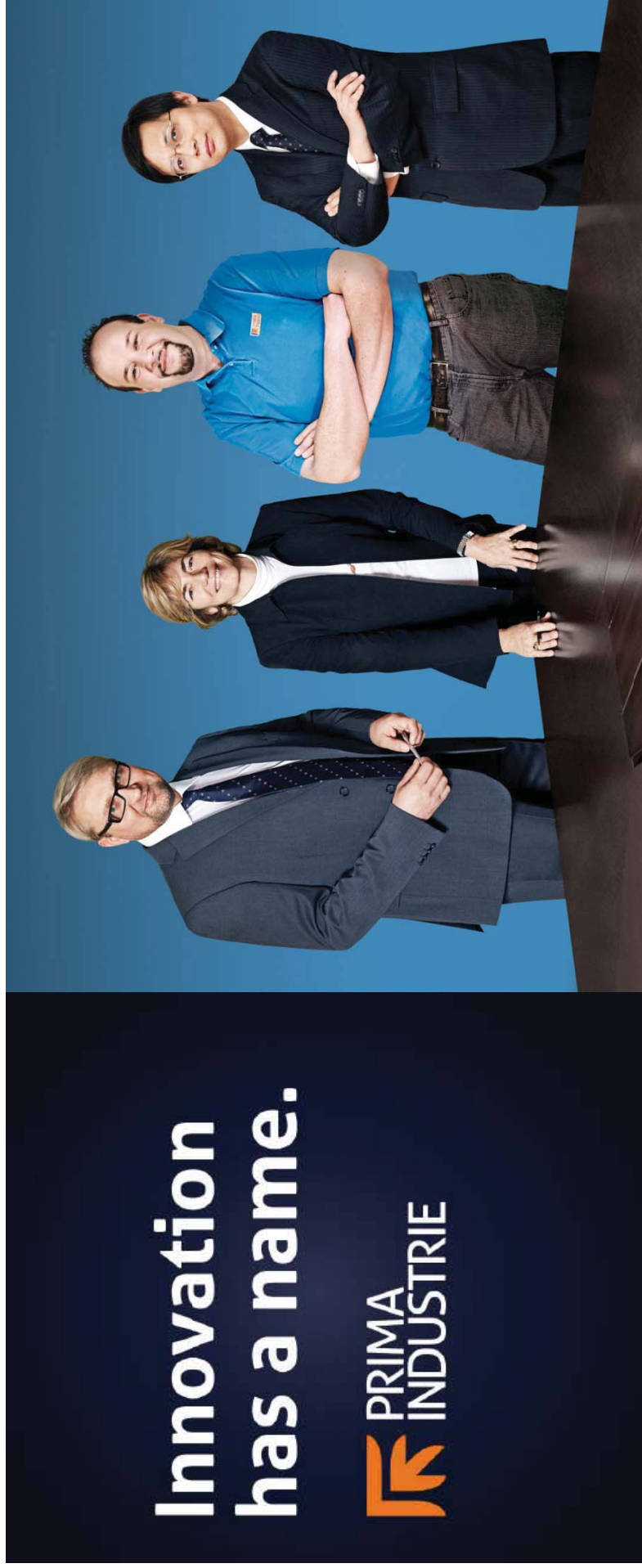




**Innovation
has a name.**



STAR CONFERENCE 2015

Milan, March 24th, 2015





Our Group: business sectors



Machinery Division

- Laser and sheet metal fabrication machinery:
- 2D and 3D laser cutting, welding and drilling,
 - punching,
 - combined punching/laser or punching/shearing,
 - bending,
 - automation and FMS.

Turnover 2014
Euro 312 million

Electronics & laser technologies

- Industrial electronics (power and control electronics, numerical controls).
High power CO₂ and Nd:YAG laser sources for industrial applications.

Turnover 2014
Euro 53 million



Industrial footprint





Sales & service footprint: EMEA

RECENT EVENTS

Tech Days - Kauhava (Finland)

March 2014



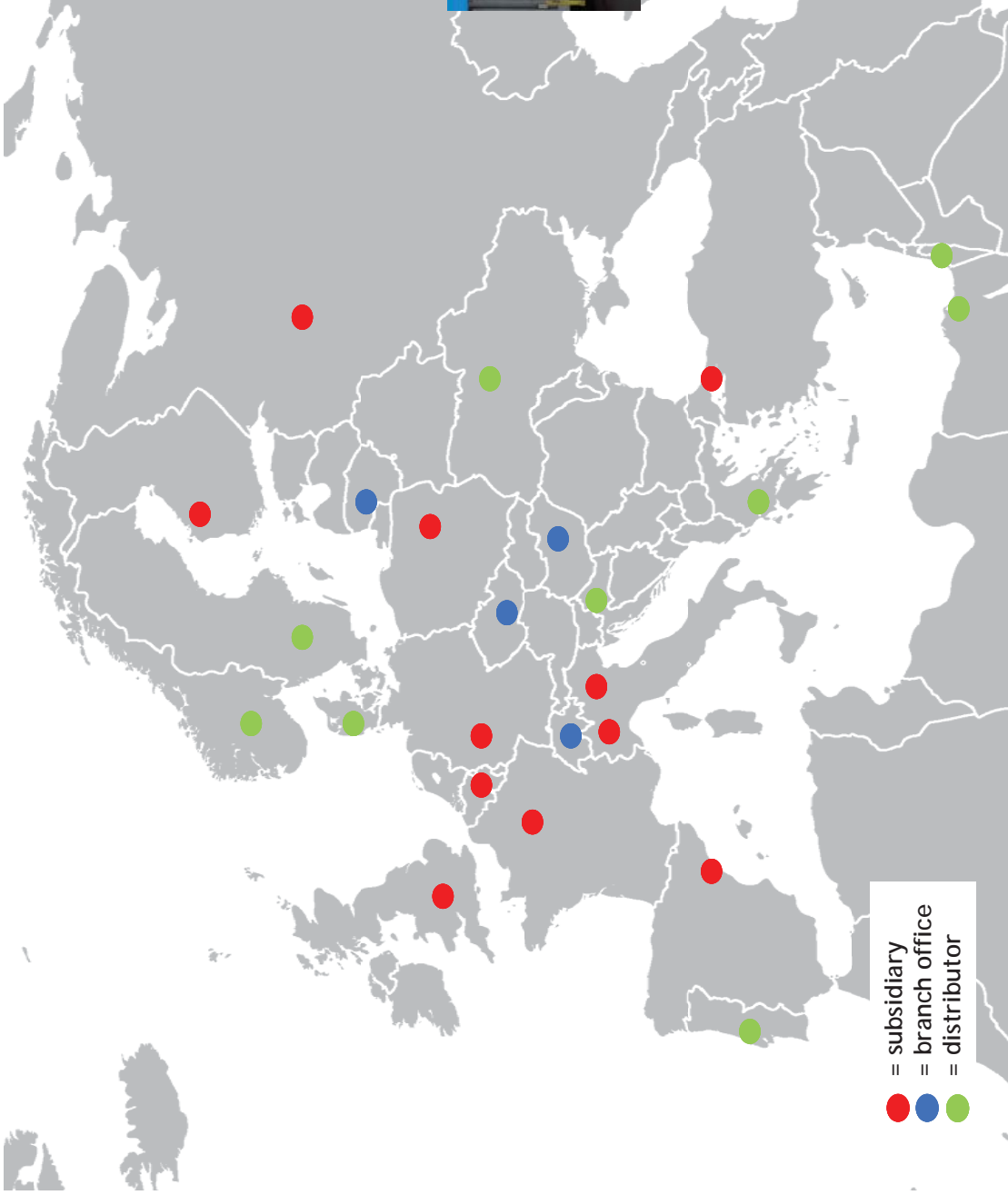
What's Next - Collegno (Italy)

