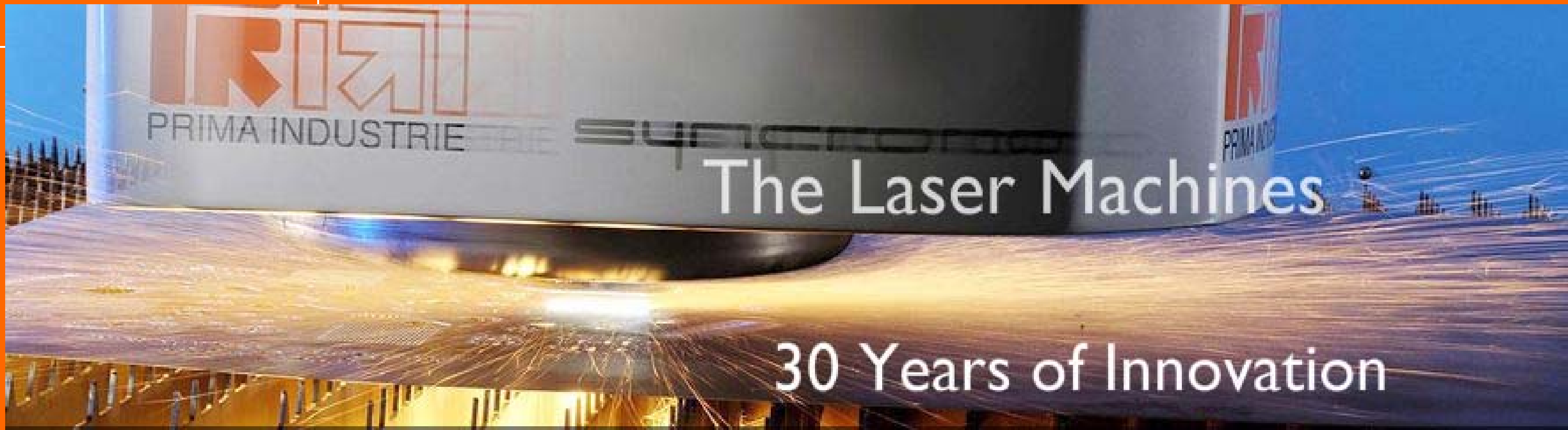
PRIMA INDUSTRIE

COMPANY PROFILE



THE GROUP IN PILLS

Global player in laser systems for industrial applications: among the top 5 lead players worldwide
Leader in multi-axis applications

About 3,000 laser systems installed with over 1,000 customers in Automotive, Aerospace and in a wide range of other sectors

Consolidated sales in 2006: 148 M€ (+33% compared to 2005)

Export: over 75% to more than 50 countries

R&D expensed to P/L: average 6% on consolidated turnover

7 Manufacturing facilities:in Italy (3),USA (2) and China (2)

740 employees: in Italy (560), USA (120) and Europe (60).
Additional: 200+ employees in China in JV (not consolidated)

Strong structured presence in After-Sales Service

PRIMA INDUSTRIE

OUR HISTORY

1977

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)

1980

1980-1989: GROWTH TO INDUSTRIAL OPERATION
- Leadership in 3D laser robots (OPTIMO)
- Development of industrial electronics & software
- Player in industrial robots for arc welding & handling
- Leading position in measuring robots

1990

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 Co' LASERWORK AG

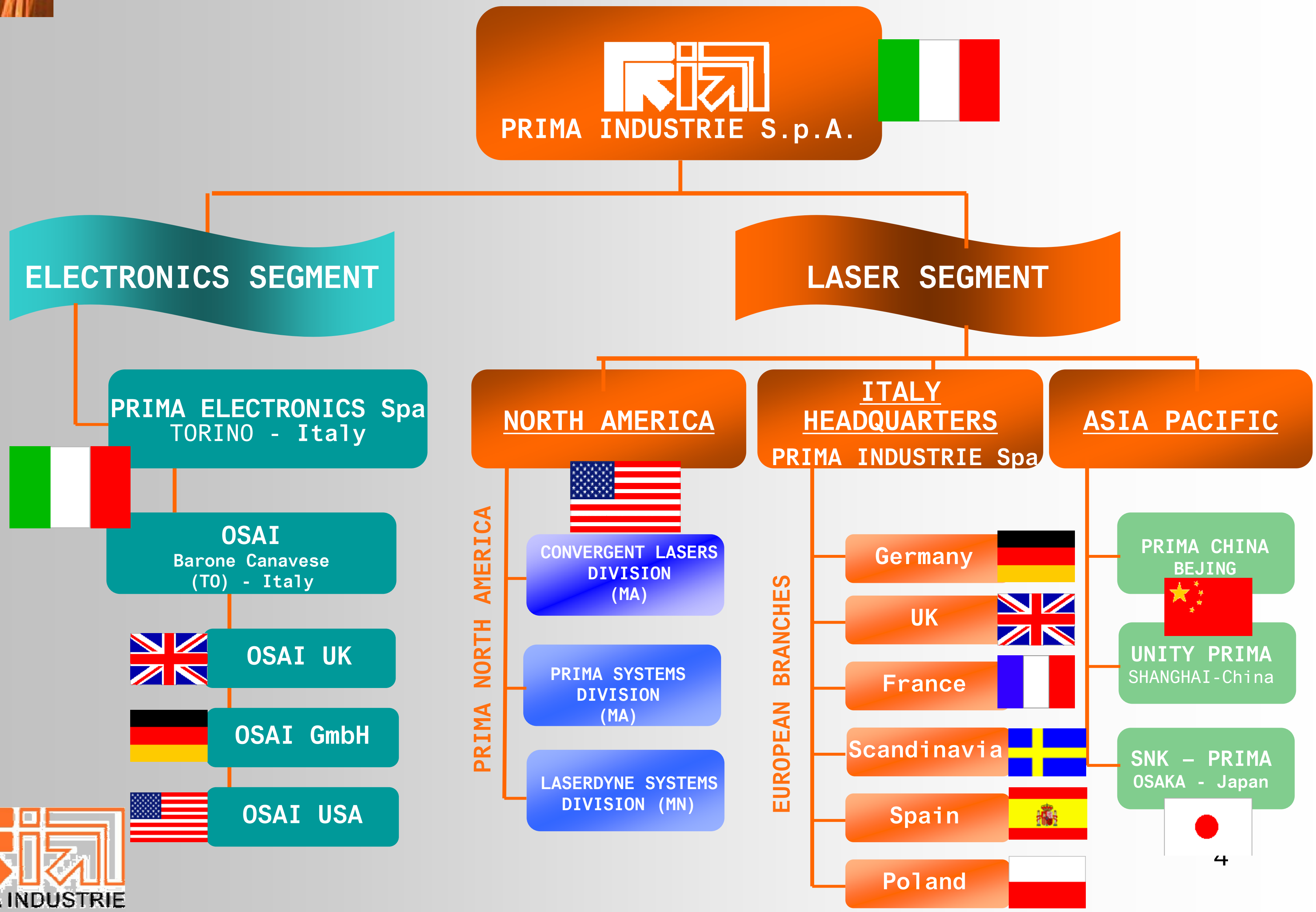
2000

1996-1999: STRONG GROWTH AND IPO
- ISO 9001 certification
- New 2D product launch (PLATINO)
- R&D investment program to increase the product range (New OPTIMO, DOMINO, MAXIMO)
- First JV in China: SHENYANG PRIMA LASER MACHINE COMPANY, Ltd.
- Listing on Italian Stock Exchange (presently STAR segment)

