



BORSA ITALIANA - STAR segment

PRESS RELEASE

**PRIMA INDUSTRIE AWARDED AT INTERNATIONAL LEVEL FOR THE TECHNOLOGICAL INNOVATION**

**Major awards for the company from Turin which was awarded at the International Business Awards 2016 and received a special mention at the Premio Eccellenze d'Impresa GEA -(Harvard Business Review) 2016**

Collegno - October 24<sup>th</sup>, 2016 - The ability to innovate and develop leading edge products brings three awards at Prima Industrie, leader in the developing, manufacturing and marketing of laser systems and sheet metal machinery and industrial electronics for industrial applications. The Group was in fact awarded at the 13<sup>th</sup> International Business Awards, and received a special mention during the delivery of the Premi Eccellenze d'Impresa (Corporate Excellence Awards) GEA-HBR 2016.

During the 13<sup>th</sup> International Business Awards the company was named the winner of a Silver Stevie® Award in the "Company of the year - Electronics - Medium size" category and a Bronze Stevie® Award in the "Most innovative company of the year - in Europe" category.

The International Business Awards are the world's premier business awards program. All individuals and organizations worldwide - public and private, for-profit and non-profit, large and small - are eligible to submit nominations. The 2016 IBAs received entries from more than 60 nations and territories. In particular this year a record total of 3,800 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories.

Nicknamed the "Stevies" for the Greek word for "crowned," the awards have been presented to winners at a gala awards banquet at the Rome Cavalieri Waldorf Astoria Hotel in Rome, Italy on 21 October.

As for the "Company of the year - Electronics - Medium size" award, that was received by Mr. Federico Ziliani (VP of the subsidiary Prima Electro, operating in the field of industrial electronics and laser sources) during the ceremony of last October 21<sup>st</sup>, the judges recognized the talents of Prima Group for great product innovation and the ability of the company and management to understand fully the market requirements, combining innovation and technology, features that will enable the company to have a sustainable and profitable growth for a long time.

The company was also congratulated for being the first in the sector to come up with its own fiber laser technology. The award for the "Most innovative company of the year - in Europe", delivered to Mrs. Chiara Roncolini (Investor Relations Manager and legal affairs), was in fact assigned by the jury in order to award a team of highly capable people with excellent market insights and an organization whose R&D investments represent 6.5% of turnover; such investments allowed the company to introduce to the market in the last few years technologically advanced new products.

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Prima Industrie has also received a special mention in the category "Innovation and Technology" during the delivery of the Premio Eccellenze d'Impresa (Corporate Excellence Awards) GEA management consultants -HBR (Harvard Business Review Italy) 2016.

The Excellence Award, received for Prima Industrie by Mr. Matteo Benedetto (Director of Marketing) during an award ceremony which was held last October 18 at Palazzo Mezzanotte in Milan, with the patronage of the Italian Stock Exchange, intends to enhance the success factors of entrepreneurial tradition in our country. The finalist companies stood out for having achieved excellent results in their activity and in their business with a strong connotation of innovation

Gianfranco Carbonato, chairman of Prima Industrie, commented: *"These awards recognize that Prima Industrie has always intended to make technological innovation and continuous efforts in R & D one of the keys to its success. In fact, every year we invest about 6.5% of our turnover in R & D in order to introduce ourselves on the international markets with a range of cutting-edge technological products.*

*With its decades of know-how Prima Industrie is also committed to the new technologies of Digital Manufacturing and Industry 4.0 with the aim of creating value for its stakeholders. 2016 - concluded Mr. Carbonato - proves to be a successful year for us and we are proud to show excellent results of our Company in all respects."*

**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 1,600 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:

<b>PRIMA INDUSTRIE S.p.A.</b>	<b>Studio Mailander</b>
<b>Chiara Roncolini</b>	<b>Press Office</b>
Investor Relator	tel. 011 5527311
tel. 011 4103204	Bruno Caprioli
<a href="mailto:ir@primaindustrie.com">ir@primaindustrie.com</a>	335 5901402 - <a href="mailto:caprioli@mailander.it">caprioli@mailander.it</a>
	Carlo Dotta
	333 2306748 - <a href="mailto:c.dotta@mailander.it">c.dotta@mailander.it</a>

#### About the Stevie Awards

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 nominations each year from organizations in more than 60 nations. Honouring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

**Premio Eccellenze di Impresa** is promoted by GEA - management consulting company, for over 50 years strategic partner of Italian companies - and Harvard Business Review Italy, Italian edition of the most popular magazine in the world of management. Open to all companies operating in Italy - no dimensional or sector limits - the award aims to promote the success factors of entrepreneurial tradition in our country through the celebration of the best business stories with strong connotations of innovation, internationalization. Come, this year, in its third year, the award has seen, for 2016, the introduction of four new categories of awards - Innovation and Technology, Internationalization, Growth and Sustainability, StartUp, and the identification of the Premio Eccellenze d'Impresa in the shortlist of the absolute winners of the four categories.

photo1: dott. Matteo Benedetto giving a speech at the Award Premio Eccellenze d'Impresa



PHOTOS 2 and 3 : dott.ssa Chiara Roncolini and ing. Federico Ziliani at the STEVIE AWARDS 2016 ceremony



