



Innovation  
has a name.



Veikko Moilanen  
Systems Sales

Ivana Montelli  
Research & Development

Kyle Plass  
Customer Care

Pei Jin  
Automotive Projects

## STAR Conference Milano 2014



**London**  
Stock Exchange Group

*March 26<sup>th</sup>, 2014*



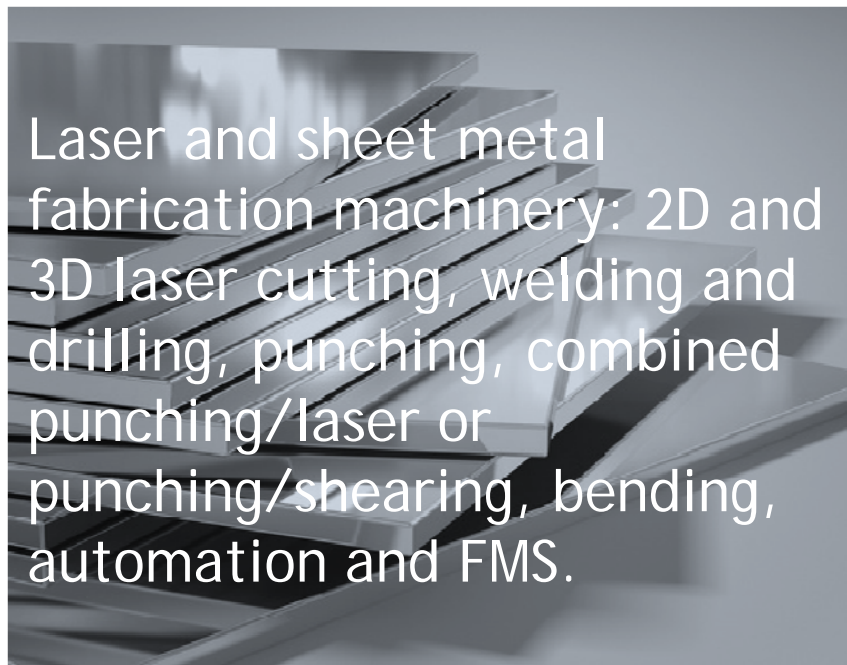
**Borsa Italiana**



# 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 2103  
Euro 301 million

## Electronics & laser technologies

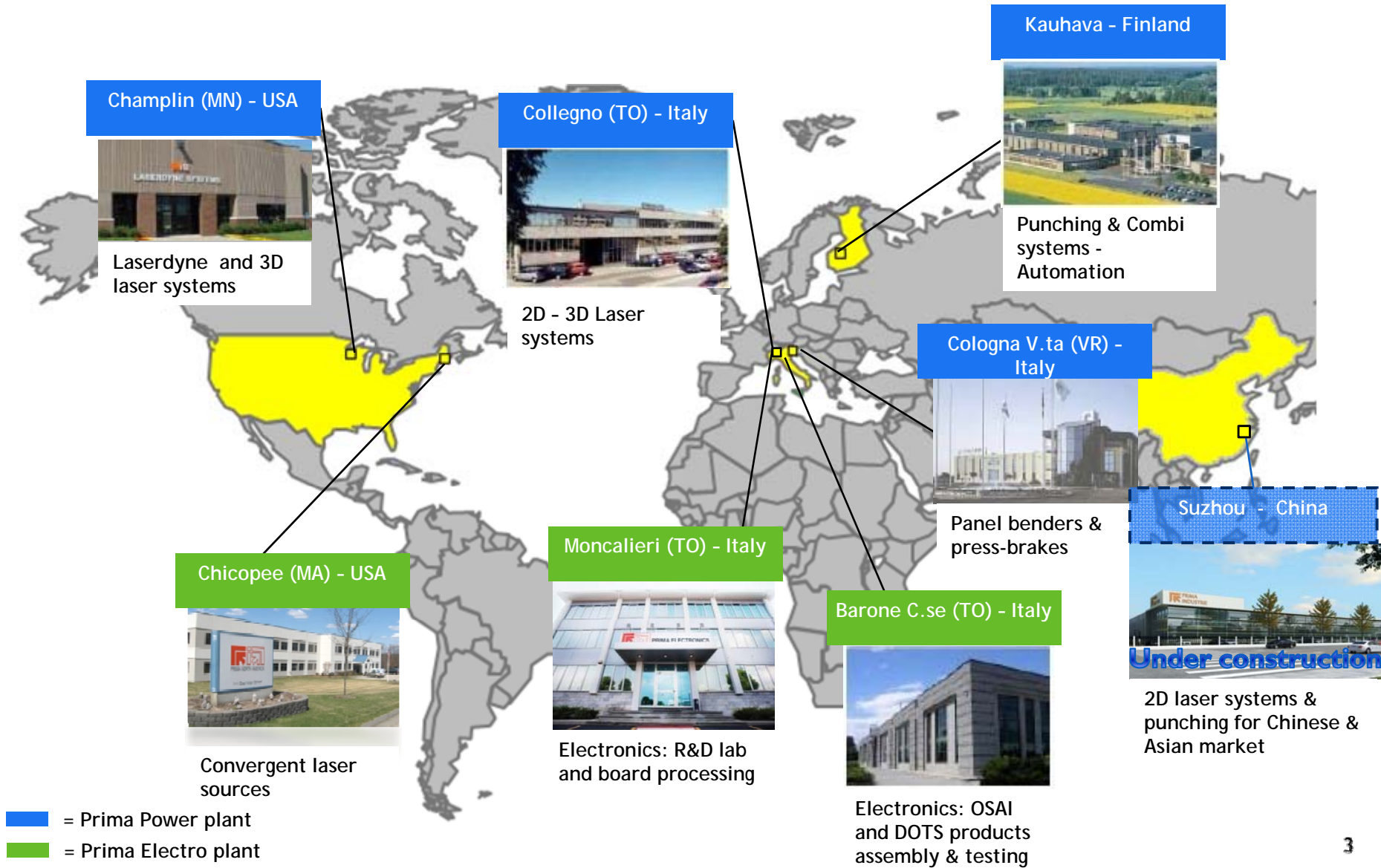


Industrial electronics (power and control electronics, numerical controls). High power CO<sub>2</sub> and Nd:YAG laser sources for industrial applications.

