

Welcome to the forefront of **innovation**.

- ▶ 40+ YEARS
- ▶ 20 YEARS LISTED
- ▶ 466.9 €M SALES
- ▶ 1800+ PEOPLE
- ▶ 8 PLANTS
- ▶ R&D COMMITMENT (5%-6% on sales)
- ▶ 13,000+ INSTALLATIONS
- ▶ 80+ COUNTRIES

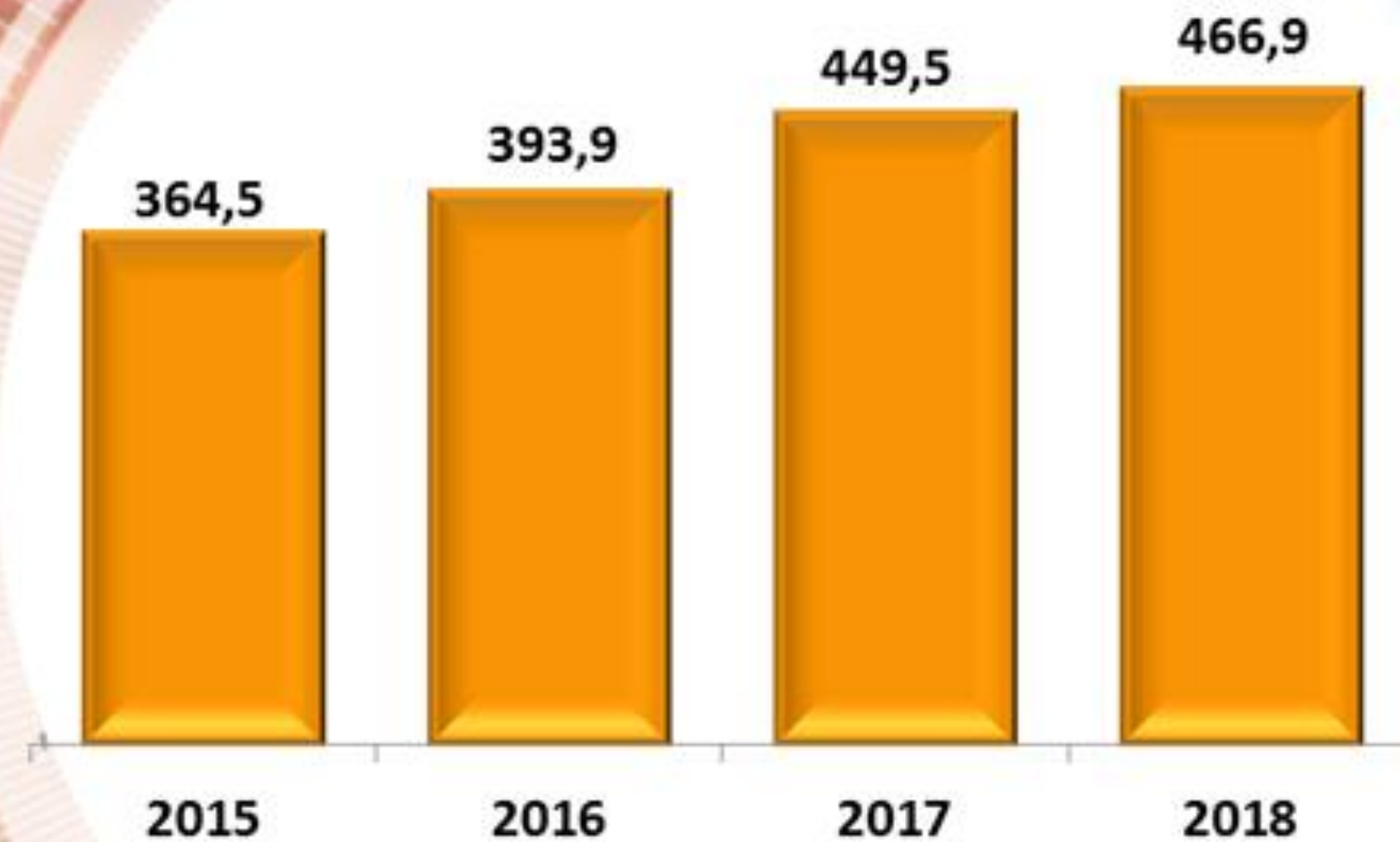
2018 RECORD YEAR

+4%
Increase in
revenues

+14%
Increase in
adjusted EBIT

+29%
Increase in
Net Profit

Revenues

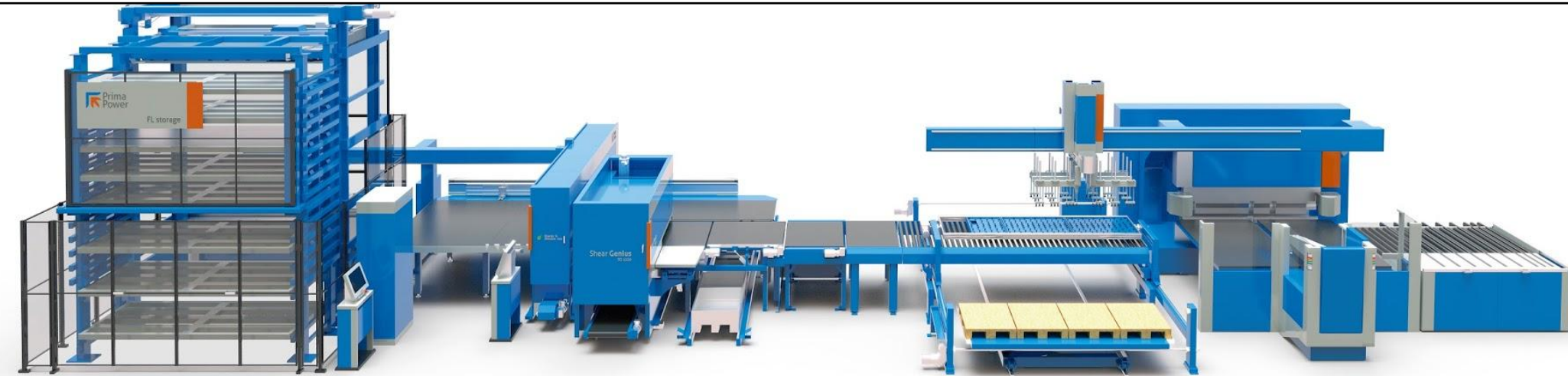


CAGR 2015 - 2018
9%

LASER MACHINES



SHEET METAL PROCESSING MACHINES & SYSTEMS



ELECTRONICS & LASER SOURCES

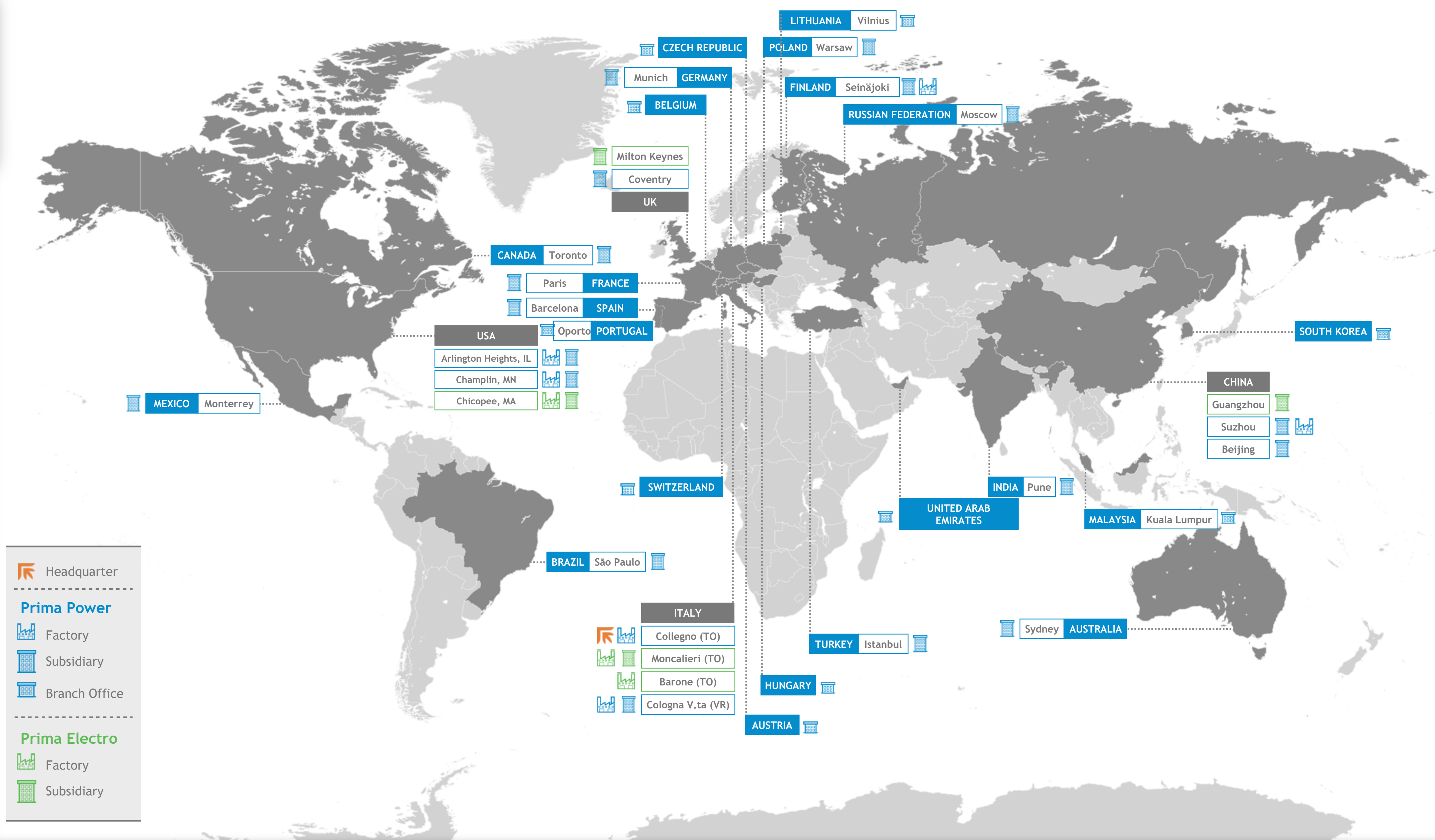


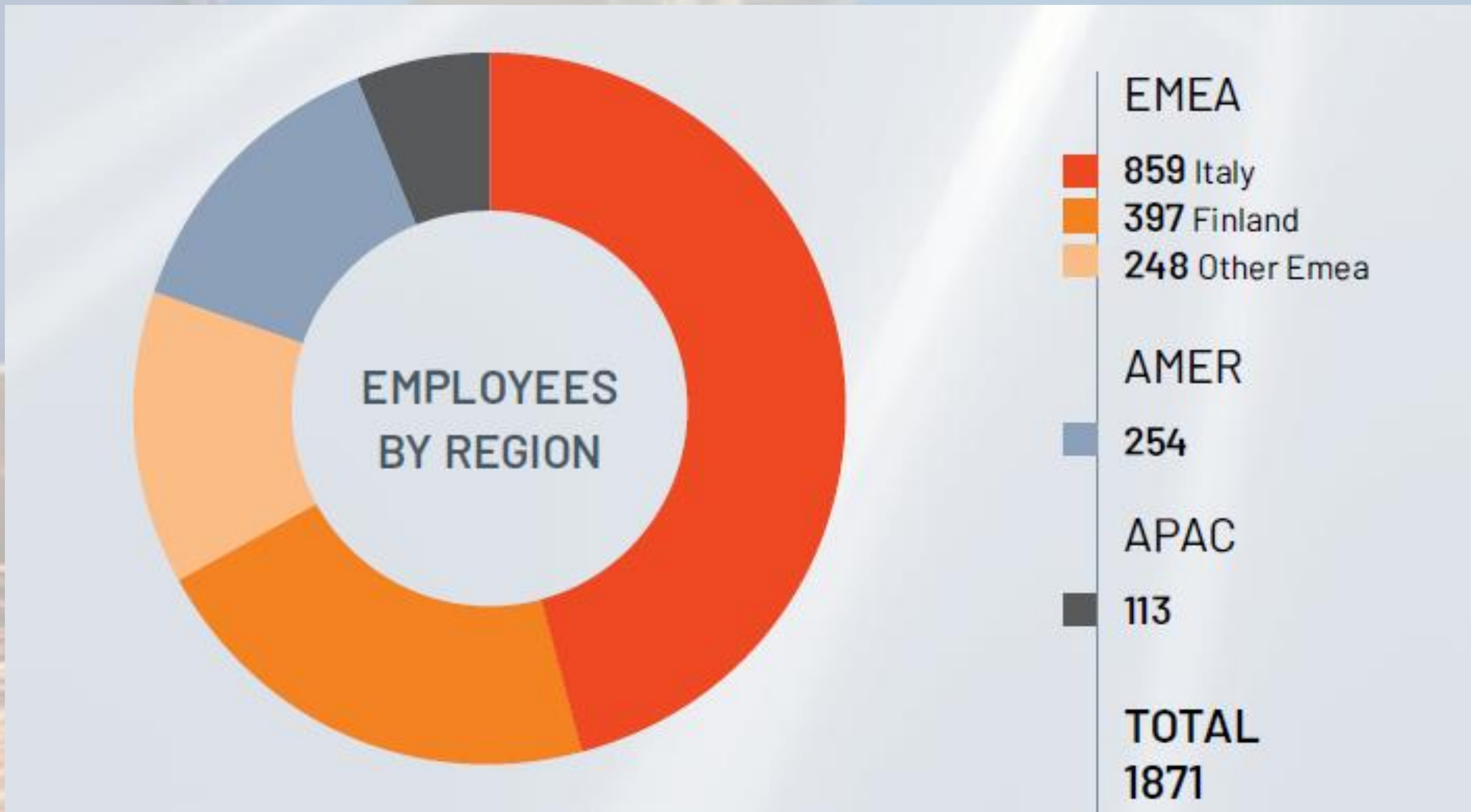
SERVICES



ADDITIVE MANUFACTURING








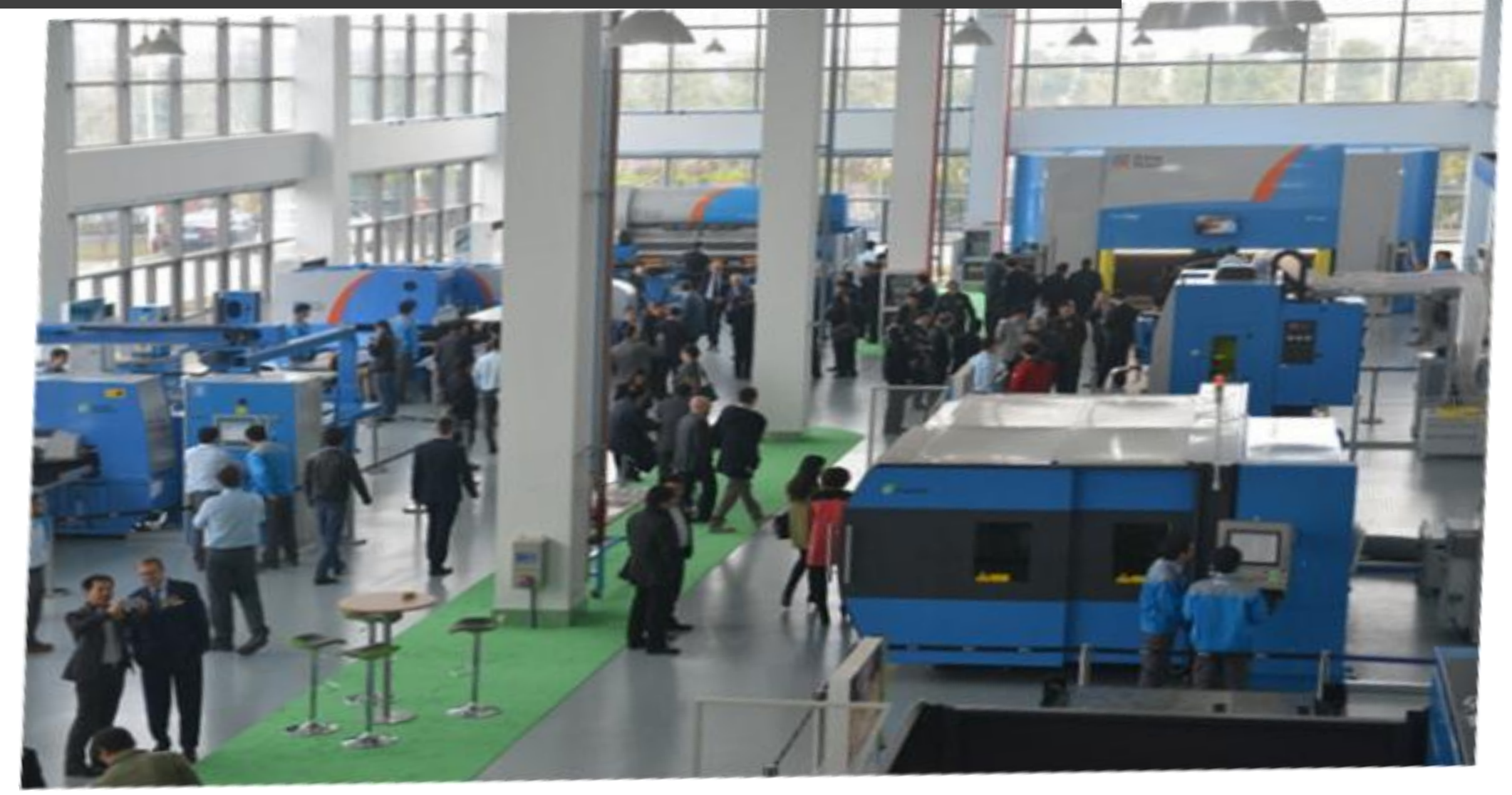
2015-2019: STRATEGIC ACTIVITIES

Connecting global innovation.

A stylized globe composed of a grid of small dots, with glowing orange lines and arcs representing global connections and innovation. A bright light source is visible at the top center of the globe, casting a glow over the scene. An orange arrow is positioned at the bottom left, pointing towards the globe.