October 2014



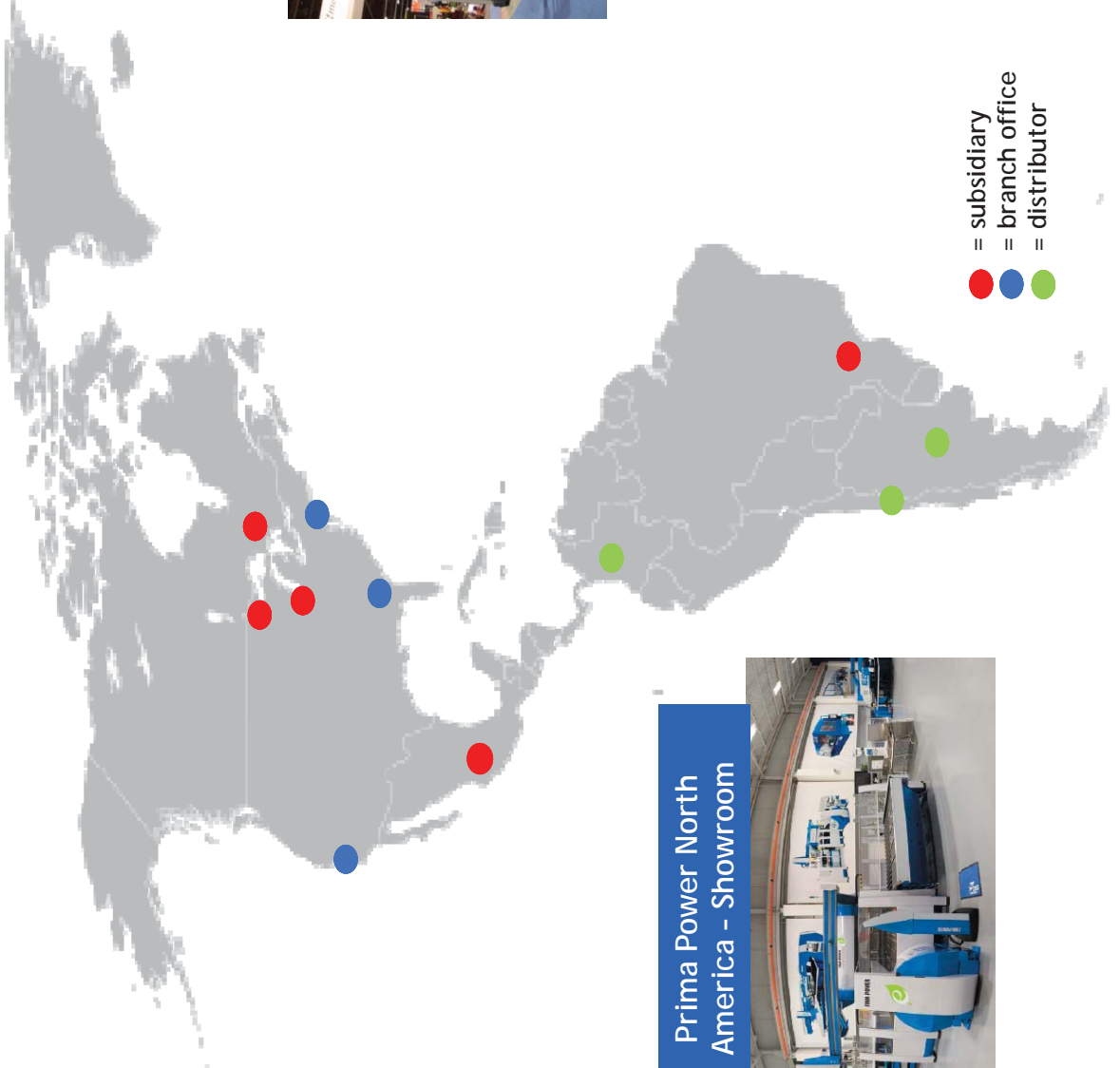
Euroblech - Hannover (Germany)