Turnover 2013  
Euro 48 million

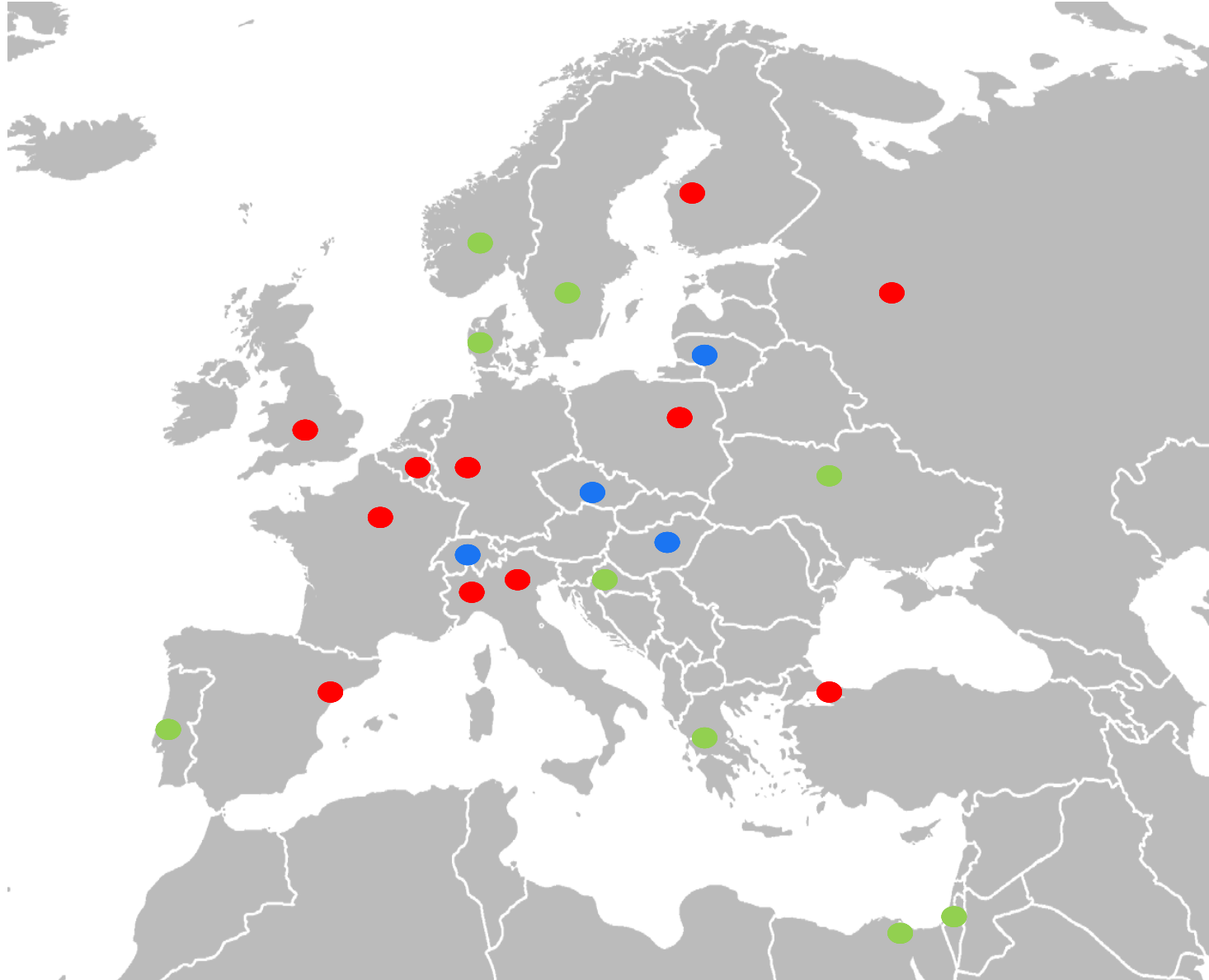


# Industrial footprint





# Sales & service footprint: EMEA



## RECENT OPENINGS:

### RUSSIA

Sales 2013	Sales 2012
22.494 k€	22.700 k€

### TURKEY

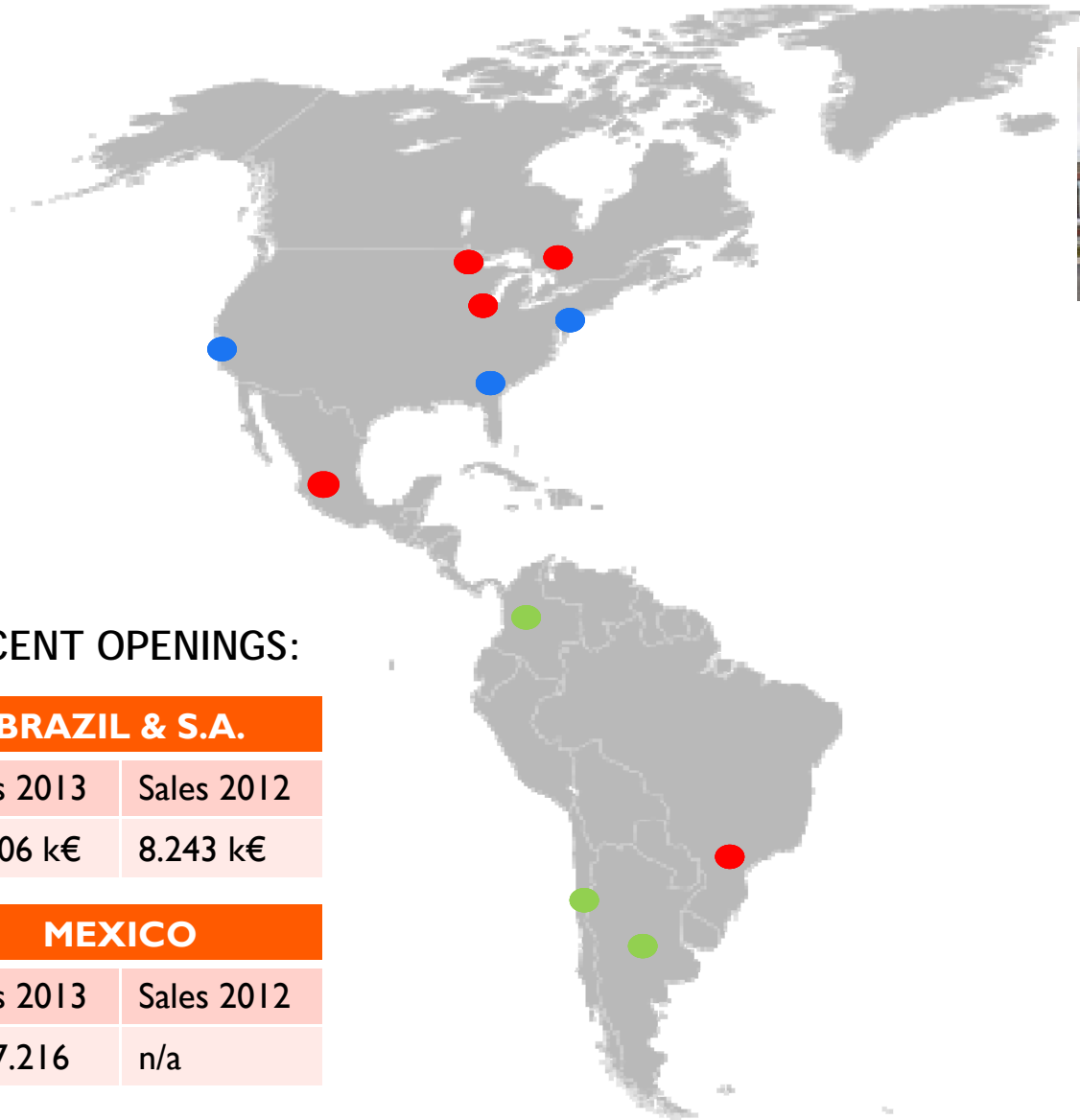
Sales 2013	Sales 2012
9.875 k€	7.295 k€

- = subsidiary
- = branch office
- = distributor





# Sales & service footprint: AMERICAS



## RECENT OPENINGS:

### BRAZIL & S.A.

Sales 2013	Sales 2012
10.606 k€	8.243 k€