2007

2000-2007: UNDISPUTED LEADERSHIP
- Acquisition of Convergent Energy and Laserdyne (presently both divisions of PRIMA North America)
- JV in Japan: SNK PRIMA, Ltd.
- Second and Third JVs in China: SHANGHAI UNITY PRIMA and WUHAN OVL
- Launch of SYNCRONO and RAPIDO EVOLUZIONE
- Strenghtening EU sales/service (Prima GmbH, Prima Scandinavia, Prima Polska)
- Acquisition of OSAI

OUR STRUCTURE



PRIMA INDUSTRIE

THE LASER SEGMENT

PRIMA INDUSTRIE

MARKETS OVERVIEW: LASER SEGMENT (3D MARKETS & APPLICATIONS)

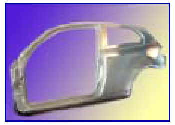
AUTOMOTIVE

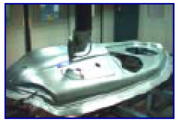
CAR MANUFACTURERS	TIER 1 SUPPLIERS
BMW	BENTELER
CITROEN	COMAU
DAIMLER CHRYSLER	DANA
FIAT	DOVER
FORD	EDAG
GM	GESTAMP
KARSAN	HUJER
OPEL	MAGNA
PEUGEOT	ORAN
PROTON	POSCO
RENAULT	SALZGITTER
ROVER	THYSSEN KRUPP
SAIPA	TOWER AUTOMOTIVE
SEAT	VOESTALPINE
TATA	WILKEN
VOLKSWAGEN	
VOLVO	

The start-up of laser manufacturing:

Laser cutting mainly used for:

- Prototyping
- Small batches
- Production start-ups
- Niche cars manufacturing
- Spare parts






Car body components laser cut by:

- Die manufacturers
- "Prototypes" jobshps

First applications in production:

Laser cutting of hydroformed components:

- Engine cradles
- Suspension arms
- Roof bars

Laser remote welding:

- Side doors






New high volume applications: HSS (Hot Stamped Steel)

- Roof reinforcements
- Cross & side members
- Bumpers
- A-pillars
- B-pillars



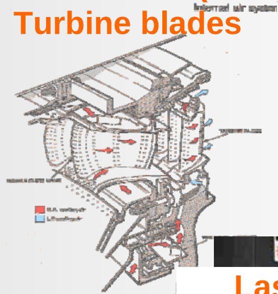

MARKETS OVERVIEW: LASER SEGMENT (3D MARKETS & APPLICATIONS)

AEROSPACE & ENERGY

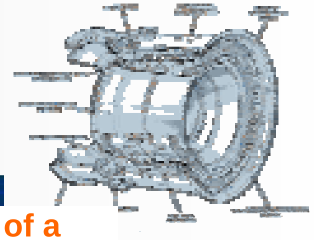
AIRCRAFT MANUFACTURERS
AIRBUS
BOEING
CHENGDU AIRCRAFT IND.
EUROCOPTER
HISPANO SUIZA
LOCKHEED MARTIN
NASA
NORTHROP GRUMMAN
SHENYANG AIRCRAFT
XIAN AIRCRAFT COMPANY

ENGINE / TURBINE MANUFACTURERS
ALLIED SIGNAL
ALSTOM
ARES
AVIO
CHROMALLOY
GE
HAL (HINDUSTAN AERO LTD)
HITACHI
HONEYWELL
INTEK
KALUGATURBINE
KAWASAKI
MITSUBISHI
MORA
PRATT & WHITNEY
ROLLS ROYCE
SHENYANG LIMING
SIEMENS
SNECMA
SOLAR TURBINES
TURBOMECA

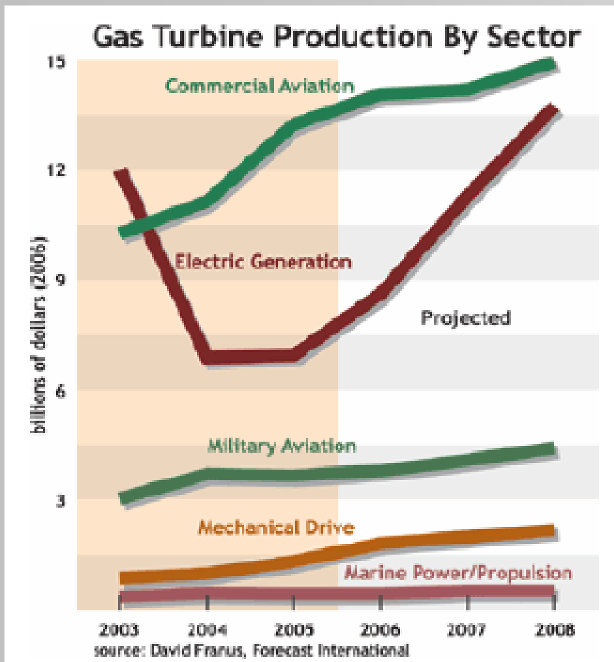
Nozzle Guide Vanes (NGV) and Turbine blades



