



Roadshow Presentation

June 2008



Agenda

- 1. The Group at a Glance**
- 2. Market Overview**
- 3. Investment Highlights**
- 4. Company Strategy**
- 5. Financial Overview**
- 6. Offer Structure**

Appendix



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Appendix



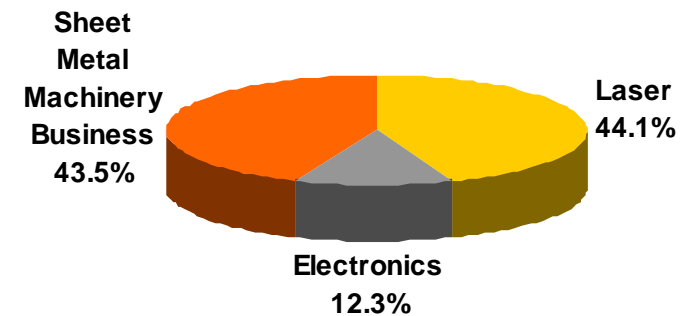
Company Overview

...Key Highlights

- ▣ Leading global player in laser and sheet metal machinery
- ▣ Comprehensive product range in laser systems and sources, punching, shearing, bending and automation
- ▣ Sales CAGR 2005 – 2007 > 25%
- ▣ 2007 Pro forma sales: ~ EUR 417.8m
- ▣ 2007 Pro forma EBITDA* : ~ EUR 49.6m (~ 12%)
- ▣ Average yearly 2005 – 2007 R&D expenses: 6%
- ▣ Over 1,600 employees (210 in R&D)
- ▣ 10 Manufacturing facilities (Italy, Finland, USA, China)

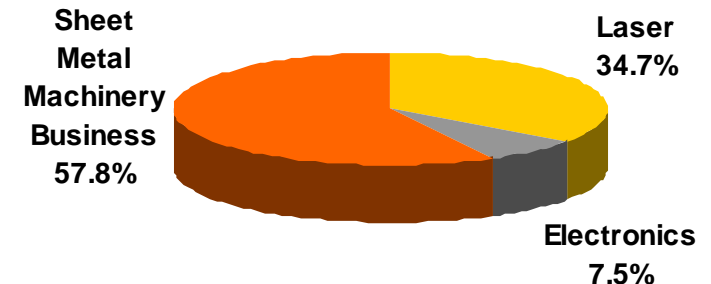
Breakdown of Sales by Product

1Q 2008 **



Breakdown of Sales by Product

2007 Pro forma





A World Leader in Laser and Sheet Metal Machinery

...with a Highly Diversified Product Range



PRIMA INDUSTRIE Laser

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

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 osai DYNAMIC SYSTEMS Electronics

- Numeric Control
 - [Image of a CNC control panel]
- Other Products
 - [Image of a control room with multiple monitors]
- After Sales Services
 - [Image of a technician working on a machine]
 - [Image of a person at a computer workstation]



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 SINCRONO 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

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)

2007-2006: External growth

- ▣ Acquisition of OSAI
- ▣ Acquisition of Finn Power



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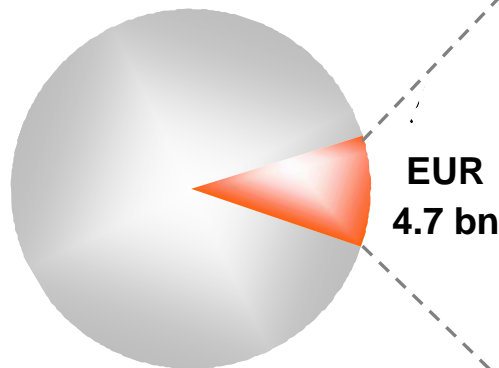
Appendix