### MEXICO

Sales 2013	Sales 2012
K€ 7.216	n/a



Prima Power North America -  
Arlington Heights (IL) - USA



Prima Power North America -  
Showroom

- = subsidiary
- = branch office
- = distributor



# Sales & service footprint: APAC

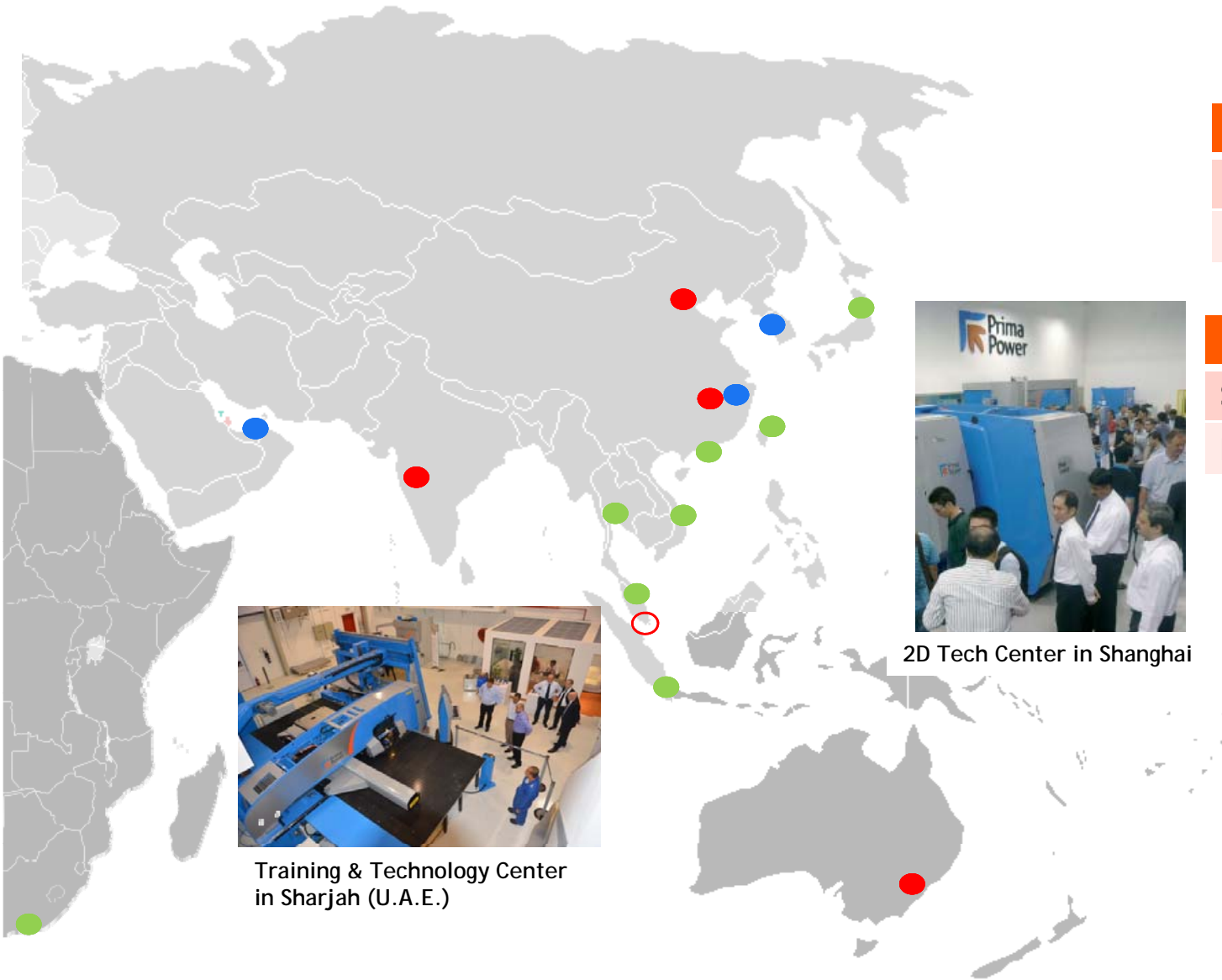
## RECENT OPENINGS:

### AUSTRALIA & N.Z.

Sales 2013	Sales 2012
k€ 2.361	k€ 2.666

### INDIA

Sales 2013	Sales 2012
k€ 3.704	k€ 2.678



2D Tech Center in Shanghai



Training & Technology Center in Sharjah (U.A.E.)