November 2014





Sales & service footprint: AMERICAS



Prima Power North America - Showroom



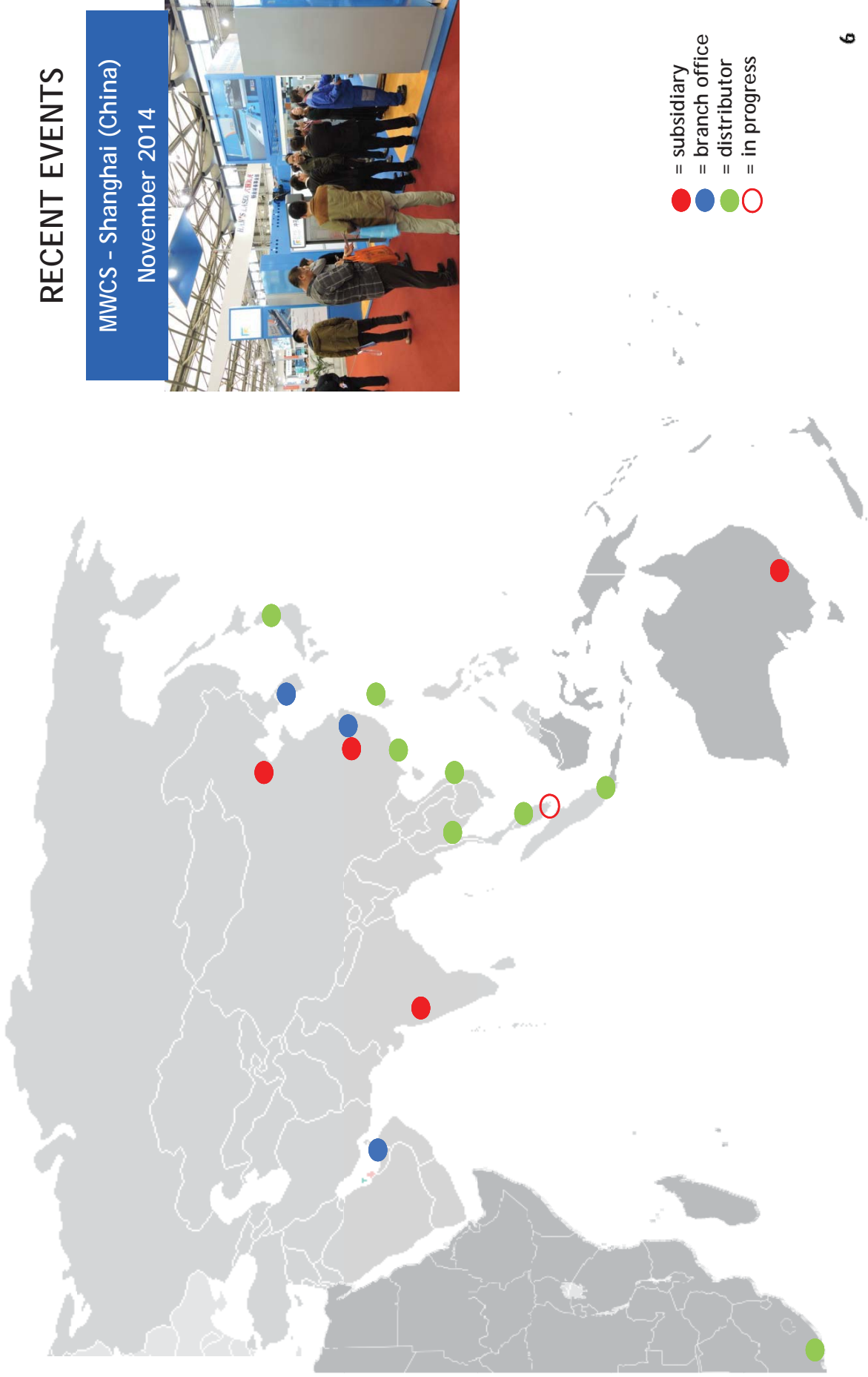
RECENT EVENTS

Fabtech - Atlanta (USA)
November 2014



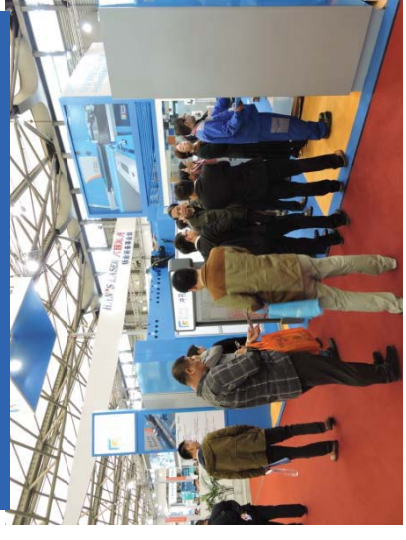


Sales & service footprint: APAC



RECENT EVENTS

MWCS - Shanghai (China)
November 2014



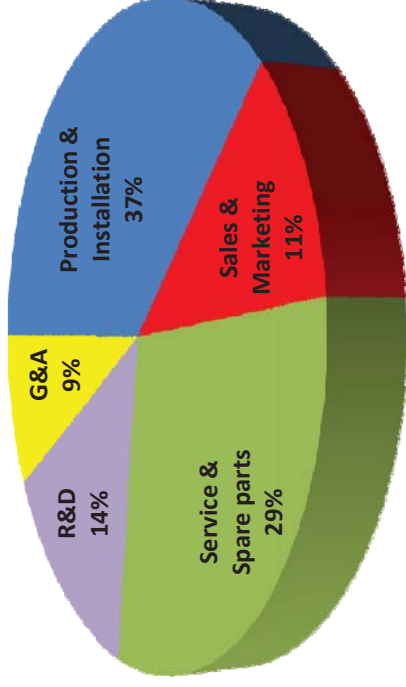


Our People

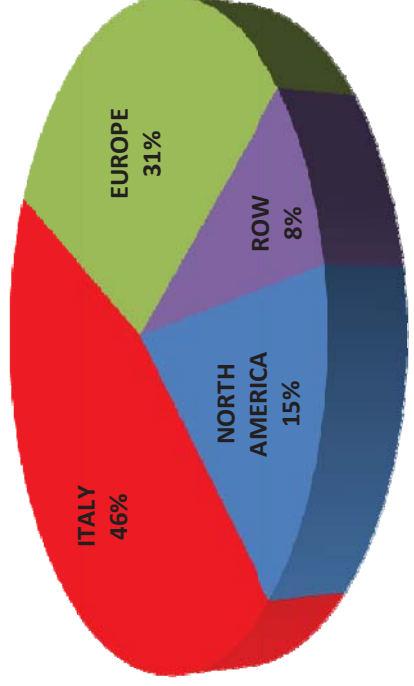


1,579 Employees worldwide

Breakdown by function at 31/12/2014

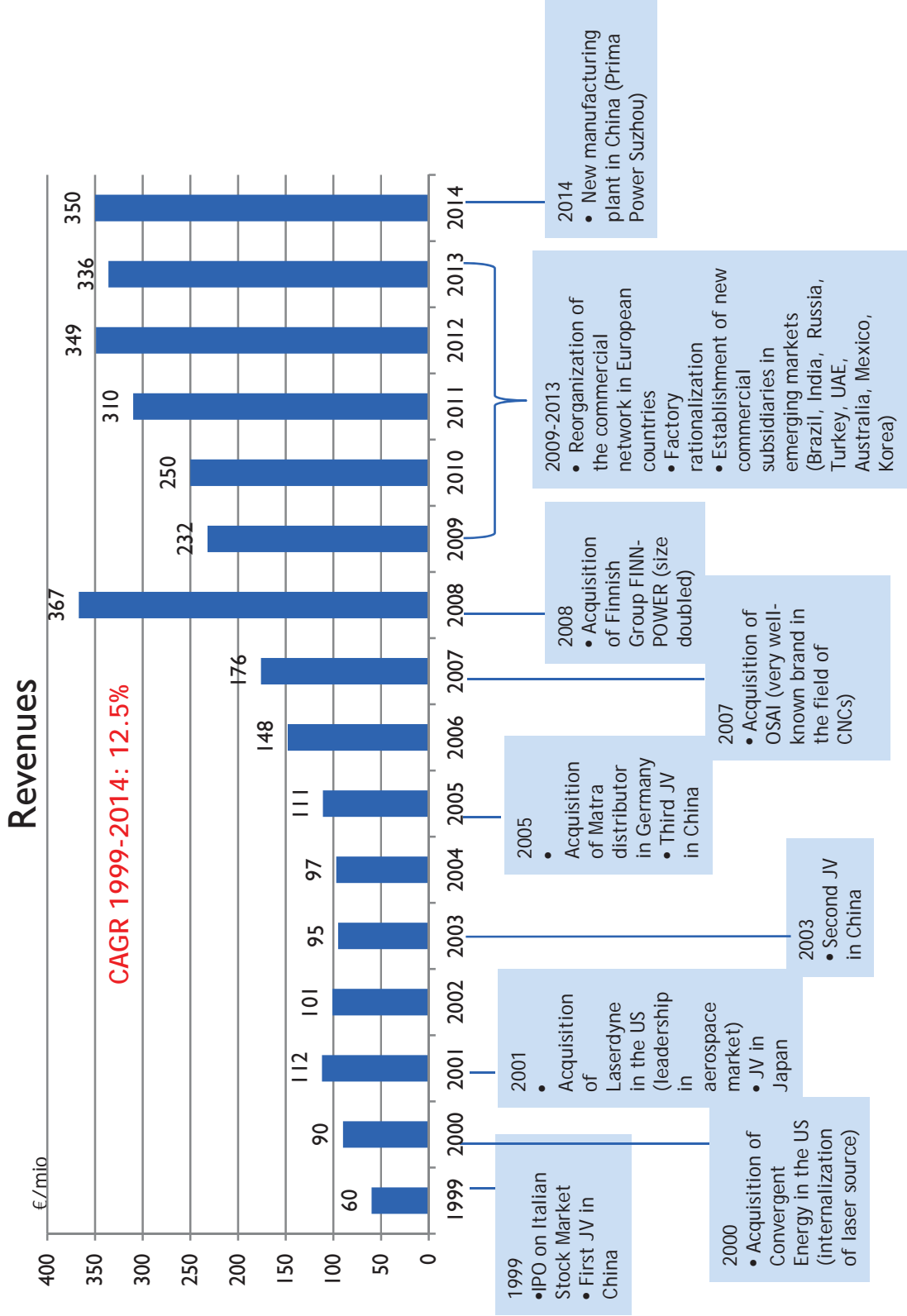


Breakdown by geographic area at 31/12/2014



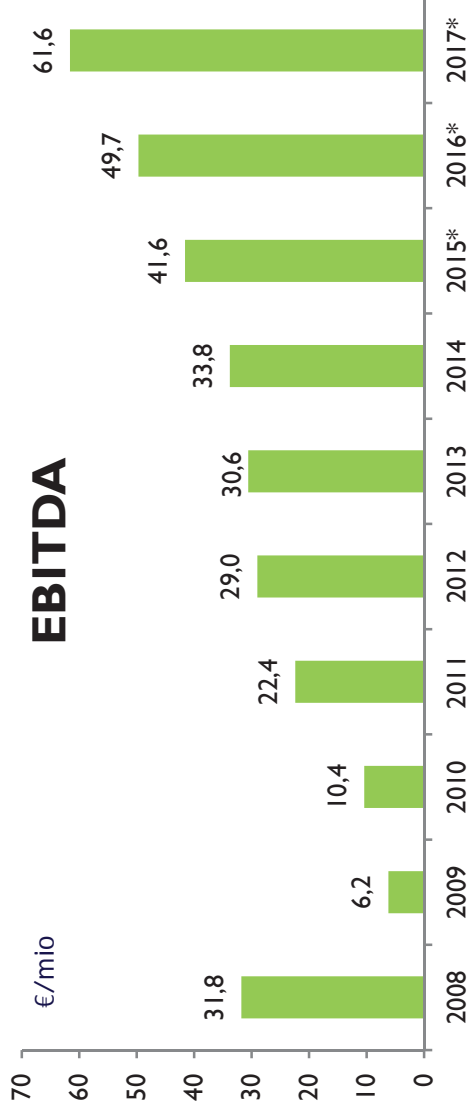
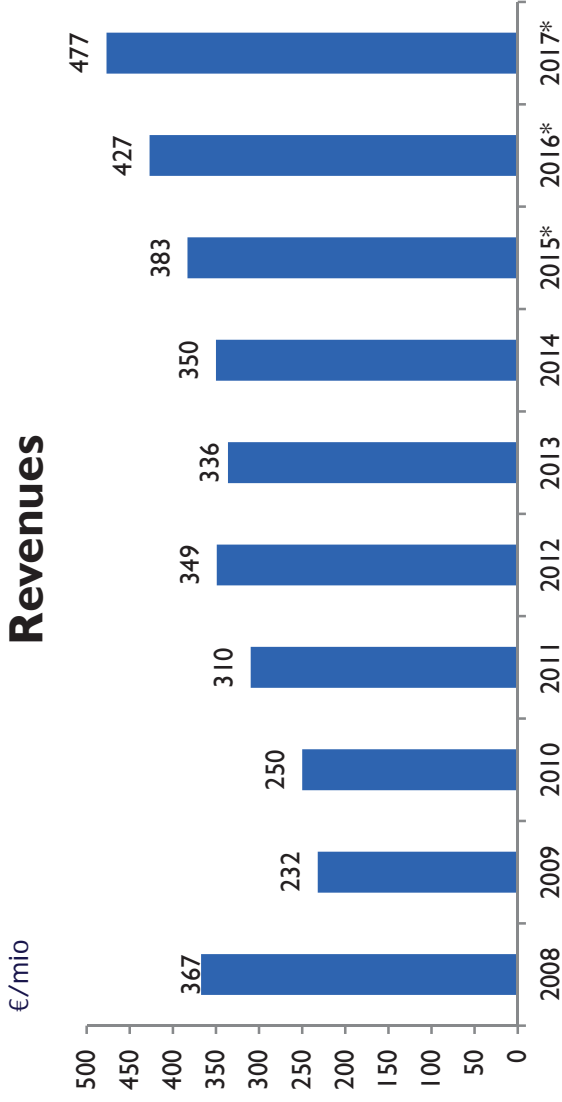


A history of growth





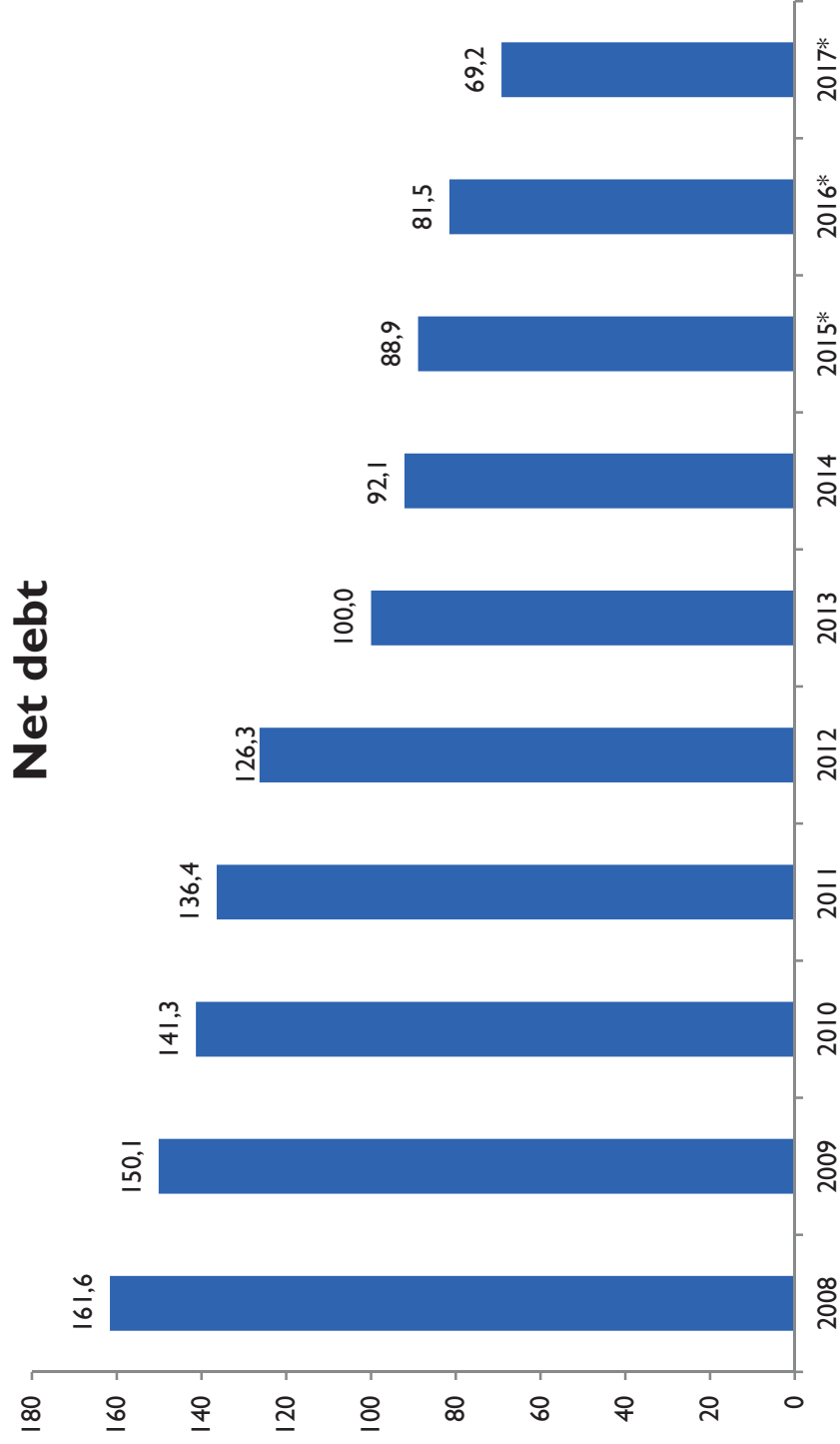
Economic trends



* = according to analysts' consensus :