Prima Industrie is a World Leading Player in its Reference Markets

Global Machine Tool Market 2007

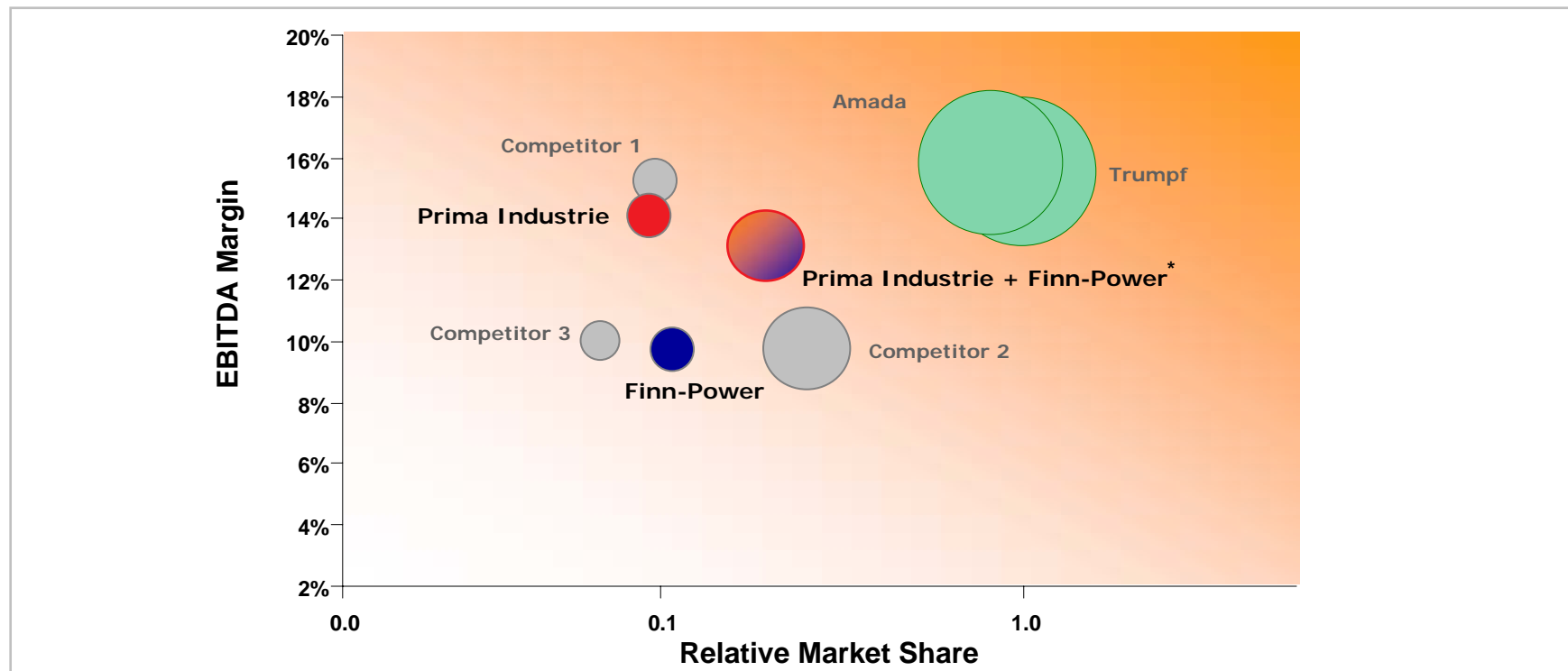
EUR 47.2 bn



| Market Segment | Dimension | Market Growth ¹⁾ | Company Growth ³⁾ | Market Position |
|-------------------------------------|--------------------------|--|------------------------------|----------------------------------|
| High Power Laser Systems | EUR 1.9 bn (2006) | CAGR 2002-2006: 9% CAGR 2006-2010: 5% - Laser 3D: 9% - Laser 2D: 4% | CAGR 2002-2006: 11% | 4 |
| Sheet Metal Working | EUR 2.8 bn (2006) | CAGR 2002-2006: 9% | CAGR 2002-2006: 11% | |
| Electronics | EUR 4.7 bn (2007) | CAGR 2005-2007: 9% CAGR 2007-2010: 7% | CAGR 2005-2007: 31% | Leadership in Niche Segments |



The Combined Entity Competes as a Leader in the Global Arena



Larger size and higher market share mean higher profitability and stability during the cycle

June 2008 Source: Relative Market Share calculated as Revenues on Leader Revenues

Pag. 9 Relative Market Share and EBITDA Margin based on last available accounts (Prima Industrie, Finn-Power and Pro forma as of December 2007)

* Combined entity with synergies





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Prima Industrie Key Success Factors

A comprehensive product range

Internal development and implementation of components with higher value added

Ability to continuously develop new products

A global sales network

A comprehensive after sales services

Brand awareness



A Comprehensive Product Range...

Laser




platino



domino



optimo




sincrono




rapido




isardyne 790


Sheet Metal Machinery Business





X, C, E Series
Punch Press




Servo electric
bending cell EBe5




SG Shear Genius
SB Shear Brilliance




BC, EBe
Panel Bending




Press Brakes
(E-Series)




