



**Innovation
has a name.**



Italian Stock Market Opportunities Conference 2014



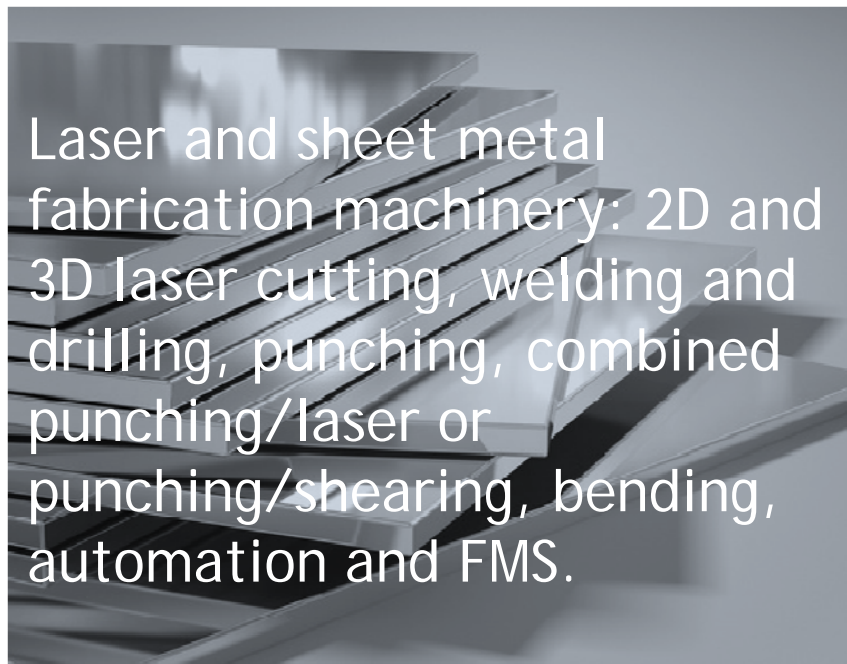
Paris - May 26th, 2014



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

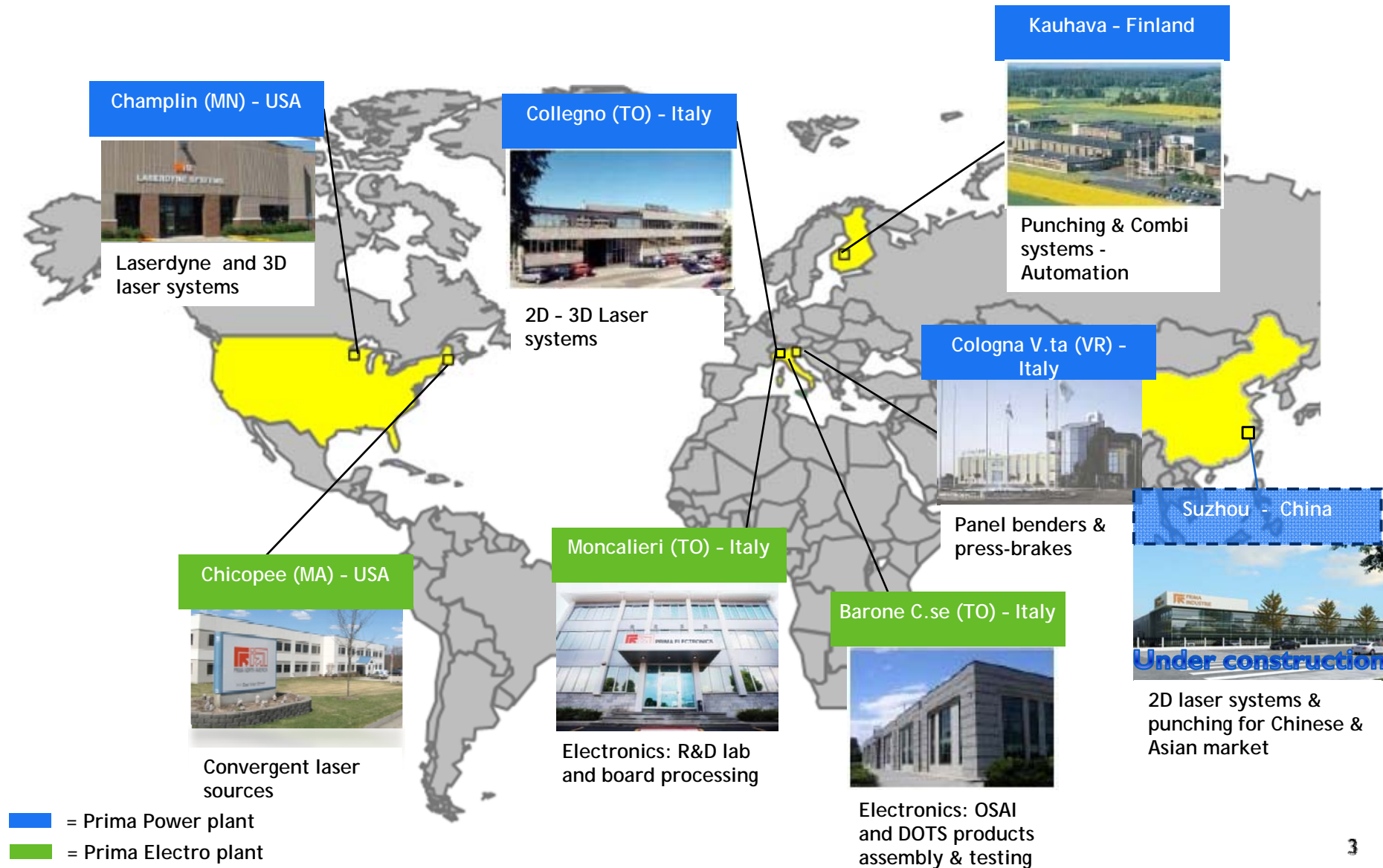


Industrial electronics (power and control electronics, numerical controls). High power CO₂ and Nd:YAG laser sources for industrial applications.