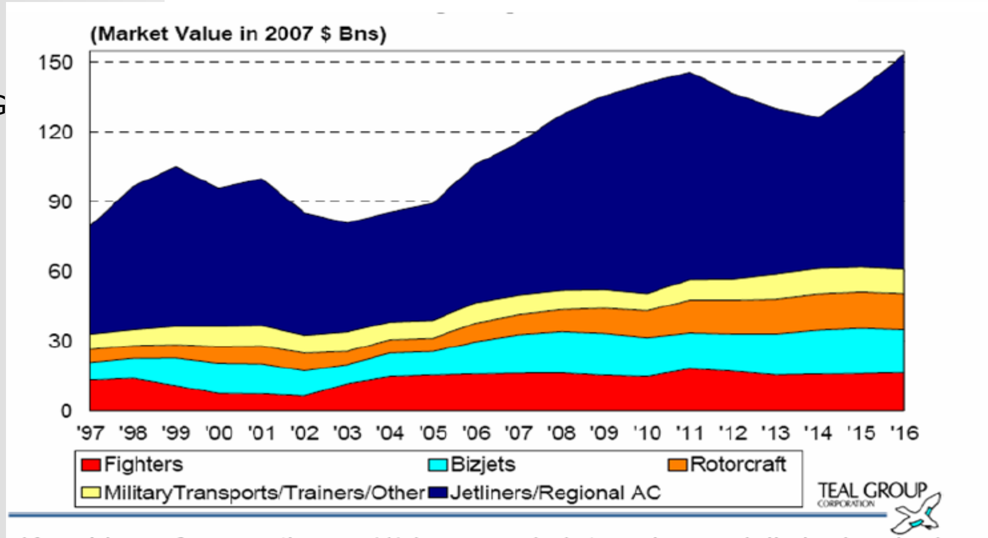
Combustion Chamber



Laser Drilling of a Combustion Chamber



Aircraft Production Forecast



Key drivers for growth are: (1) increased air travel especially in developing areas of the world and (2) replacement of existing aircraft with those having greater fuel efficiency and lower emissions.

MARKETS OVERVIEW: LASER SEGMENT (2D MARKETS & APPLICATIONS)

AGRICULTURAL & COSTRUCTION MACHINES, TRAILERS & TRUCKS

CATERPILLAR
BRINK
SCANIA
AMMAN YANMAR
SEVEL
MARINI
IVECO
VOLVO TRUCKS
LECITRAILER
PFANZELT MASCH.
TUCHEL MASCH.
SIAC
POWER BEAM
KARAVAN TRAILERS
SKODA





HVAC & WHITE GOODS

RIELLO
WHIRLPOOL
LOWARA
ELECTROLUX
ECOLITE
THORN LIGHTING
HUSKVARNA
STENGEL
INOX PAIVE
WOLF
RAAB





FORKLIFTS, INDUSTRIAL MACHINERY & OTHER

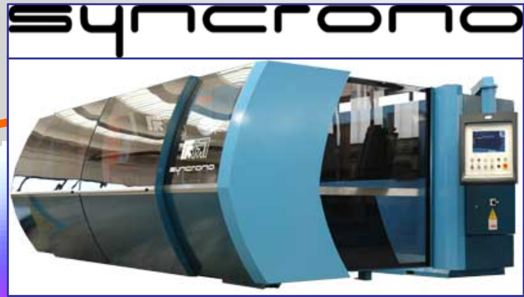
IDEAS EN METAL
STILL WAGNER
LINDE
KESSEBOEHMER
NISSAN FORKLIFTS
FRAMEC
OTIS
ABB
NIJSSEN
JUROP
GRUPO AZKOYEN
TORO