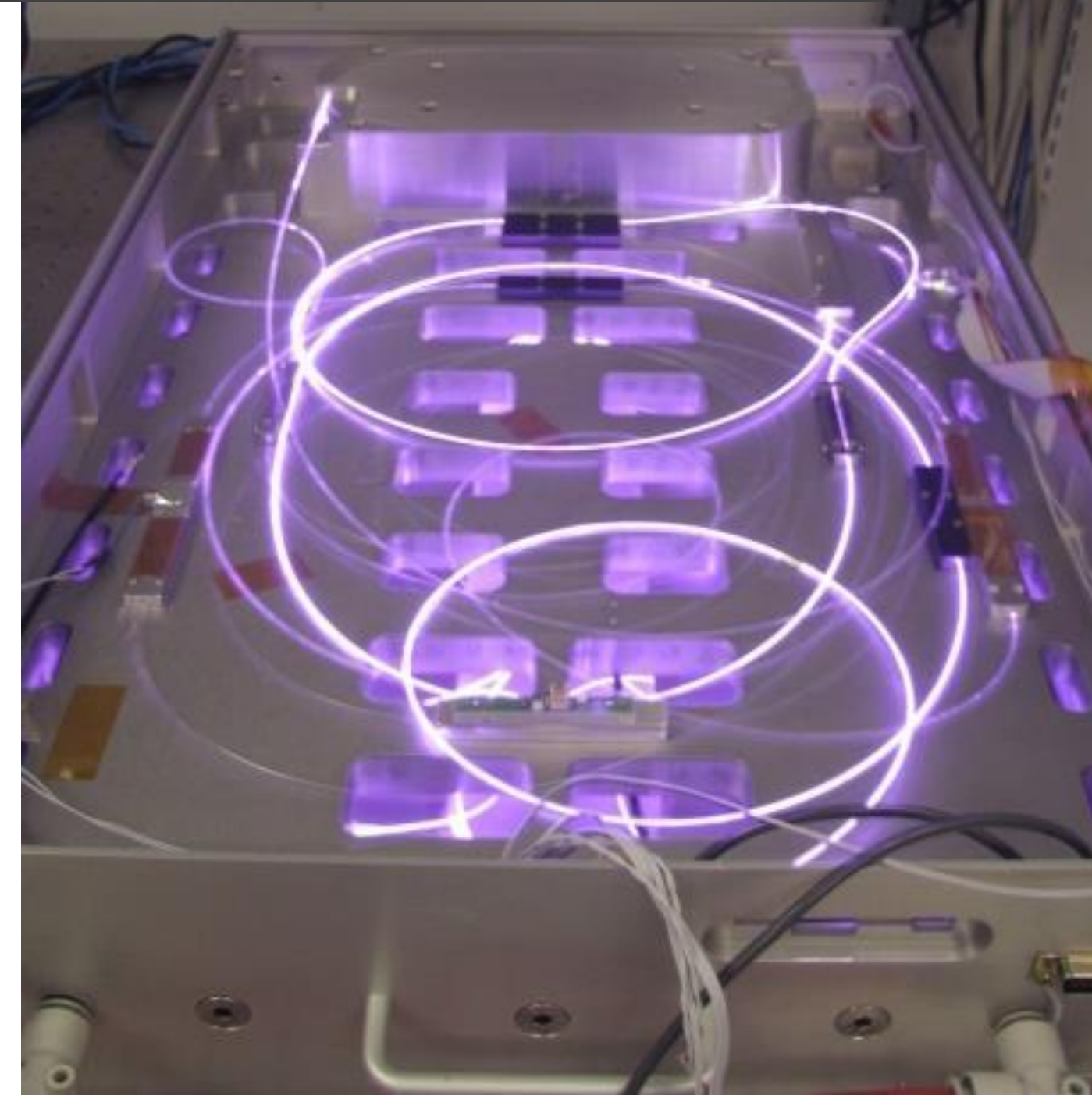
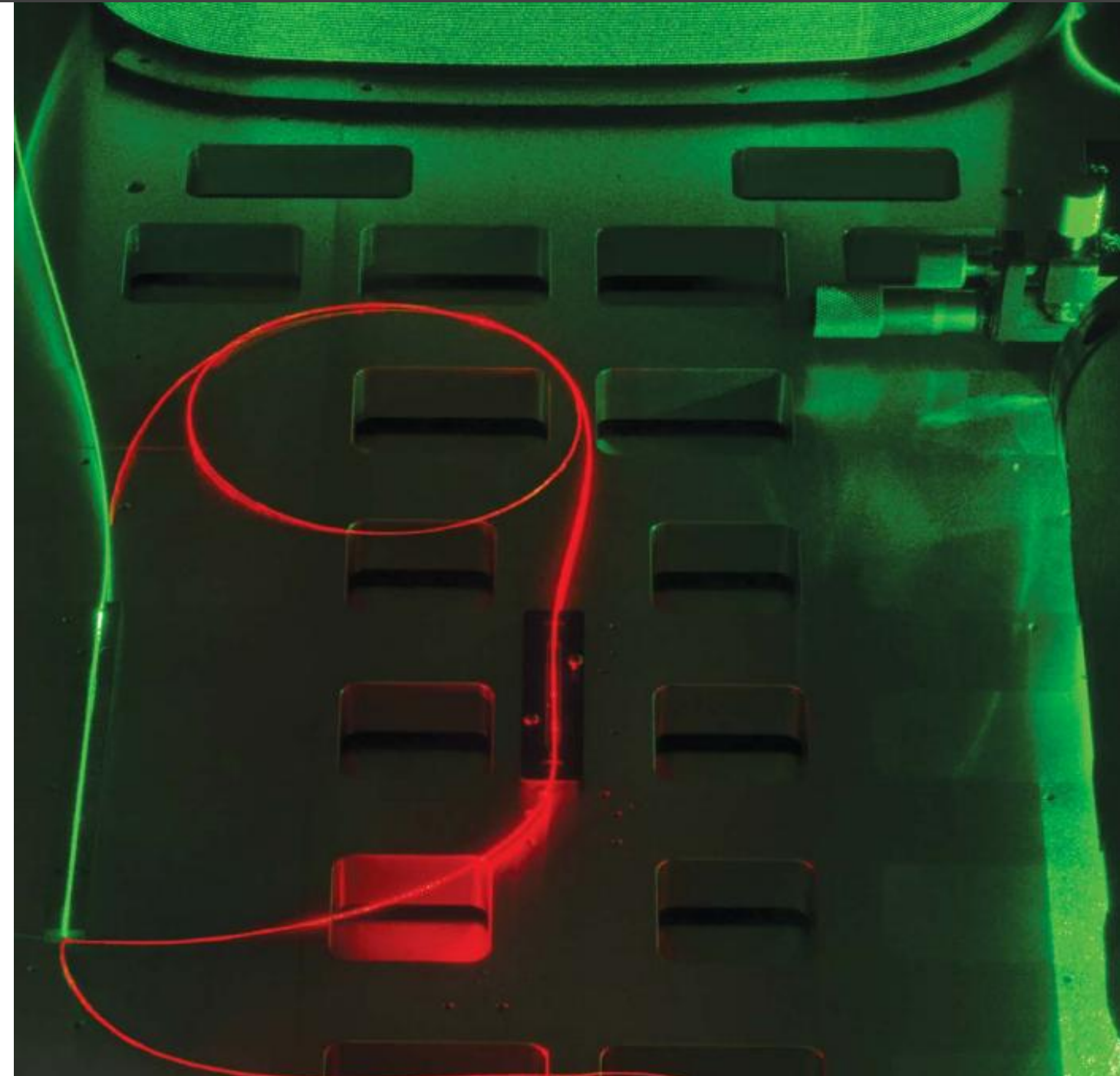


The plant, which covers a surface equal to 8.000 square meters, hosts manufacturing, sale and after-sale activities for a wide set of metal sheet processing machines. In addition to manufacturing area and HQ offices, the plant hosts a large show room destined to welcome Chinese and Asian customers.

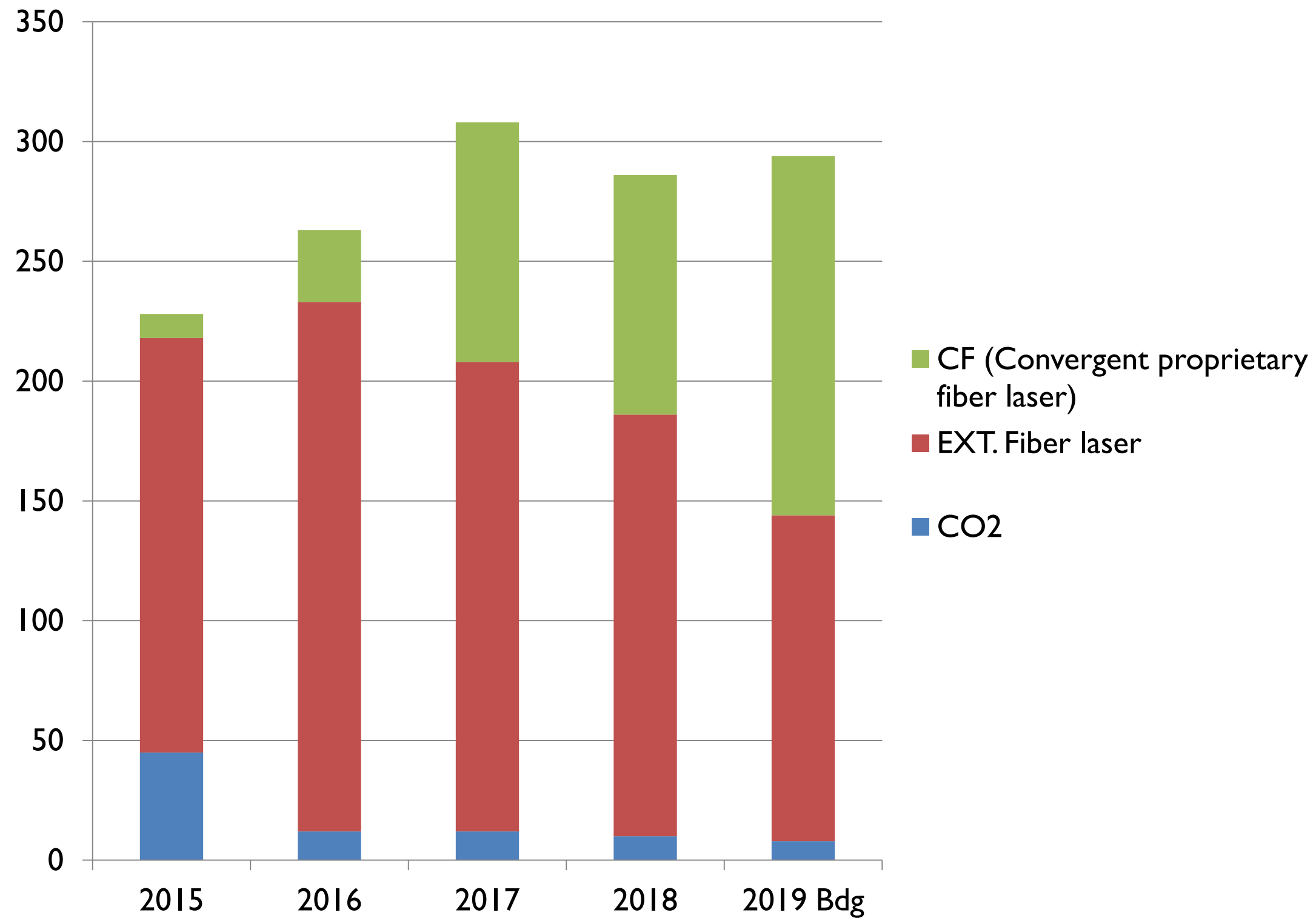




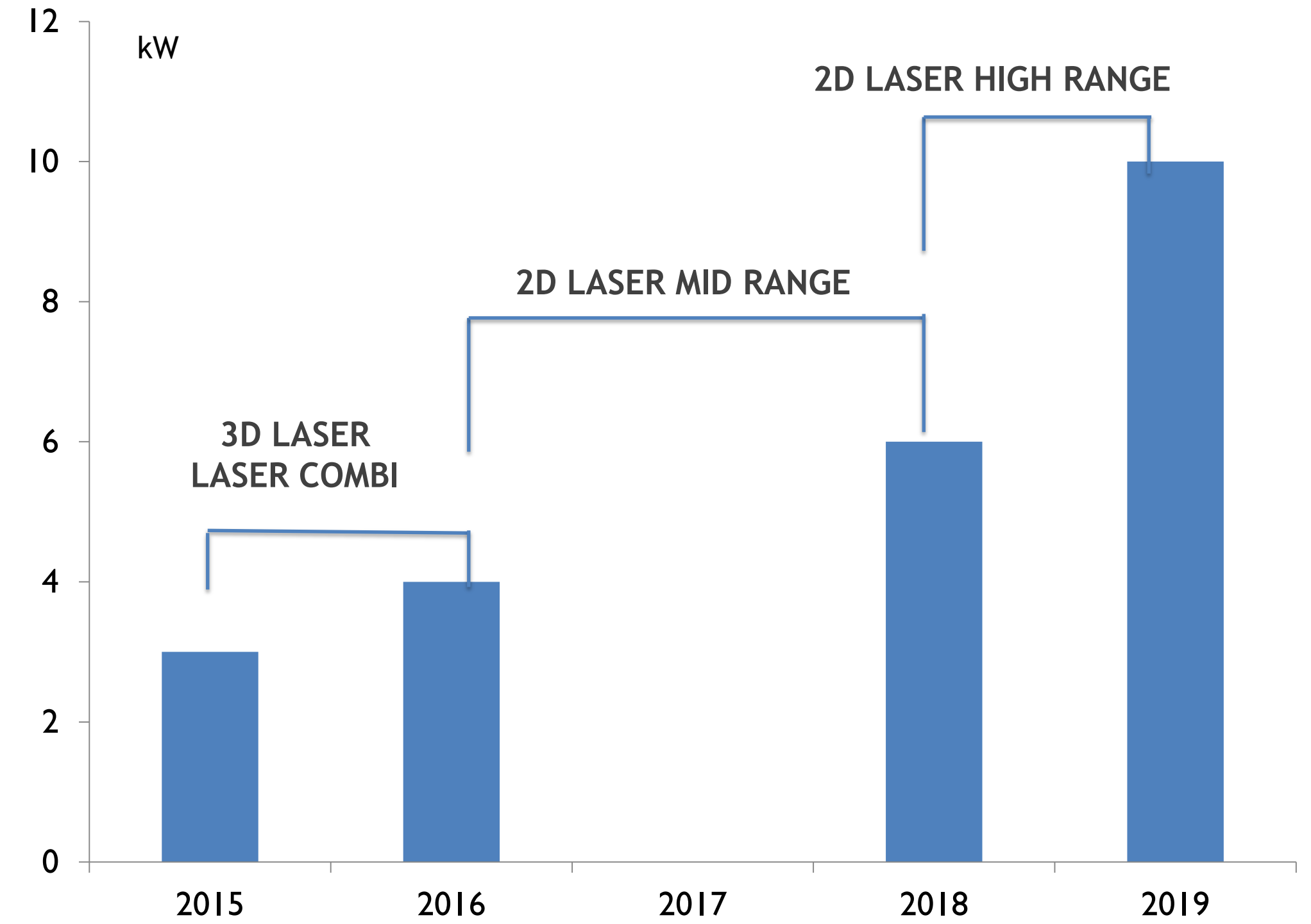
The high tech laboratories host research activities focused on the field of high power optoelectronic semiconductors for the latest generation of lasers



Number of lasers delivered



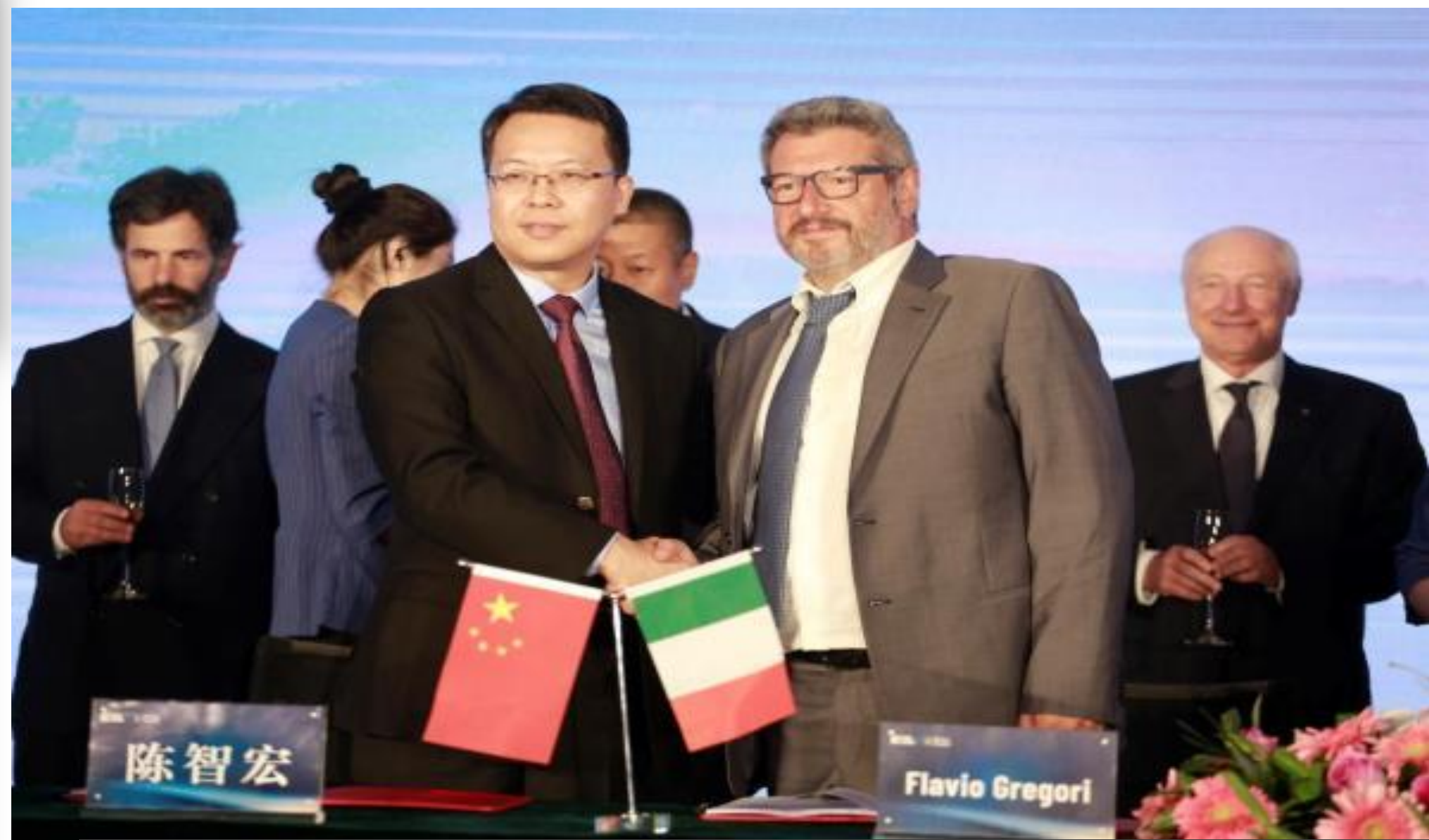
CF power available (kW)





The HQTC is structured in 5000 square meters of which 2500 are dedicated to the corporate offices and 2500 dedicated to the Demo Room and to the hospitality of the customers. The Demo Room hosts 10-12 Prima Power machines, including a whole production line.