Turnover 2013
Euro 48 million

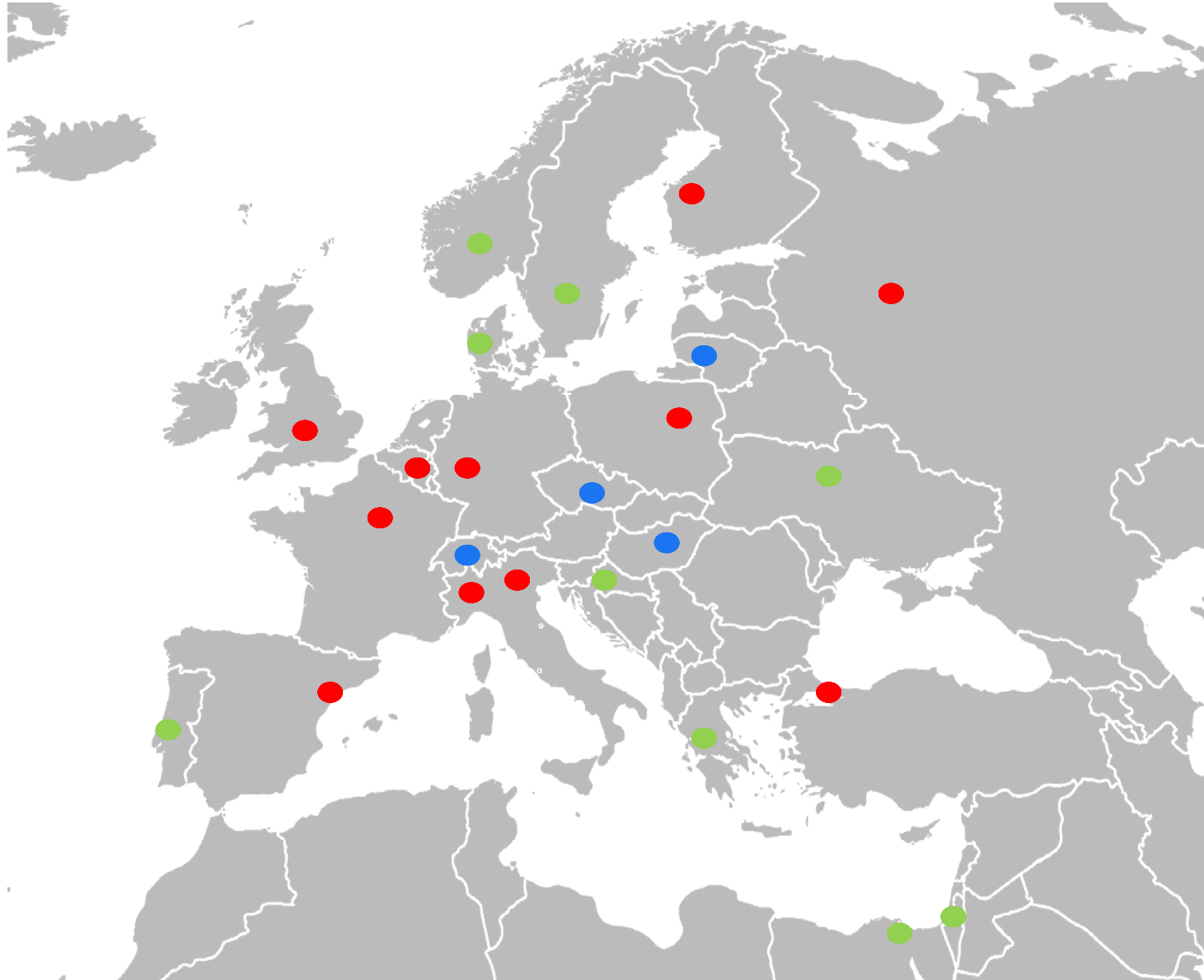


Industrial footprint





Sales & service footprint: EMEA



RECENT OPENINGS:

