


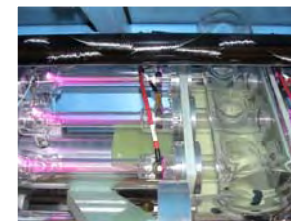

**PRIMA
INDUSTRIE**



**Prima
Power**



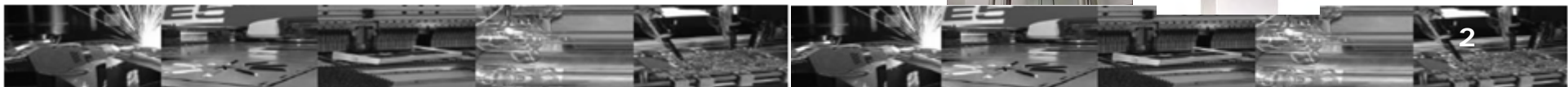
**Prima
Electro**



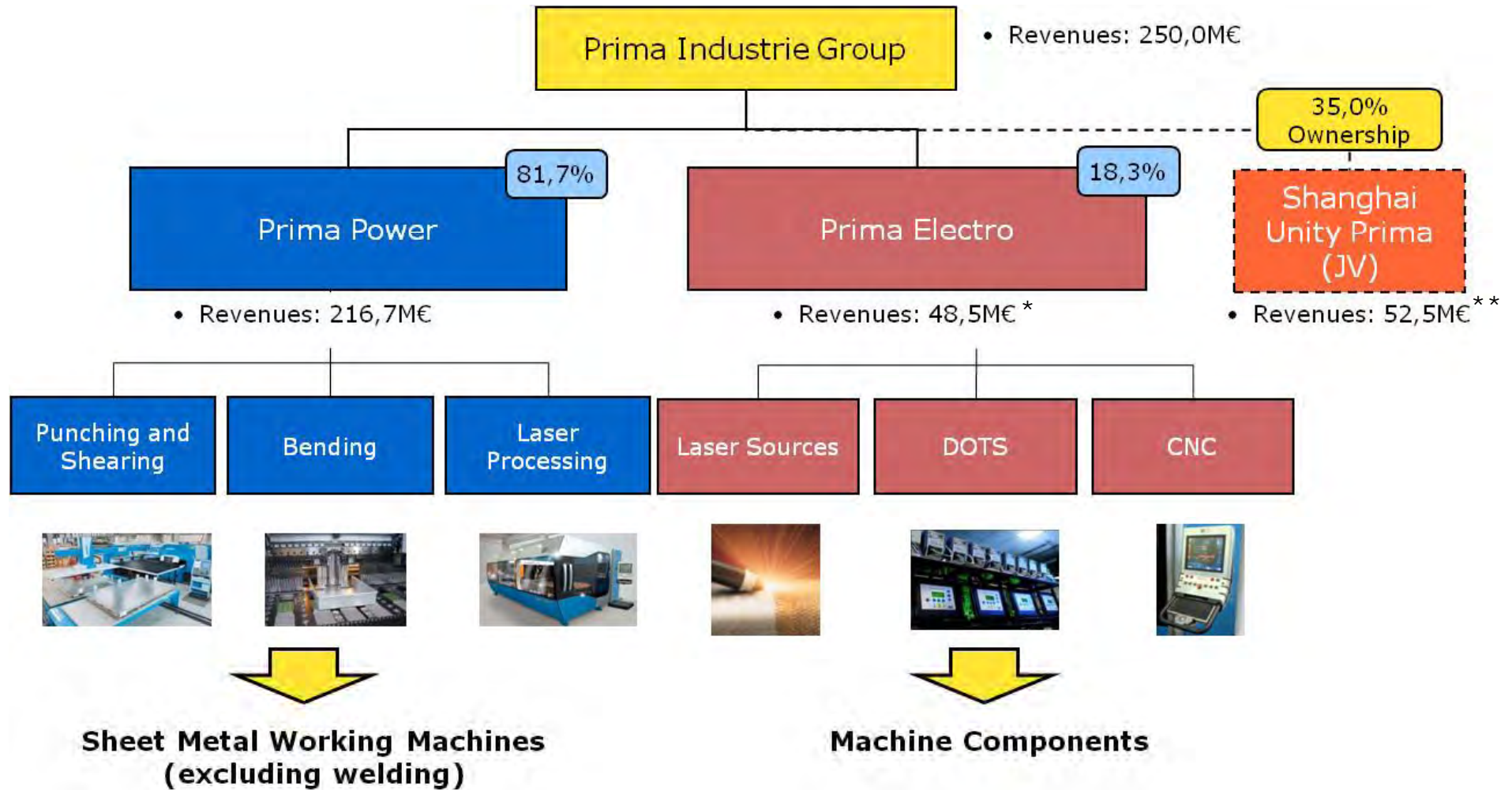
COMPANY PROFILE
STAR Conference 2011
Milan – March 22