Night Train




Punching



Punch/Shearing





Bending





Systems





Electronics









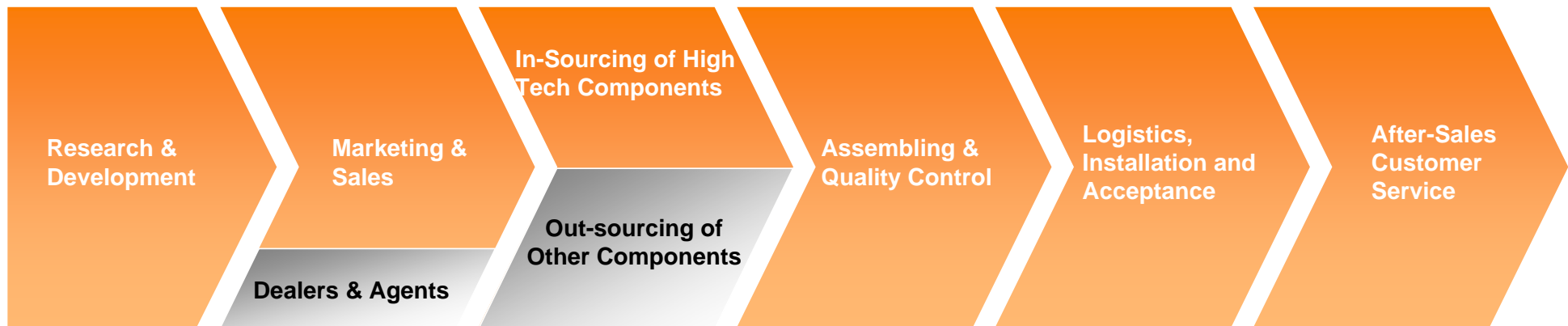


...Serving a Highly Diversified Top-Class Customer Base

| | | | | | |
|------------------------------------|---|--|--------------------------------------|--|--|
| <p>Automotive</p> | <p>Aerospace</p> | <p>Agricultural & Construction Mach., Trucks & Trailers</p> | <p>HVAC & White Goods</p> | <p>Miscellaneous End Products</p> | <p>Contract Manufacturing</p> |
| <p>Automotive Suppliers</p> | <p>Aircraft Engines & Components</p> | <p>Forklifts & Industrial Machinery</p> | <p>Lifts</p> | <p>Energy</p> | <p>Contract Manufacturing (continued)</p> |



Internal Development and Implementation of Components with Higher Value Added

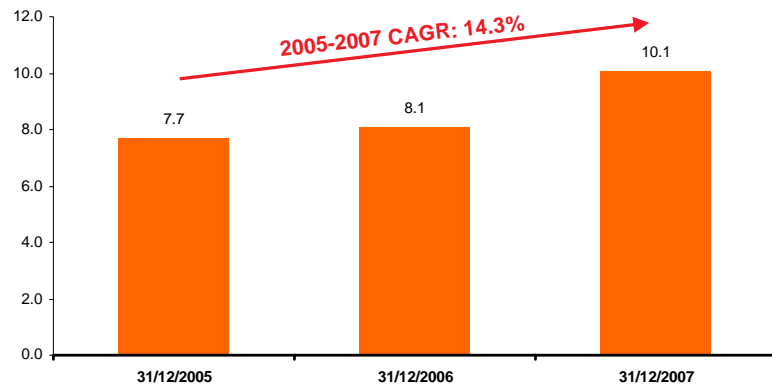




Ability to Continuously Develop New Products

- Over 200 Engineers in R&D
- R&D centers in:
 - Italy (Torino, Bari and Verona)
 - Finland (Kauhava)
 - USA (Chicopee and Champlin)

R&D Expenses 2005-2007 – Prima Industrie Group only



2006 Innovations



New generation LP6 punching – laser cutting cell



Rapido Evoluzione



LC laser cutting centre – sheet positioning using same solution as in punching technology



New Laser Head for 3D systems

Prima Industrie is able to constantly implement innovations to its product-base and launch new products every year