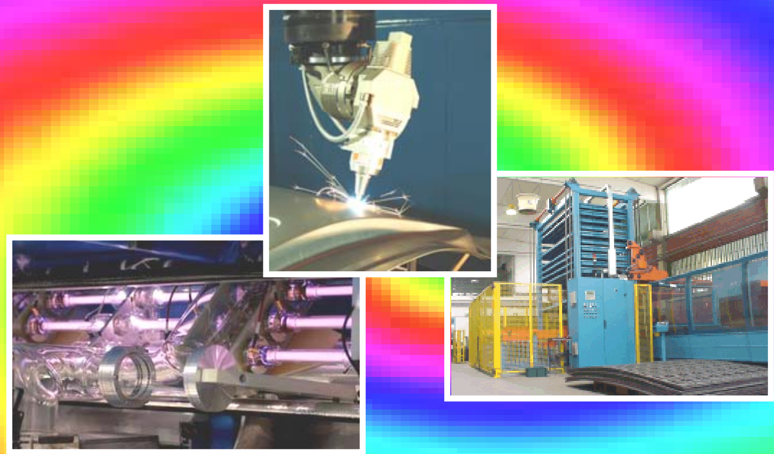




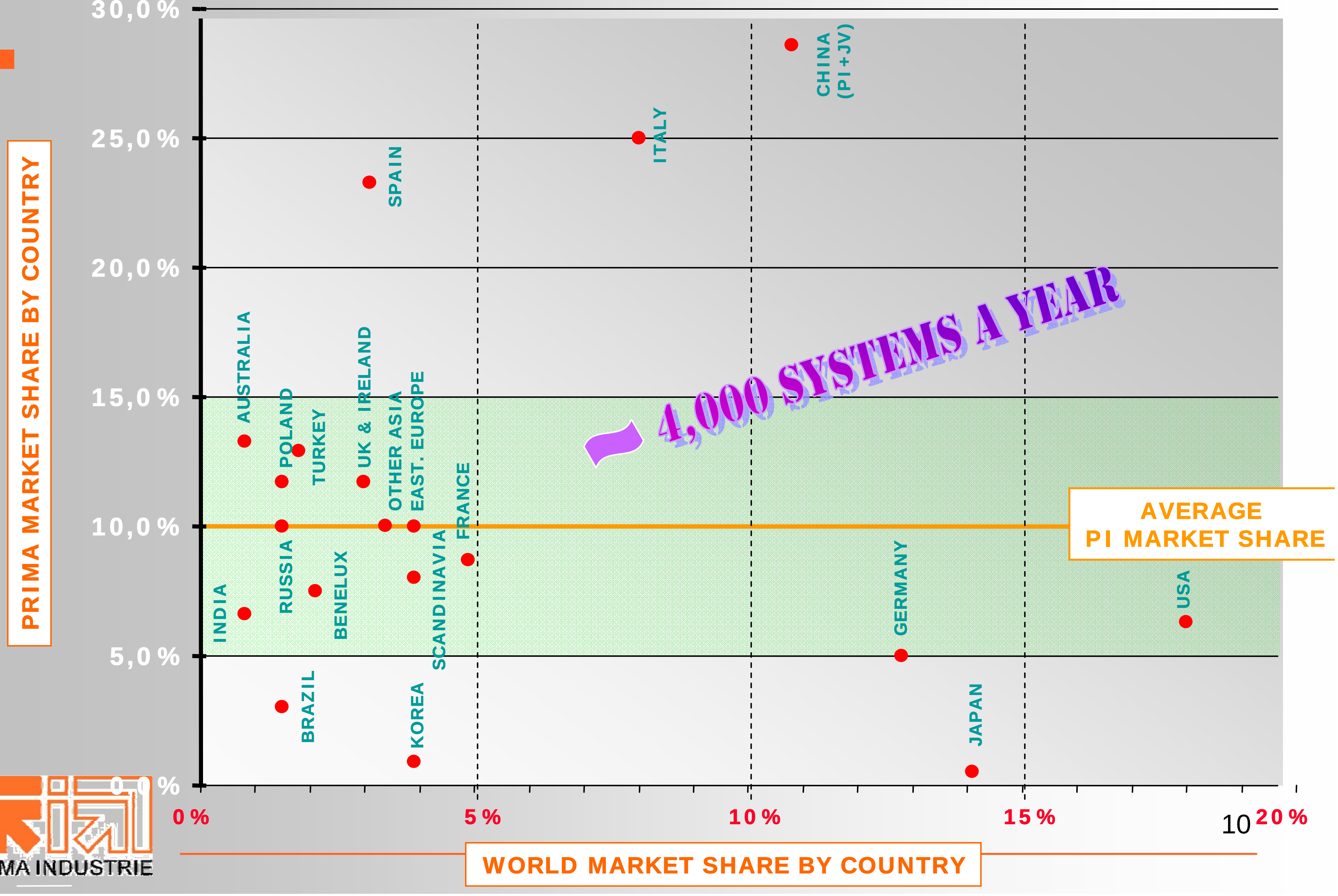
PRIMA INDUSTRIE

OUR PRODUCTS





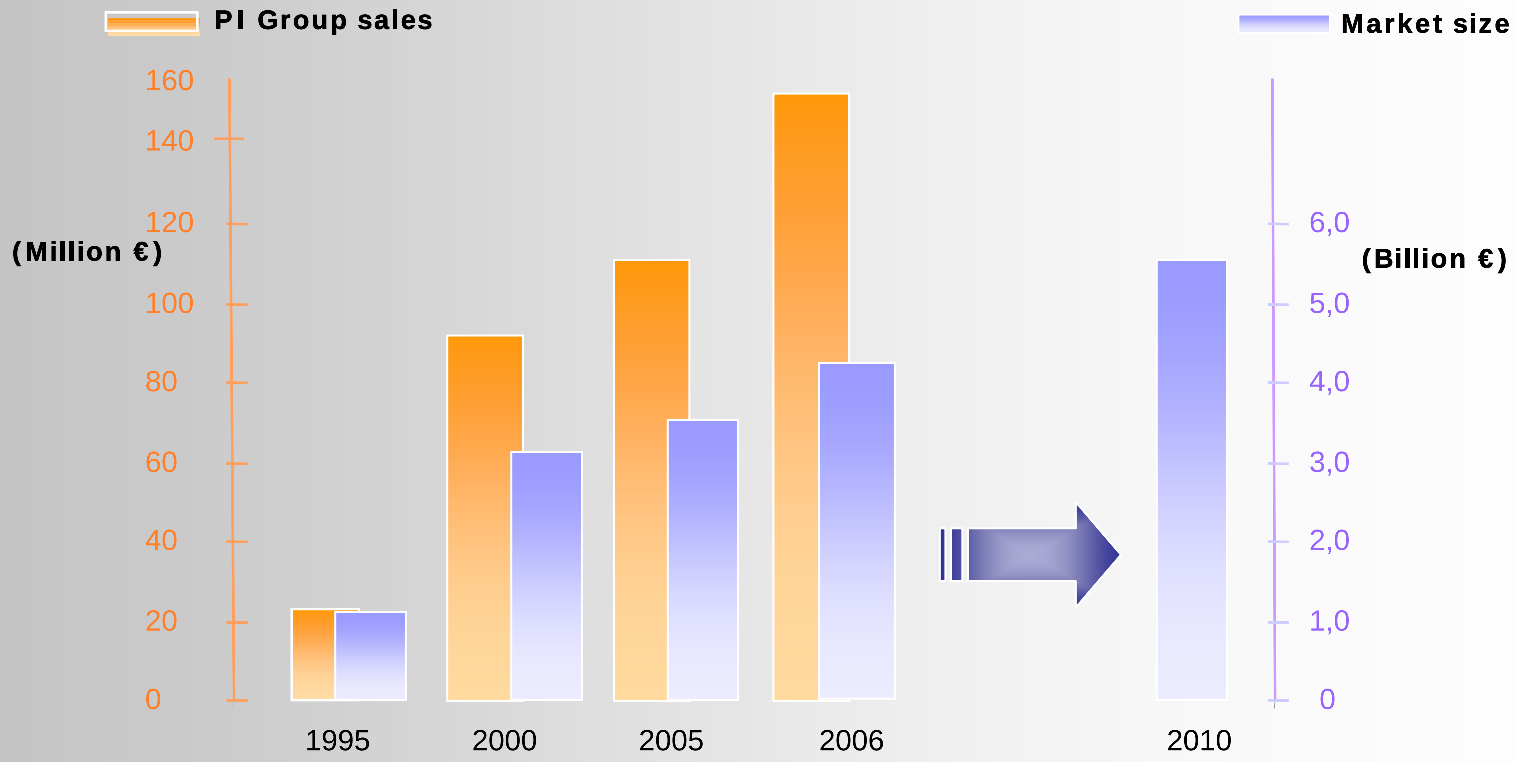
2006 WORLD MARKET SHARE



PRIMA INDUSTRIE

LASER SYSTEMS MARKET SIZE

Prima Industrie consolidated sales
vs
Laser Systems for Macro Material Processing Market size

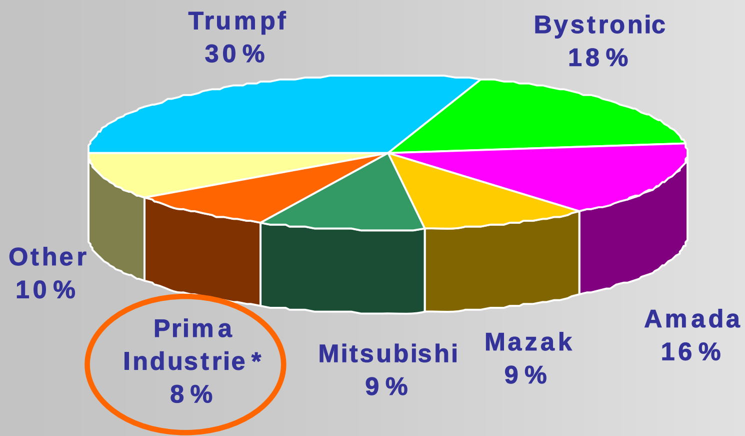


CAGR **PI** 95-06	**+17,1%**	**Actual**
CAGR **MARKET** 95-06	**+12,3%**	**Actual**
CAGR **MARKET** 05-10	**+10,7%**	**Expected**

PRIMA INDUSTRIE

2D LASER SYSTEMS MARKET SIZE

2D Cutting Laser Market Shares by Volume
(2006)