PRIMA HIGHLIGHTS

- **Leading global player** in laser and sheet metal machinery (among the **top 4 players worldwide**).
- **Comprehensive product range** in laser systems and sources, punching, shearing, bending and automation for sheet metal industry
- **Market leader in 3D lasers** for **automotive, aerospace** and **energy** markets.
- Over **30 years** experience in the sector.
- Over **10,000 machines and systems** installed in **60 countries**
- Manufacturing facilities in **Italy, Finland, USA, China**
- **Worldwide sales and service network**

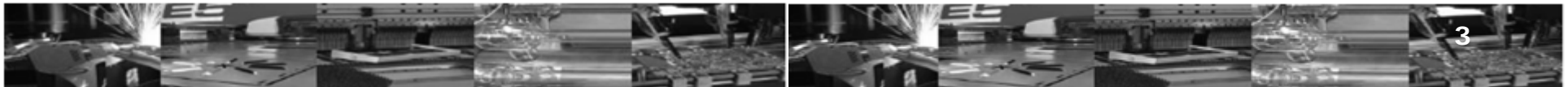


KEY REFERENCE MARKETS

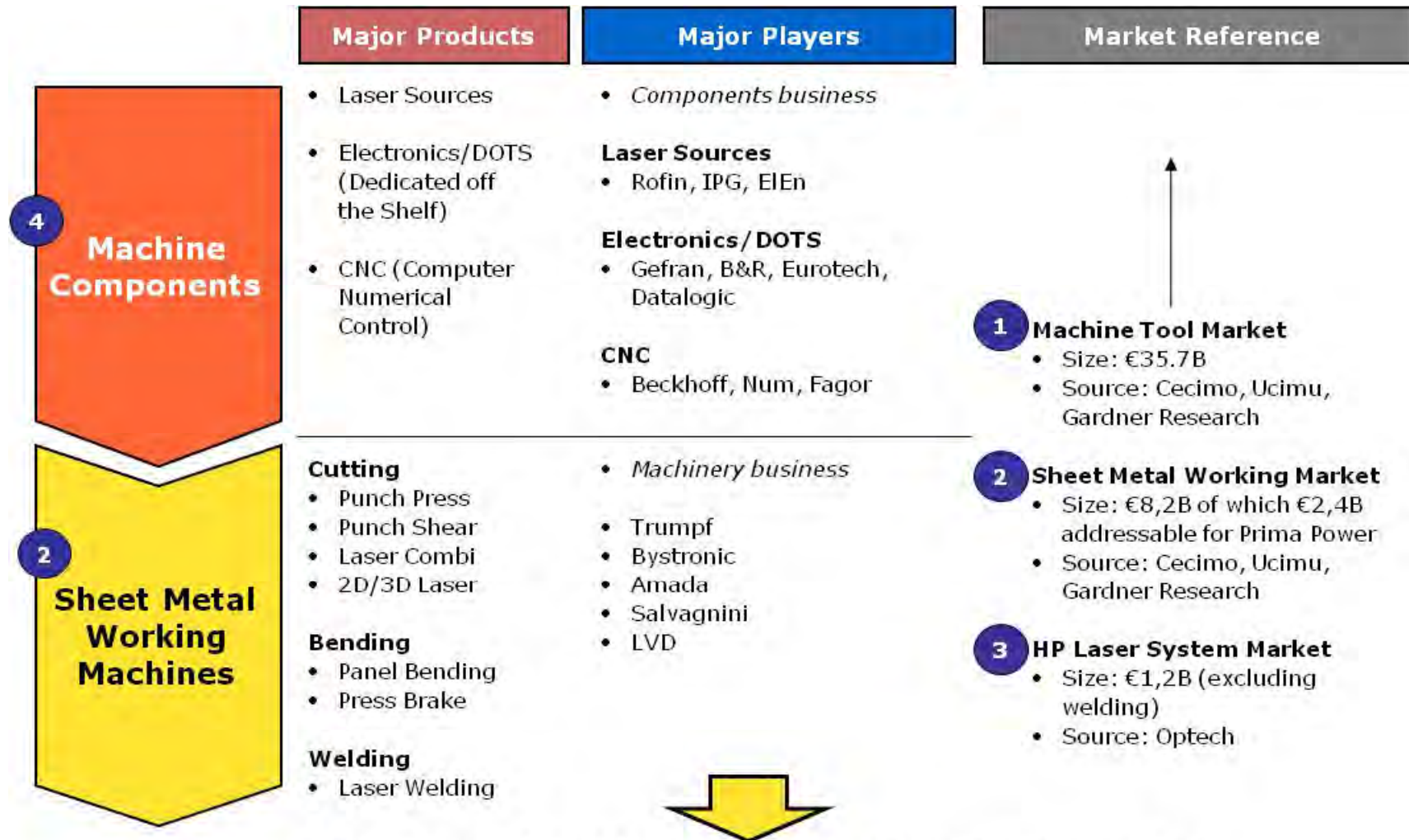


* = including sales to Prima Power

** = not included in consolidated revenues



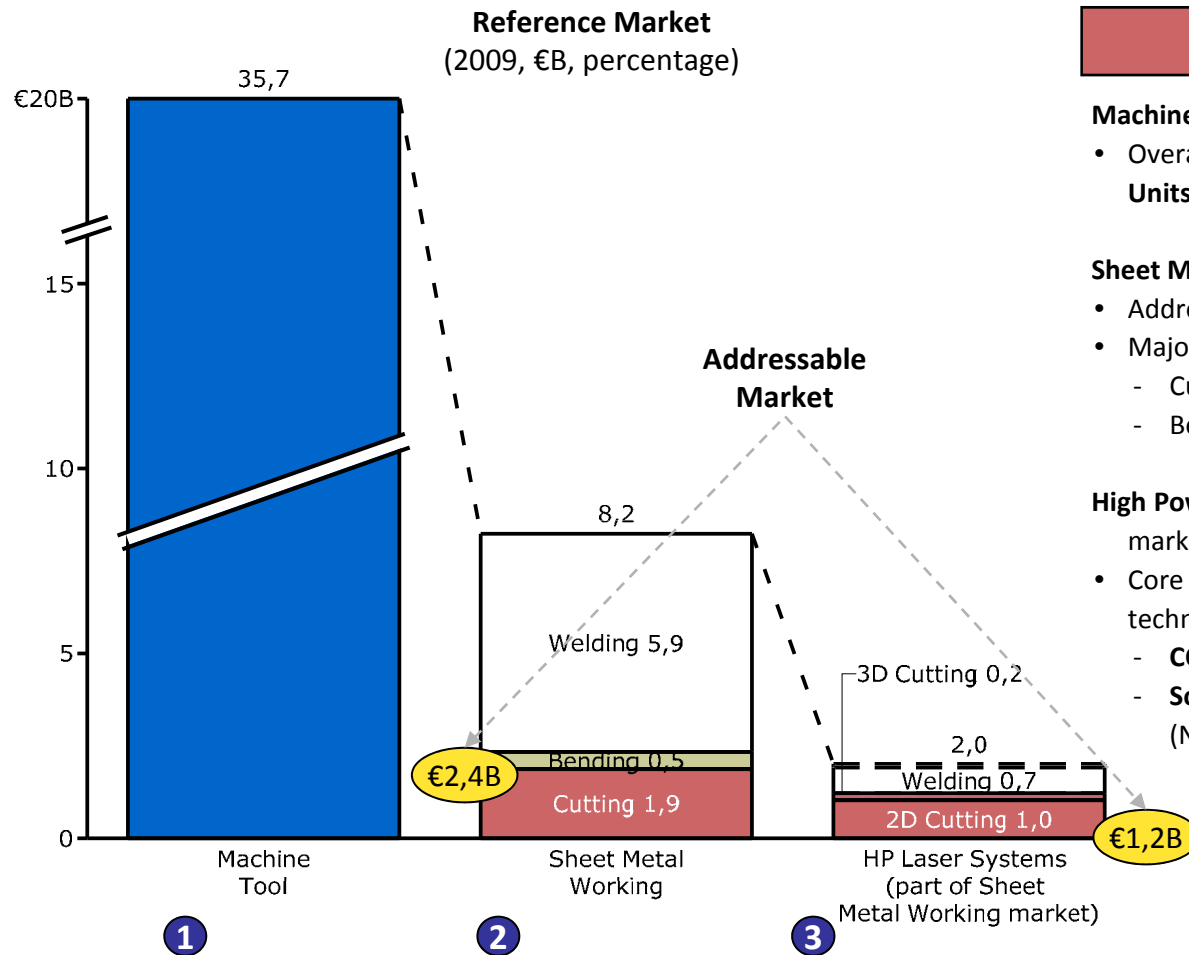
MARKET ANALYSIS



Final Markets of Machine Tool and Laser System representing major sources for both SMW Machine and Machine Components



MARKET ANALYSIS



Approach

Machine Tool

- Overall Market of €35,7B worldwide including **Machine Units/ Systems, Robots and Automation Lines**

Sheet Metal Working: Cutting & Bending

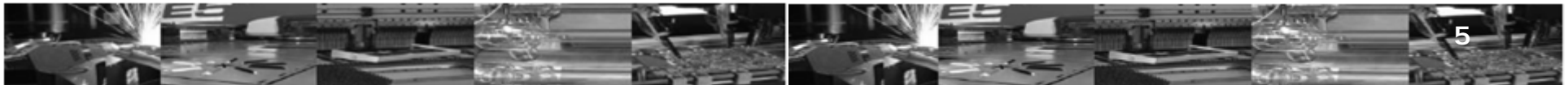
- Addressable market for **Prima Industrie**: €2,4B
- Major **segments**:
 - Cutting (€1,9B)
 - Bending (€0,5B)

High Power Laser Systems (part of Sheet Metal Working market)