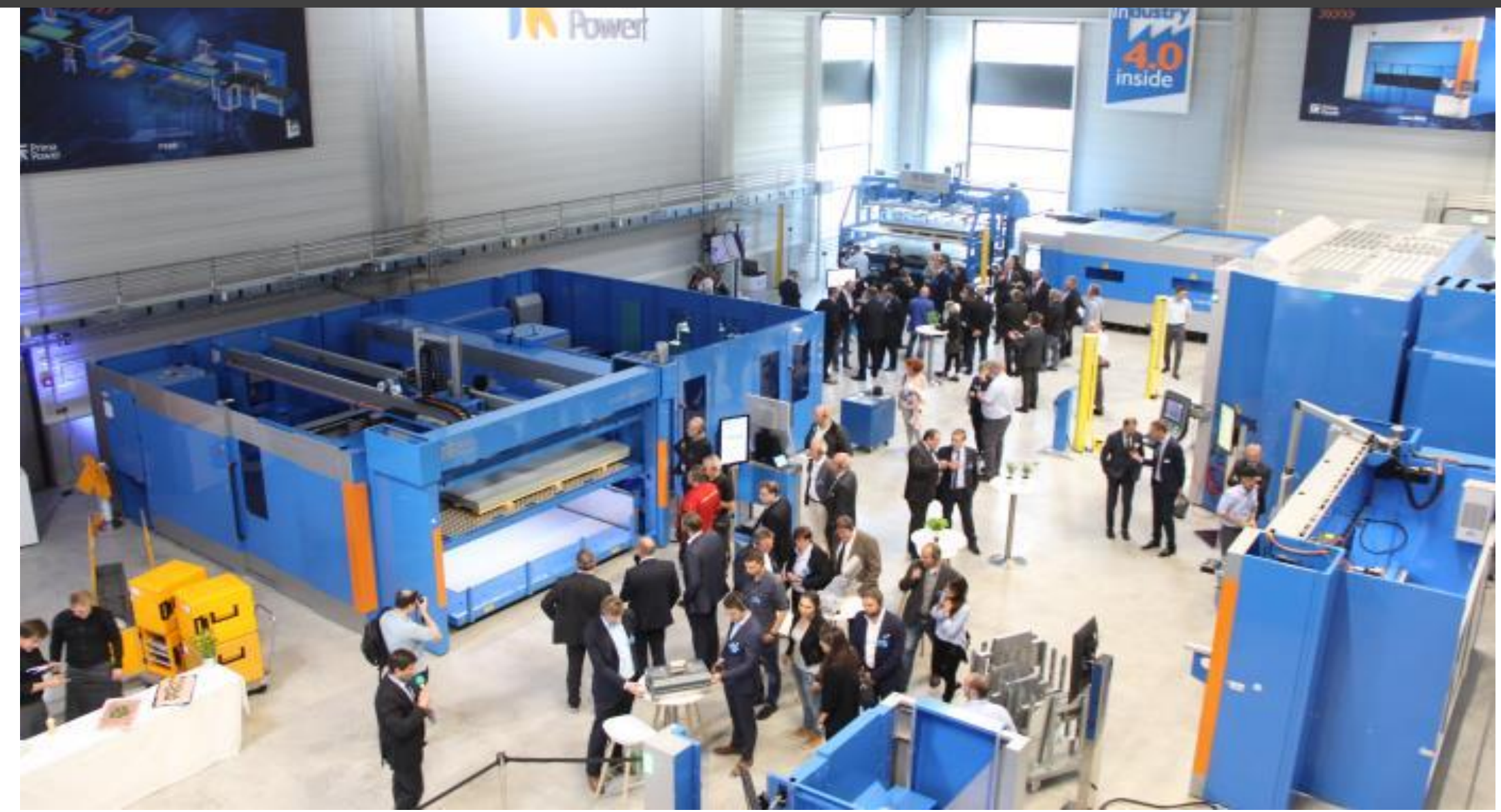


Prima Industrie, through Prima Power brand, already holds a significant share of the Chinese market of high-end machines (3D laser, systems, panel benders), while it still has a limited presence in the market of 2D laser machines. This investment is aimed at increasing the Group's market share in the Chinese market of 2D laser machines, the largest in the world in terms of size and growth rate.





The new location features a large Show Room and well organized areas dedicated to demonstrations, applications, cycle time studies, training, and conferences. The new location is in the heart of the D-A-CH area, which is strategic for the Group, as it represents the second most important market in Europe after Italy, with 5% of revenues and an installed base of over 1000 machines.





The facility, structured on approx. 3,300 sqm, represents an extension of the HQTC to host the new Prima Additive division in addition to the R&D employees of laser machines development and relevant labs.





Finn-Power OY moved to a new, modern and more efficient building (factory & offices) in Seinäjoki, replacing previous one in Kauhava. The plant has been built-to-suit by the local municipality and is rented to Finn-Power. Seinäjoki offers a more convenient location in terms of infrastructures, accommodations and hosts several schools and a university.



THE STRONGEST IN FINLAND PLATINUM

2014 – 2017
Finn-Power Oy
FI16369339

is a company which creates power for the economic future

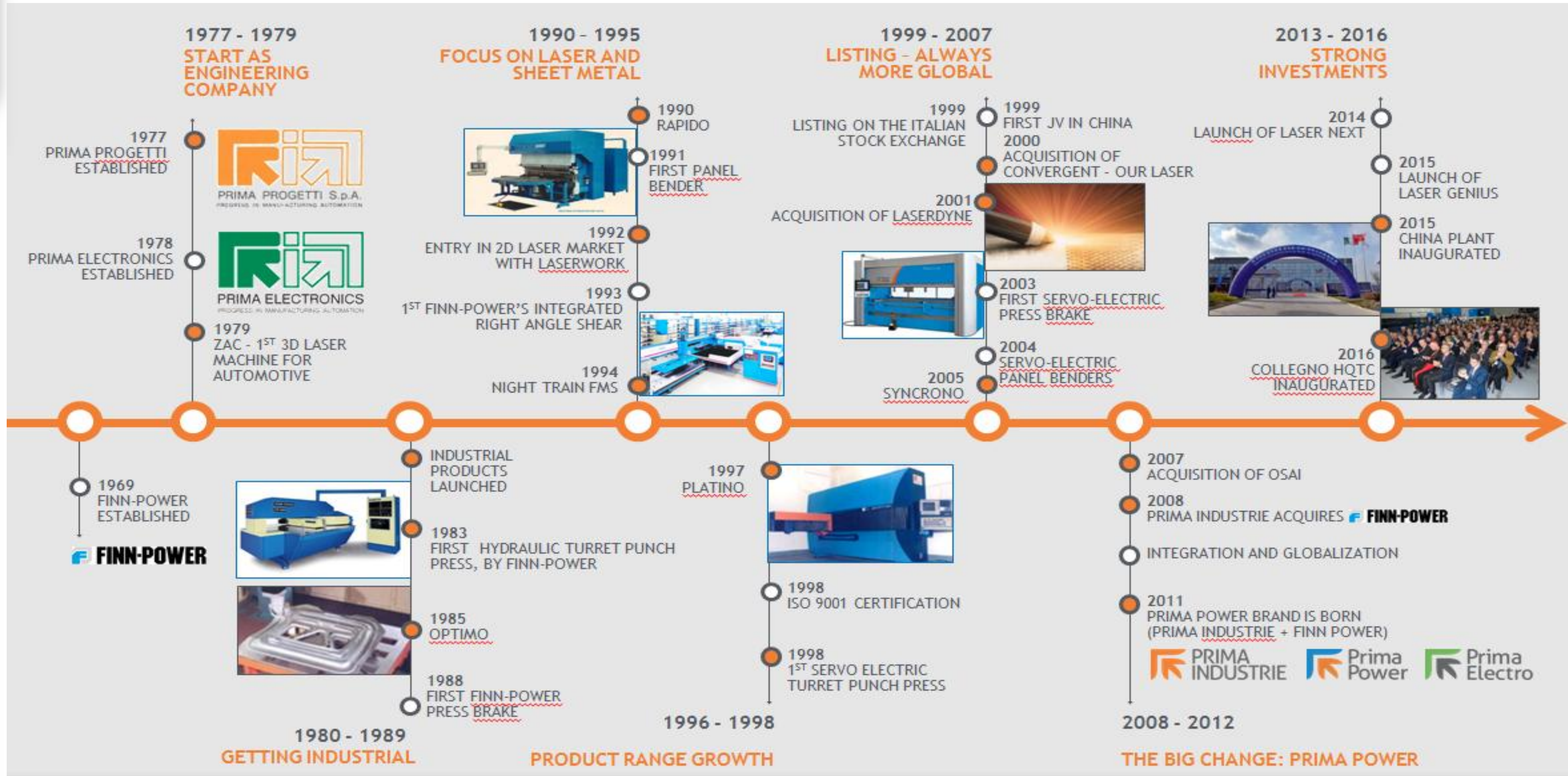
The company has obtained the high Rating A+ credit classification in the mentioned years and is thus entitled to this special certificate. The classification is a proof of the company's long-term excellent financial key ratios, positive background information and good payment behaviour. The classification is granted by Suomen Asiakastieto Oy.

 asiakastieto.fi

EVOLUTION

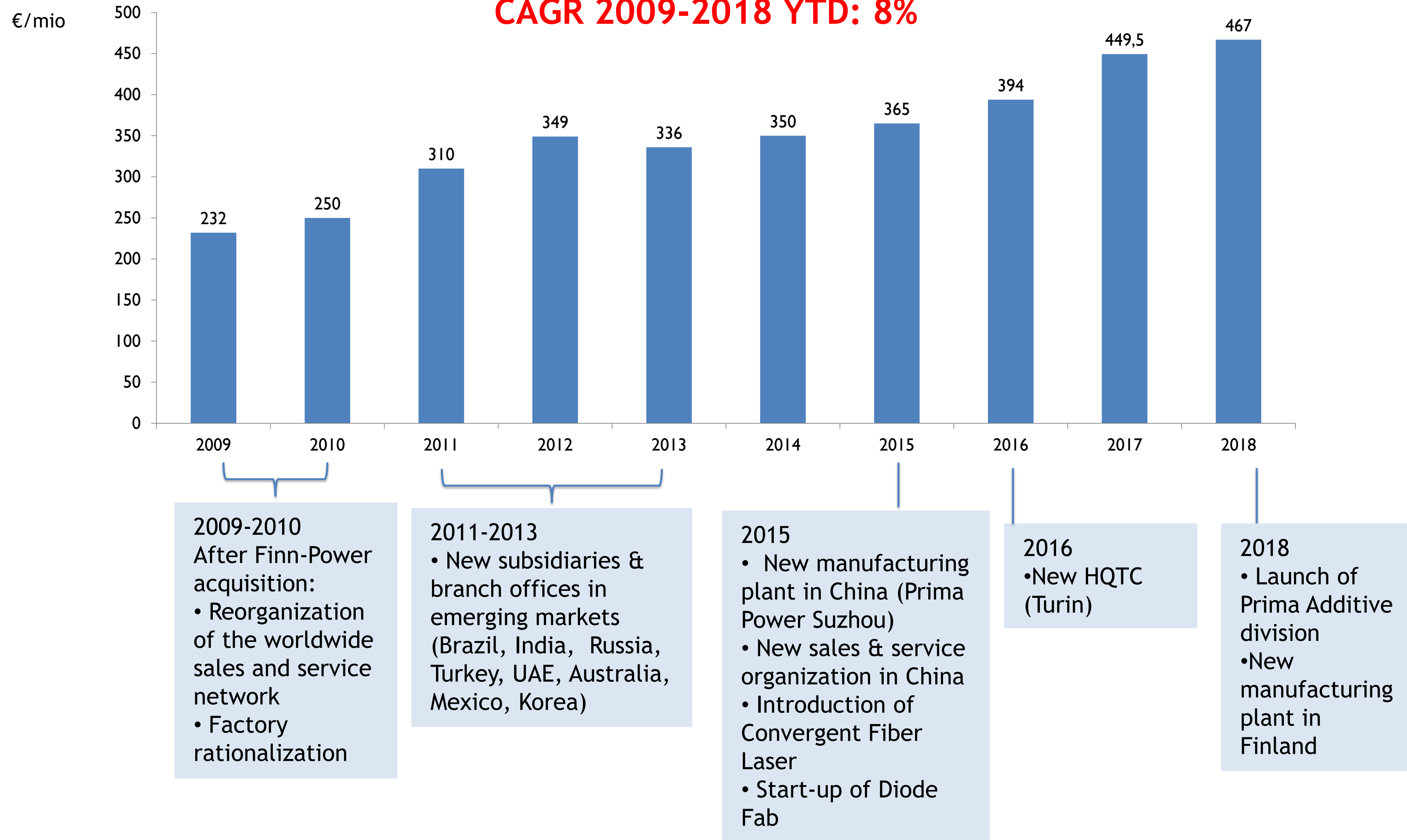
POWER





Revenues

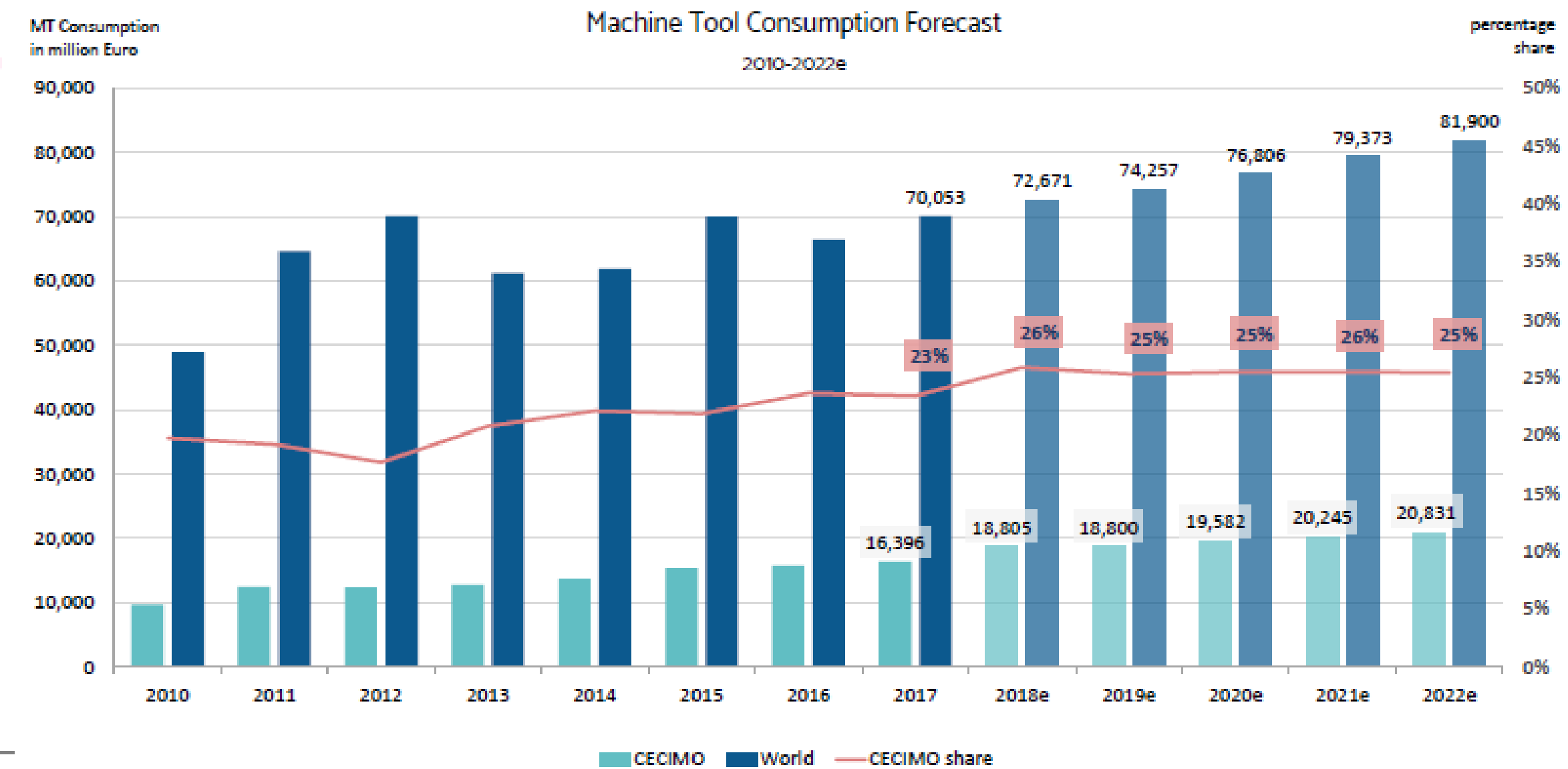
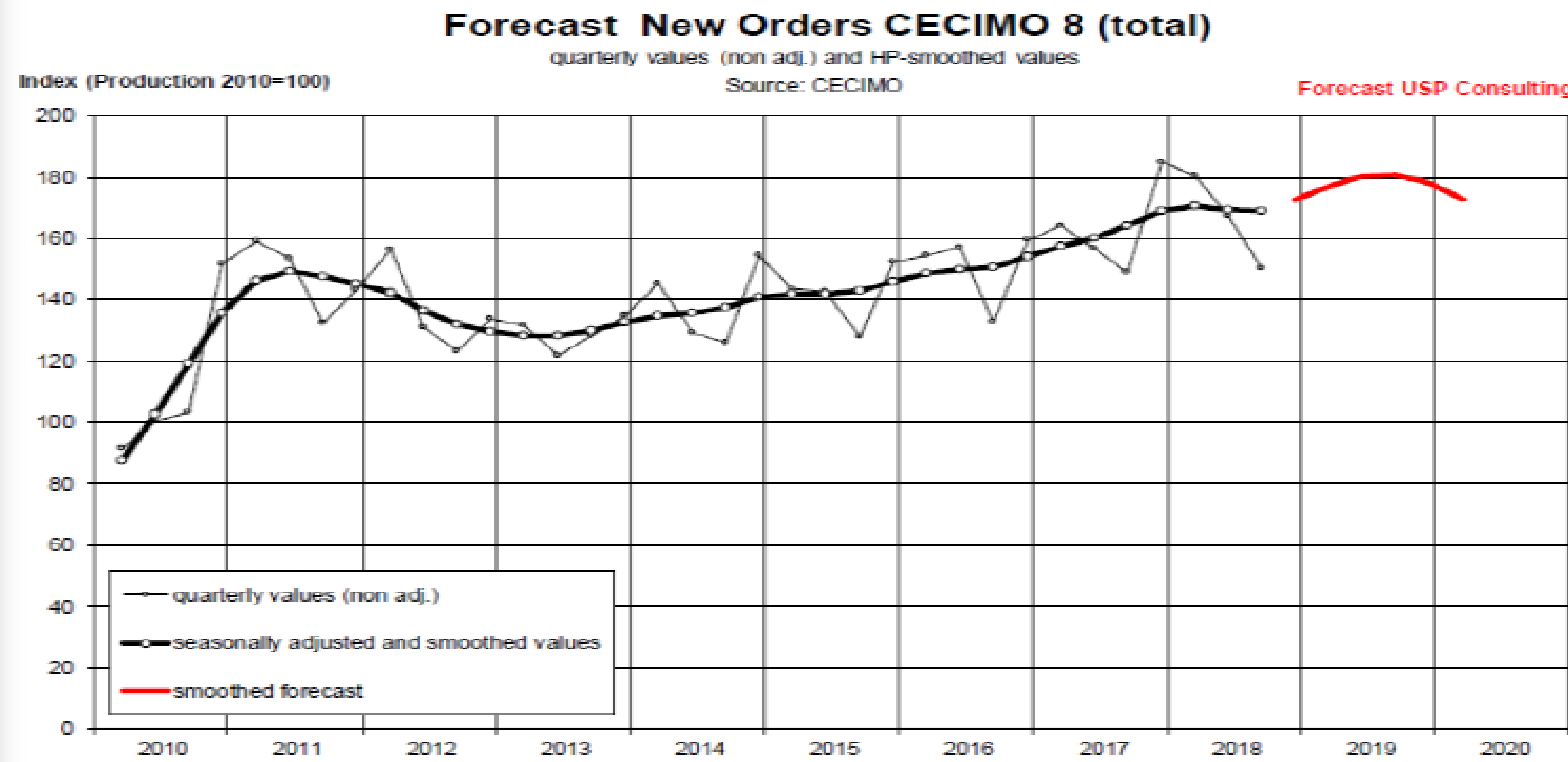
CAGR 2009-2018 YTD: 8%



Despite a more complex trading environment with some experts seeing a temporary peak in certain countries/markets, the medium-term outlook still looks **positive** for machine tool producers.