- = subsidiary
- = branch office
- = distributor
- = in progress

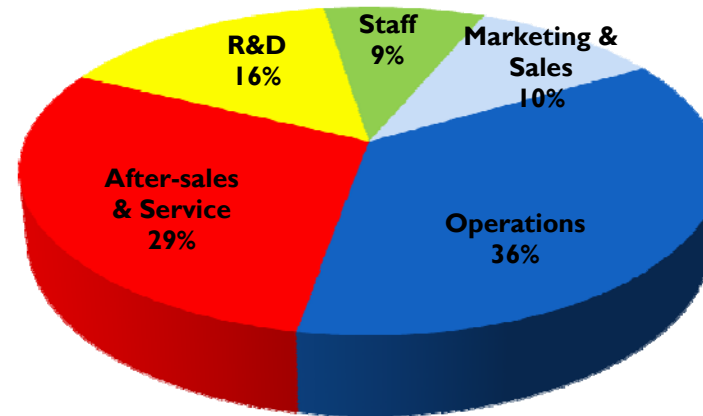


# Our People

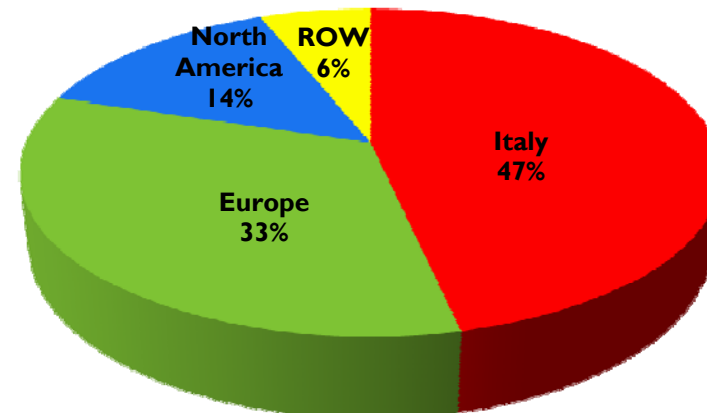
1,530 Employees worldwide



Breakdown by function at 31/12/2013

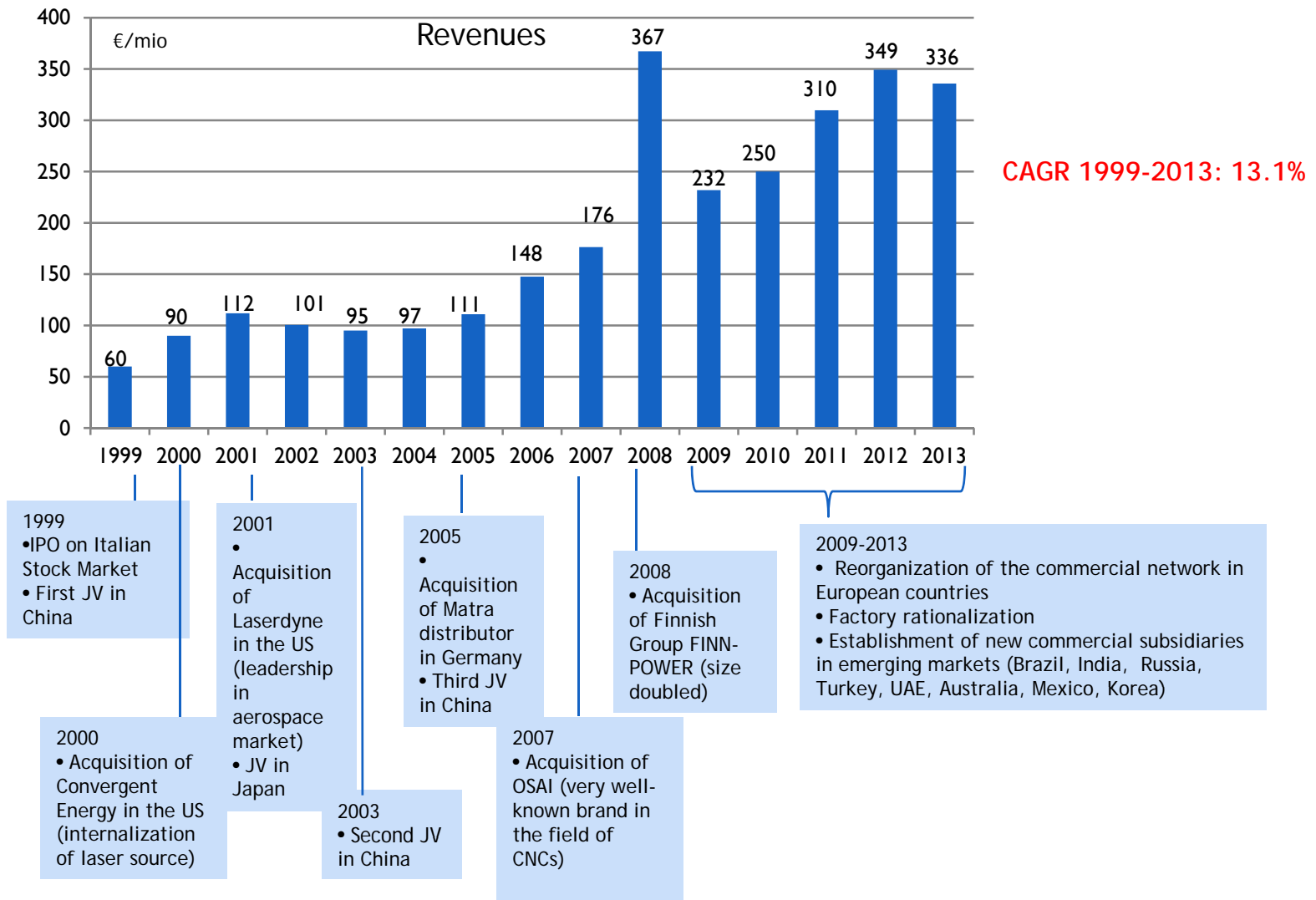


Breakdown by Geography 31/12/2013





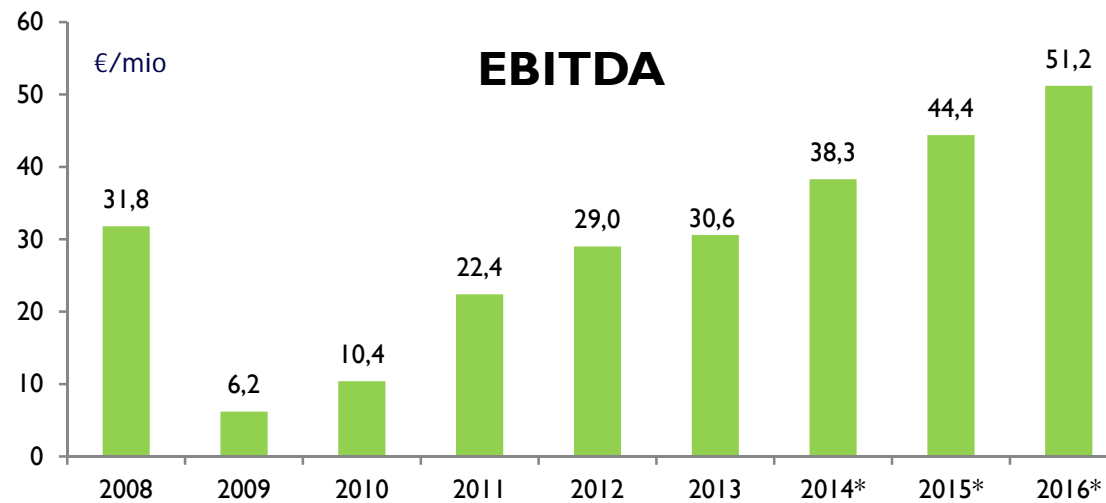
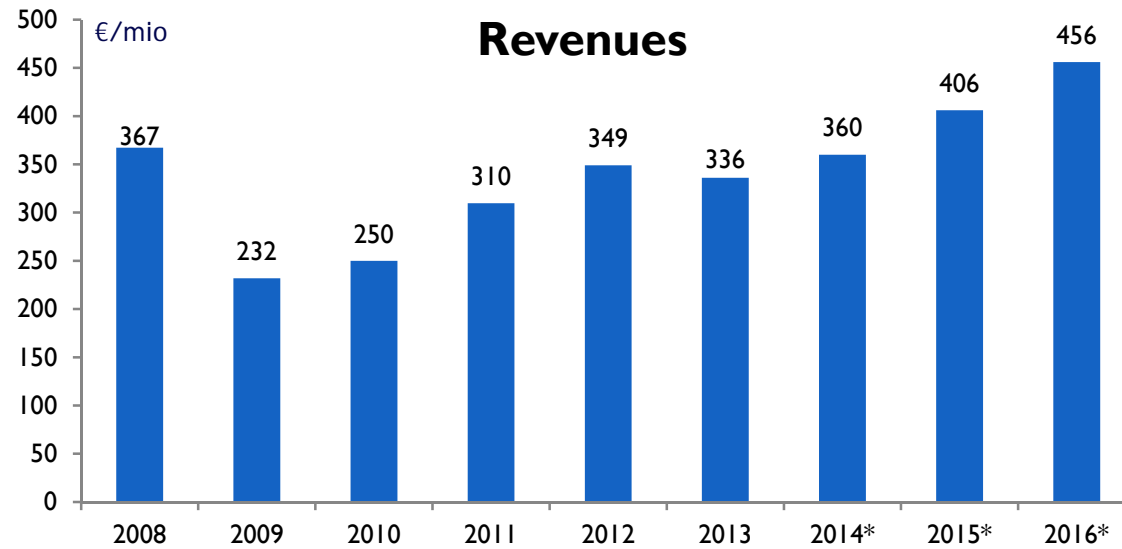
# A history of growth