RUSSIA

Sales 2013	Sales 2012
22.494 k€	22.700 k€

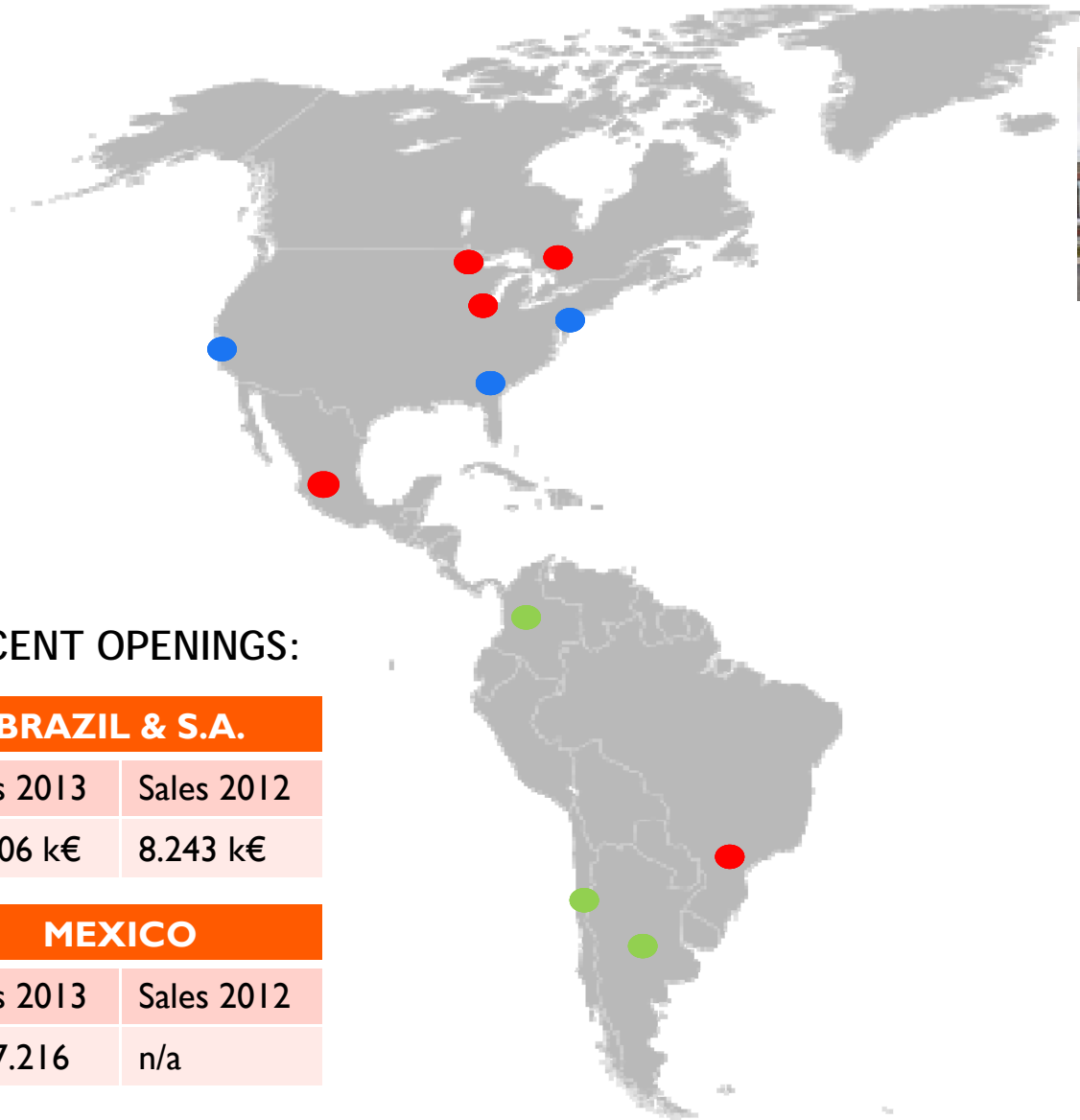
TURKEY

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



2D Tech Center in Shanghai

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

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

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

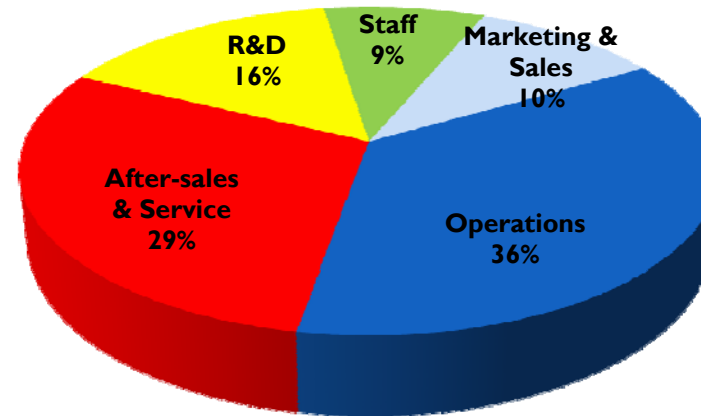