Some of the main industry **drivers** supporting the medium-term prospects are as follows:

- the increasing automation in the manufacturing process worldwide and, more in general, from the modernization of the production facilities;
- the decline in product lifecycles and consequent increase in the variety of products that require more flexible systems;
- the continuous quality improvements also to be obtained through more sophisticated and precise production systems and machines;

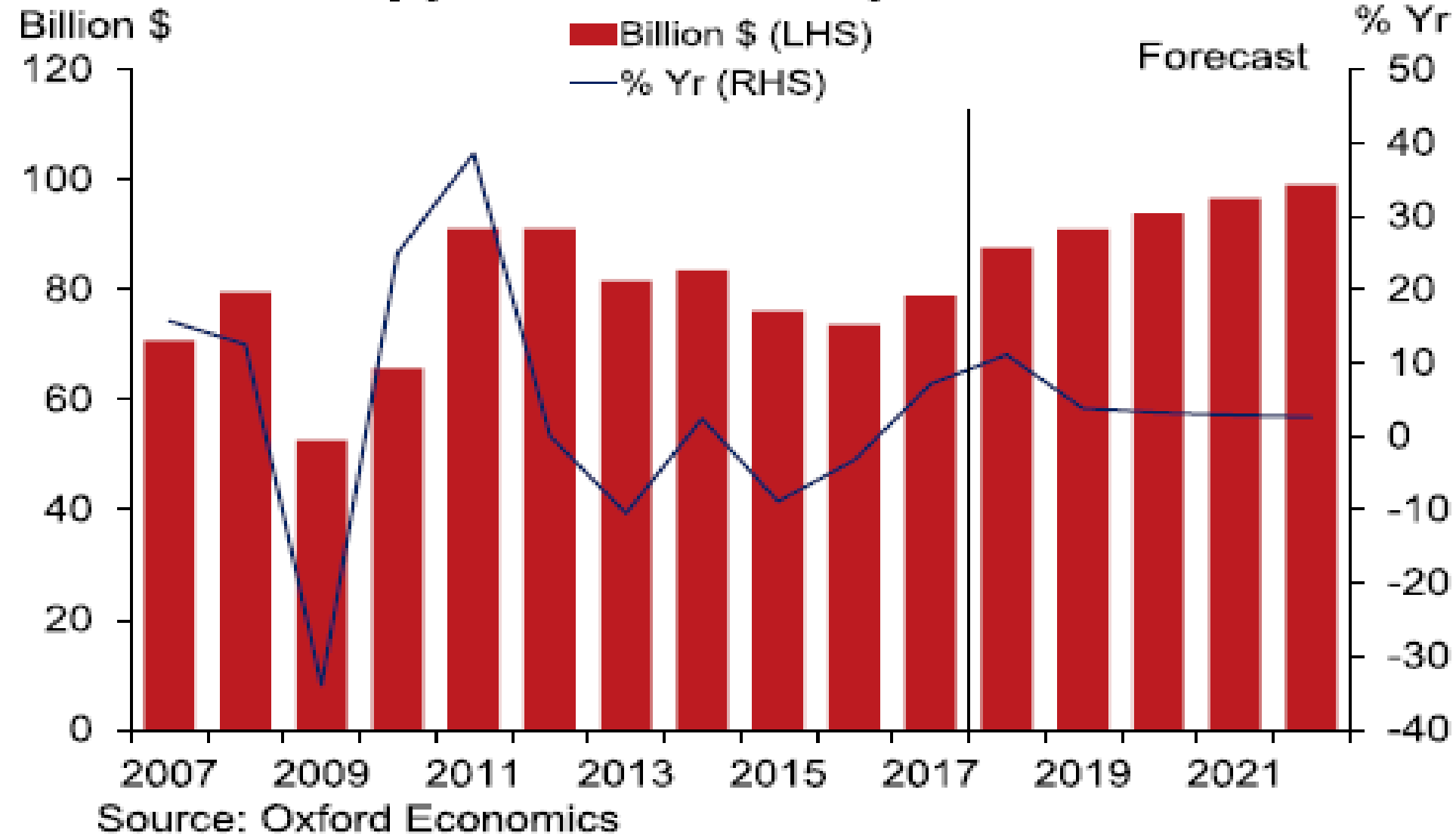


Source: CECIMO (September 2018)

Global Machine Tool Outlook

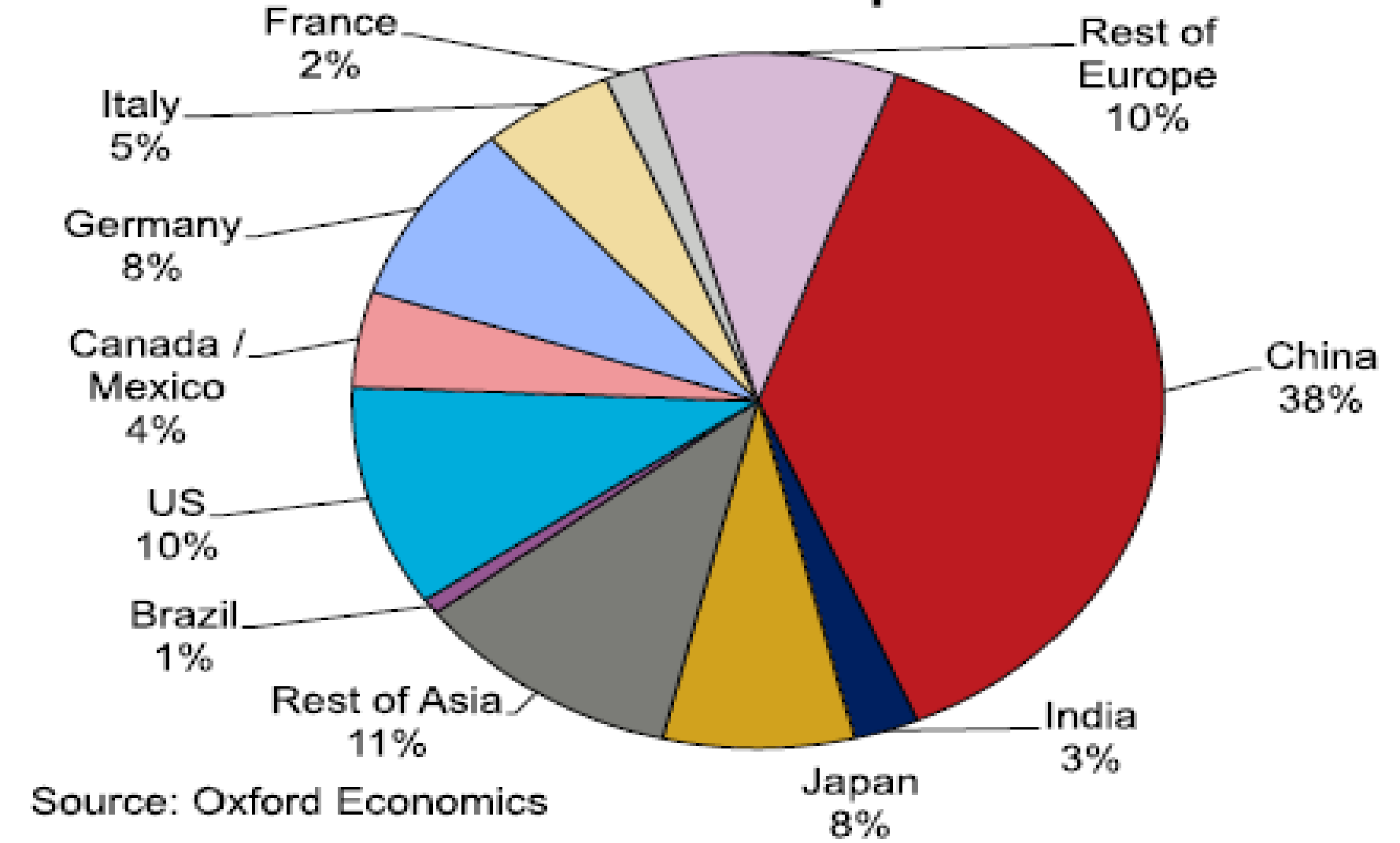
Autumn 2018

World: MT Apparent consumption

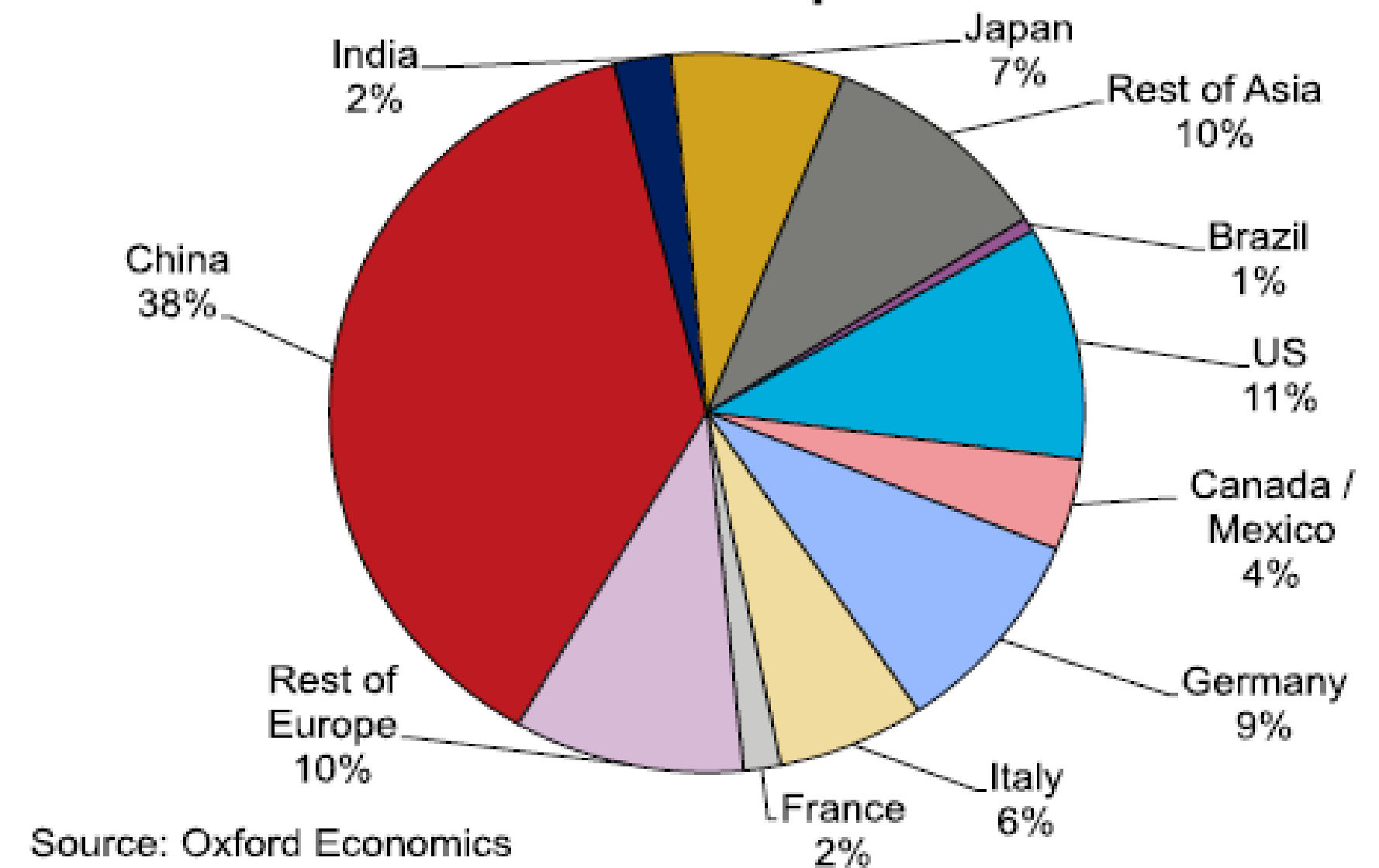


Based on Oxford Economics' forecasts (autumn 2018), global machine tool consumption is expected to grow at a 3% CAGR in 2018-2022, after reaching around USD 78bn in 2017 (of which USD 14bn generated from laser systems for materials processing).

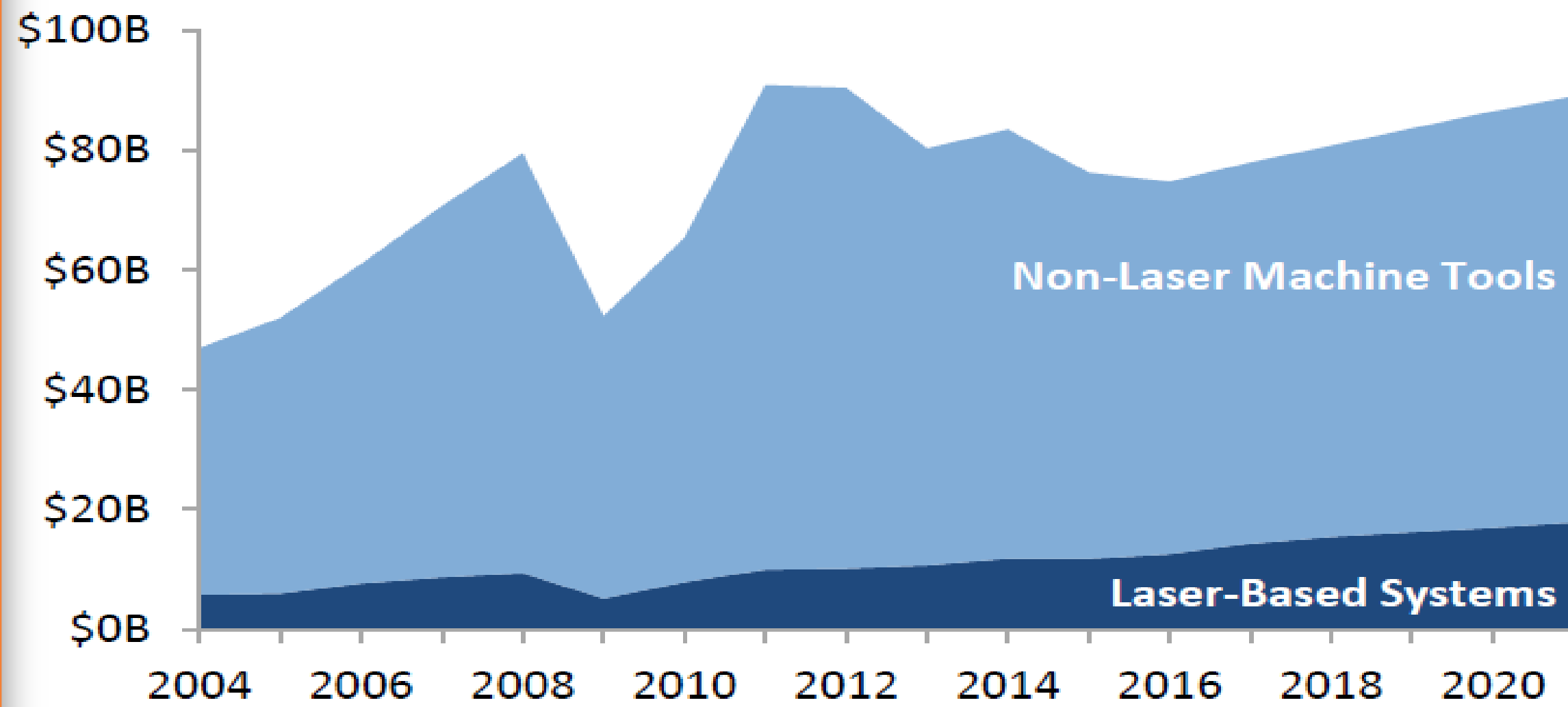
World: Machine tool consumption in 2017



World: Machine tool consumption in 2022

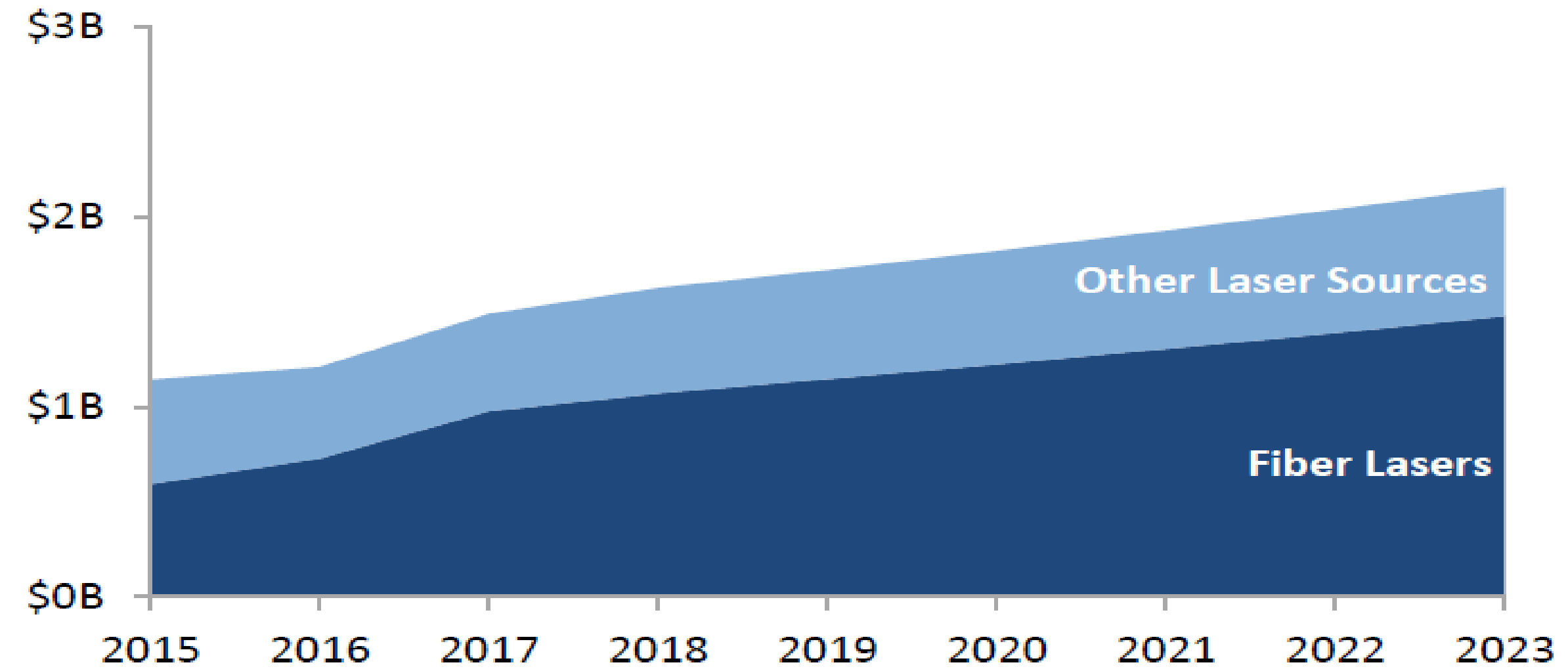


Global Machine Tool Consumption in 2017: ~\$78B
 Global Laser Systems for Materials Processing in 2017: ~\$14B
Laser Systems 18% of Worldwide Machine Tools and Growing