Units sold: 3,700
Market value: 1.6 B€

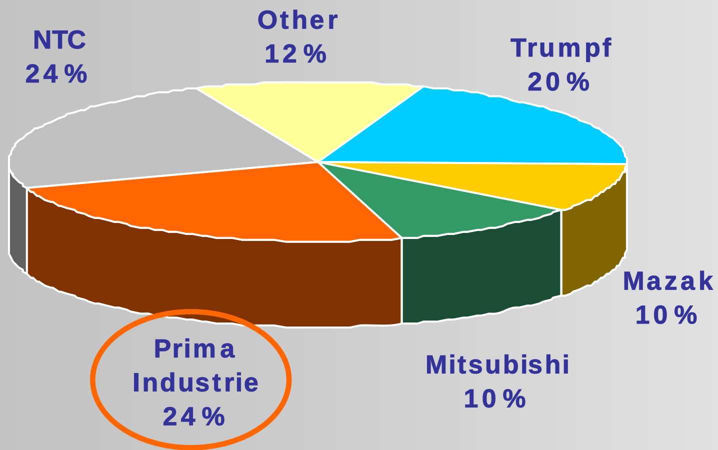
Market Features

- Large market of **€1,6B**:
  - annual sales of 3.700 machines worldwide
- **Laser Cutting** technology:
  - leader in <25mm thickness range for high quality/cost machining
- **Very concentrated** market, with share of first 3 Players (C3) 64%:
  - leadership of **Trumpf**, with **RMS 1,7x**
  - **Prima Industrie** among the First Followers of Three Big (Trumpf, Bystronic, Amada) with **MS 8%**
- **Growth drivers**:
  - Further replacement of Punch Presses
  - Substitution of Laser installed park (lifetime of ≈10 years)
  - Adoption in new applications

PRIMA INDUSTRIE

3D LASER SYSTEMS MARKET SIZE

3D Cutting Laser Market Shares by Volume
(2006)



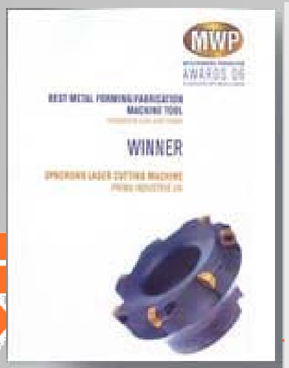
Units sold: 200
Market value: 0.2 B€

Market Features

- High power 3D laser cutting mainly used in **Automotive**, **Transportation** and **Aerospace** Industries.
- Niche market of **€0,2B**:
  - -annual sales of 200 machines worldwide
- **Very concentrated** market, with share of first 3 Players (C3) 79%:
  - -co-leadership of **Prima Industrie** and **NTC**, with **RMS 1,0x**
  - -**Trumpf** close Follower, with MS 23 and RMS 0,8x
- **Growth expected** following **Automotive** and **Aerospace** applications.

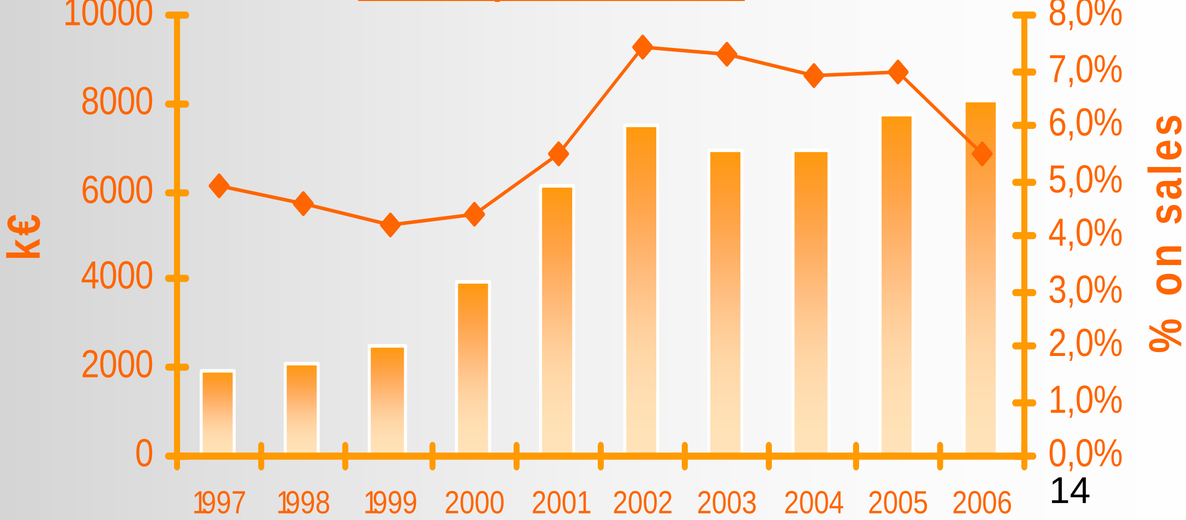
PRIMA INDUSTRIE

HUMAN RESOURCES - R & D



- Average employees age: less than 35 years old
- Scholarship: 80% with University or High school degree
- Over 80 Engineers in R&D.
- R&D centers in:
    - Italy (Torino and Bari)
    - USA (Chicopee and Champlin)

R&D expensed to P/L



THE ELECTRONICS SEGMENT

PRIMA INDUSTRIE

MARKETS OVERVIEW: ELECTRONICS SEGMENT

INDUSTRIAL

ATLAS COPCO Industrial Air
ATLAS COPCO Oil-free
BOBRY
CAMPETELLA
ENGELHARDT
IREM
MANFREDI
MYDATA automation
NEGRI BOSSI
NERI MOTORI
SANDVIK
SDT
SERVOTRONIC

MOTION CONTROL

ABB
COMAU
COORD3 / METRIS
DEA
LVD
PHASE MOTION CONTROL
PRIMA INDUSTRIE

TRANSPORT

ALSTOM FERROVIARIA
ANSALDO BREDA
AZIENDE TRASPORTI MILANESI
CENTRO RICERCHE FIAT
CIRCUMVESUVIANA
FIAT AUTO
FIREMA TRASPORTI
OCLAP
PSA