Our People

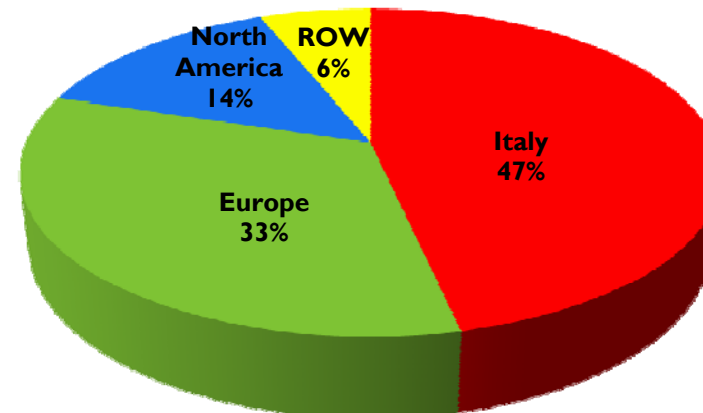
1,530 Employees worldwide



Breakdown by function at 31/12/2013

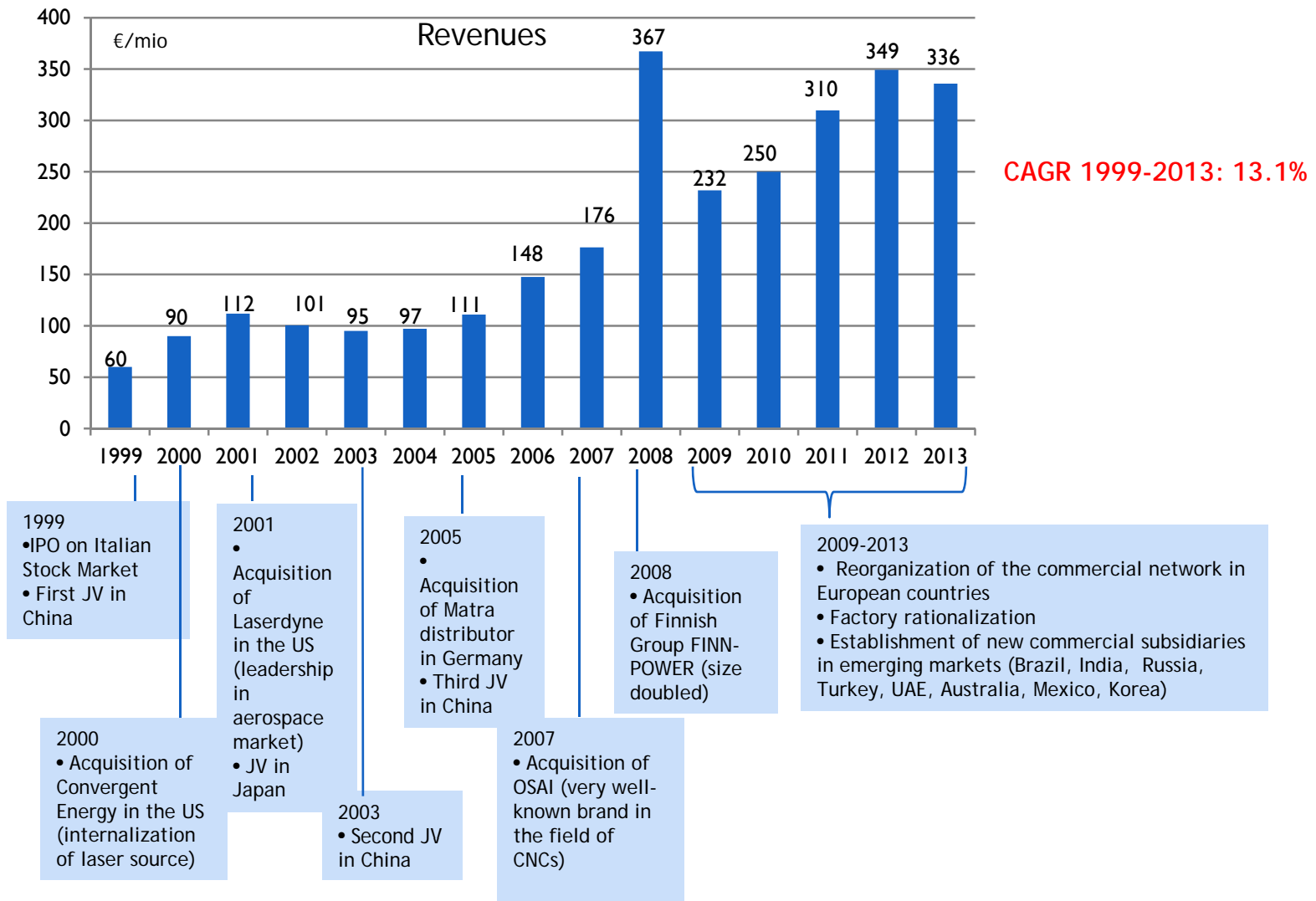


Breakdown by Geography 31/12/2013



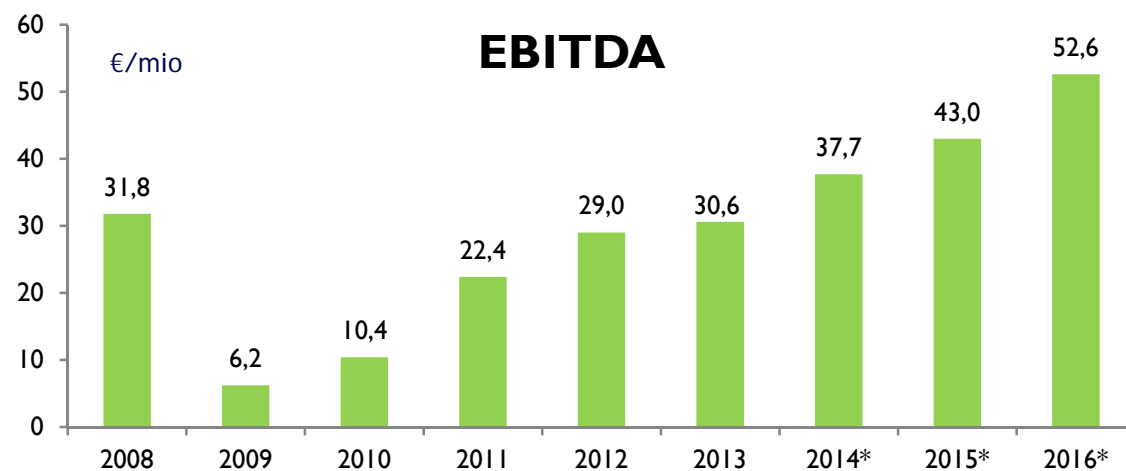
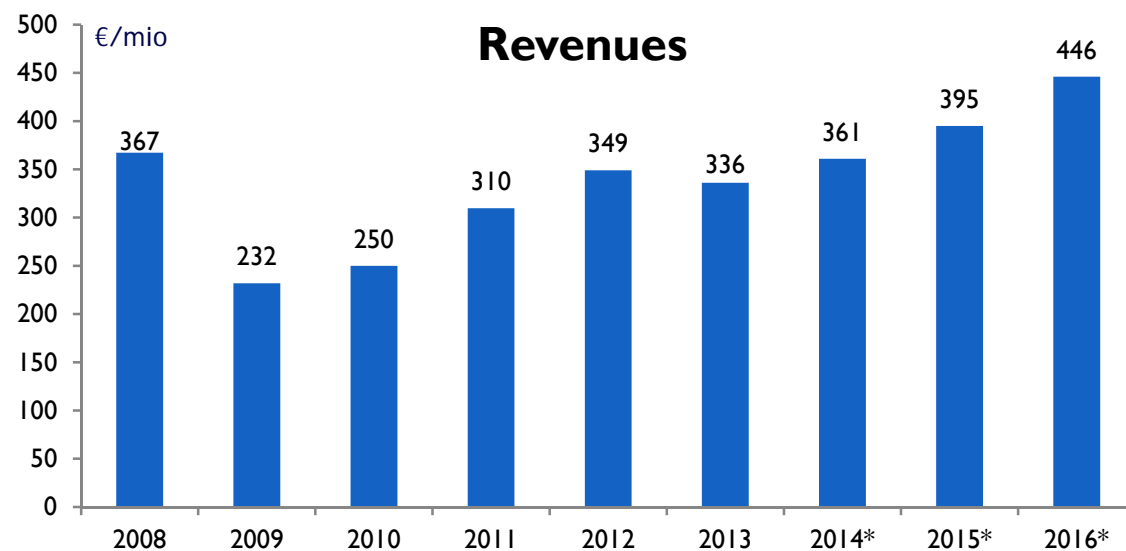


A history of growth





Economic trends



* = according to analysts' consensus :