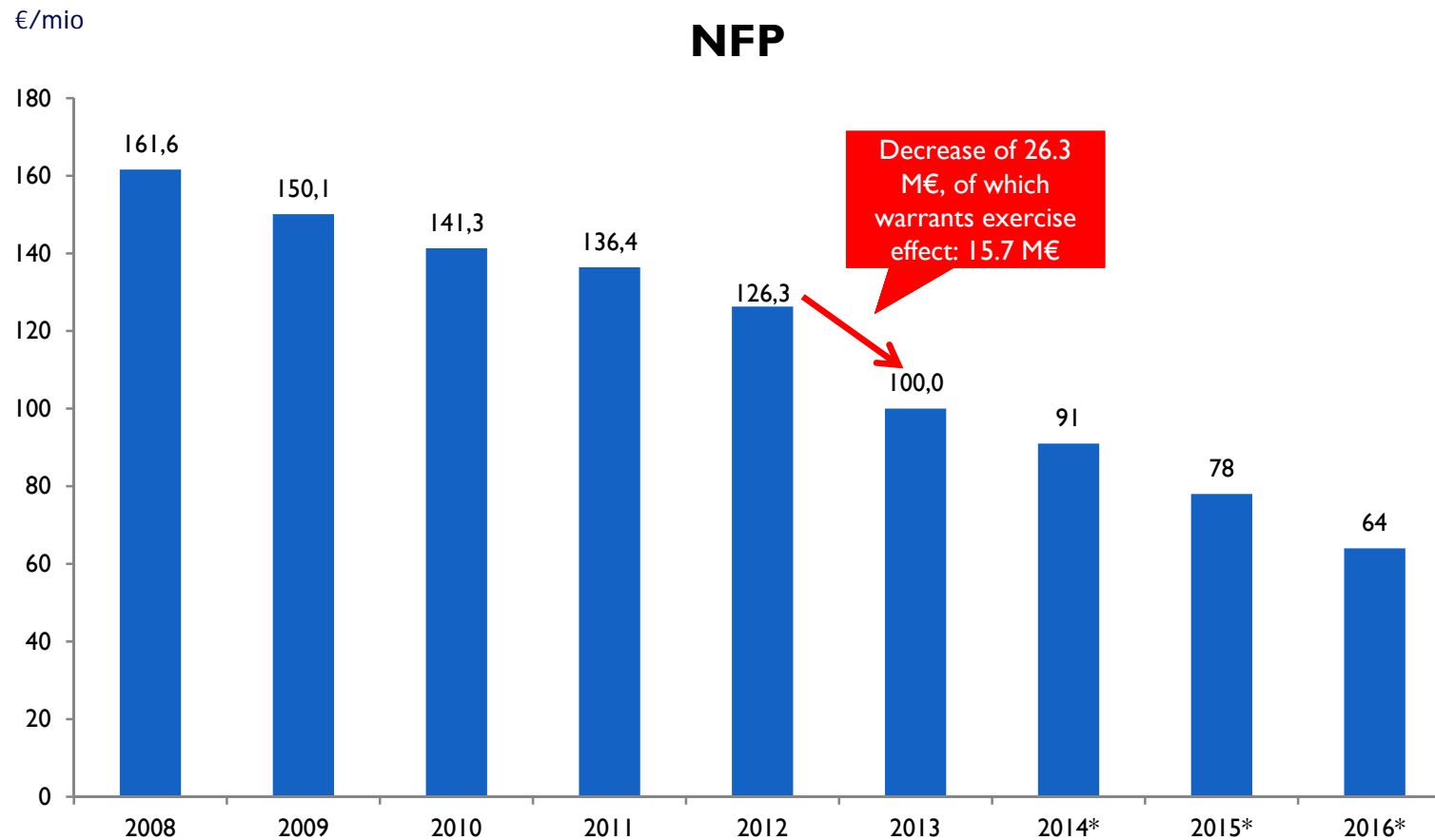
# Economic trends




\* = according to specialist's research:  **BANCA IMI**



# Net financial position trend



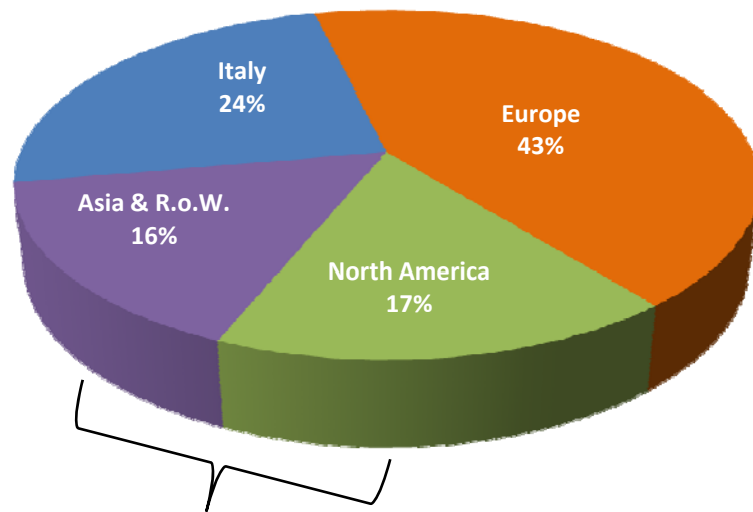
\* = according to specialist's research:  **BANCA IMI**



# Geographic trends

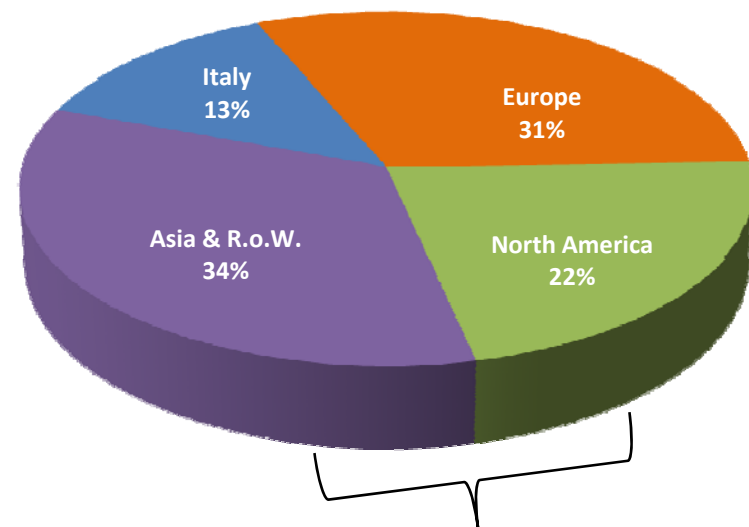
## Revenues breakdown

2008



Extra-Europe: 33%

31/12/2013



Extra-Europe: 56%



# Reference markets

## AUTOMOTIVE



## WHITE GOODS & HVAC



## YELLOW GOODS & TRAILERS



## AEROSPACE & ENERGY



## ELECTRICAL CABINETS/TELLING & VENDING MACHINES



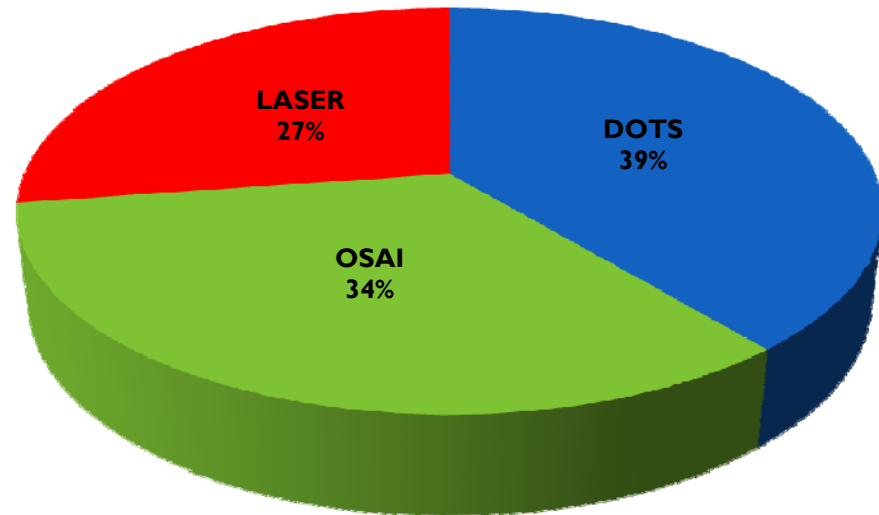
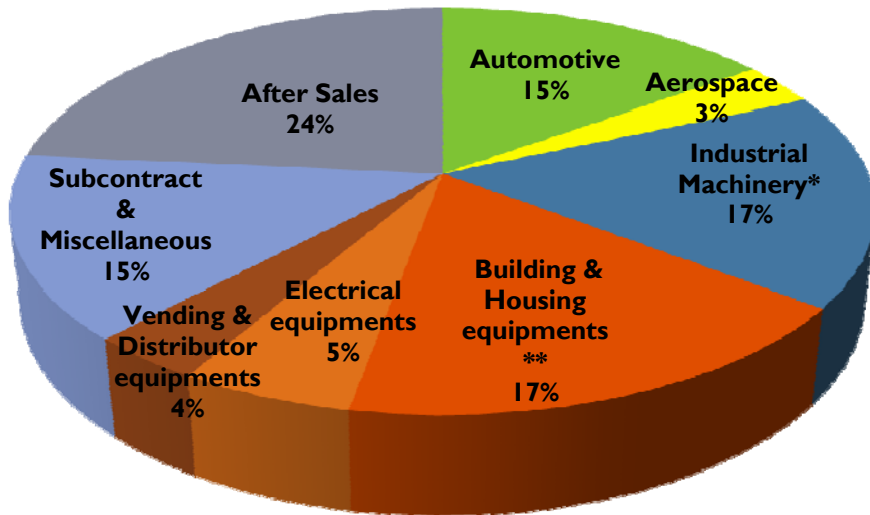