Source: Oxford Economics, Optech Consulting and IPG Photonics Corporation

Fiber Lasers a Growing Percentage of Annual Demand for High-Power Industrial Laser Sources



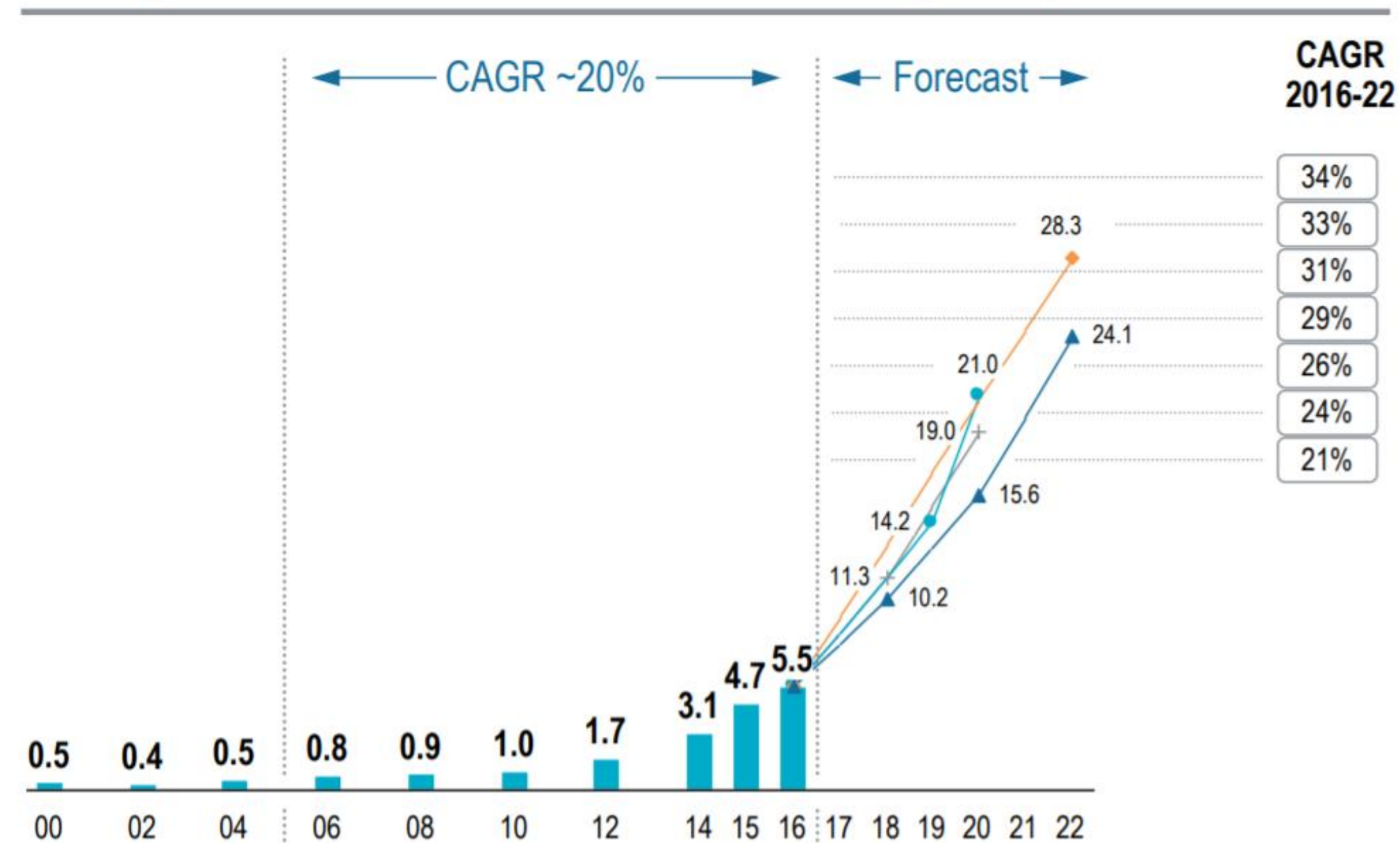
Source: Optech Consulting and IPG Photonics Corporation

Within the machine tool industry laser-based systems are increasingly gaining share inside the material processing segment given the greater precision, processing speeds and flexibility enabled by this technology. Moreover, because laser energy can be delivered remotely with greater precision and power, the trends towards automated production and increasing product complexity and flexibility are helping drive adoption of laser technology.

Metal Additive manufacturing market

Global AM market

Development of metallic AM market¹⁾ 2000-2022 [EUR bn]²⁾

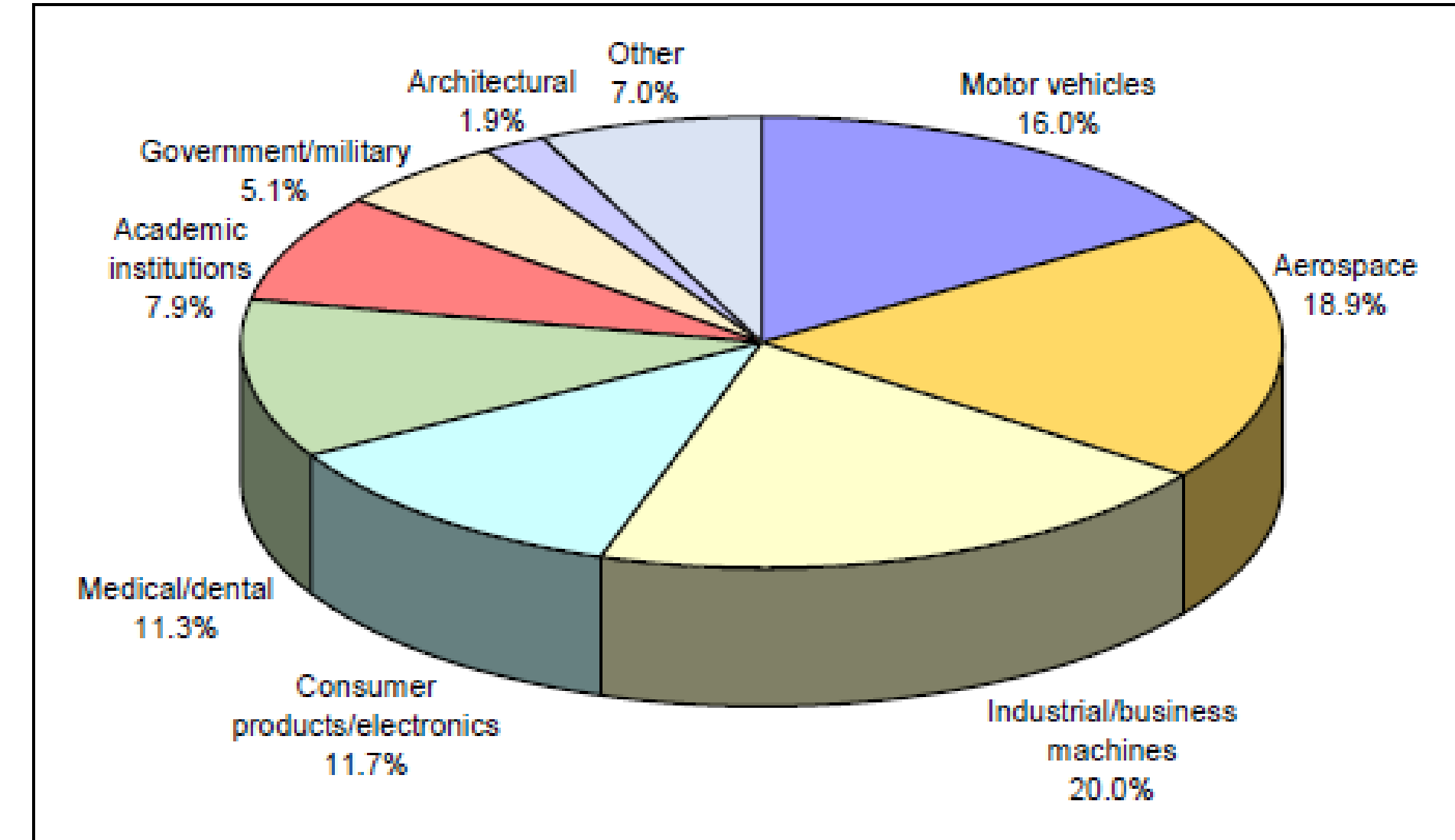


Growth estimate source: — Wohlers Associates — Canals — MarketsAndMarkets — Smithers Pira

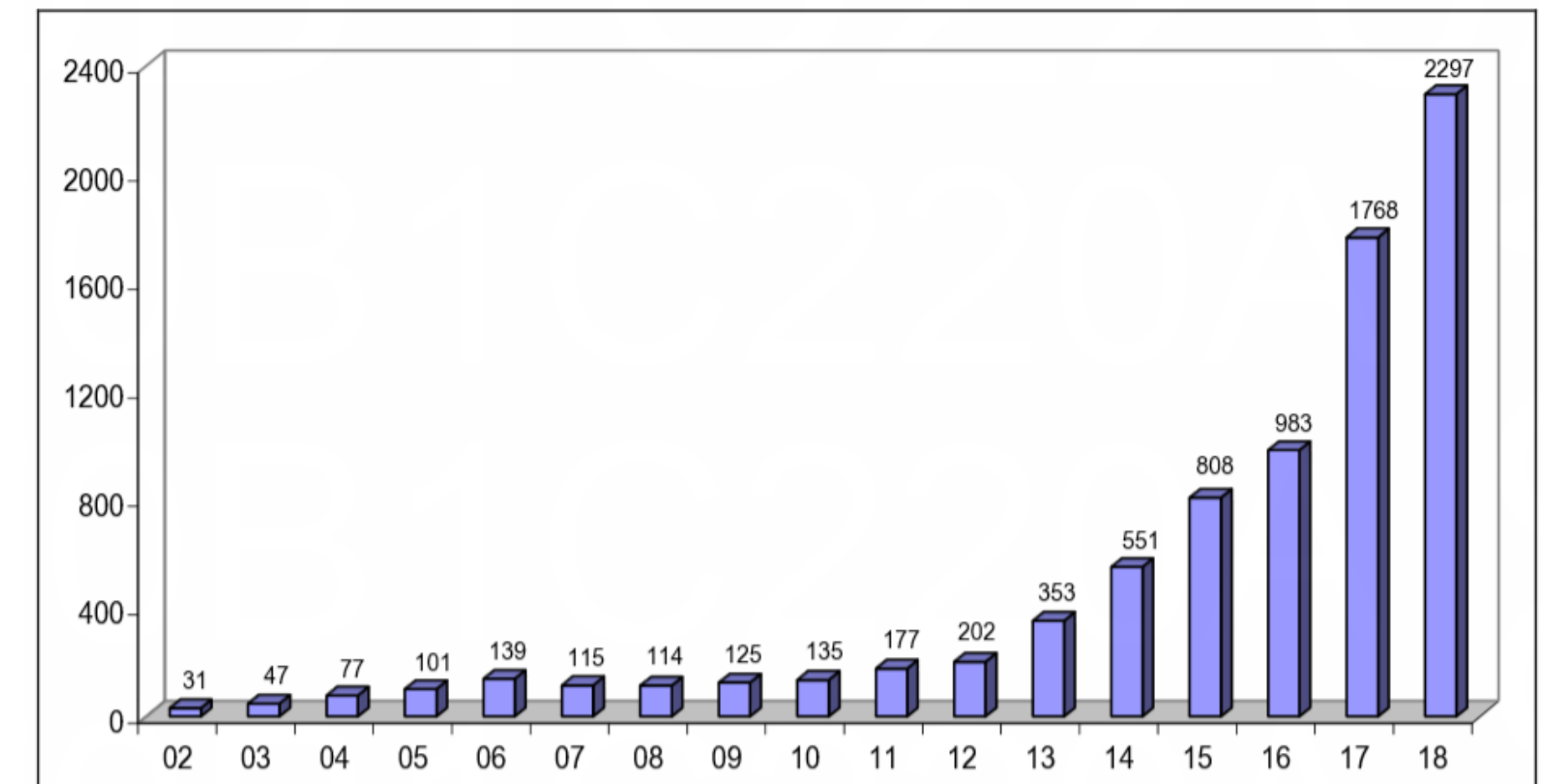
1) World production excl. parts/accessories; 2) FX rates as per Bundesbank, forecast based on 05/17 EUR/USD rate

Source: Expert interviews; Wohlers Associates (2017); Canals (2016); MarketsAndMarkets (2016); Smithers Pira (2016); Roland Berger

- > For 2004 to 2016, the over-all AM market showed an annual growth (CAGR) of ~20%
 - In 2016 growth softened, mainly due to weak performance of polymer players (Stratasys and 3D Systems)
- > The market is expected to multiply by a factor of two to five by 2022



Source: Wohlers Associates, Inc.



Source: Wohlers Associates, Inc.

COMMON FACTORS HIGHLIGHTED

- Slow-down of investments in **China** / **Trade war** effects
- Uncertainty scenario in **Italy** and in other **countries**
- Slow-down of investments of **automotive sector**



RESILIENCE PHASE THANKS TO DIVERSIFICATION IN:

- Geographic markets
- Industries addressed
- Product portfolio

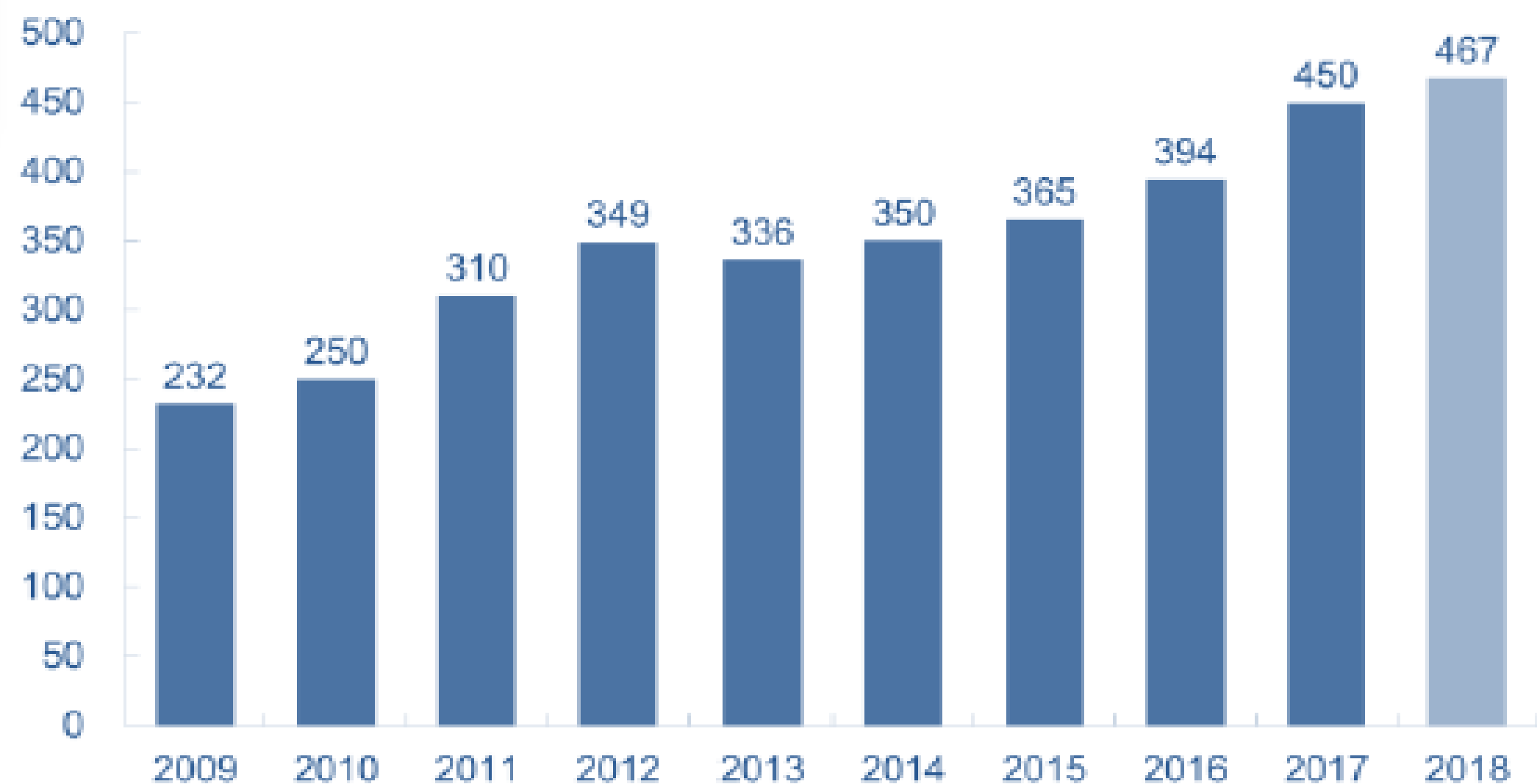


INTERNAL GROWTH ENGINES

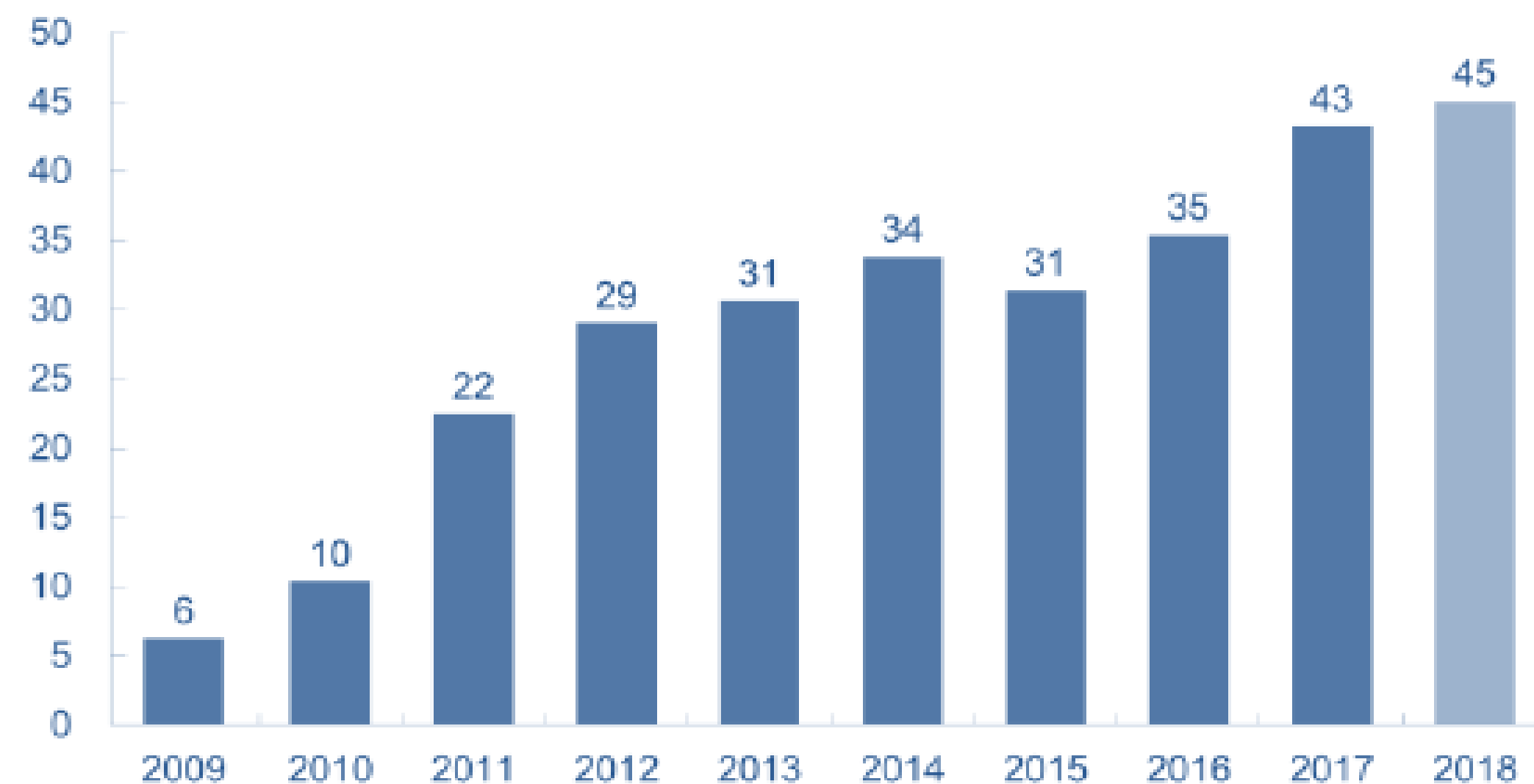
- Fiber laser & Diodes investments: boost in profitability expected
- Lead Laser investment: fully exploit the relationship
- Additive Manufacturing: add on to turnover and profitability