2007 Innovations



Servo electric turret punch press E5



CV 5000 Laser Source



Servo electric bending cell EB5

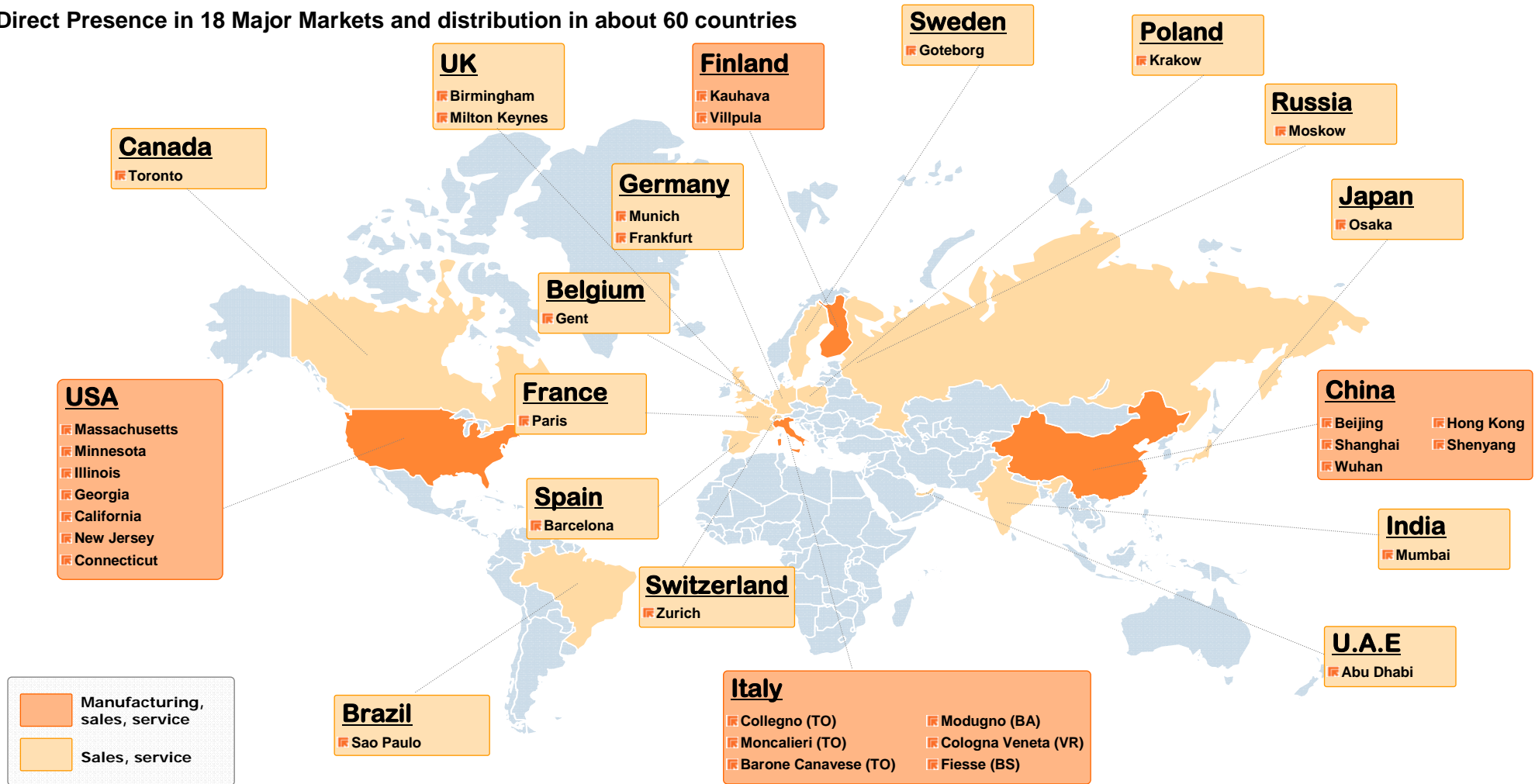


Domino Evoluzione



A Global Sales Network

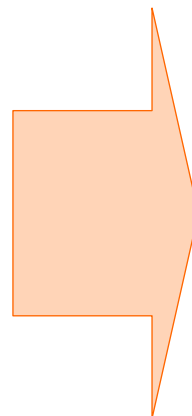
Direct Presence in 18 Major Markets and distribution in about 60 countries





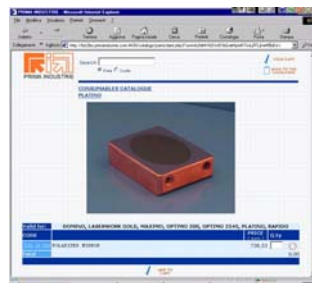
A Comprehensive After Sales Services

- Highly trained and skilled technicians assure real proximity to the customer and quick response
- Over 380 employees dedicated
- 24-hour hotline service
- TELEPRIMACH: remote diagnostics
- Delivery of consumables and spare parts for regular maintenance assured in 8 to 24 hours
- E-commerce for consumables and spare parts