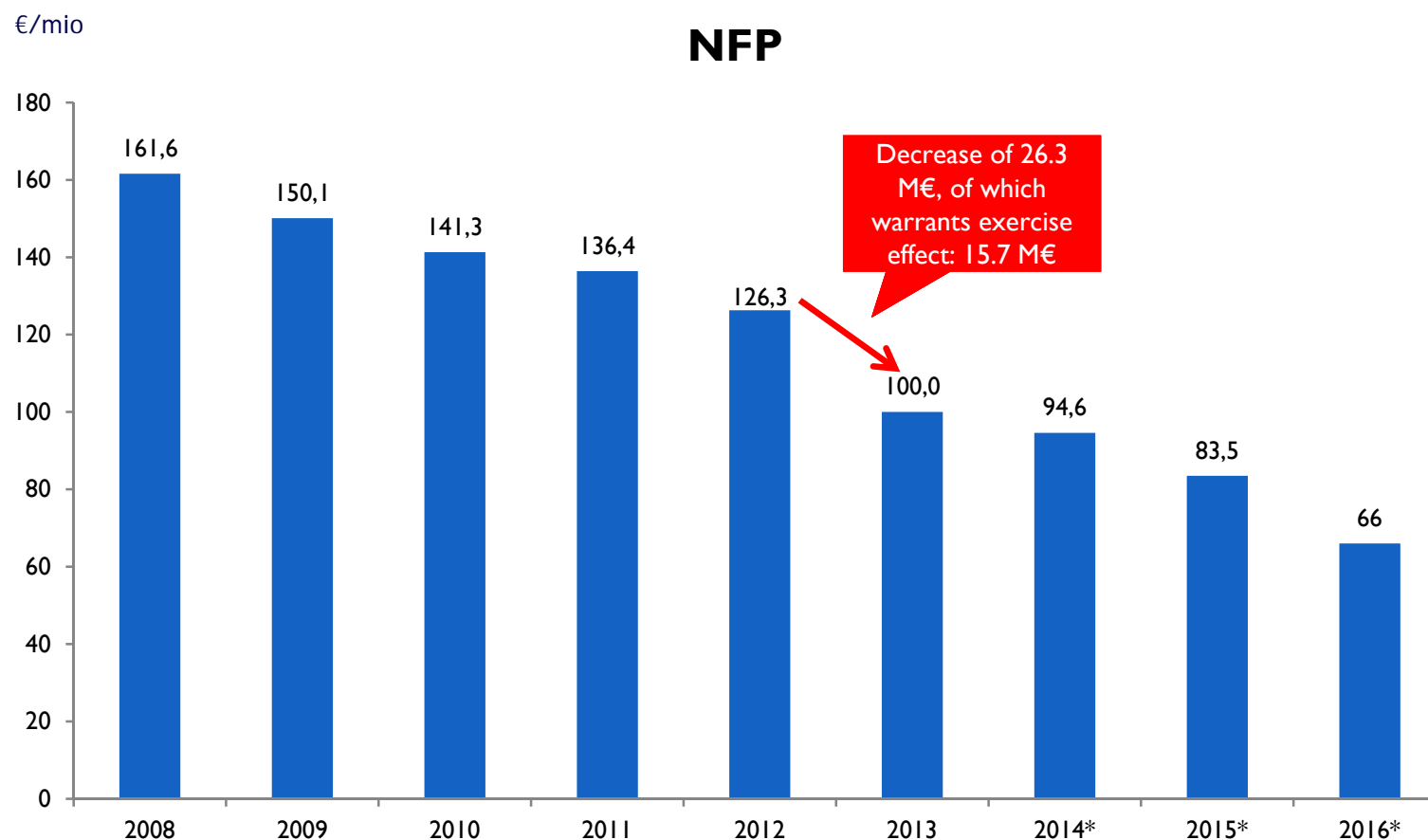
BANCA IMI



Banca



Net financial position trend



* = according to analysts' consensus :