# Reference markets



Revenues at 31/12/13



\*= including agricultural, construction & industrial machinery

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



# Our Key Success Factors

A comprehensive product range

Internal development and manufacturing of technological components

High commitment to innovation (R&D 5.5% of revenues)

A global sales network

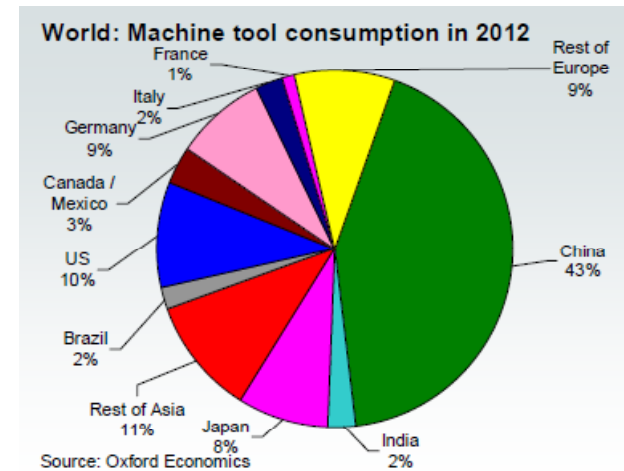
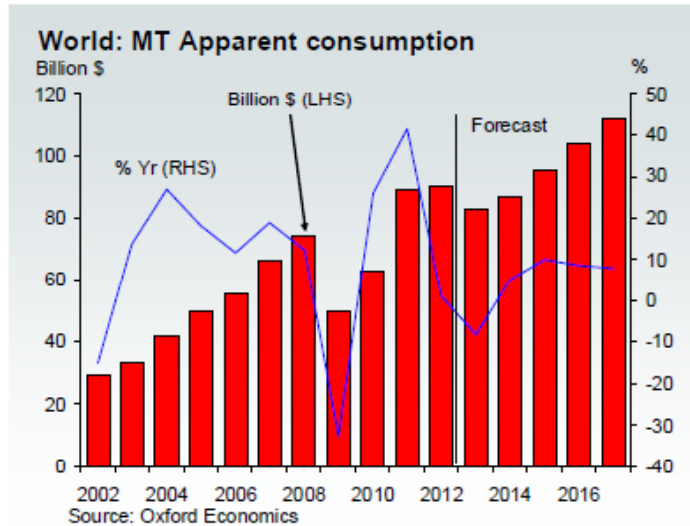
Dedicated after sales services

Brand awareness


Social & environmental responsibility



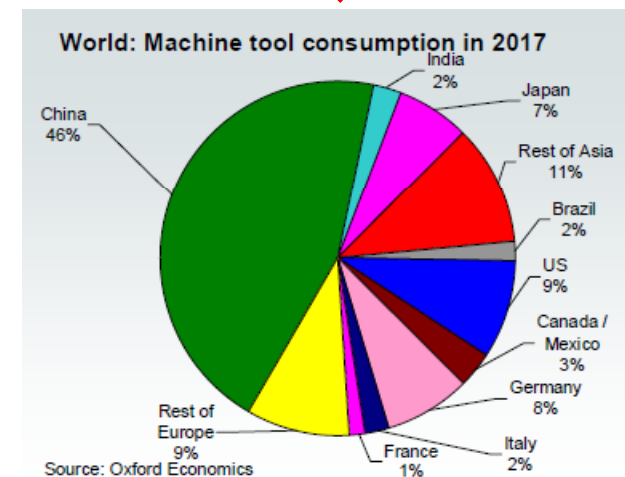
# Market trends: machine tool market - by Oxford Economics (October 2013)



Machine Tool Consumption - % change  
(local currency)

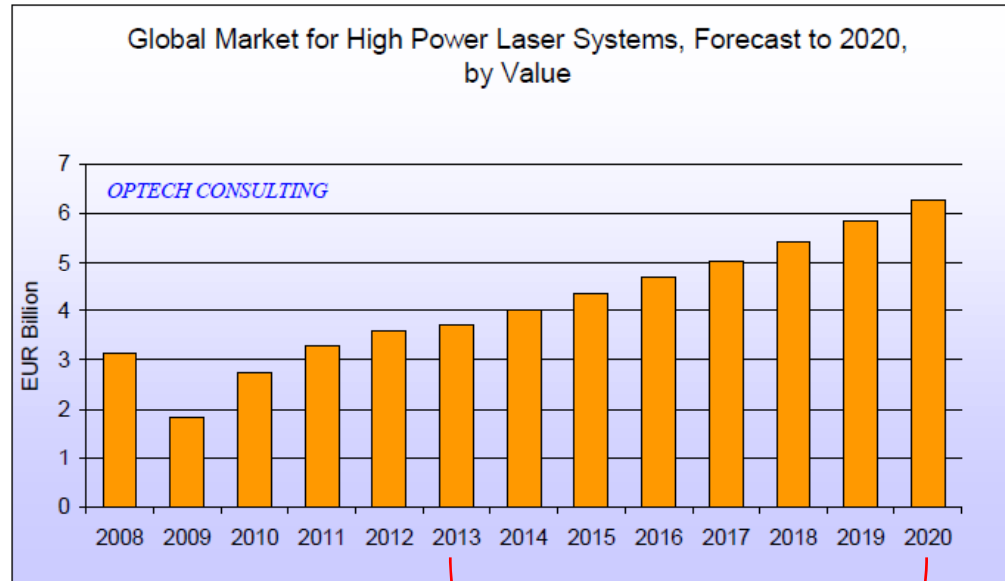
	2012	2013	2014	2015	2016	2017
Europe	1.1	-2.4	4.6	6.9	7.2	6.5
Americas	11.2	-1.9	6.6	6.1	3.0	2.5
Asia	-1.0	-10.0	4.8	12.1	10.7	9.9
<b>WORLD</b>	<b>1.1</b>	<b>-7.4</b>	<b>5.0</b>	<b>10.2</b>	<b>9.0</b>	<b>8.3</b>
 PRIMA INDUSTRIE	<b>12.8</b>	<b>-3.9</b>				