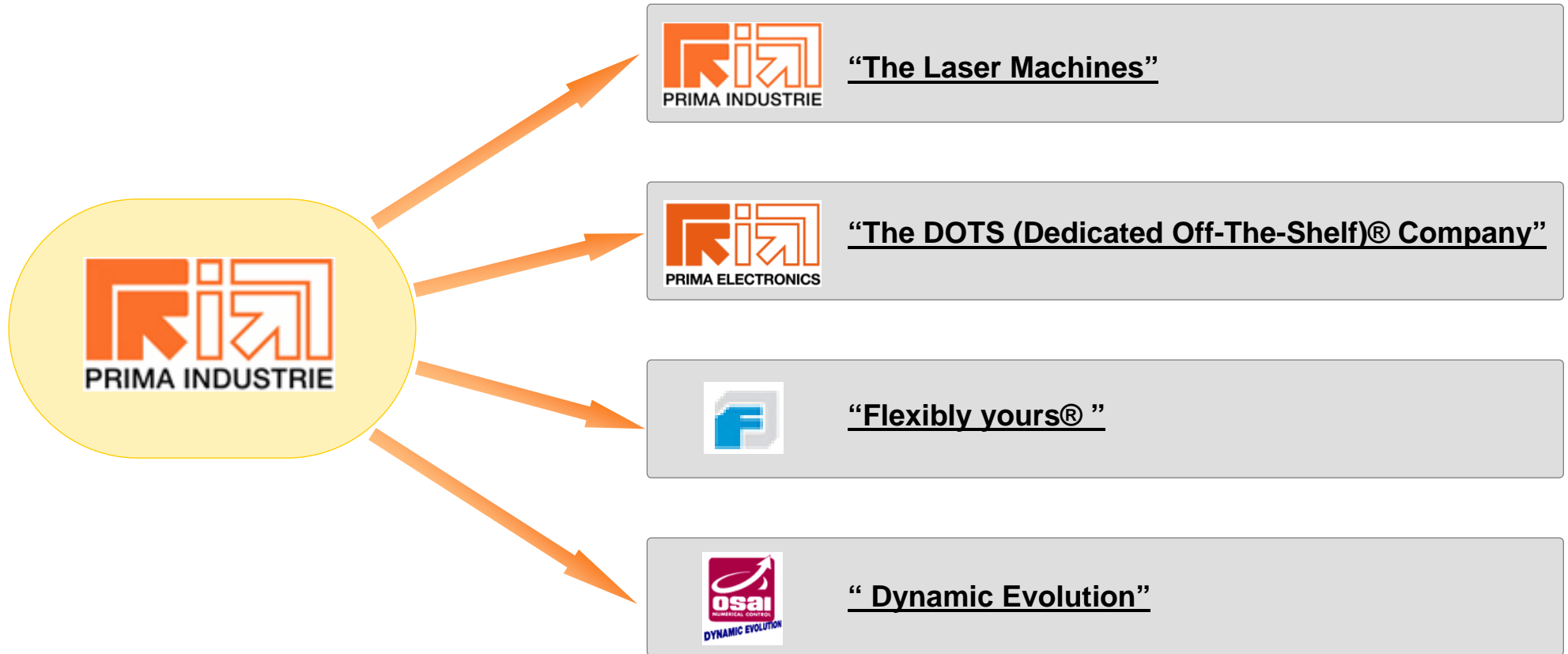
Effective after sales service provides:

- Customers loyalty
- Constant feedback on clients' needs
- A stable source of revenues
- An effective marketing tool for signing new contracts