ENERGY

ELECTRO POWER SYST.
LOMBARDINI
SAIPEM

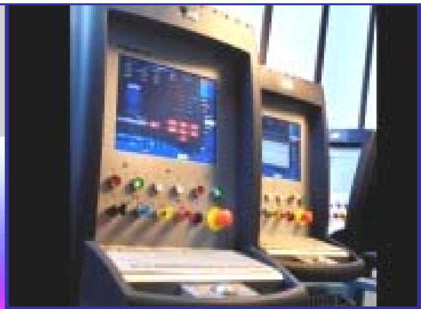
A&D

ALENIA
MICROTECNICA
OTO MELARA
SAAB UNDERWATER
SEPA
SERVOTRONIC

PRIMA INDUSTRIE

OUR PRODUCTS

Operator Interface for CNC



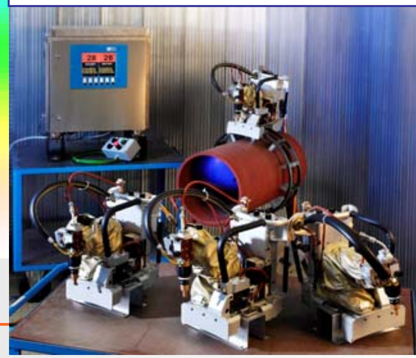
Regulators and I/O modules

Brushless Motors

Teach Pendants

Numerical Controls

Welding heads



Train stability control unit

PRIMA INDUSTRIE

OSAI ACQUISITION OVERVIEW

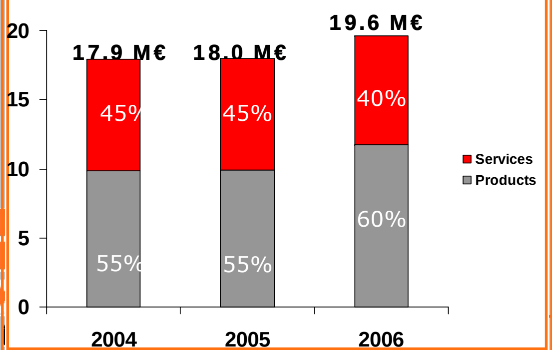
The company

•Leader in the field of CNCs applied to marble, wood and glass processing machines

•International Group (sales and service in Germany, UK and the U.S.)

•2006 Group figures
Revenues: 19.6 M€
EBITDA: 1.25 M€
EBIT: 0.9 M€
NFP: 0.95 M€

Sales Breakdown by Business Line



The rationale

•Reinforcement of the Electronics Division (double-size), with lower cyclicality

•Complementary products and know-how

•High brand recognition

•Wide commercial network

•End market with expected high growth rate (far from maturity)

•High revenues share (40-45%) from after-sales service

•Expected PE/OSAI synergies for 1 M€ within 18 months

The transaction

•Execution date: July, 2nd 2007

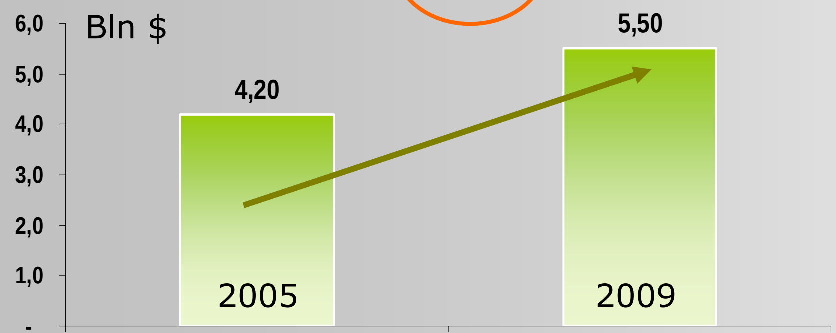
•Investment: 8.5 M€ (= 6x EBITDA) + 1 M€ (Real Estate)

•Earn-out: 3 x 2007/2006 EBITDA growth (cap at 1.5 M€)

ELECTRONICS MARKET SIZE

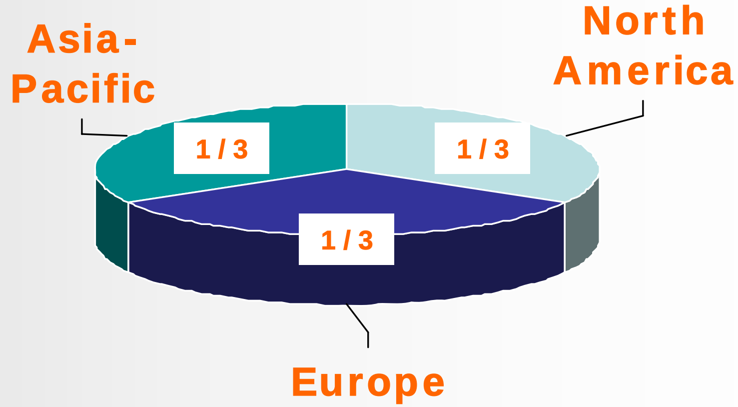
Embedded market

CAGR **MARKET** 05-09 **+7.0%** **EXPECTED**



Souce: VDC, IMS Research & others

Breakdown by geographic area



ECT Markets 2005-20010 (Revenue by Application, $M)

	2005	2006	2007	2008	2009	2010	CAGR(%)
Communications	1.187	1.296	1.472	1.641	1.682	1.882	9,7
Industrial	1.028	1.102	1.182	1.268	1.288	1.388	6,2
Medical	456	494	534	578	588	640	7,0
Military/Aerospace	807,0	875	949,0	1.030	1.049	1.144	7,2
Other	469	508	550,7	597,0	608	663	7,2
Total	3.946	4.277	4.688	4.113	5.215	5.716	7,7

Source: ETP2006 report

ELECTRONICS MARKET SIZE

MARKET SIZE 2006

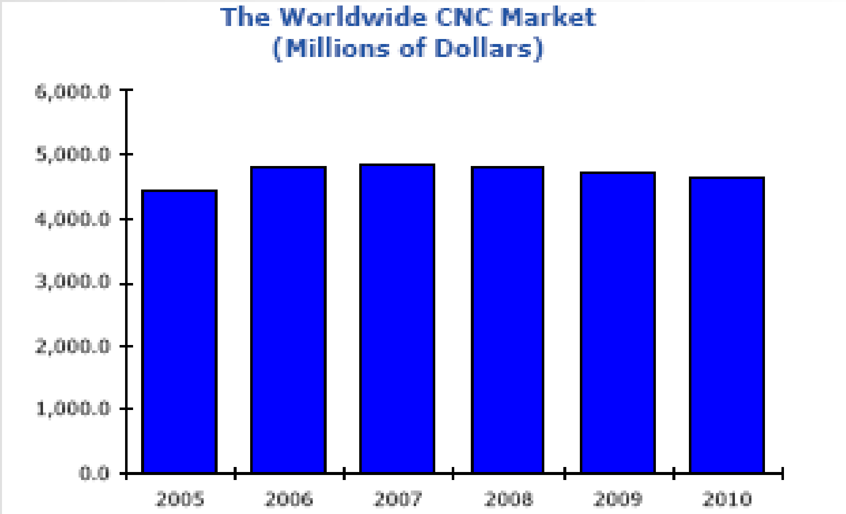
Italian Production: 42.3 Million Euro (+12.3% on 2005)