Net financial position trend



* = according to analysts' consensus :



New financing & reimbursement planning

<u>FINPOLAR</u>	4-feb-15	4-feb-16	Dec - 15	2016	2017	2018	2019	2020	2021	Feb - 22	TOTAL
TRANCHE A Amortizing	-4,4										
TRANCHE B Bullet		-64,1								40	40,0 Bond (bullet)
			3,5	6,6	6,6	6,6	6,6	6,6	3,5		40,0 It CD Amortizing
TRANCHE D Overdraft		-20,0					20				20,0 It CD Revolving
TOTAL	-4,4	-84,1	3,5	6,6	6,6	6,6	26,6	6,6	3,5	40,0	100,0

Paid cash

Increase in sources 15.9 M€

As of today fully repaid
by means of the new financial sources



Reference markets

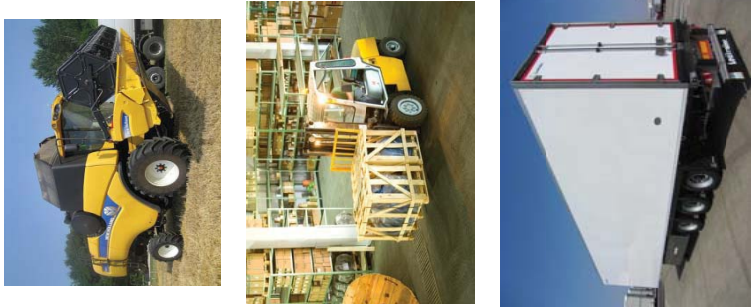
AUTOMOTIVE



WHITE GOODS & HVAC



YELLOW GOODS & TRAILERS



AEROSPACE & ENERGY



ELECTRICAL CABINETS/ TELLING & VENDING MACHINES

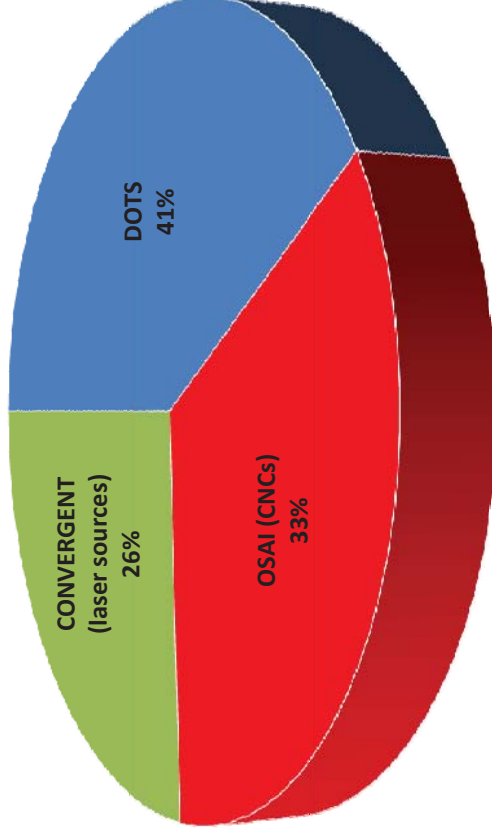
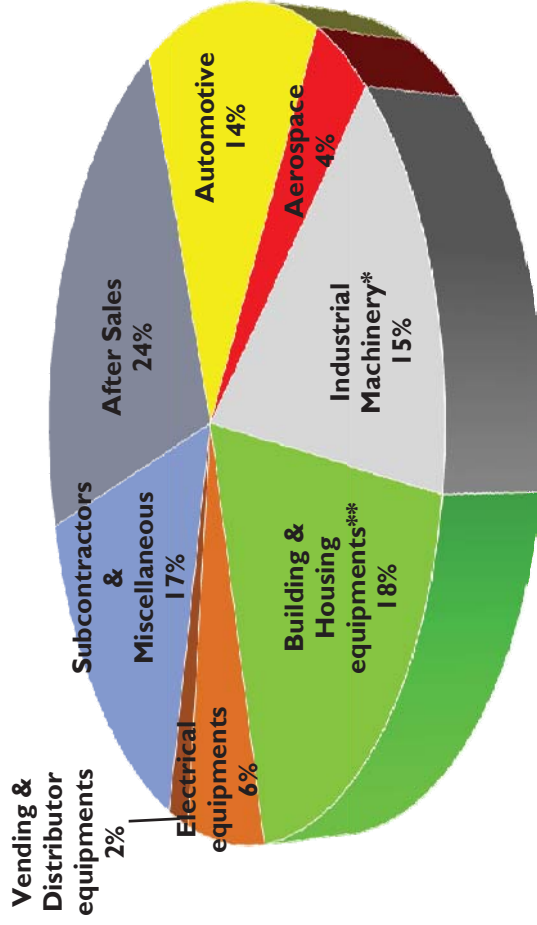