Brand Awareness





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A Clear Strategy

Reinforce Worldwide Presence

Cross – Selling Activities

New Products Development

Cost Savings



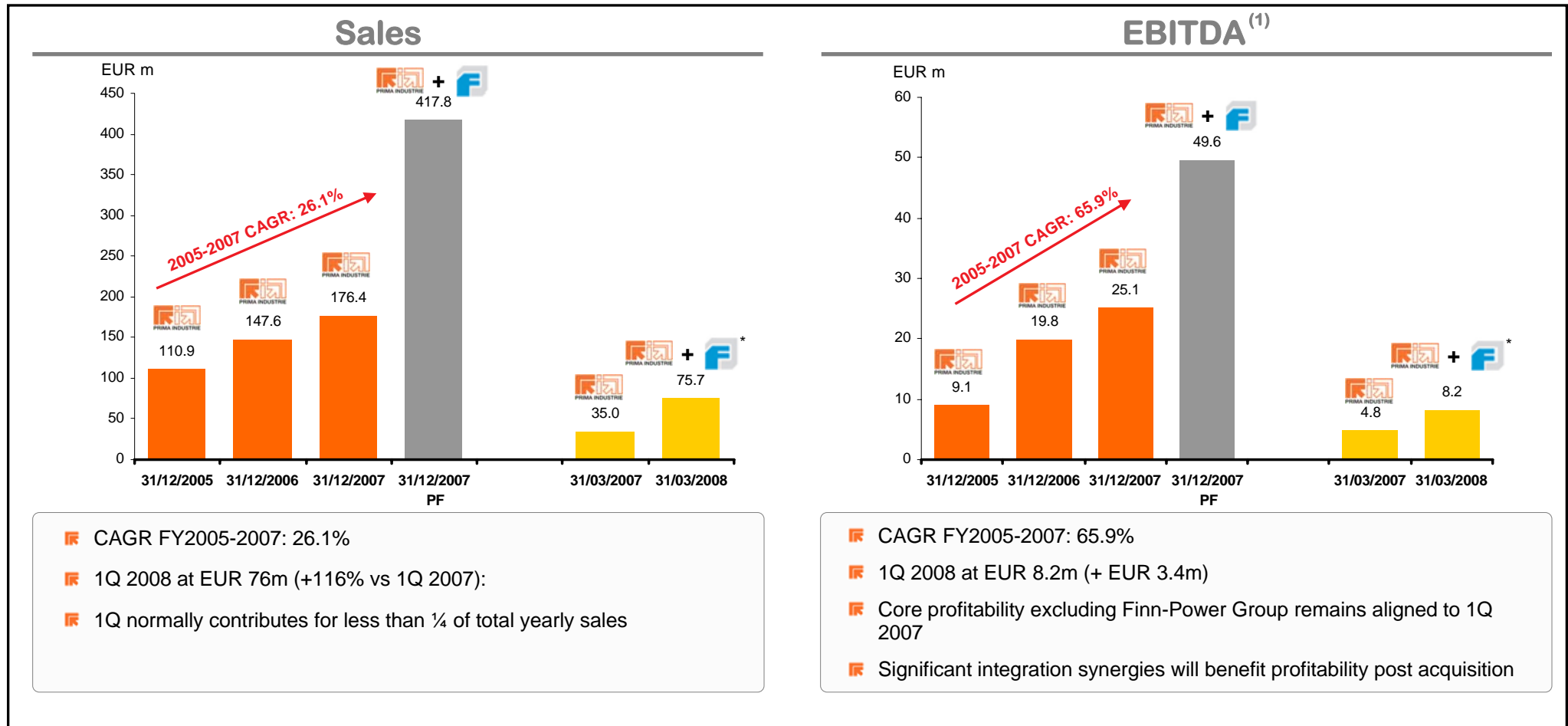
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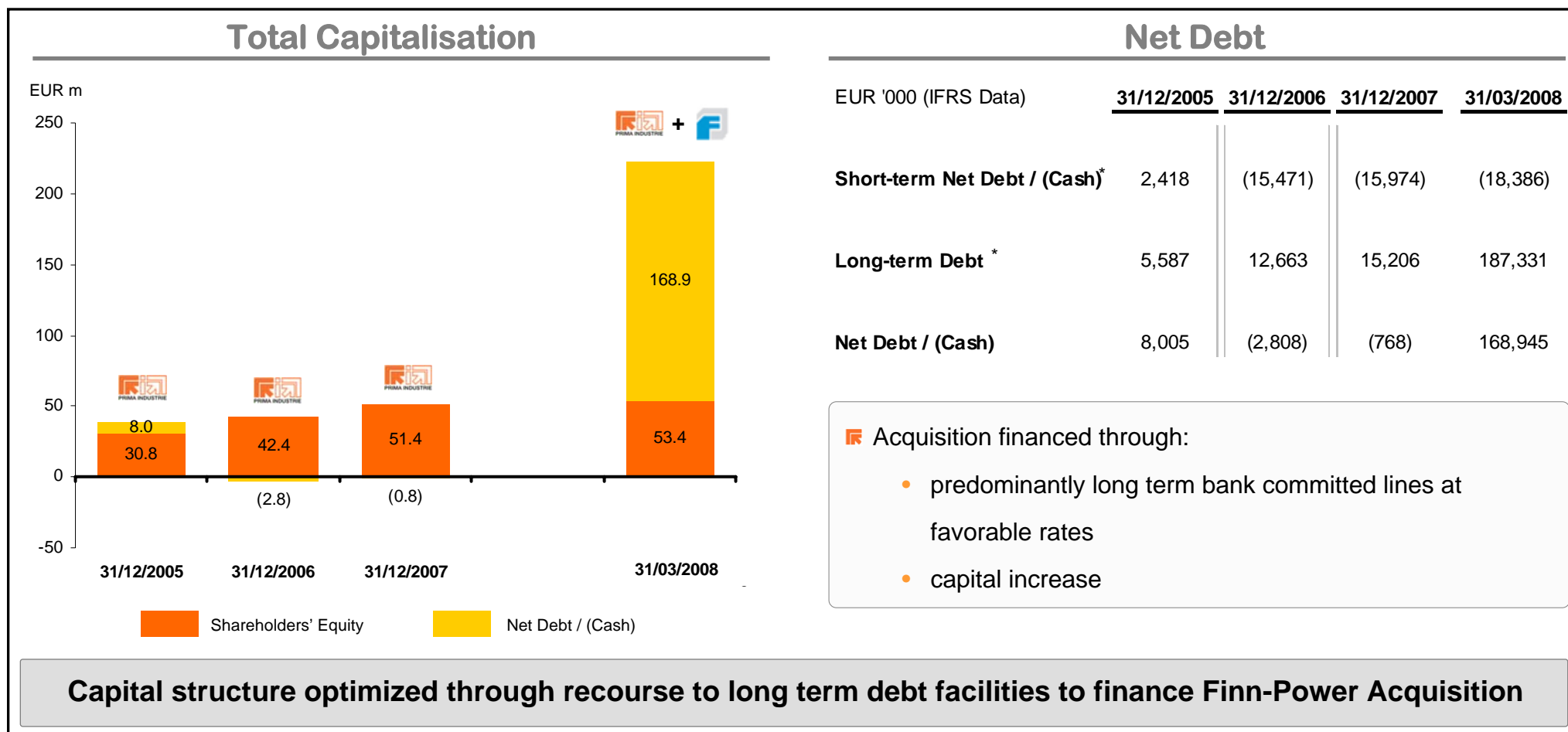