BANCA IMI



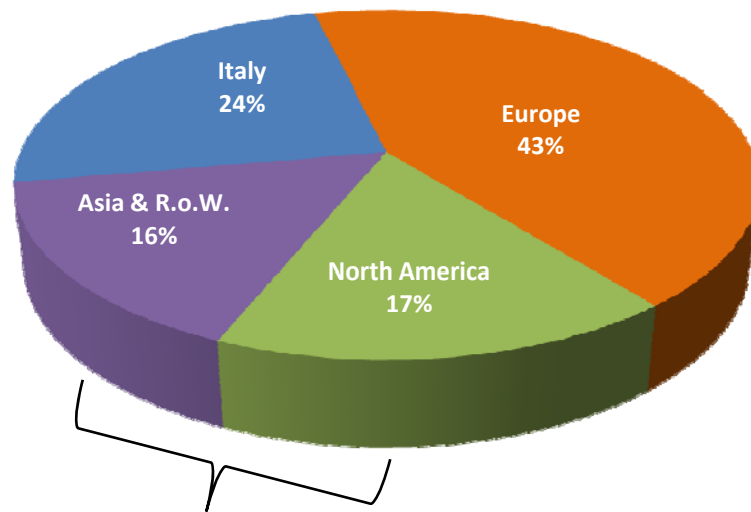
UBI Banca



Geographic trends

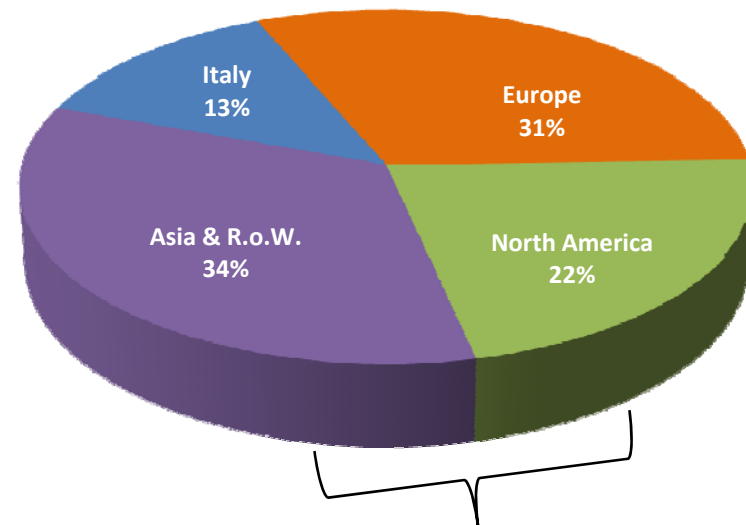
Revenues breakdown

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

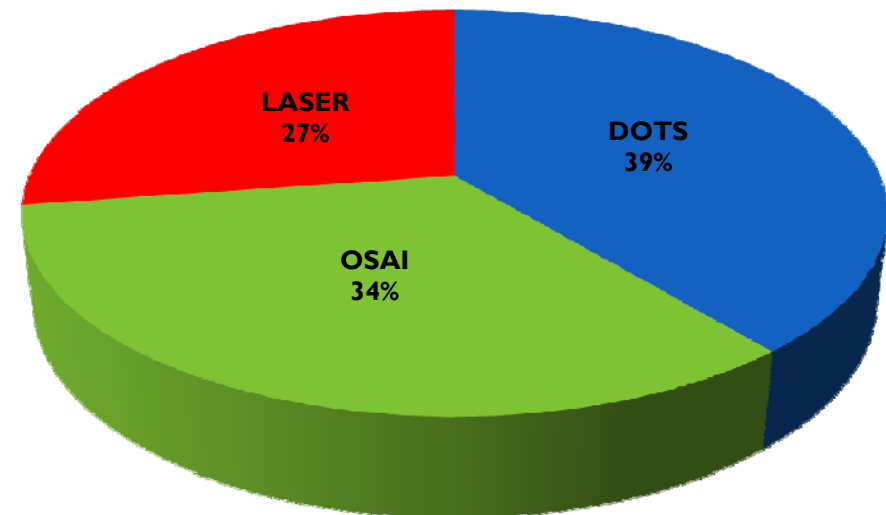
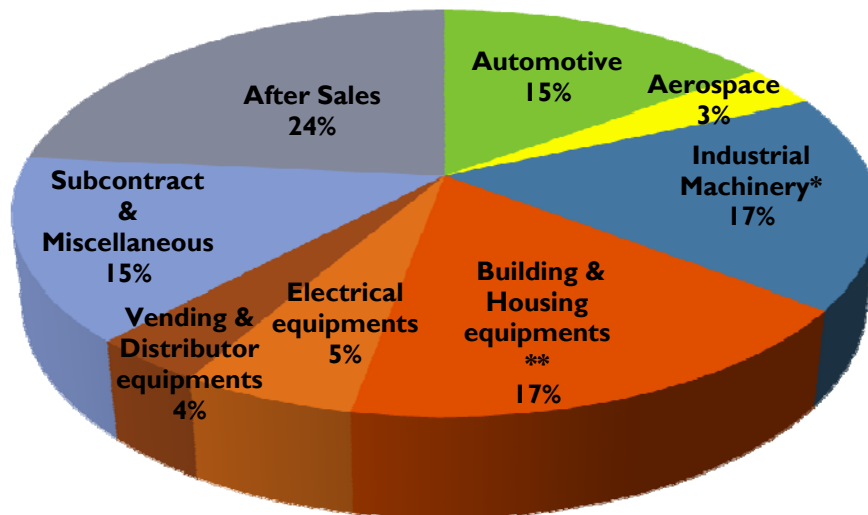




Reference markets



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

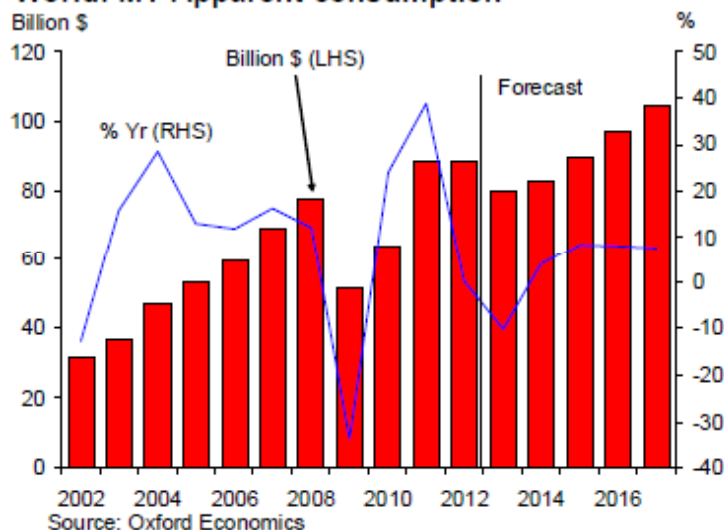
Brand awareness

Social & environmental responsibility




Market trends: machine tool market - by Oxford Economics (Spring 2014)

World: MT Apparent consumption

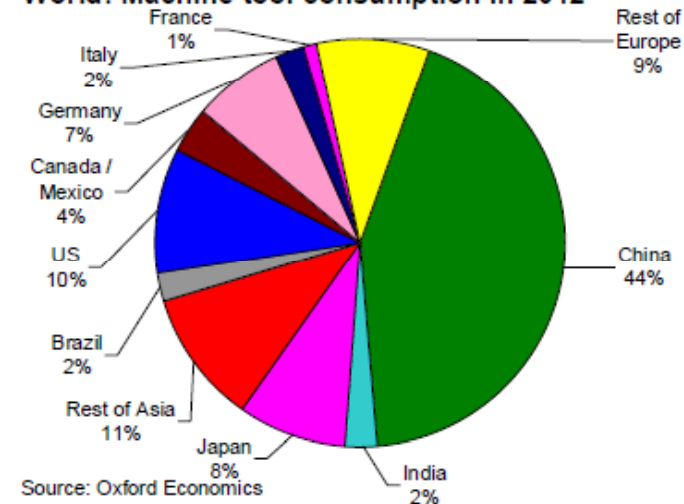


Machine Tool Consumption - % change
(local currency)

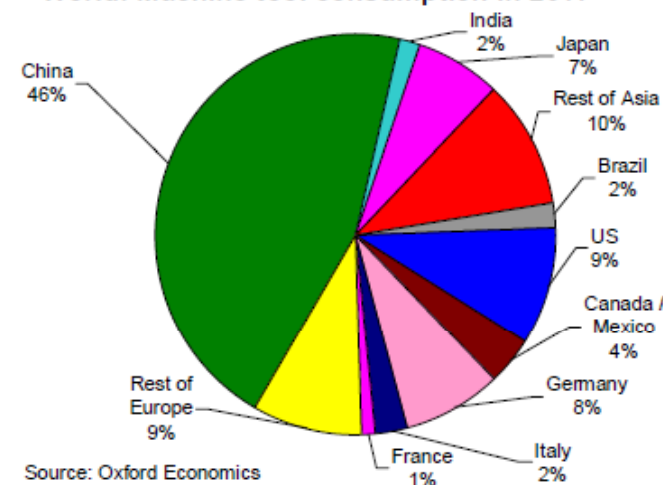
	2012	2013	2014	2015	2016	2017
Europe	0.8	2.0	1.6	5.2	6.7	6.0
Americas	16.6	-3.8	7.4	5.4	2.9	2.6
Asia	-2.5	-14.0	3.6	10.3	10.3	9.6
WORLD	0.6	-9.3	3.7	8.6	8.6	8.0
 PRIMA INDUSTRIE	12.8	-3.9				