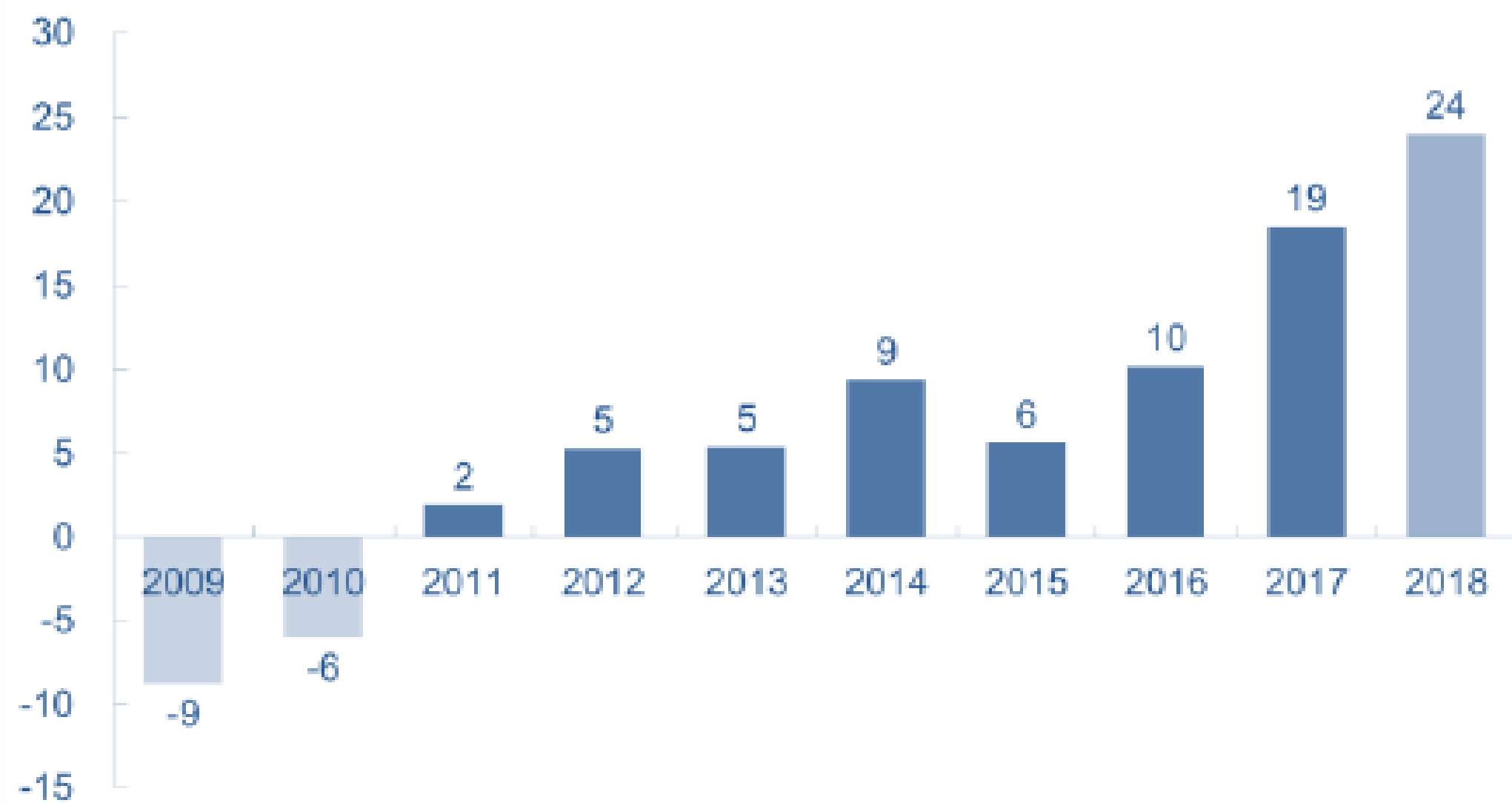
REVENUES 2009-2018 €/mio



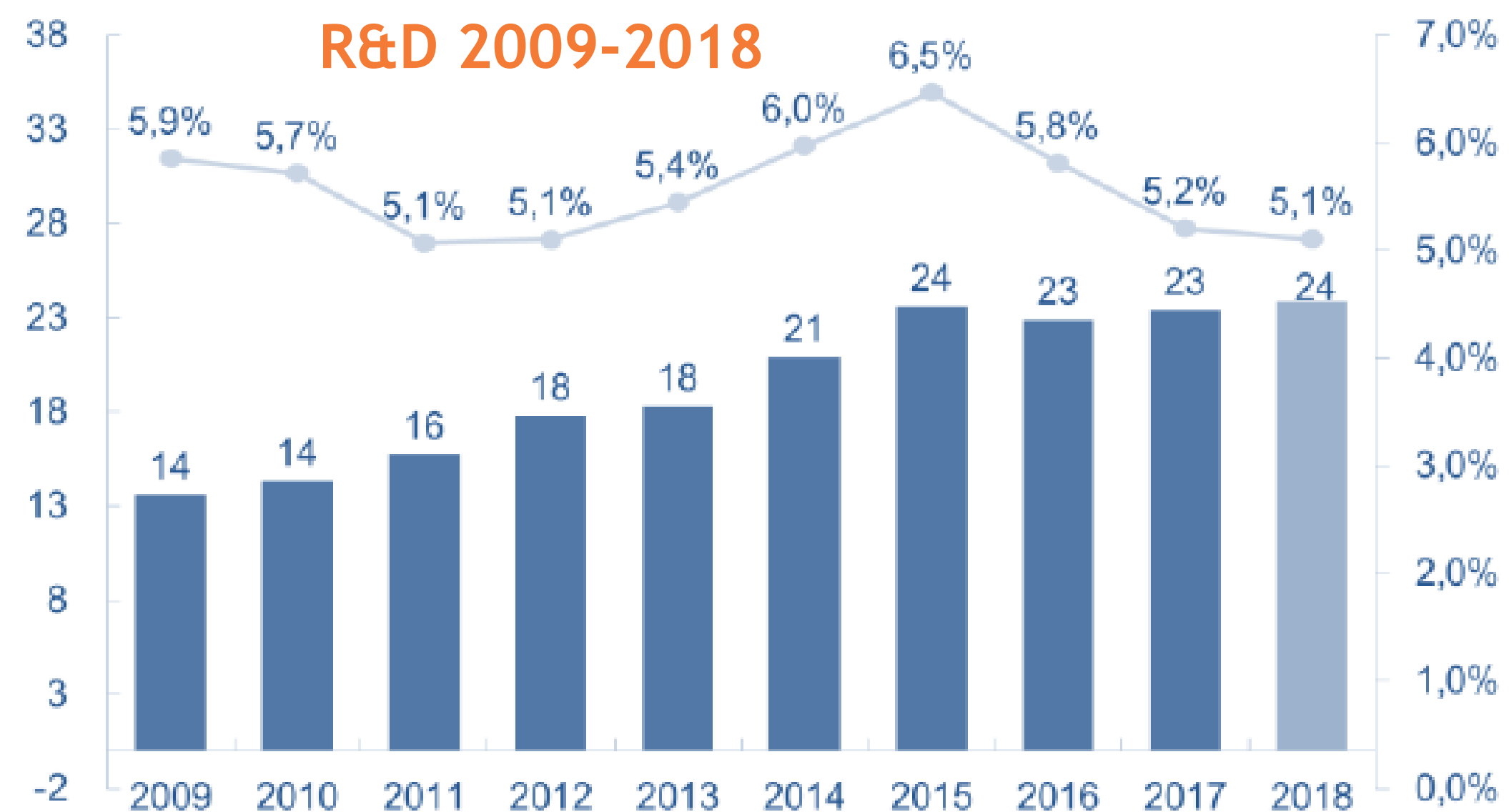
EBITDA 2009-2018 €/mio

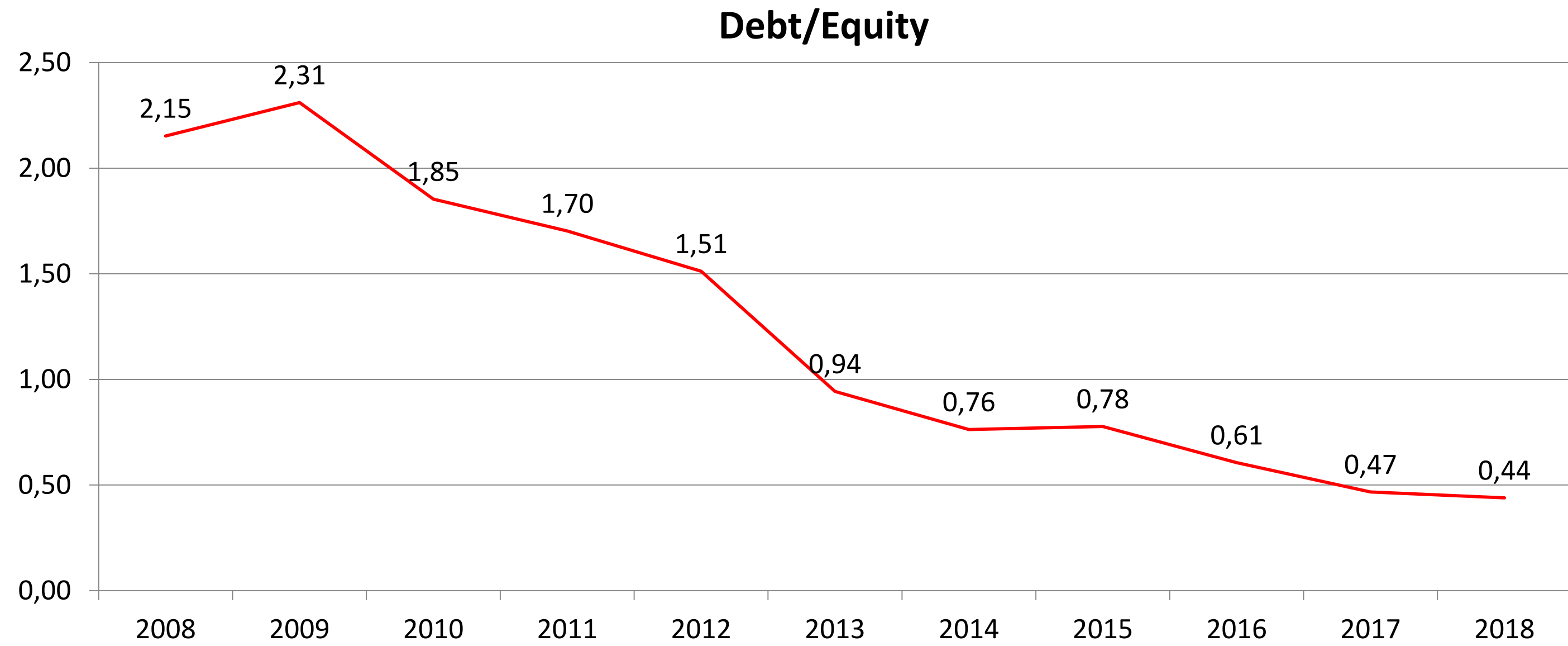
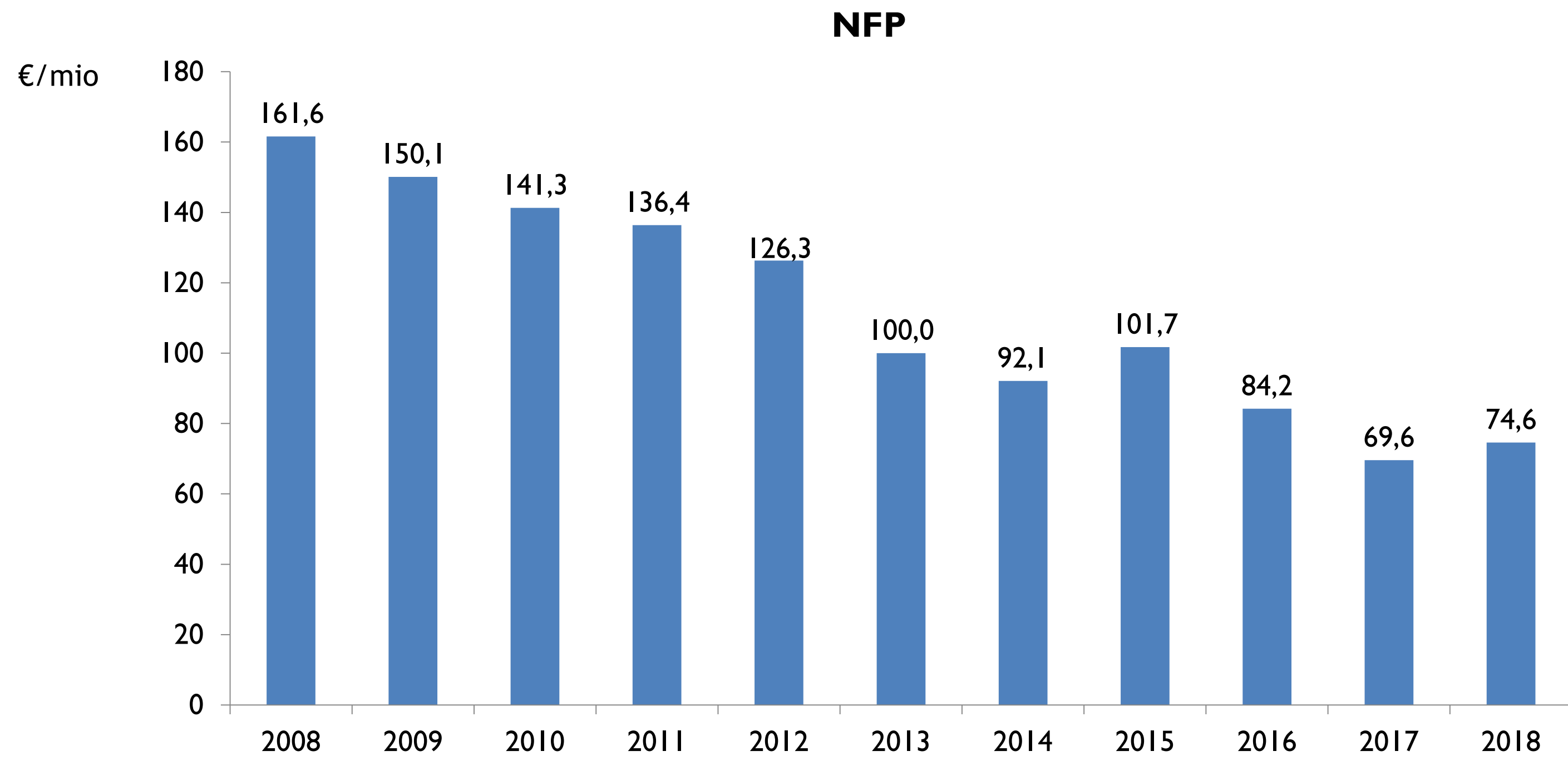


NET RESULT 2009-2018 €/mio



R&D 2009-2018





M/L term debt refinancing on main operations

Type	Counterparty	Amount (M€)	Interest rate %	Maturity	Timing for reimbursement	Type	Counterparty	Amount (M€)	Interest rate %	Maturity
BOND	INSTITUTIONAL INVESTOR 1	40	5,875	2022	March 2018	BOND	INSTITUTIONAL INVESTOR 2	25	3,50	2025
TERM LOAN	IT BANKS CLUB DEAL	23	3,03	2021	March 2018	TERM LOAN	BANK 1	25	2,08	2022
TERM LOAN	FINN BANKS CLUB DEAL	20	Euribor +2,50	2020	December 2017	TERM LOAN	BANK 2	20	1,75	2022
TERM LOANS	SEVERAL BANKS INSTALMENTS	25	Euribor +1,75 average	2018/19	2018/2019	TERM LOANS	SEVERAL BANKS	45	1,50	2022/2023
TOTAL		108	3,70	2018/2022		TOTAL		115	2,10	2022/2025

Banks involved:

INTESA  SANPAOLO

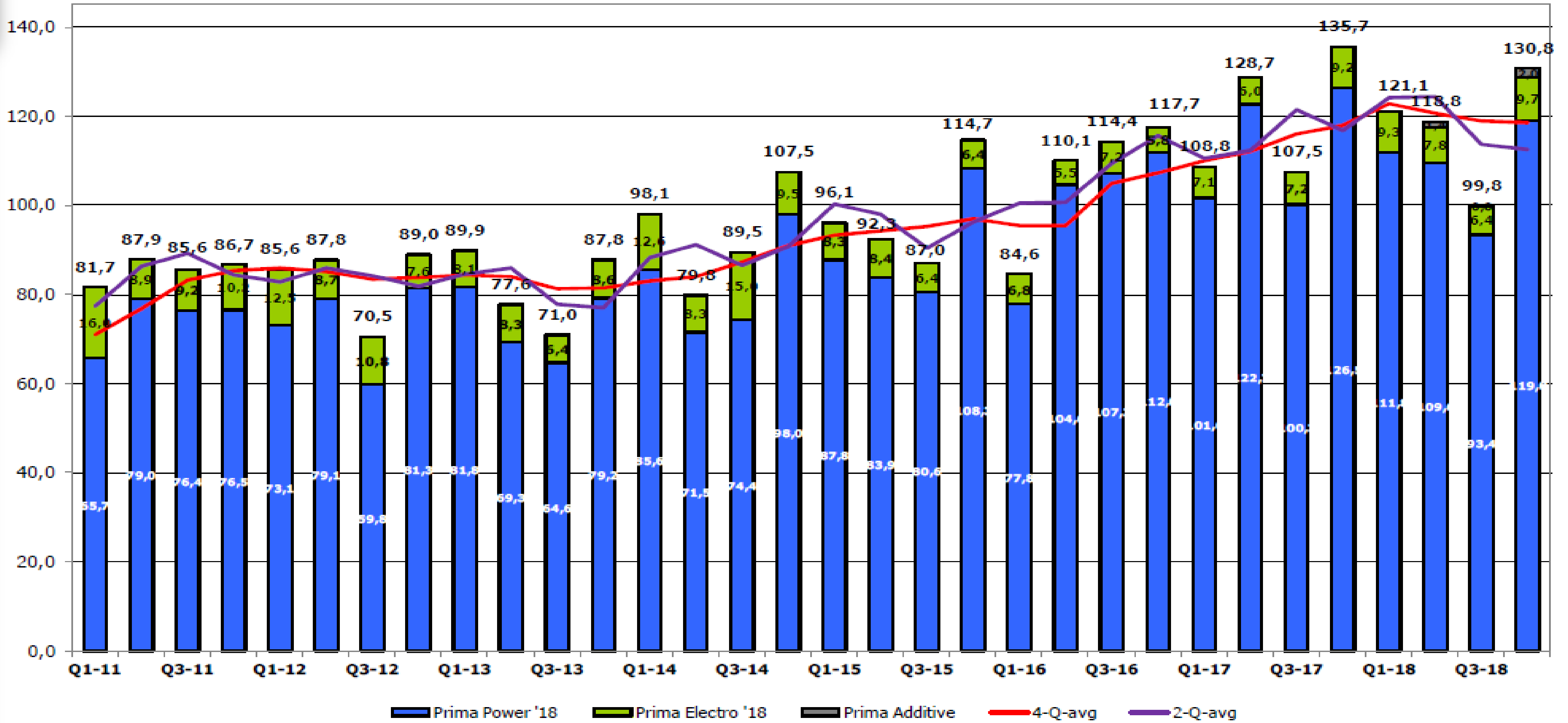
 UniCredit

 BANCO BPM

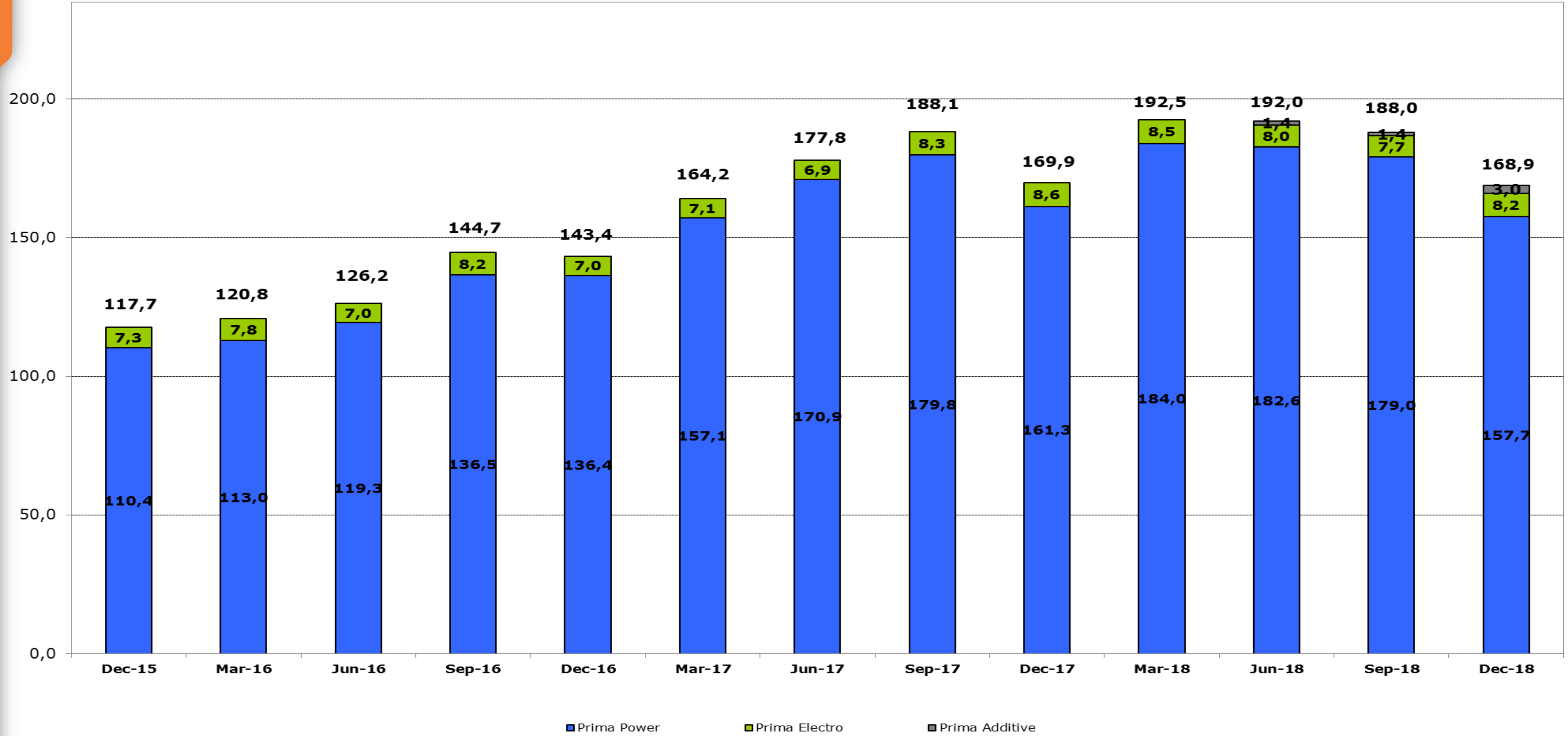
 **BNL**
GRUPPO BNP PARIBAS

 **MONTE
DEI PASCHI
DI SIENA**
BANCA DAL 1472

QUARTERLY ORDER INTAKE SINCE 2011



QUARTERLY BACKLOG SINCE DEC. 2015



	2019				2020			
	B. IMI	Mediobanca	B. Akros	Consensus	B. IMI	Mediobanca	B. Akros	Consensus
	29,0	26,0	28,5		29,0	26,0	28,5	
	BUY	NEUTRAL	BUY		BUY	NEUTRAL	BUY	
REVENUES	480,9	474,4	474	476,4	495,4	476,8	482	484,7
EBITDA	55,8	54	56	55,3	59,4	54,4	59	57,6
EBIT	38,8	36,7	38	37,8	42,4	36,9	41	40,1
NET RESULT	26,6	25,4	25	25,7	29,4	25	27	27,1
NFP	-63,7	-52,2	-59	-58,3	-50,5	-33,7	-37	-40,4