World average growth rate 2014-2017: approx. 8%





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

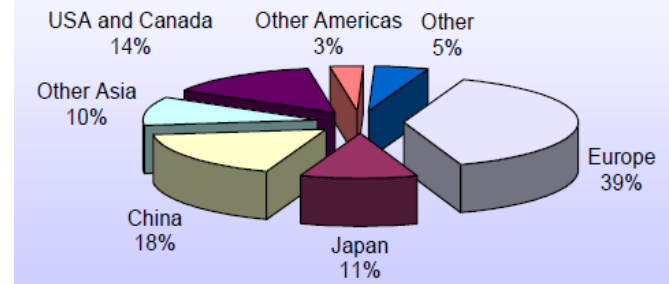


CAGR 2013 -2020: 7.8%  
(nominal growth rate)

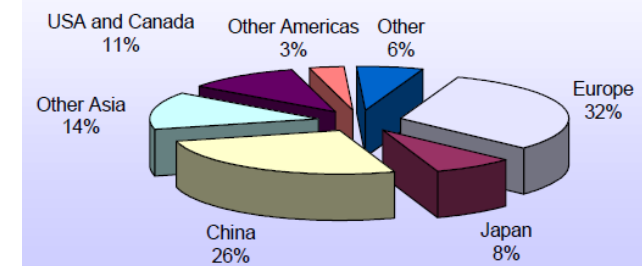
## Global market and forecast for high power laser systems by application (by value)

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

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



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







## 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:
  - approx. 8% for machine tool world market (2014-2017)
  - 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 starting from 2014



# Prima Power strategy for the Chinese machine tool market

3D LASERS  
FOR AUTOMOTIVE & AEROSPACE



Rapido®



Laserdyne®



Optimo®

MID/LOW RANGE  
2D LASERS



SCLF-X1530F



SCLF-X1530D

## The "diamond" structure



PRIMA POWER CHINA  
• BEIJING  
• SHANGHAI



LEEPORT LTD.  
• HONG KONG

SHEET METAL  
FABRICATION



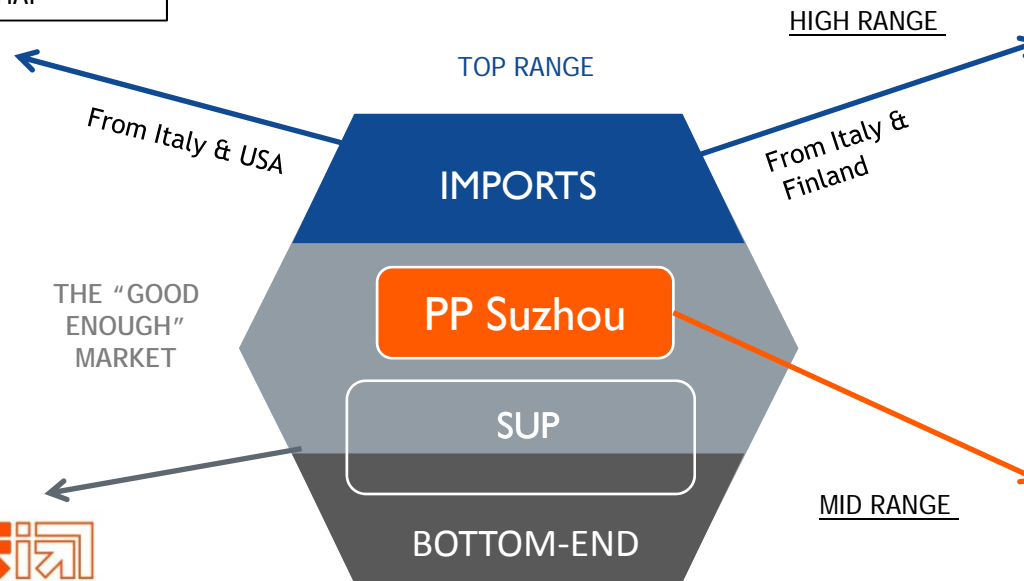
SGe



BCe



Systems



THE "GOOD ENOUGH" MARKET



SHANGHAI UNITY PRIMA (SUP)  
(5% OWNED)  
• SHANGHAI



Platino®  
(CO2 & Fiber)



E5X  
E6X



# Prima Power Suzhou

## First phase

~ 7,500 sqm of which:

~ 4,700 sqm Plant

~ 1,350 sqm Offices

~ 1,350 sqm Showroom

~ 100 sqm Auxiliaries

## Second phase

~ 4,000 sqm additional Plant

Scope of the plant	Manufacturing machines conceived to serve the Chinese and Asian markets
Expected number of employees	> 100 people
Expected revenues (within 2017)	> 300,000,000 Rmb
Expected EBITDA (within 2017)	> 15%





# Prima Power Suzhou



November 2013



January 2014



September 2014





# Financial statements as at Dec. 31, 2013

## BALANCE SHEET

(figures in Euro thousand)	31/12/2013	31/12/2012 (*)
Tangible assets	24,201	24,344
Intangible assets	151,572	151,395
Other non current assets	8,070	7,282
Non current assets held for sale	1,484	4,130
<b>NON CURRENT ASSETS</b>	<b>185,327</b>	<b>187,151</b>
Inventory	66,214	81,084
Trade receivables (net of down payments)	65,253	53,710
Trade payables	(68,118)	(72,404)
Other current assets	10,214	11,357
Other liabilities	(45,136)	(43,436)
Employee's severance indemnity	(7,732)	(7,629)
<b>NET WORKING CAPITAL</b>	<b>20,695</b>	<b>22,682</b>
<b>NET DEBT</b>	<b>99,961</b>	<b>126,279</b>
<b>NET EQUITY</b>	<b>106,061</b>	<b>83,554</b>

(\*) = Following the retroactive application as from 01/01/2013 of emended IAS 19, comparative figures for the year 2012 in financial statements, whereas necessary, have been restated in accordance with IAS 1.



# Financial statements as at Dec. 31, 2013

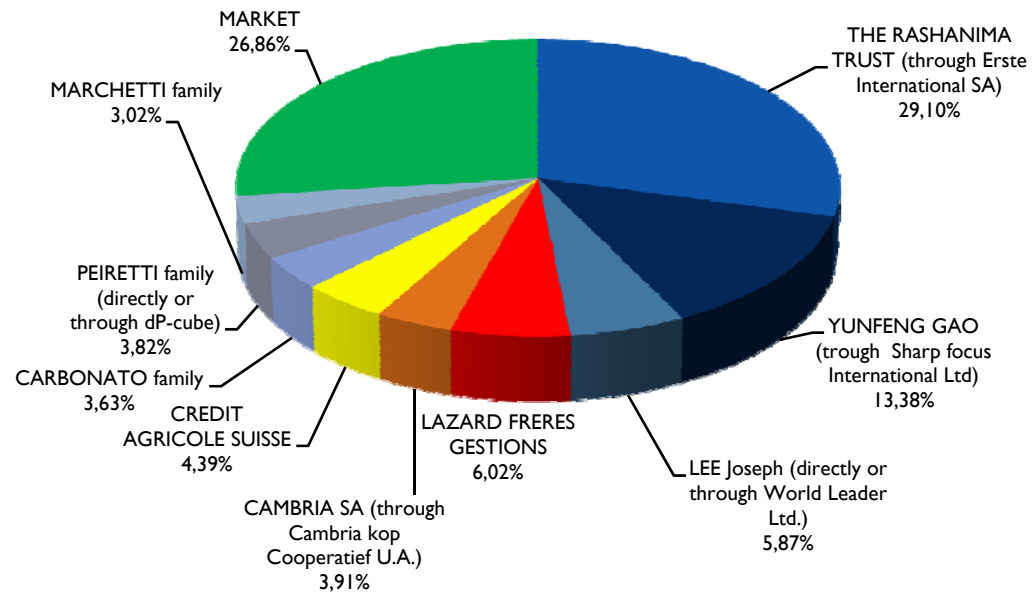
## PROFIT & LOSS

(figures in Euro thousand)	31/12/2013	31/12/2012
SALES	335,841	349,308
VALUE OF PRODUCTION	341,873	362,964
EBITDA	30,567	29,007
% on sales	9.1%	8.3%
EBIT	18,681	17,622
% on sales	5.6%	5.0%
EBT	8,842	9,046
% on sales	2.6%	2.6%
NET INCOME	5,358	5,307
% on sales	1.6%	1.5%