Italian Demand:
202.8 Million Euro
(+13.2% on 2005)

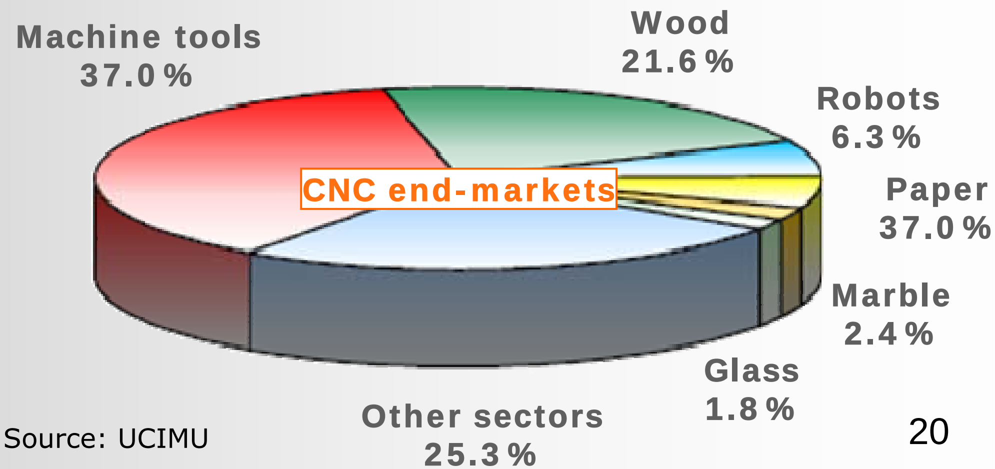
MODERATE MARKET GROWTH EXPECTED FOR 2007

GROWTH DRIVERS:
•Quick technological obsolescence
•Increasing demand from developing regions

CNC market



Souce: ARC Advisory Group



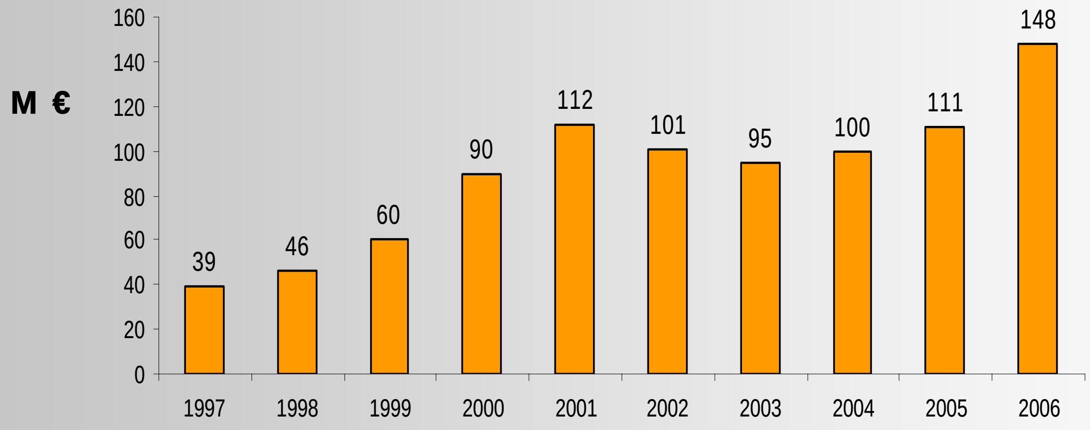
Source: UCIMU

THE FINANCIALS

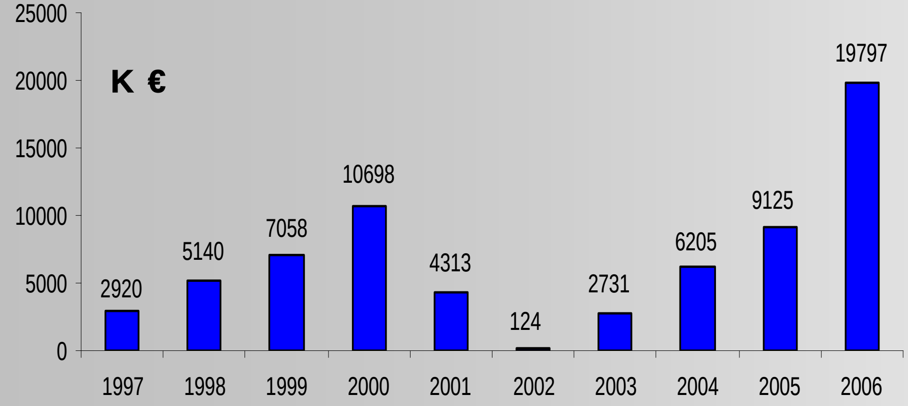
PRIMA INDUSTRIE

A SUSTAINABLE GROWTH

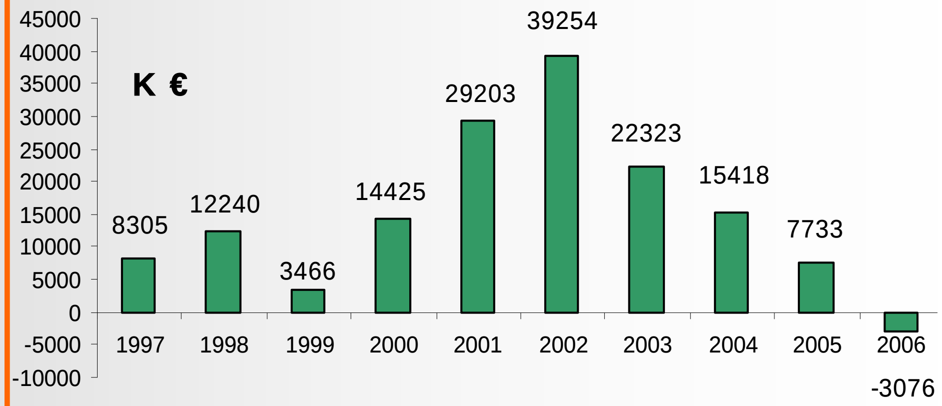
CONSOLIDATED SALES



EBITDA



NET FINANCIAL POSITION



PRIMA INDUSTRIE

RESULTS AS AT SEPT. 30, 2007

Profit & Loss

	Sep. 30,2007	Sep. 30,2006	% change
K€			
SALES	117,739	100,479	+17%
VALUE OF PRODUCTION	128,665	101,199	+27%
EBITDA	16,212	11,853	+37%
% on sales	*13.8%*	*11.8%*	
EBIT	15,190	10,887	+39%
% on sales	*12.9%*	*10.8%*	
EBT	14,542	10,295	+41%
% on sales	*12.4%*	*10.2%*	
NET INCOME	7,781	7,514	+4%
% on sales	*6.6%*	*7.5%*	