World average growth rate 2014-2017: approx. 7.2%

World: Machine tool consumption in 2012

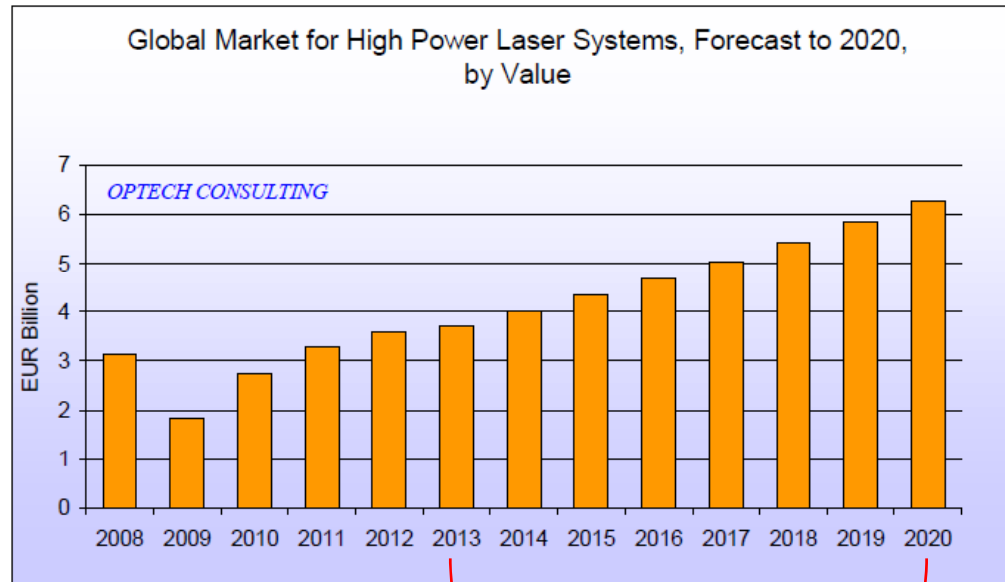


World: Machine tool consumption in 2017





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

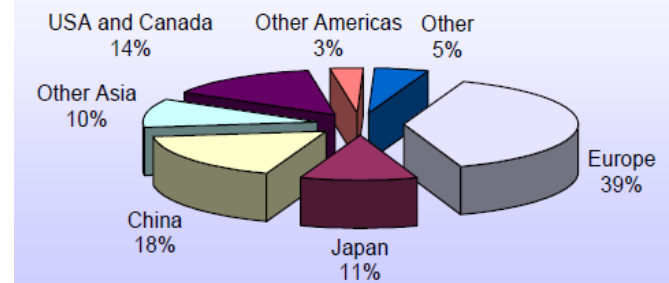


CAGR 2013 -2020: 7.8%
(nominal growth rate)

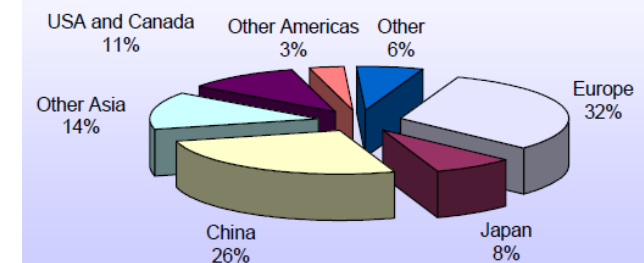
Global market and forecast for high power laser systems by application (by value)

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:
 - 7.2% 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



PRIMA POWER CHINA
• BEIJING
• SHANGHAI

The “diamond” structure



LEEPORT LTD.
• HONG KONG

SHEET METAL FABRICATION



THE “GOOD
ENOUGH”
MARKET



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

MID/LOW RANGE 2D LASERS



TOP RANGE

IMPORTS

PP Suzhou

SUP

BOTTOM-END

LOW END

HIGH RANGE

From Italy &
Finland

MID RANGE



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%



Suzhou, Wujiang Economic & Technological Development Zone



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
NON CURRENT ASSETS	185,327	187,151
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)
NET WORKING CAPITAL	20,695	22,682
NET DEBT	99,961	126,279
NET EQUITY	106,061	83,554

(*) = 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%



Financial statements as at Mar. 31, 2014

BALANCE SHEET

(figures in Euro thousand)	31/03/2014	31/12/2013
Tangible assets	24,677	24,201
Intangible assets	152,422	151,572
Other non current assets	8,877	8,070
Non current assets held for sale	1,453	1,484
NON CURRENT ASSETS	187,429	185,327
Inventory	84,433	66,214
Trade receivables (net of down payments)	52,304	65,253
Trade payables	(70,454)	(68,118)
Other current assets	14,801	10,214
Other liabilities	(47,712)	(45,136)
Employee's severance indemnity	(7,801)	(7,732)
NET WORKING CAPITAL	25,571	20,695
NET DEBT	107,232	99,961
NET EQUITY	105,768	106,061



Financial statements as at Mar. 31, 2014

PROFIT & LOSS

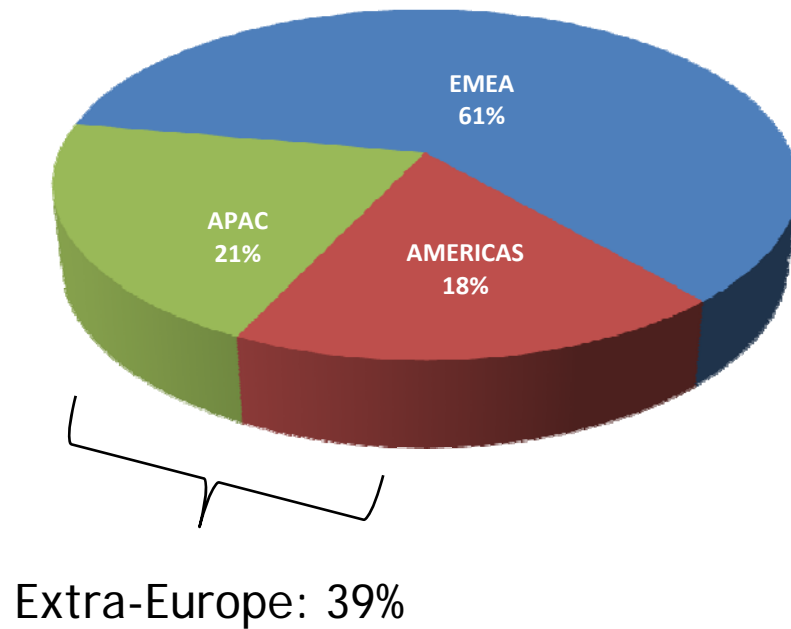
(figures in Euro thousand)	31/03/2014	31/03/2013
SALES	64,467	72,881
VALUE OF PRODUCTION	82,728	80,767
EBITDA	4,800	4,642
% on sales	7.7%	6.4%
EBIT	2,047	1,682
% on sales	3.2%	2.3%
EBT	346	(692)
% on sales	0.5%	(0.9)%
NET INCOME	(684)	(803)
% on sales	(1.1)%	(1.1)%
NET INCOME - Group	(632)	(803)
% on sales	(1.0)%	(1.1)%