Growth and Profitability



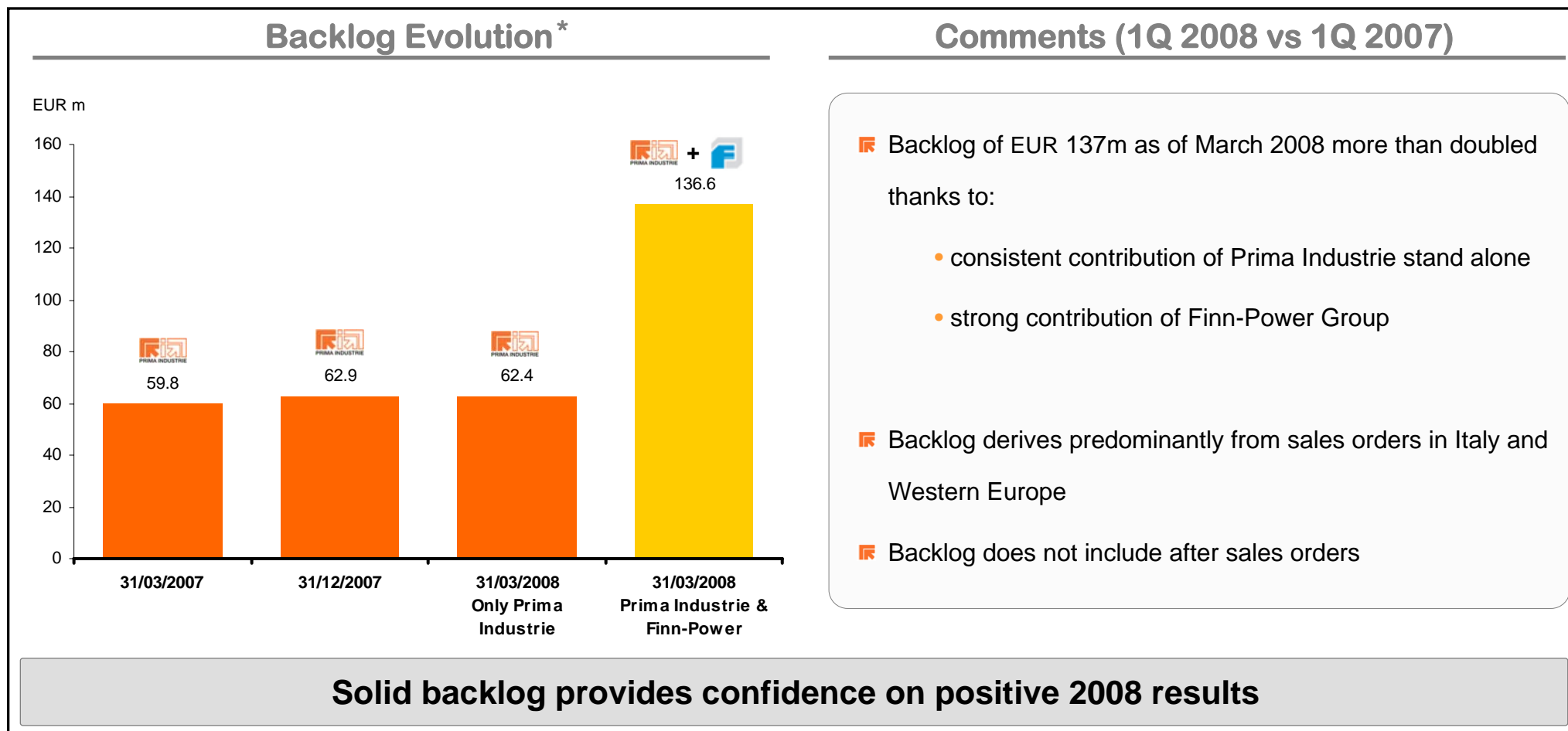


Capital Structure





Backlog as of 31st March 2008





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Transaction Summary

| | |
|---------------------------|---|
| Issuer | Prima Industrie SpA |
| Shares Offered | 1.800.000 ordinary shares |
| Subscription Ratio | 9 new ordinary shares offered every 23 ordinary shares held |
| Amount | <ul style="list-style-type: none">Approx. € 25.7 mlno/w € 10.1 mln underwritten by “Core Shareholders”¹⁾the remaining part of the rights issue will be guaranteed by UniCredit and Banca IMI |
| Issue Price | € 14.25 per share |
| Lead Managers | UniCredit, Banca IMI |




Timetable


 23 June

 Start of exercise period and rights trading period


 4 July

 Last day of rights trading

 11 July

 End of exercise period

 Within a month

 Auction of any unexercised rights



Q&A and Contacts

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Summary Income Statement

| EUR '000 (IFRS Data) | <u>31/12/2005</u> | <u>31/12/2006</u> | <u>31/12/2007</u> | <u>31/12/2007 PF</u> | <u>31/03/2007</u> | <u>31/03/2008*</u> |
|----------------------------------|-------------------|-------------------|-------------------|----------------------|-------------------|--------------------|
| Net Sales | 110,885 | 147,569 | 176,391 | 417,767 | 35,026 | 75,706 |
| <i>Y-o-Y Growth</i> | - | 33.1% | 19.5% | 183.1% | - | 116.1% |
| EBITDA | 9,125 | 19,797 | 25,108 | 49,648 | 4,824 | 8,220 |
| <i>EBITDA Margin</i> | 8.2% | 13.4% | 14.2% | 11.9% | 13.8% | 10.9% |
| EBIT | 7,917 | 18,467 | 23,584 | 41,686 | 4,498 | 7,210 |
| <i>EBIT Margin</i> | 7.1% | 12.5% | 13.4% | 10.0% | 12.8% | 9.5% |