# Stock price trend & shareholders

## Shareholders



## 5 YEARS SHARE TREND





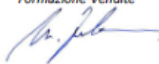
# Recent awards



L'Azienda  
**PRIMA INDUSTRIE S.p.A.**

È stata riconosciuta  
**AZIENDA ECCELLENTE 2014**  
- per il 2° anno consecutivo -

In quanto applica metodi aggiornati,  
di livello internazionale, alla gestione della propria  
organizzazione di vendita.

Milano, 5 marzo 2014  
  
FORTIA®  
L'Eccellenza nella  
Formazione Vendite

*I Sales Excellence Awards 2014*  
sono stati assegnati in base alla valutazione del Comitato Professionale  
composto da manager ed esperti sul tema specifico della strutturazione  
e gestione di organizzazioni di vendita.

*I criteri di valutazione applicati*  
Struttura e processi dell'organizzazione di vendita • Obiettivi: modalità  
di definizione, condivisione, controllo • Strumenti a supporto dell'attività  
di vendita • Persone: selezione, sviluppo, motivazione • Risultati • Innovazione  
e altre eccellenze nell'organizzazione e gestione delle vendite.

**fortia** Premio fondato e promosso da:  
[www.fortiatraining.com](http://www.fortiatraining.com)



## European Business Awards 2013/14

This is to certify that

*Prima Industrie S.p.A.*

is a National Champion representing

*Italy*

in the 2013/14 European Business Awards

Authorized by Adrian Tripp, CEO and Philip Forrest, Chairmen of Judges  
on behalf of the European Business Awards

Revering and recognizing business success, innovation and business ethics

  
Adrian Tripp, Chief Executive Officer

  
Philip Forrest, Chairman of Judges

Europe Wide Sponsors:



# China Awards 2013

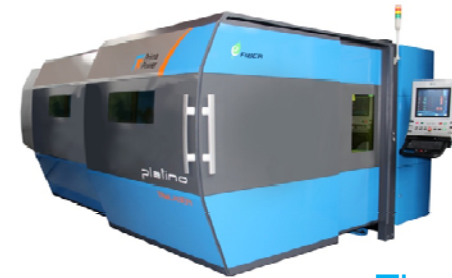


# Prima Power: product range

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



The Punch



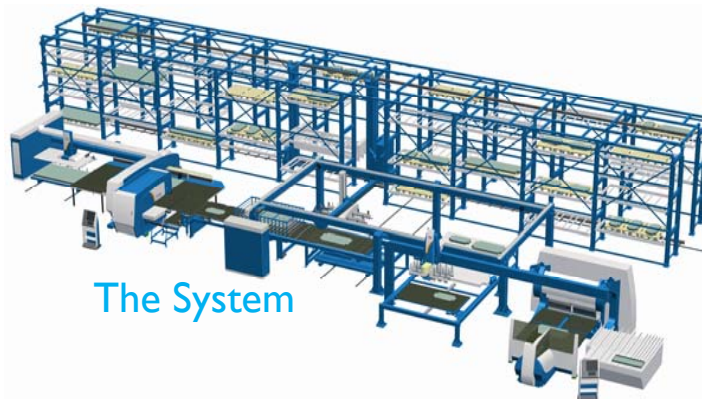
The Laser



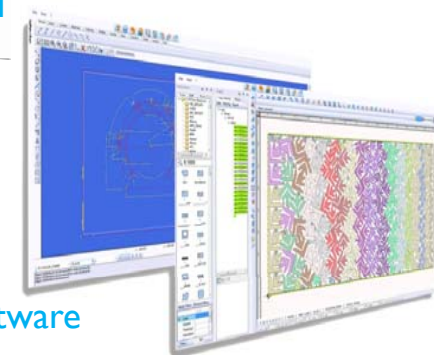
The Bend



The Combi



The System



The Software





# Prima Power - selected customers





# Prima Power - selected customers



STILL  
NISSAN FORKLIFT  
Linde  
Jurop  
TORO



Electrolux  
Whirlpool  
GRUPPO AKROFEN  
HAAKON INDUSTRIES  
WOLF  
RIELLO  
VIESMANN  
Halton  
Miele  
H HUSKVARNA  
KESSEBÖHMER  
imperial  
ARISTON  
NOVENCO  
KOJA  
Dantherm Filtration  
systemair

## Miscellanea

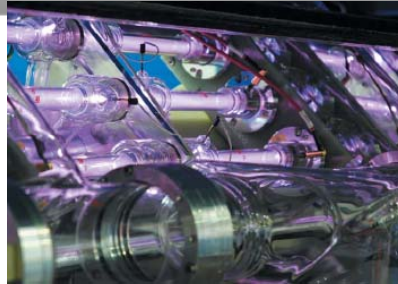
Dedicated to People Flow  
KONE  
Schindler  
OTIS  
infrico  
BRP  
IDE Technologies It.d.  
SIGNATURE  
ABLOY  
haizen signs  
ØGLÆND SYSTEM  
DLoco  
大連機車

## Contract manufacturing

EATON  
IDEAS EN METAL  
MECANOVA  
lars höglund ab  
Nu-Way Industries, Inc.  
ILFOM GROUP  
METALLISET GROUP  
Hiosa Grupa Convarri  
LASERLAM  
SANMINA-SCI  
FOXCONN  
SIDERSTAMP S.A.S.  
VG Venezia Gnoato  
VERONALAMIERE Centro lavorazione lamiera  
SIDERURGICA LUCHESE s.r.l.  
dinamic  
cnc cnc plât  
ANACONDA



# Prima Electro: product range



**convergent**



**dots**



**osai**



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 SH  
MYDATA®  
NEGRI BOSSI

**Transport**

ALSTOM  
CRF  
CENTRO MICROELETTRICI  
FIAT  
ANSALDOBREDA  
ATM  
OCLAP  
PSA PEUGEOT CITROËN

**Motion control**

ABB  
AIR LIQUIDE  
MOTOR POWER GROUP  
LVD  
Nikon  
COMAU  
Agilent Technologies  
Prima Power  
PHASE  
MOTION CONTROL

**Wood / Plastic**

PAOLINO BACCETTI  
scmgroup  
fornitore certificato  
certified supplier  
BIESSE  
GEDA  
COSMEC  
CMS  
SAOM  
COMEC GROUP  
UNITEAM  
belotti  
COMAC  
MACCHINE  
PADE  
C.R. ONSRUD

**Energy**

LOMBARDINI  
A KOHLER COMPANY  
Eni  
Saipem  
electro  
power systems

**Consumer**

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

**Glass / Stone**

Bottero  
FORVET  
CMS Brembana  
glass technology  
mm  
Special Machine Movers  
DENVER  
COMANDULLI  
MARCHETTI  
CREATIVE POWER  
FOR STONE PROCESSING

**Defence & Aerospace**

SAAB  
SAAB