Reference markets



Revenues at 31/12/14

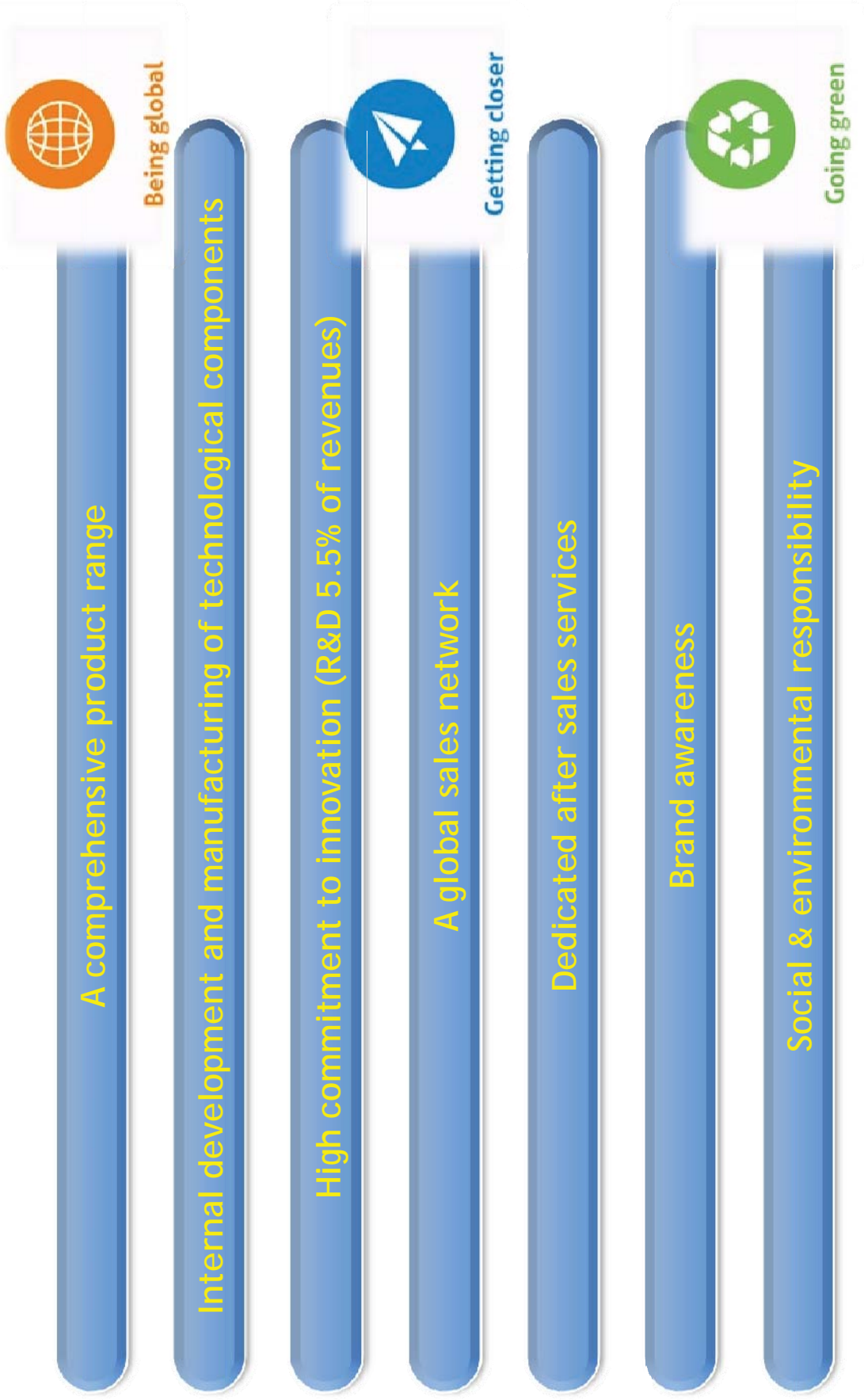


*= including agricultural, construction & industrial machinery

** = including HVAC, elevators, furniture & home appliances



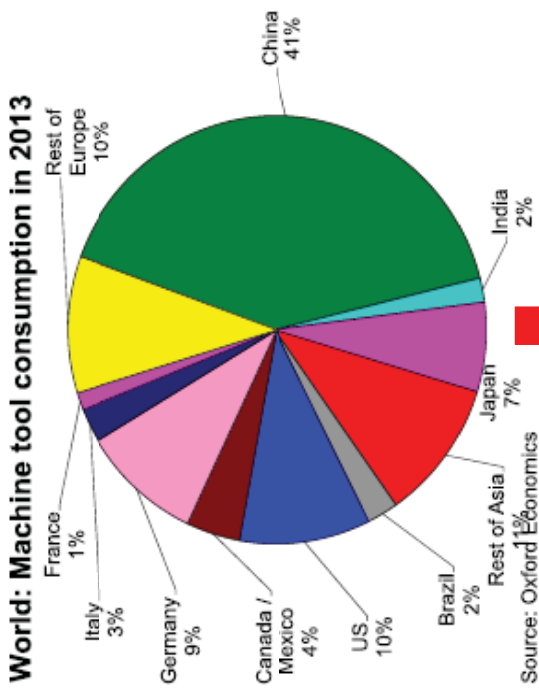
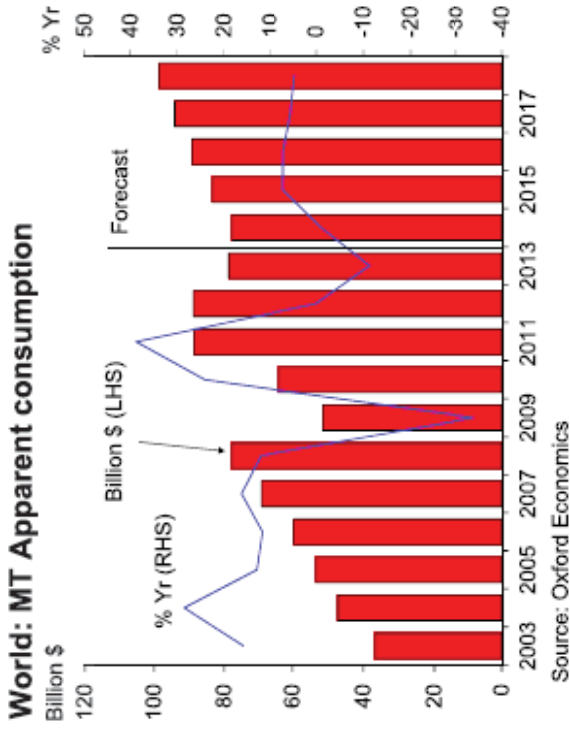
Our Key Success Factors





Market trends: machine tool market -

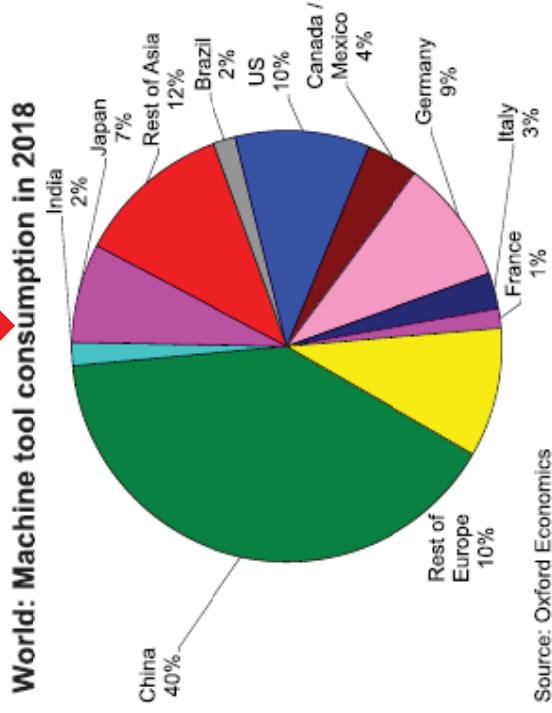
by Oxford Economics (Autumn 2014)



Machine Tool Consumption - % change
(local currency)

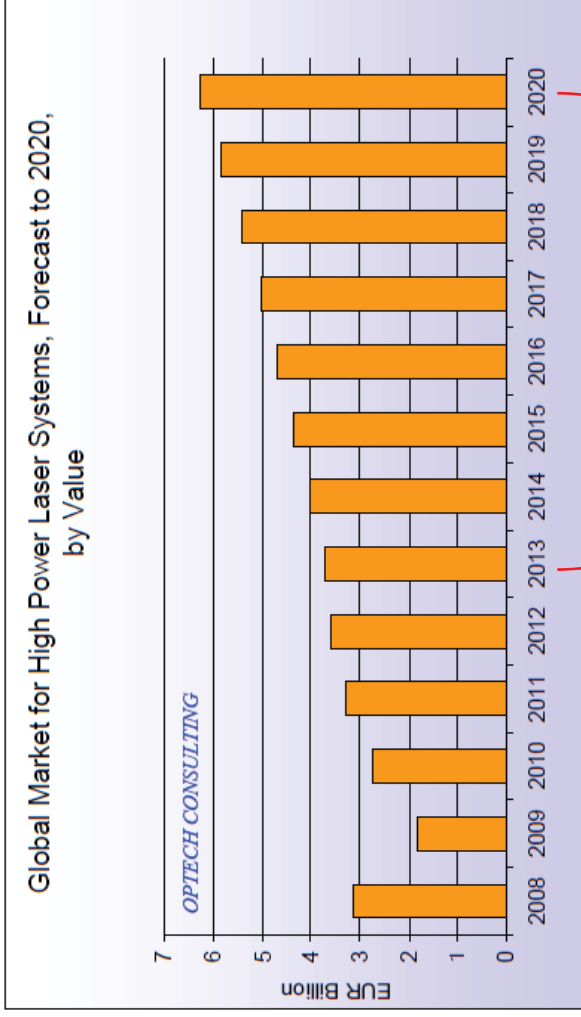
	2013	2014	2015	2016	2017	2018
Europe	4.2	3.9	3.4	5.9	5.8	4.6
Americas	-1.9	-1.1	4.8	5.2	3.8	2.6
Asia	-17.0	-2.0	9.0	8.2	6.1	5.4
WORLD	-10.6	-0.6	7.3	7.3	5.8	4.9
PRIMA INDUSTRIE	-3.9	4.4				

World average growth rate 2015-2018: approx. 6.3%

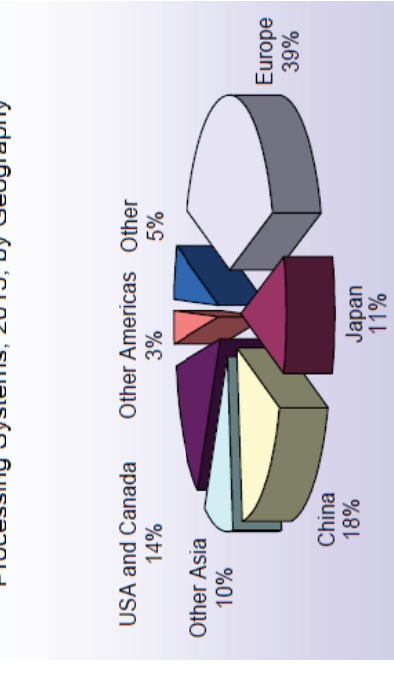




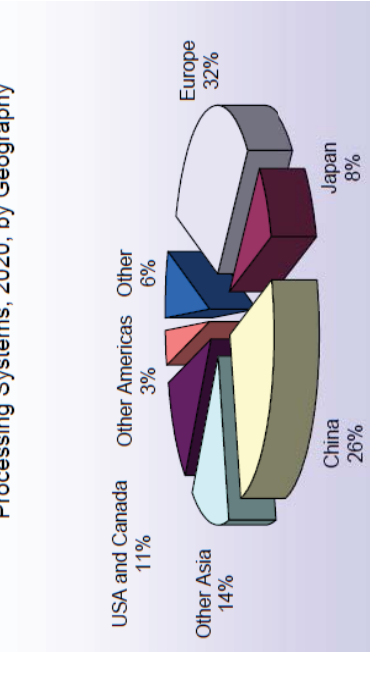
Market trends: laser systems market - by Optech Consulting (January 2014)



Global Market for High Power Laser Materials Processing Systems, 2013, by Geography



Global Market for High Power Laser Materials Processing Systems, 2020, by Geography



Global market and forecast for high power laser systems by application (by value)

By Value	Global Market (EUR Million)				CAGR (%)	
	2013	2016	2020	2013 - 2016	2016 - 2020	
Cutting	2408	3014	3965	7.8	7.1	
Welding and Brazing	1249	1605	2231	8.7	8.6	
Surface Treatment and Other	50	63	86	8.3	8.1	
Total	3707	4682	6282	8.1	7.6	



Market trends: Prima outlook - assumptions

INERTIAL GROWTH LEAD BY THE MARKET:

- Assumption of the external researches' expectations for the coming years, which indicate a growth by:
 - 6.3% average for machine tool world market (2015-2018)
 - 7.8% cagr (2013-2020) for high power laser systems

NEW GROWTH ENGINES:

- Additional revenues & profitability coming from the new manufacturing unit in China (Prima Power Suzhou)
- Exploitation of the recently established subsidiaries in high growth markets (Brazil, Turkey, Russia, Mexico, India, Australia)
- Establishment of a new commercial subsidiary in South East Asia
- Significant pipeline of new products



Analysts' consensus

	2015				2016				2017			
	B. IMI	B. Akros	UBI banca	consensus	B. IMI	B. Akros	UBI banca	consensus	B. IMI	B. Akros	UBI banca	consensus
REVENUES	385,0	384,0	380,9	383,3	435,0	421,0	425,5	427,2	478,6	na	475,5	477,1
EBITDA	42,1	41,0	41,6	41,6	50,2	48,0	50,9	49,7	58,1	na	65,0	61,6
NET RESULT	15,2	12,0	14,3	13,8	19,7	16,0	20,6	18,8	23,5	na	30,2	26,9
NFP	90,4	90,0	86,4	88,9	82,7	82,0	79,8	81,5	71,1	na	67,3	69,2

CAGR 2015-2017 consensus: 11.6%



BANCA IMI



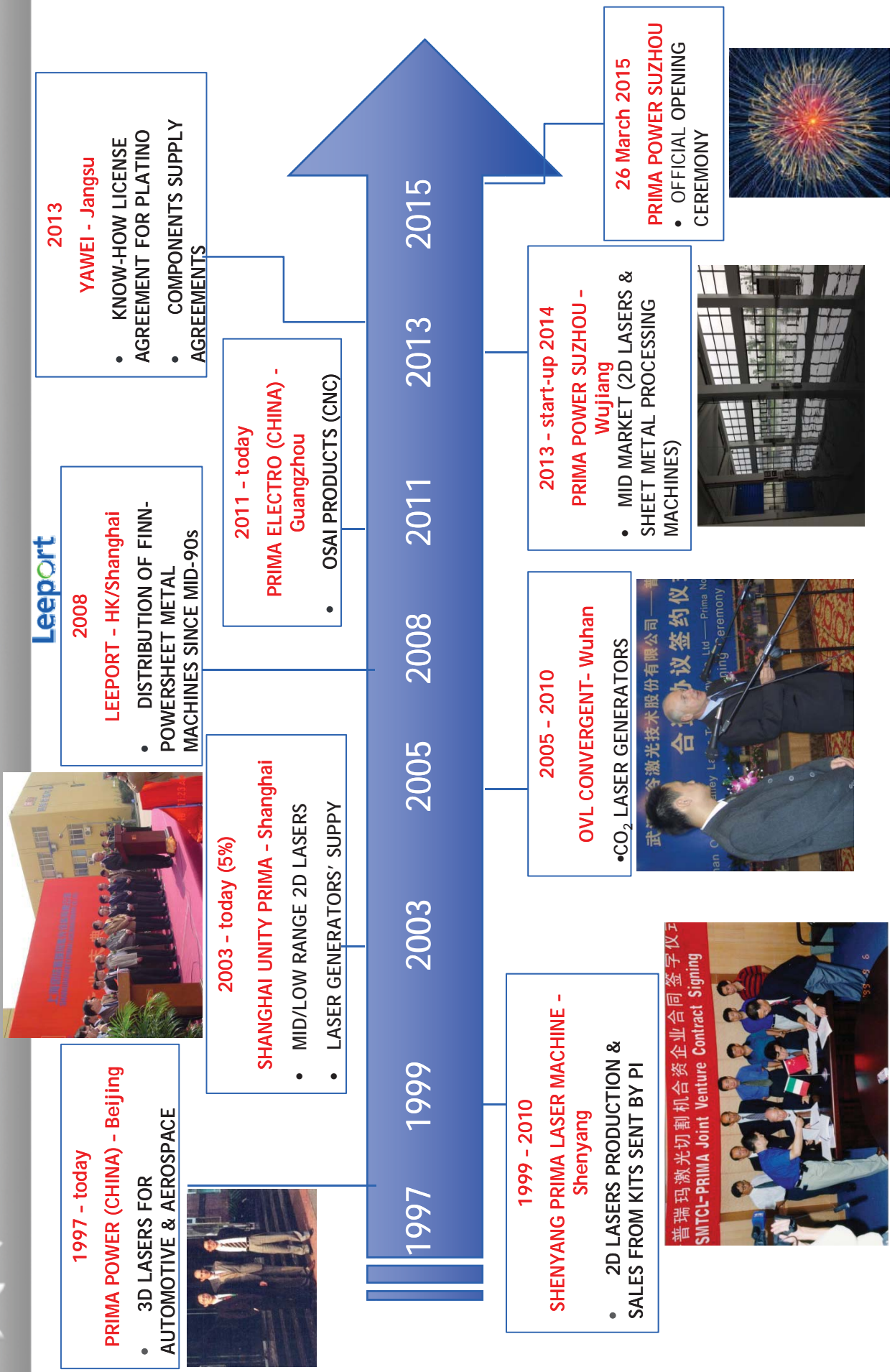
Banca Akros
Gruppo Espinosa



UBI Banca

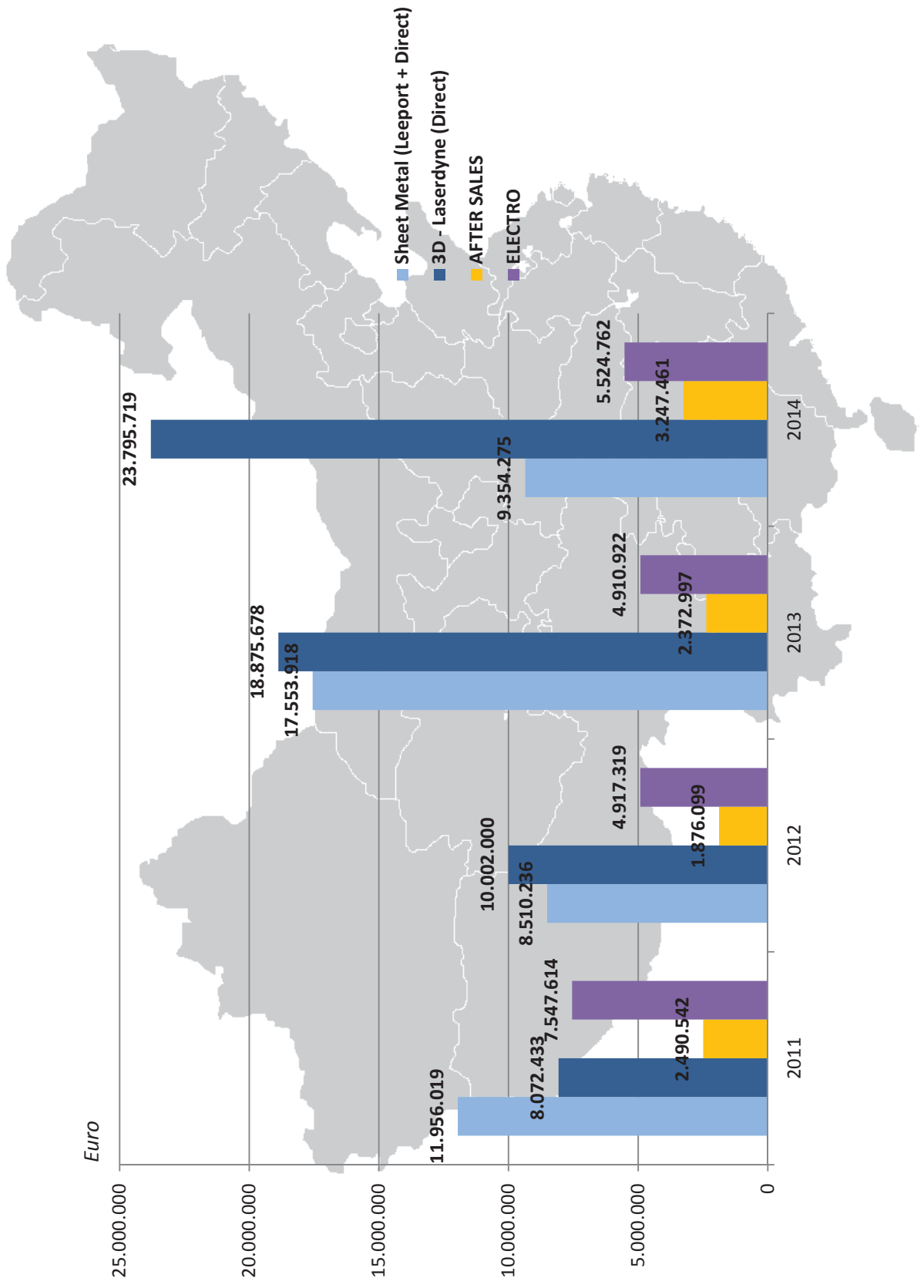


Prima Group in China - history





Prima Group Revenues in China





Structure of Chinese machine tool market

3D LASERS
FOR AUTOMOTIVE
& AEROSPACE



**Prima
Power**

PRIMA POWER CHINA
• BEIJING
• SHANGHAI



RapidLo®



Lasergyne®



Optimo®

The "diamond" structure

Leepport

LEEPORT LTD.
• HONG KONG

HIGH RANGE
SHEET METAL
FABRICATION



SGe



BCE



Systems

TOP RANGE

IMPORTS

MID
MARKET

PP Suzhou

BOTTOM-END

From Italy &
Finland

From Italy & USA

CHINESE PLAYERS

MID RANGE



Platino and "888"
(CO2 & Fiber)