| Profit/ (Loss) before Tax | 7,113 | 17,577 | 22,901 | 31,495 | 4,096 | 4,459 |
| - Taxes | (2,005) | (3,857) | (9,154) | (8,865) | (1,960) | (1,103) |
| - Tax Rate | -28.2% | -21.9% | -40.0% | -28.1% | -47.9% | -24.7% |
| Net Income | 5,108 | 13,720 | 13,747 | 22,630 | 2,136 | 3,356 |
| <i>Net Income Margin</i> | 4.6% | 9.3% | 7.8% | 5.4% | 6.1% | 4.4% |
| Earning per share - EUR | 1.11 | 2.98 | 2.99 | 4.92 | 0.46 | 0.73 |



Summary Balance Sheet

| EUR '000 (IFRS Data) | 31/12/2005 | 31/12/2006 | 31/12/2007 | 31/03/2008 |
|-----------------------------------|---------------|----------------|---------------|----------------|
| Fixed Assets | 10,650 | 11,796 | 21,049 | 178,059 |
| -Property, plant and equipment | 5,778 | 6,427 | 10,166 | 31,677 |
| -Intangible Assets | 2,739 | 2,511 | 6,713 | 142,066 |
| -Investments | 2,133 | 2,858 | 4,170 | 4,316 |
| Net Working Capital | 36,936 | 38,043 | 42,699 | 62,292 |
| Provisions | 8,742 | 10,288 | 13,075 | 17,998 |
| -Provisions for employee benefits | 4,937 | 5,544 | 7,561 | 8,739 |
| -Other funds | 3,805 | 4,744 | 5,514 | 9,259 |
| Shareholders' Equity | 30,839 | 42,359 | 51,441 | 53,408 |
| Net Debt / (Cash) | 8,005 | (2,808) | (768) | 168,945 |



Summary Cash Flow

| EUR '000 (IFRS Data) | <u>31/12/2005</u> | <u>31/12/2006</u> | <u>31/12/2007</u> | <u>31/03/2008</u> |
|--|-------------------|-------------------|-------------------|-------------------|
| Cash Flows from Operating Activities | 9,838 | 15,393 | 13,634 | 8,897 |
| Cash Flows from Investing Activities | (2,246) | (1,759) | (9,823) | (91,221) |
| Cash Flows from Financing Activities | (2,545) | (4,426) | (2,963) | 92,773 |
| Increase/(Decrease) in Cash and Cash Equiv. | 5,047 | 9,208 | 848 | 10,449 |