



BORSA ITALIANA - STAR segment

PRESS RELEASE

ISSUING OF SENIOR, NOT CONVERTIBLE, FIXED RATE BONDS

Collegno (TO), January 13th 2015 - The Board of Directors of Prima Industrie S.p.A. resolved today the issuing, within June 30, 2015, of senior not convertible fixed rate bonds for an amount up to 40 million Euros, with a minimum denomination of the notes equal to 200,000 Euros, addressed only to qualified investors, both Italian and/or foreign, with the exception of U.S.A. investors.

The amount, rate as well as the issuing price shall be defined according to the market conditions. Prima Industrie envisages to make application for the listing of the notes in the Euro MTF multilateral trading system operated by the Luxembourg Stock Exchange. Through this next issue, the company aims to diversify its funding sources replacing part of the medium-long term debt maturing in 2016.

UniCredit Bank AG acts as Bookrunner of the transaction.

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The Notes will be offered and sold only outside the United States to institutional investors that are non "US persons" under Regulation S, and have not been nor will be registered under the US Securities Act of 1933, as amended (the "Securities Act"), or other securities laws.

The notes may not be offered or sold in the United States or for the account or benefit of US persons in the United States (US persons as defined in Regulation S of the Securities Act) unless registered under the Securities Act of 1933 or exempted from such registration.

This press release is not an offer to sell or a solicitation of securities in the United States or in any jurisdiction, including Italy. Bonds also will not be sold in any state or jurisdiction in which such offer or sale would be unlawful. No action has been or will be taken to permit a public offering of the Bonds in any jurisdiction, including Italy.

PRIMA INDUSTRIE heads a leading Group in developing, manufacturing and marketing of laser systems for industrial applications, sheet metal processing machinery, as well as industrial electronics and laser technologies.

The parent company Prima Industrie S.p.A. is listed on the Italian Stock Exchange since 1999 (MTA- STAR segment).

With over 35 years of experience the Group can count on about 12,000 machines installed in more than 70 countries worldwide and is among the main worldwide manufacturers in its own reference market.

The Group has over 1,500 employees and manufacturing sites in **Italy** (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRO S.p.A, FINN-POWER Italia Srl), **Finland** (FINN-POWER Oy), **USA** (PRIMA ELECTRO North America Llc, PRIMA POWER LASERDYNE Llc.) and **China** (PRIMA POWER SUZHOU Co. Ltd.). Remarkable is as well its direct commercial and after-sales presence in BRIC, NAFTA, European Union and other emerging Asian countries, serving more than 70 countries worldwide.

The Prima Industrie Group is structured on 2 Business Units:

Laser and sheet metal processing machines (Prima Power): including design, manufacturing and marketing of:

- Laser machines for cutting, welding and drilling of 3D and 2D components.
- Machines for sheet metal treatment by means of mechanical tools (punching machines, combined punching/shearing systems, combined punching/laser cutting systems, panel benders and automation systems).

Industrial electronics and laser technologies (Prima Electro): including development, manufacturing and marketing of power and control electronics, and of high-power laser sources for industrial applications, destined both to the Group machines and to third parties.

For further information:

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