PRIMA INDUSTRIE

RESULTS AS AT SEPT. 30, 2007

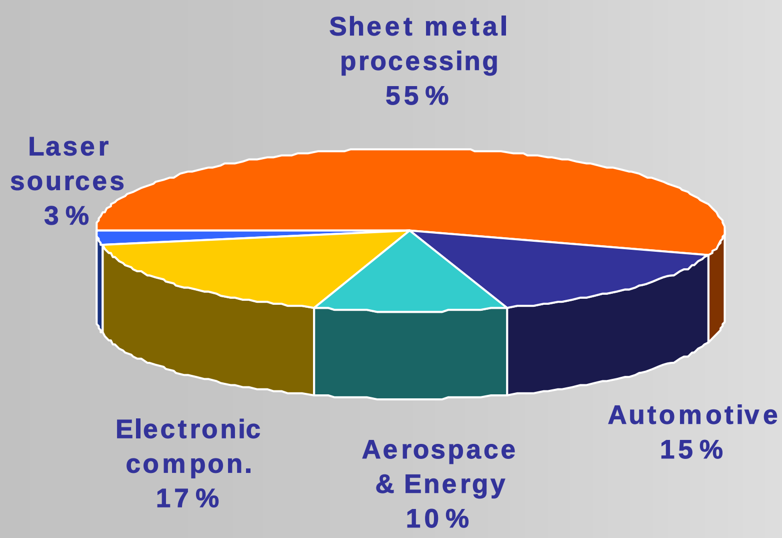
Balance Sheet

K€	Sep. 30,2007	Sep. 30,2006
NON CURRENT ASSETS	25,957	17,988
CURRENT ASSETS	110,494	83,663
NET FINANCIAL POSITION	5,417	5,277
NET EQUITY	46,244	36,641
NON CURRENT LIABILITIES	10,896	7,661
CURRENT LIABILITIES	73,894	52,072
DEBT / EQUITY	0.12	0.14

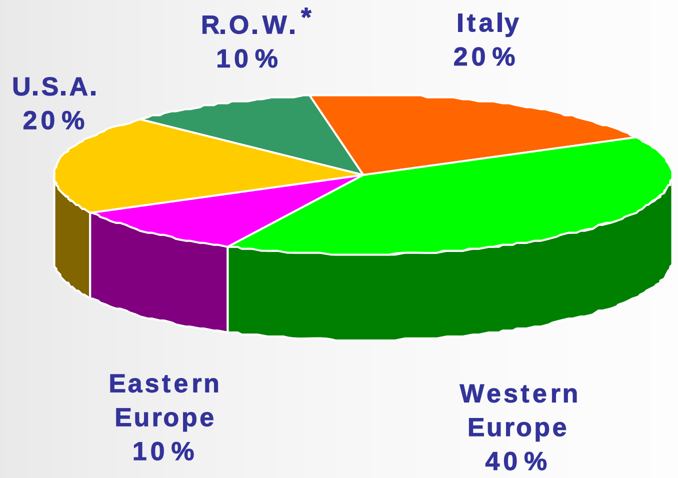
PRIMA INDUSTRIE

REVENUES BREAKDOWN - Average

By end-market



By geography



(*) = Chinese JVs are not consolidated

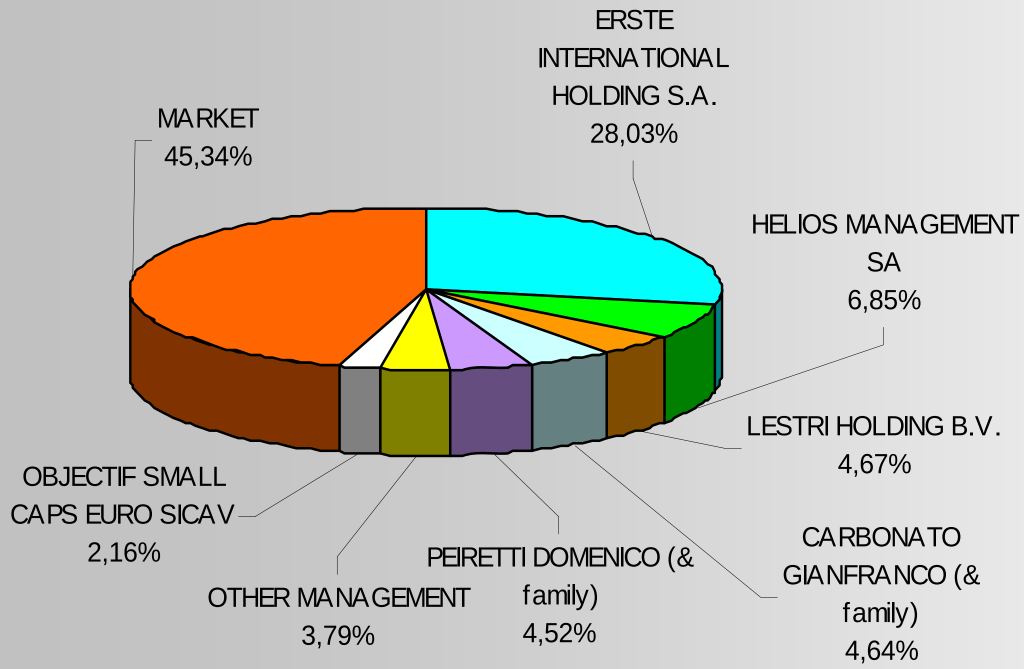
PRIMA INDUSTRIE

OUR STOCK PERFORMANCE

PRIMA INDUSTRIE

SHAREHOLDERS & DIRECTORS

SHAREHOLDERS



BOARD OF DIRECTORS

CHAIRMAN & C.E.O. Gianfranco CARBONATO

BOARD MEMBERS
- Ezio BASSO
- Stefano DEVESCOVI
- Sandro D'ISIDORO (3)
- Michael R. MANSOUR
- Mario MAURI (3)
- Domenico PEIRETTI (1)
- Pio PELLEGRINI (3)
- Marco PINCIROLI (1)

(1) = Executive Director
(2) = Non Executive Director
(3) = Independent Director

ANALYST COVERAGE

Banca Akros — BANCA INTERMOBILIARE DI INVESTIMENTI E GESTIONI S.p.A. — BERENBERG BANK — UniCredit Markets & Investment Banking

NOV. 15, 2007 – PLATINO N°1,000 DELIVERED TO A CUSTOMER AT EXPOLASER EXHIBITION IN PIACENZA (Italy).

PRIMA INDUSTRIE

Q & A

THANK YOU !