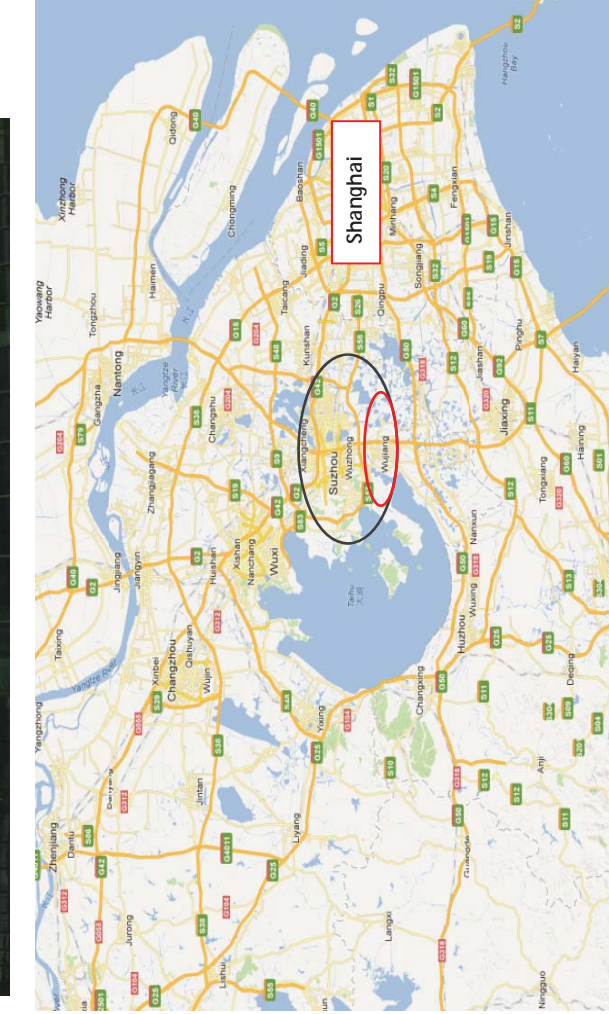
E5X; E6X



eBrake



Prima Power Suzhou Manufacturing Unit





Prima Power Suzhou Business Model

From Finland:

Turret



CNC



From Italy:

Head



CNC

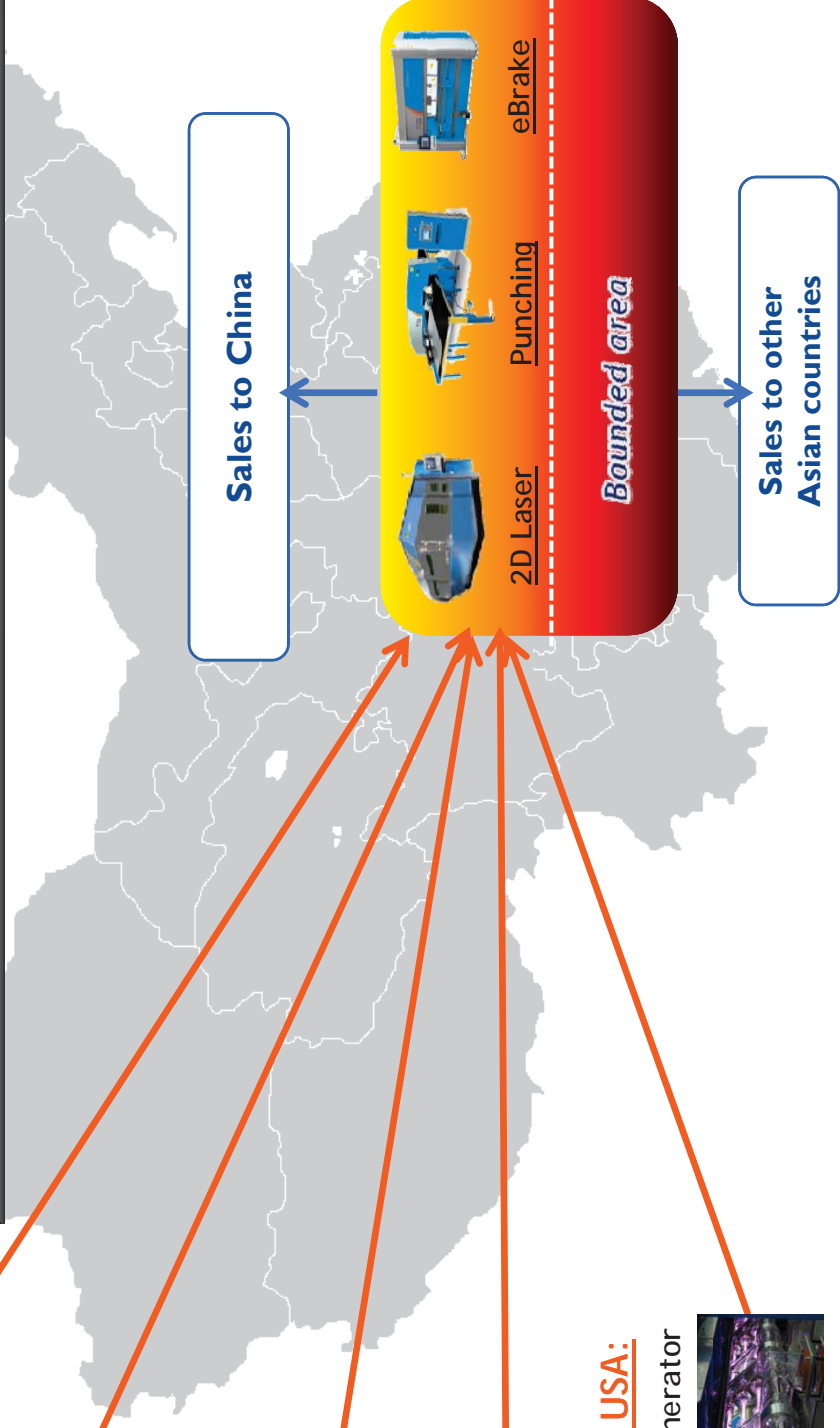


From USA:

Laser generator



- Import of technological components from Europe & the US
- Local assembly using Chinese workforce and local suppliers of non-technological components
- Cost reduction of 20%
- Sale to final customers through newly set up commercial network





Financial statements as at Dec. 31, 2014

BALANCE SHEET

(figures in Euro thousand)	31/12/2014	31/12/2013
Tangible assets	26,912	24,201
Intangible assets	155,552	151,572
Other non current assets	10,943	8,070
Non current assets held for sale	284	1,484
NON CURRENT ASSETS	193,691	185,327
Inventory	77,504	66,214
Trade receivables (net of down payments)	68,730	65,253
Trade payables	(77,594)	(68,118)
Other current assets	12,895	10,214
Other liabilities	(53,747)	(45,136)
Employee's severance indemnity	(8,682)	(7,732)
NET WORKING CAPITAL	19,106	20,695
NET DEBT	92,089	99,961
NET EQUITY	120,708	106,061



Financial statements as at Dec. 31, 2014

PROFIT & LOSS

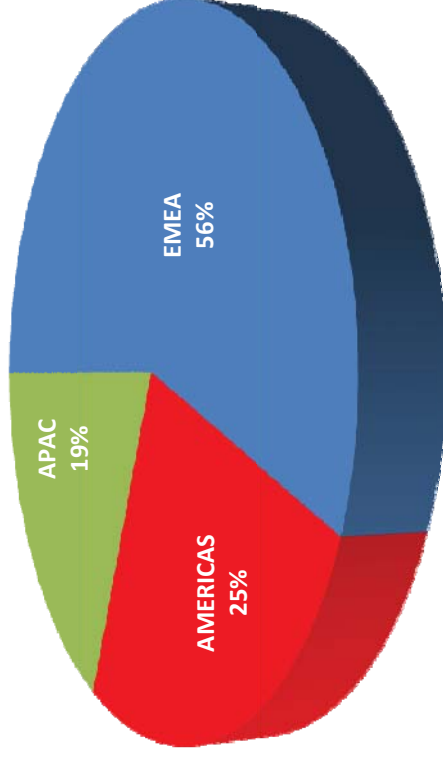
	31/12/2014	31/12/2013
(figures in Euro thousand)		
SALES	350,464	335,841
VALUE OF PRODUCTION	372,410	341,873
EBITDA	33,780	30,567
% on sales	9.6%	9.1%
EBIT	22,299	18,681
% on sales	6.4%	5.6%
EBT	14,842	8,842
% on sales	4.2%	2.6%
NET INCOME	9,389	5,358
% on sales	2.7%	1.6%