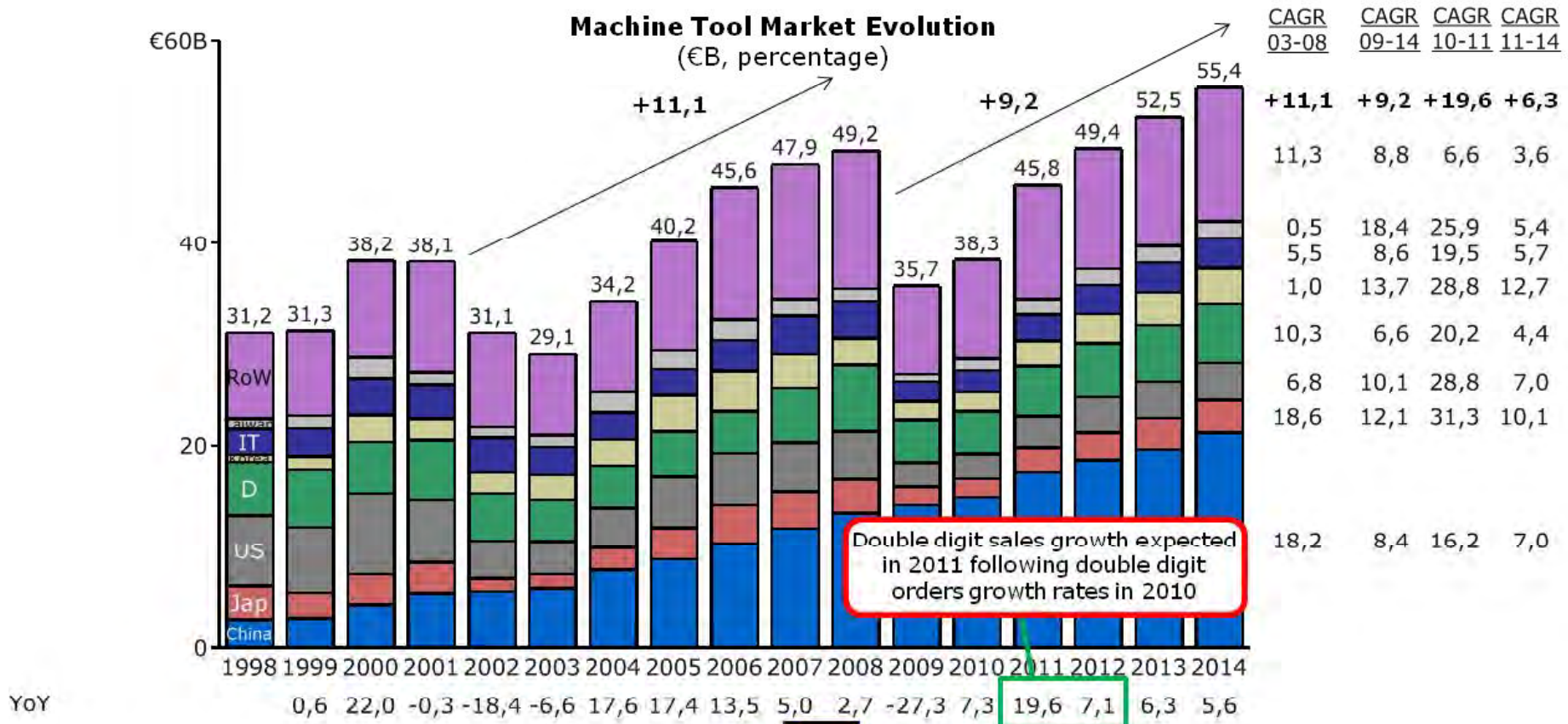
- Core market for **Prima Industrie**, includes two major technologies:
 - **CO2 Laser**
 - **Solid State Laser**: Lamp-pumped, Diode-pumped (Nd:YAG, Yb:YAG, Fiber), Disk lasers

Cutting and Bending Sheet Metal Working (€2,4B) is the reference market for Prima Industrie

Source: UCIMU (Unione Costruttori Italiani Macchie Utensili, Gardner Research, Optech Consulting)