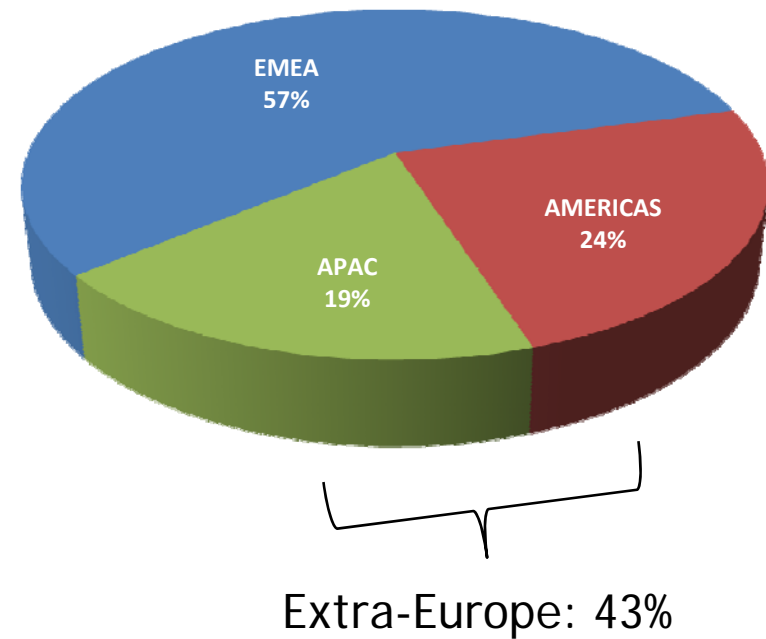
Geographic trends

Revenues breakdown

31/03/2013



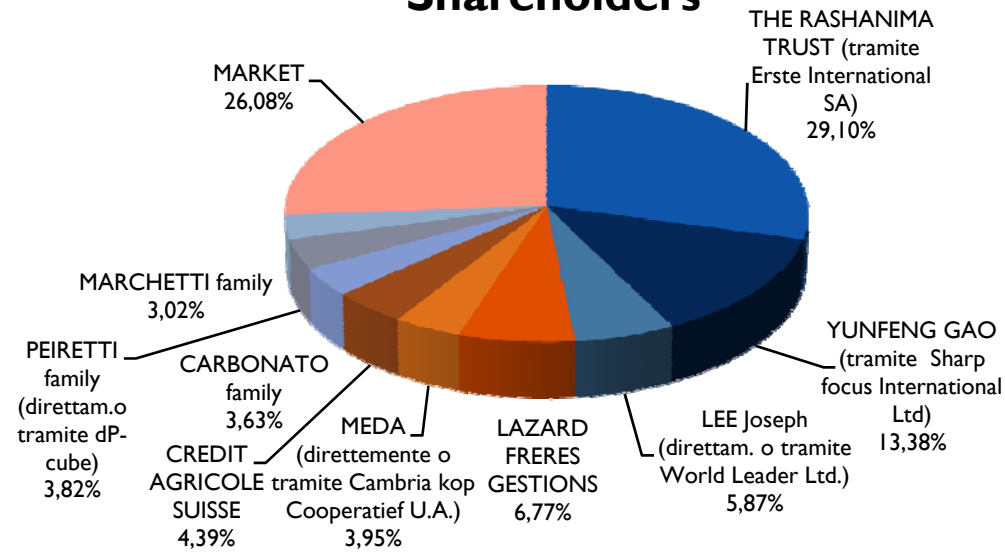
31/03/2014





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



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

Rewarding and recognising business success, innovation and business ethics

Adrian Tripp, Chief Executive Officer

Philip Forrest, Chairman of Judges

Europe Wide Sponsors:



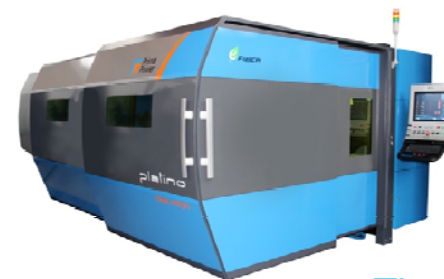


Prima Power: product range

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



The Punch



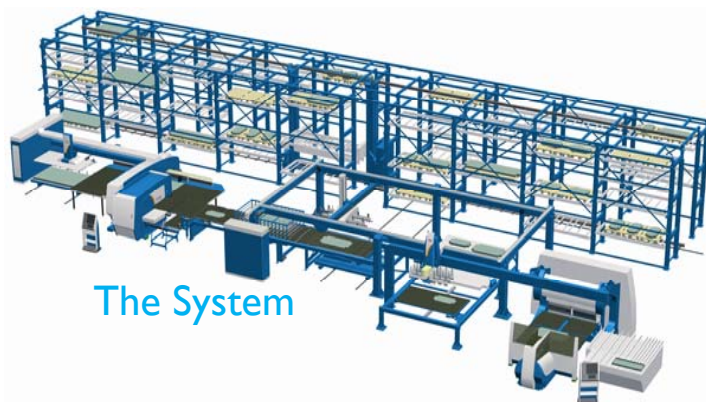
The Laser



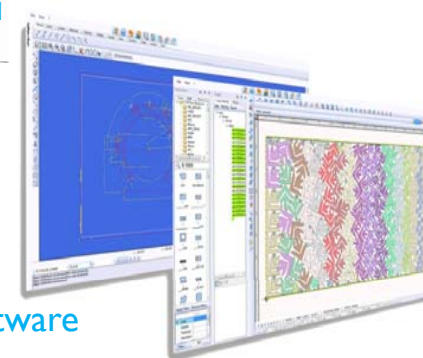
The Bend



The Combi



The System



The Software



Prima Power – selected customers





Prima Power – selected customers



Miscellanea



Contract manufacturing





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



Transport



Motion control



Wood / Plastic



Energy



Consumer



Glass / Stone



Defence & Aerospace