MEDIOBANCA **Released March 4, 2019**

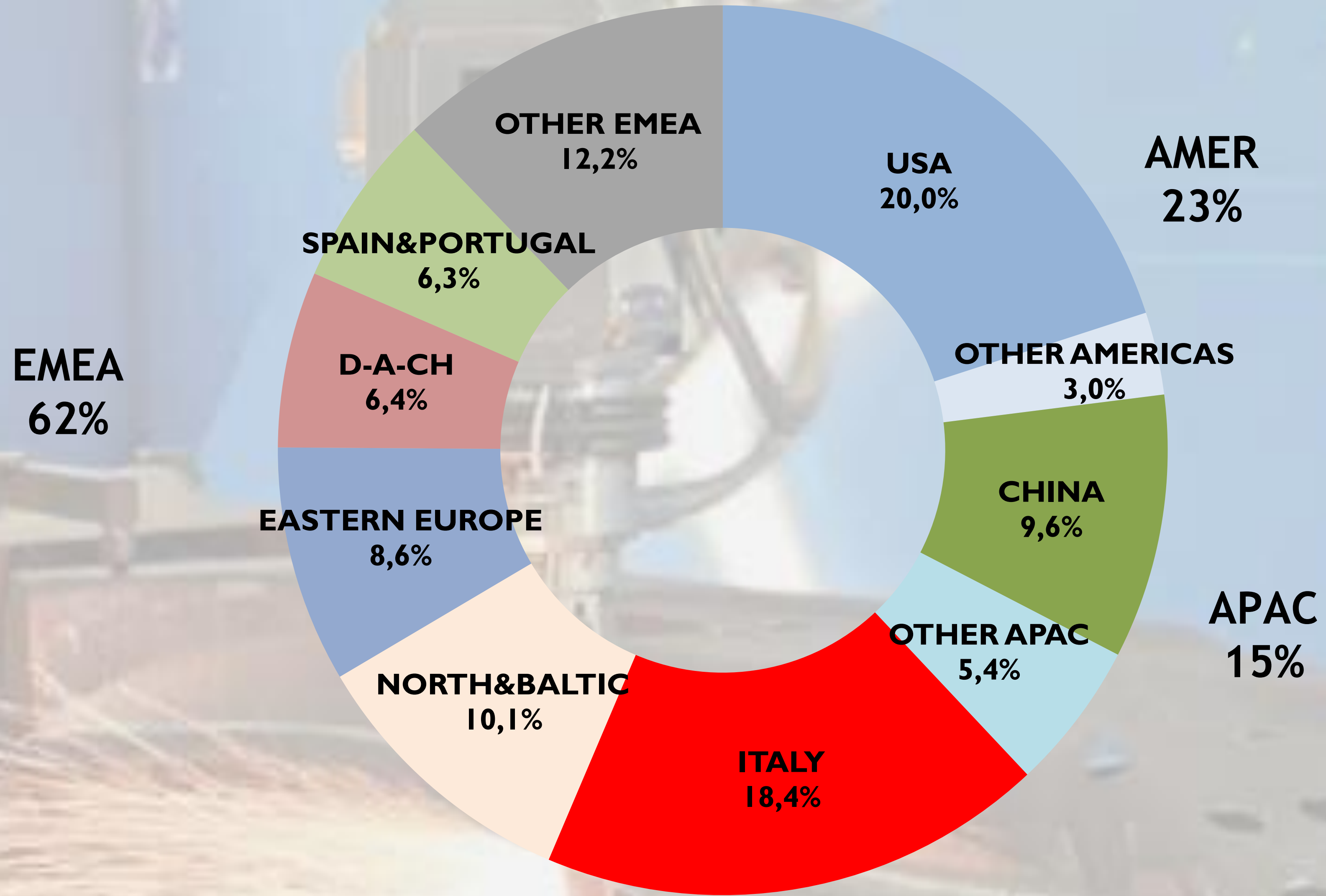


BANCA IMI **Released March 12, 2019**

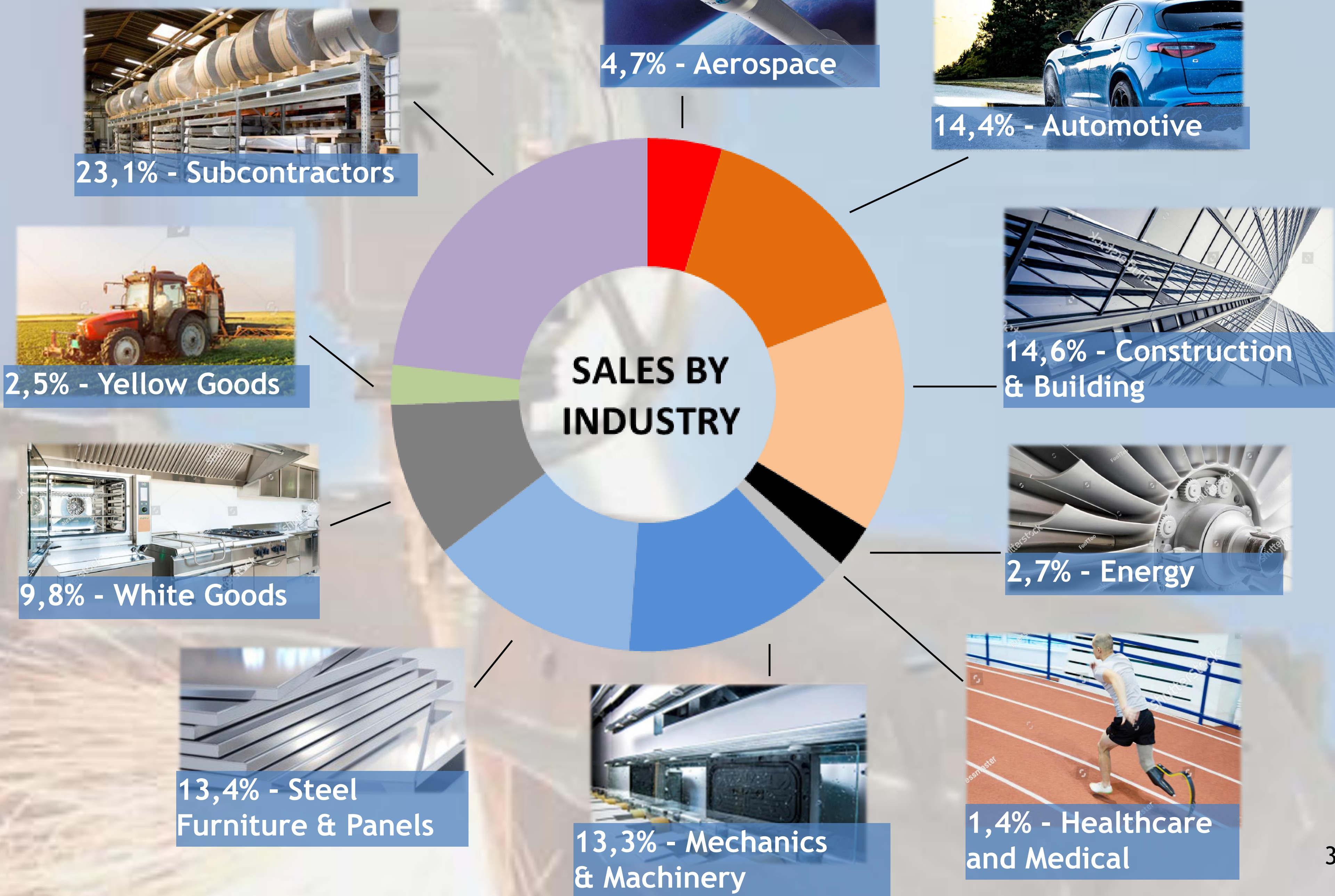


Released March 11, 2019

OUR GROUP | REGIONS WE SERVE



OUR GROUP | INDUSTRIES WE SERVE



23,1% - Subcontractors



4,7% - Aerospace



14,4% - Automotive



2,5% - Yellow Goods



14,6% - Construction & Building



9,8% - White Goods



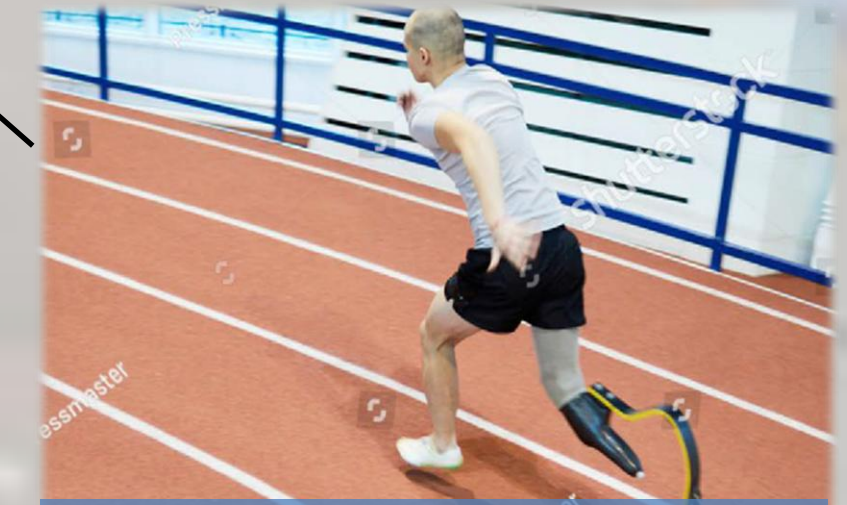
2,7% - Energy



13,4% - Steel Furniture & Panels



13,3% - Mechanics & Machinery



1,4% - Healthcare and Medical



LASER AND SHEET METAL MACHINERY

THE LASER



2D and 3D laser machines for cutting, welding and drilling

THE PUNCH



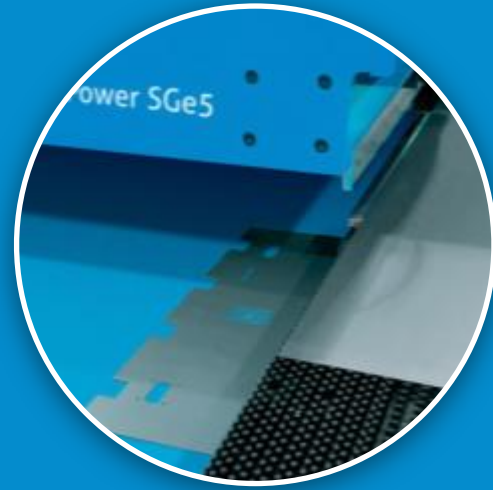
Servo-electric turret punch presses

THE SHEAR



Integrated systems punch+shear

THE COMBI



Integrated systems punch+laser

THE PRESS



Servo-electric and hydraulic press brakes

THE BEND



Servo-electric panel benders and bending centers

THE SYSTEM



FMC & FMS to automate your production flow

THE SOFTWARE



Smart solutions to connect your machines and maximize productivity



ELECTRONICS AND LASER TECHNOLOGIES



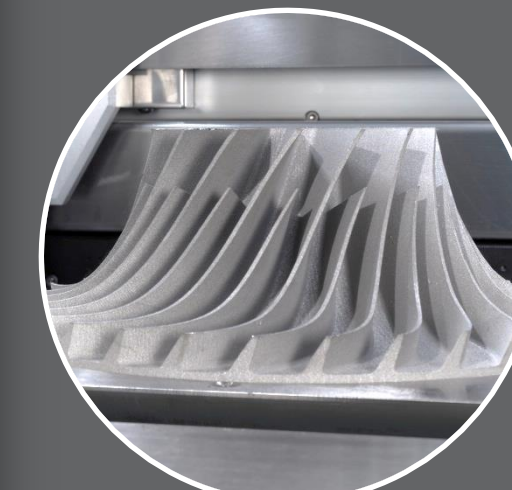
CONVERGENT
Fiber and CO₂ Laser sources



OSAI
Motion Control and CNC's



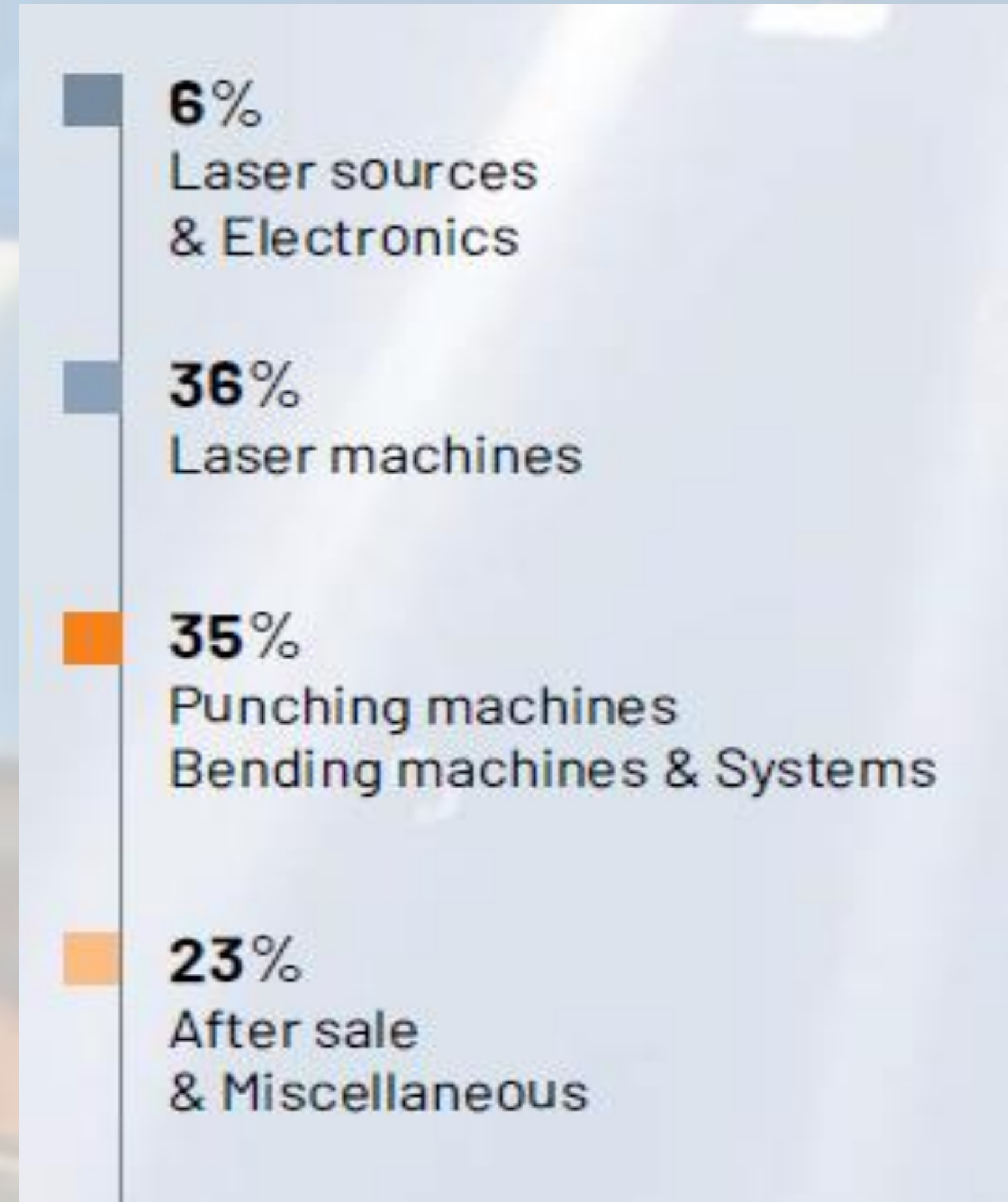
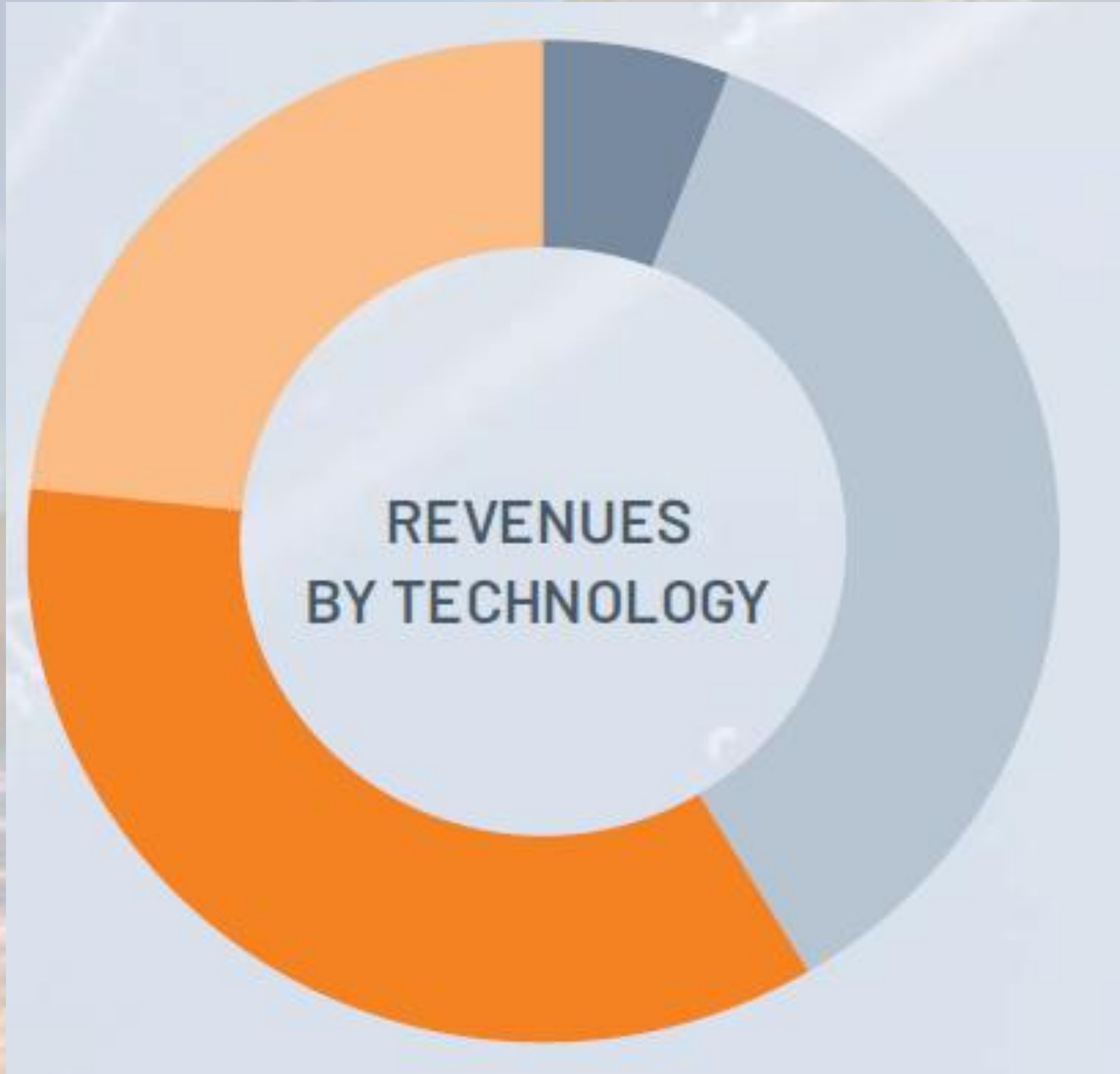
METAL ADDITIVE MANUFACTURING SYSTEMS



PBF
Powder Bed Fusion Systems



LMD
Laser Metal Deposition Systems



AUTOMOTIVE



AEROSPACE



ENERGY



CONSTRUCTION & BUILDING



MECHANICS & MACHINERY

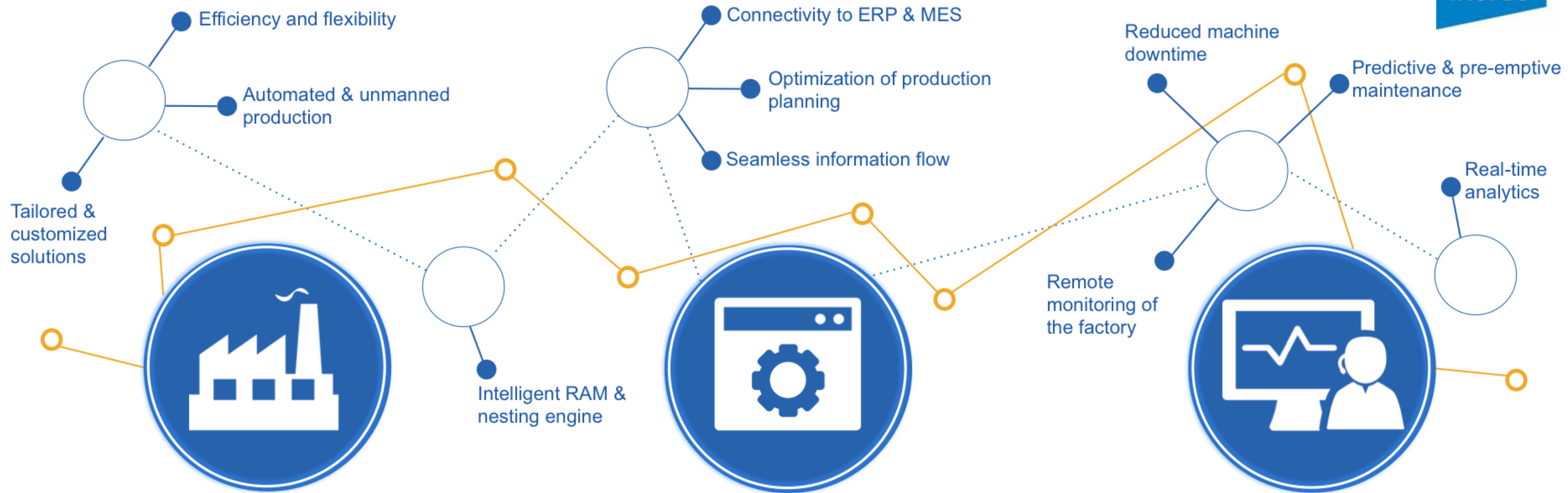


WHITE GOODS & COMMERCIAL EQUIP.



ELECTRONICS, MEDICAL & OTHERS





SMART MACHINES

Intelligent machines and automated factories collecting real-time and historical data through sensors and cameras

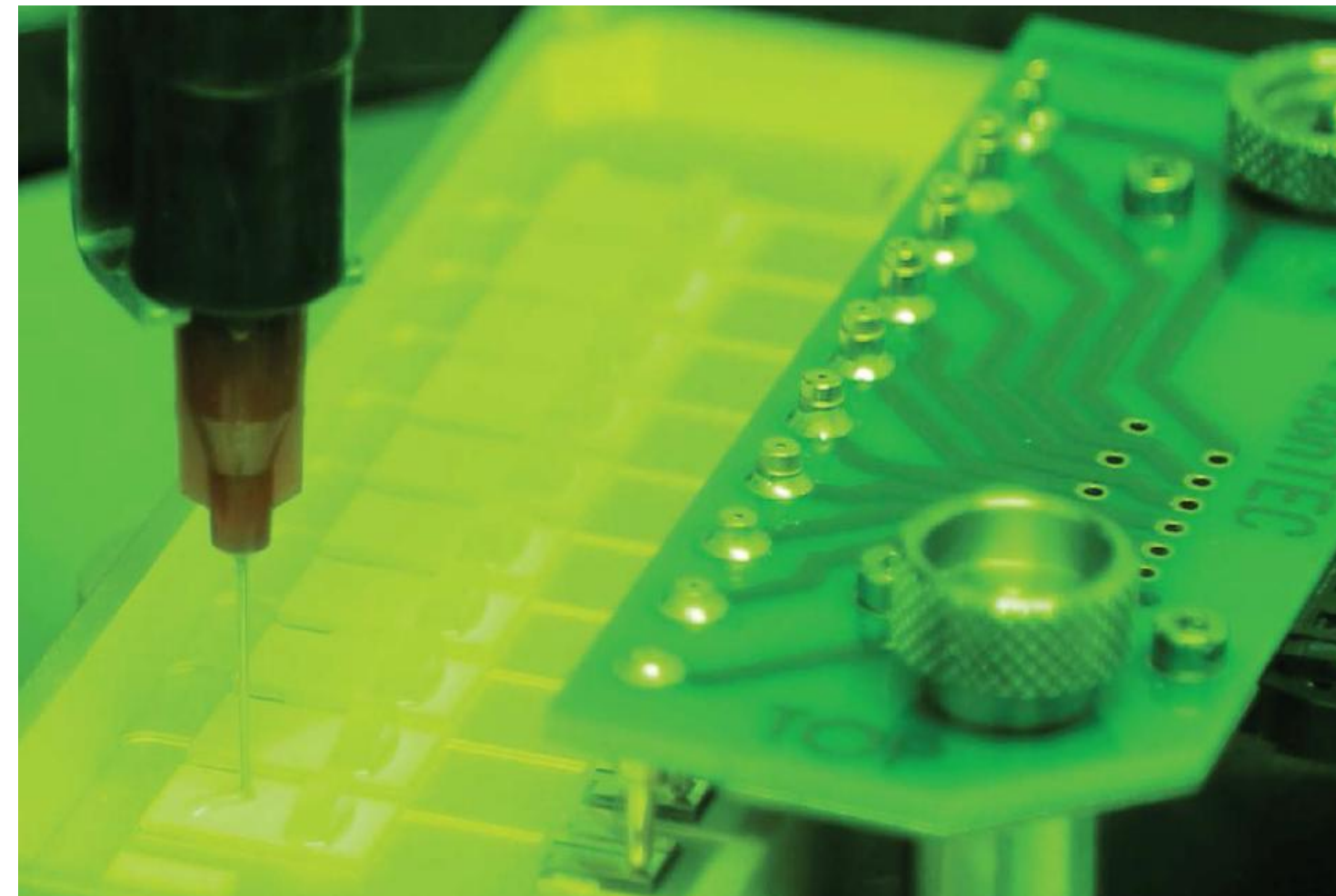
SMART SOFTWARE

Prima Power software is a comprehensive portfolio of modular software-based systems

SMART REMOTE CARE

Data-driven machine diagnostics and predictive maintenance services. Production performance analysis, monitoring of machines status and condition.

INDUSTRY 4.0 TECHNOLOGIES -
BY PRIMA INDUSTRIE



THE LASER TECHNOLOGY



-45%

Yearly CO₂ emissions reduction thanks to the shift from CO₂ laser sources to fiber laser sources

OUR GROUP IS

green means

GREEN MEANS COMBINES

- ▶ ENERGY SAVING FOR THE CUSTOMER
- ▶ LOWER EMISSIONS FOR THE ENVIRONMENT

THE BENDING TECHNOLOGY



64%

CO₂ emissions reduction with our servo-electric panel benders



Certified by University of Padua

Comparison is made with competitors' traditional hydraulic machines

THE PUNCHING TECHNOLOGY



82%

Energy saved by our servo-electric punching with ECOPUNCH[®] technology



~13%

Scrap material reduction with our punch-shear technology

Highlights

Values in €/thousand	ACT 31.12.18	ACT 31.12.17	Change	Change %
Order Intake	471.245	480.640	(9.395)	-2,0%
Backlog	169.367	169.865	(498)	-0,3%
Revenues	466.932	449.503	17.429	3,9%
EBITDA	45.059	43.178	1.881	4,4%
EBITDA%	9,7%	9,6%	0,1%	-
EBIT	28.041	26.296	1.745	6,6%
EBIT%	6,0%	5,9%	0,1%	-
Net Result	24.058	18.668	5.390	28,9%
FCF	(8.802)	21.878	(30.680)	-140,2%
Net Financial Position	(74.639)	(69.632)	(5.007)	-7,2%
Headcount	1.871	1.781	90	5,1%

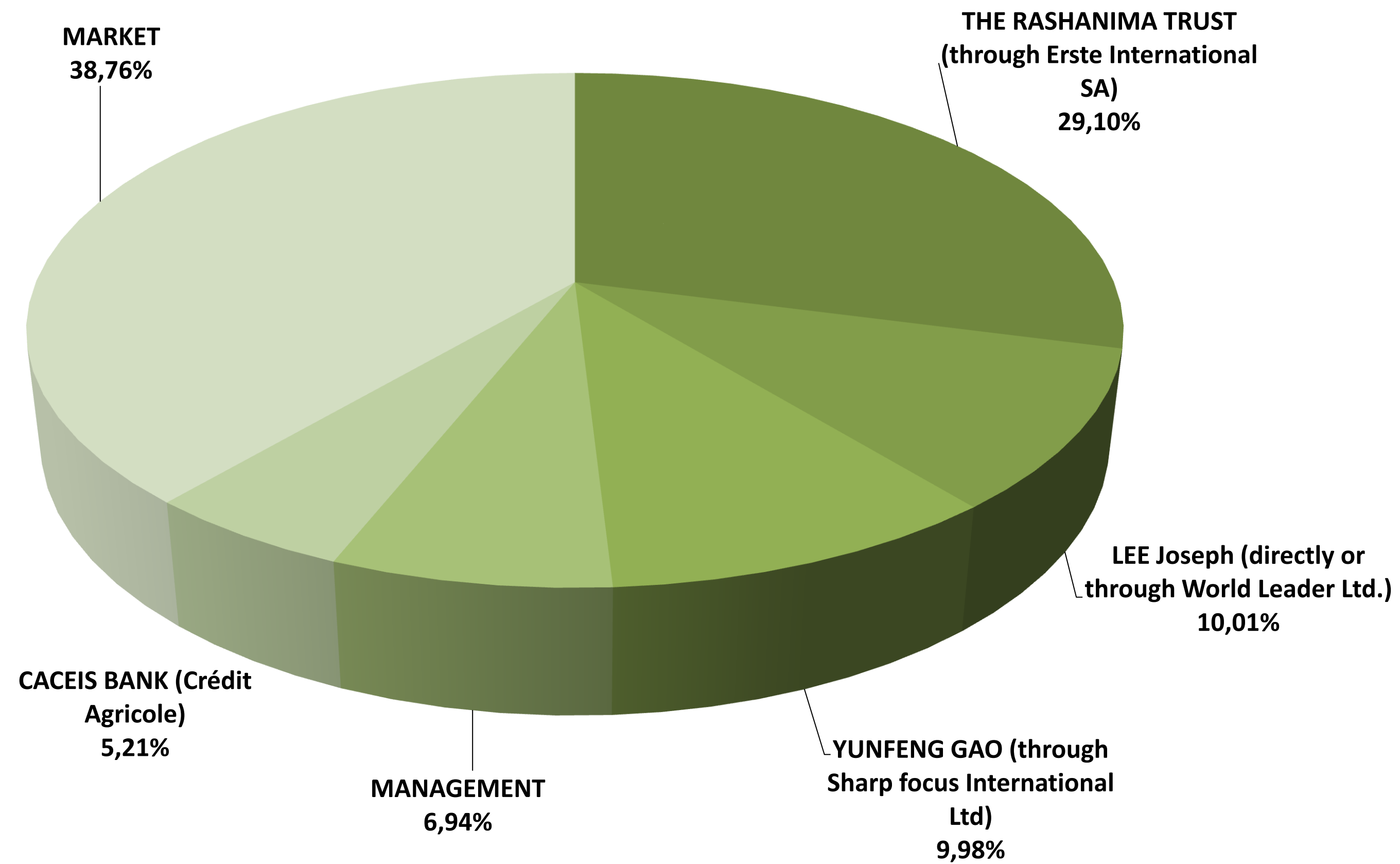
(% calculated over the revenues)

(headcount in units)

Values in €/thousand	ACT 31.12.18	ACT 31.12.17	Change	Change %
Revenues constant FX	476.553	449.503	27.050	6,0%
EBITDA adj	47.904	45.063	2.841	6,3%
EBITDA adj %	10,3%	10,0%	0,3%	-
EBIT adj	32.212	28.205	4.007	14,2%
EBIT adj %	6,9%	6,3%	0,6%	-

(% calculated over the revenues)

- Revenues up +6,0% at constant exchange rates.
- Prima Electro recovery in revenues and margins.
- EBIT Adj at 6,9% slightly better than Dec 2017.
- Net Profit growth thanks to EPS gain but negatively affected by non recurring costs and refinancing expenses.



Source: company info + official communications to Consob