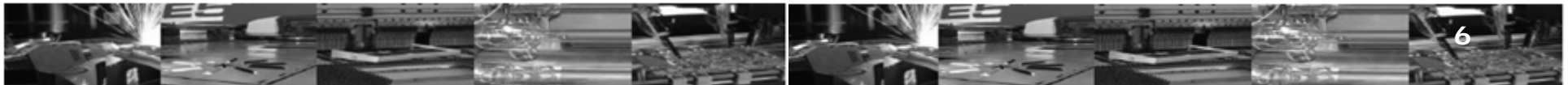


MARKET EXPECTATIONS: CHANGING GEOGRAPHICAL MIX

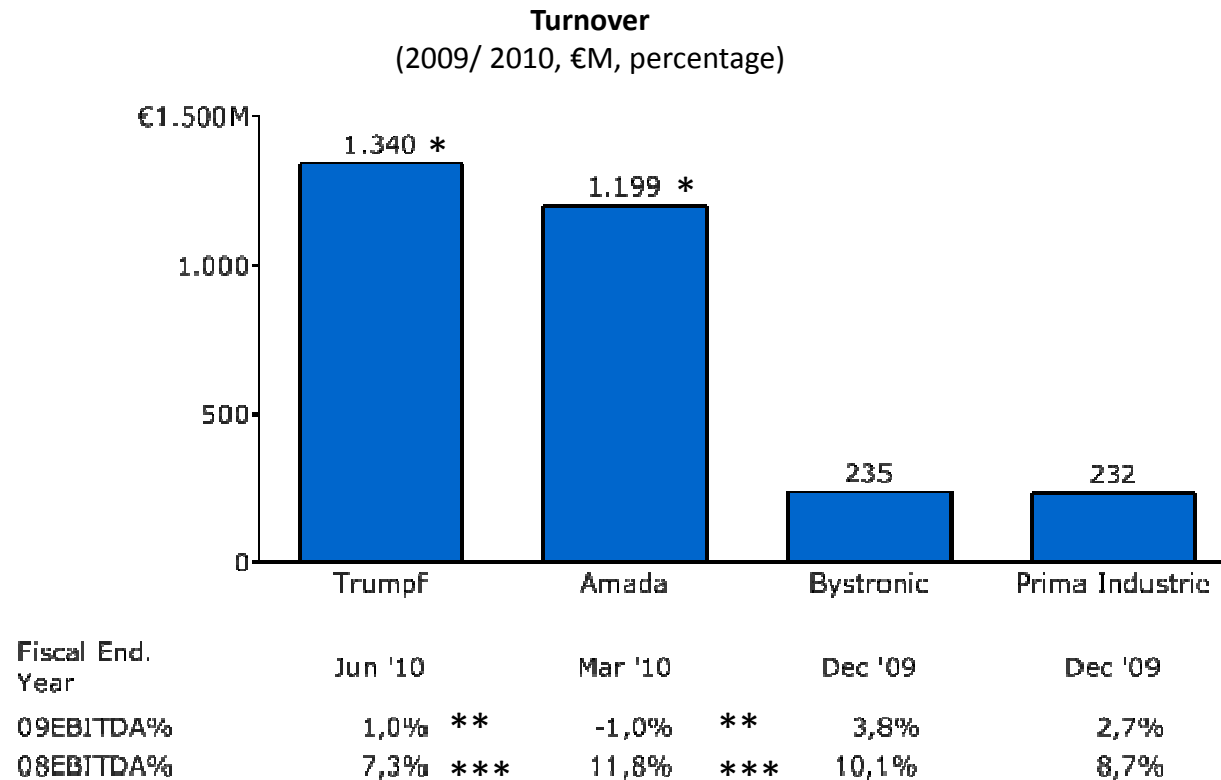


Flat growth and cyclicity of developed markets (e.g. Western Europe, USA, Japan) completely offset by solid growth of developing markets (e.g. China, Korea, Russia, Turkey)

Source: UCIMU (Unione Costruttori Italiani Macchie Utensili)



SHEET METAL WORKING: TURNOVER OF MAJOR PLAYERS



Industry dominated by two Leaders, Amada and Trumpf, with a few mid-size followers

*Part of leaders sales out of PI addressable market (e.g. Medical, machine tools)