Geographic trends

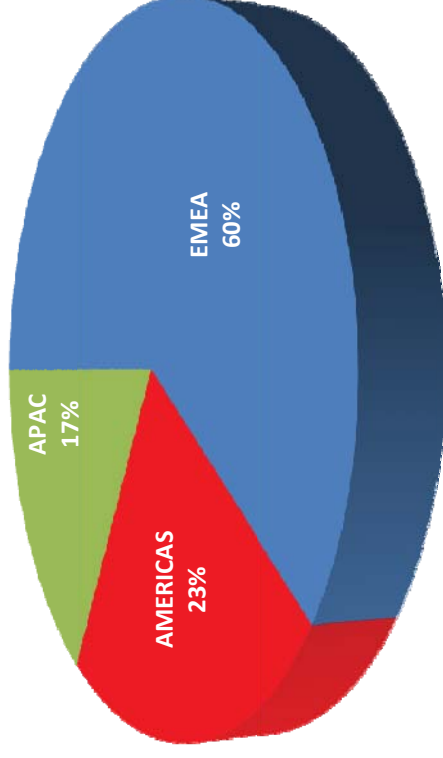
Revenues breakdown

31/12/2013



Total revenues: 335,841 k€

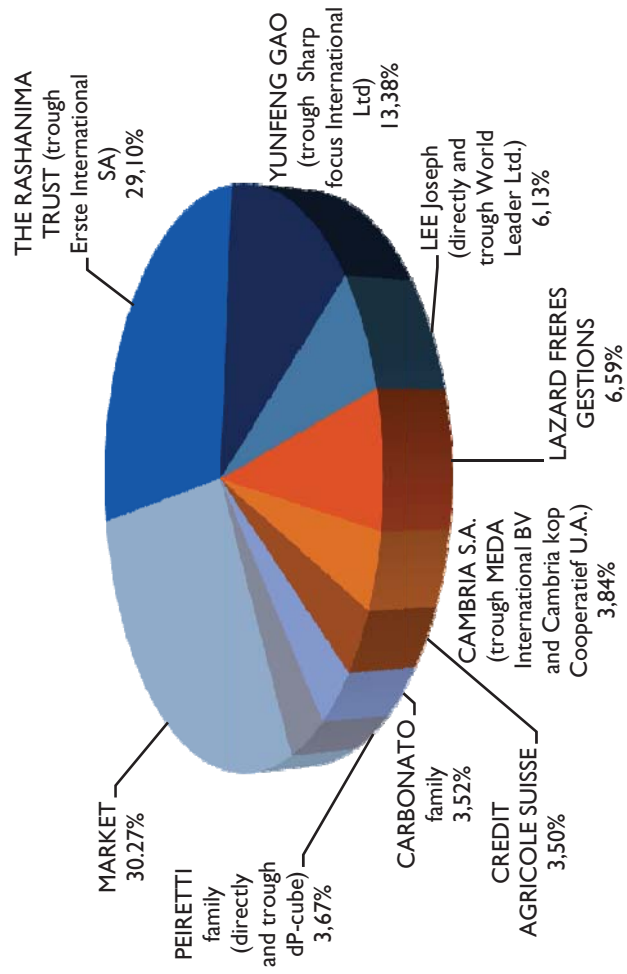
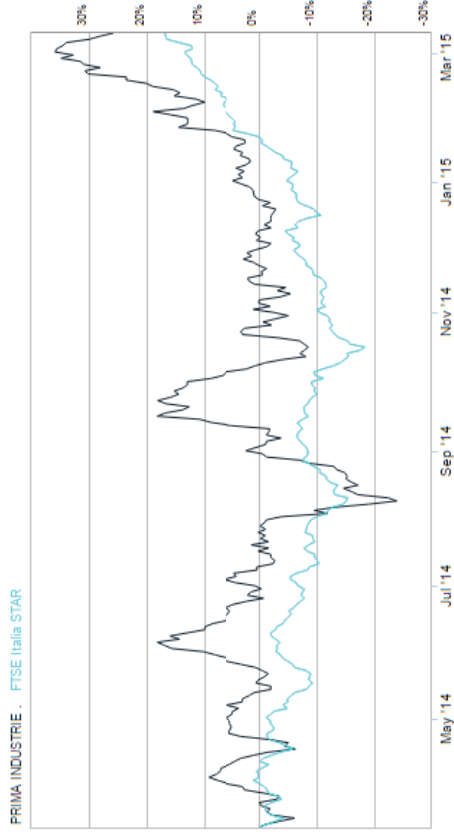
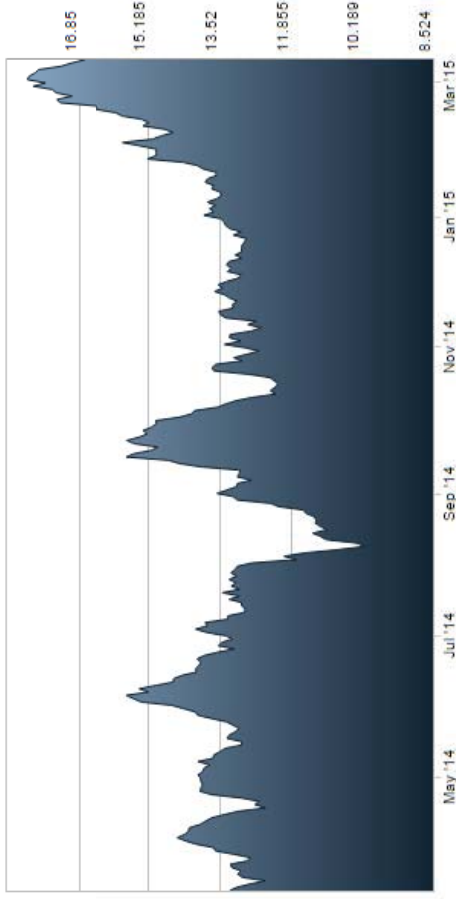
31/12/2014



Total revenues: 350,464 k€



Stock price trend & shareholders





Prima Power: product range

- The Punch
- The Laser
- The Bend
- The Combi
- The System
- The Software



The Punch



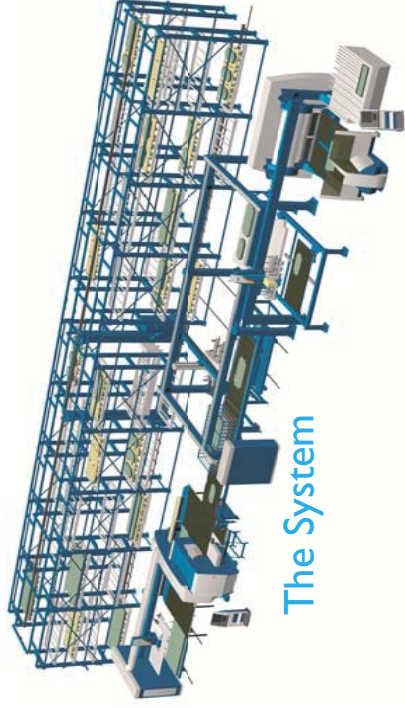
The Laser



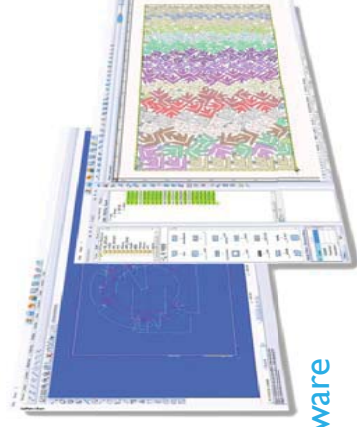
The Bend



The Combi



The System



The Software



Prima Power - selected customers





Prima Power - selected customers



STILL **Linde** **TORO**
NISSAN FORKLIFT
Jurop



Electrolux **Whirlpool** **GRUPPO MAGGIORI** **WOLF**
HAAKON INDUSTRIES **VIEŠMANN** **Halton**
Miele **HUSKVARNA** **imperial**
KESSEBÖHMER **NOVENCO** **KUJA**
ARISTON **systemair**
Dantherm **Filtration**

Miscellanea

Dedicated to People flow **KONE** **Schindler**
OTIS **BRP**
infrico **IDE Technologies Ltd.**
SIGNATURE **ABLOY** **hojzen signs**
ØGLEND SYSTEM **DLoco**

Contract manufacturing

EATON **IDEAS EN METAL**
MECANOVA **lars höglund ab**
Nu-Way Industries, Inc. **METALISSET GROUP**
ALFOM GROUP **LASERLAN**
Hioso Grupsa Contarini **FOXCONN**
SANMINA - SCI **MG**
SIDERSTAMP S.p.A. **VERONA LAMIERE**
VERONALAMIERE **Centro lavorazione lamiera**
SIDERURGICA LOMBARDE
dinamic
cnc-plåt **ANACONDA**



Prima Electro: product range



convergent



dots



bsai



Prima Electro designs, manufactures and markets for its customers industrial-grade dedicated electronics and laser sources at competitive prices and fast time-to-market



Prima Electro - selected customers

Industrial



Atlas Copco
IREM
CAMPETELLA
ROBOTIC CENTER SRL
MYDATA
NEGRI BOSSI

Transport



CRF
ALSTOM
CENTRO RIVIERCHE
PLANET
ANSALDOBREDA
ATM
OCLAP
PSA PEUGEOT CITROËN

Energy



LOMBARDINI
A KOHLER COMPANY
Saipem
Eni
electro
power systems

Consumer



bticino
easydom
Comelit
GROUP S.P.A.
TECHNOGYM
The Wellness Company

Motion control



ABB
MOTOR POWER GROUP
Nikon
Agilent Technologies
Prima Power
PHASE
MOTION CONTROL

Wood / Plastic



PABINI BRUGG
BIESSE
COSMEC
SAOM
COMAC
MACCHINE
COMEC
GROUP
Belotti
Greda
CMS
UNITEM
FEDA
C.R. ONSRUD

Glass / Stone



Bottero
CMS Brembana
glass technology
FORVET
DENVER
MARCHETTI
CREATIVE POWER
FOR STONE PROCESSING
COMANDULLI

Defence & Aerospace



SAAB



THANK YOU

Technology **Productivity**

Performance

User friendliness

Specialization

Innovation

Commitment

Passion

Efficiency

Modularity

Flexibility

Sustainability³³