** Fiscal year 09/10

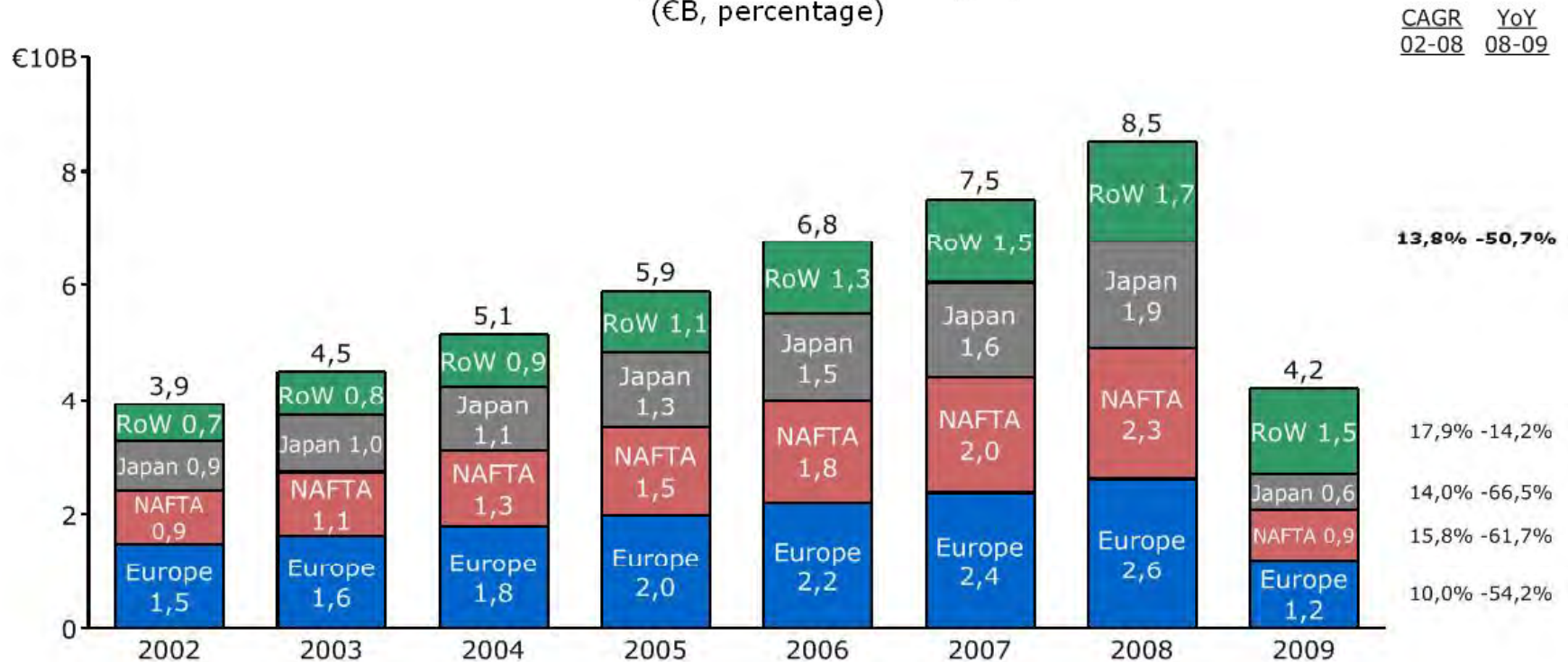
*** Fiscal year 08/09

Source: Annual reports, Analyst reports, Aida, One Source



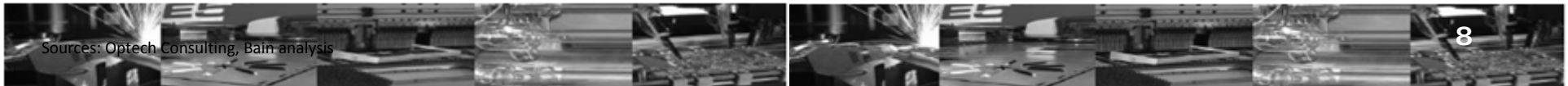
LASER SYSTEMS MARKET BY GEOGRAPHICAL AREA

Worldwide Laser System Market by Geographical Area
(€B, percentage)

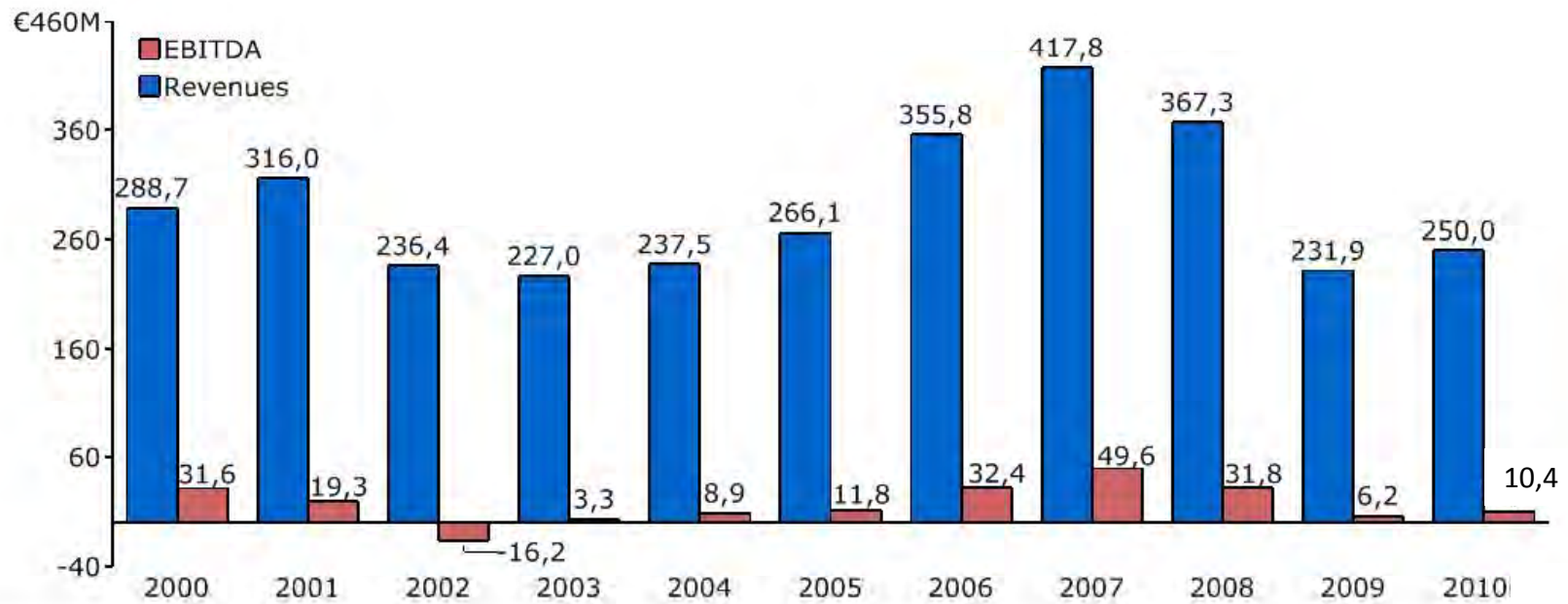


Developed countries (Europe, NAFTA and Japan) represent over 70% of worldwide market for Laser System

Sources: Optech Consulting, Bain analysis



PRO FORMA PRIMA & FINN-POWER HISTORICAL PERFORMANCES

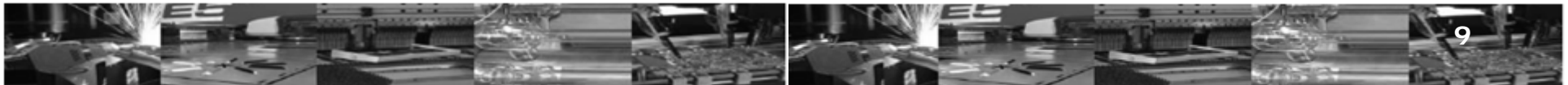


EBITDA %	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
	10,9%	6,1%	-6,9%	1,5%	3,7%	4,4%	9,1%	11,9%	8,6%	2,7%	4,1%



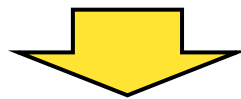
Considering, on a proforma basis, the aggregate entity Prima+Finn the company results are strongly connected to the industrial cycle. Restructuring done in 2009/2010, synergies capture and positive cycle expected will enable the group to improve significantly historical profitability

Source: Company financial reports & Management Accounts

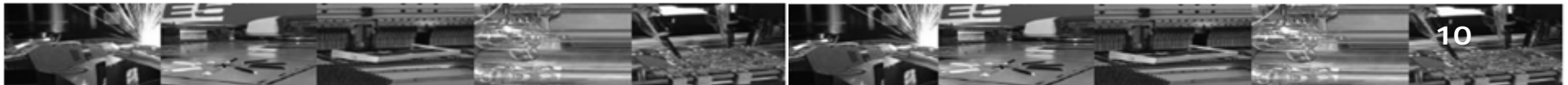


MAIN RESTRUCTURING ACTIONS TO FACE THE CRISIS: the management strongly reacted to the crisis

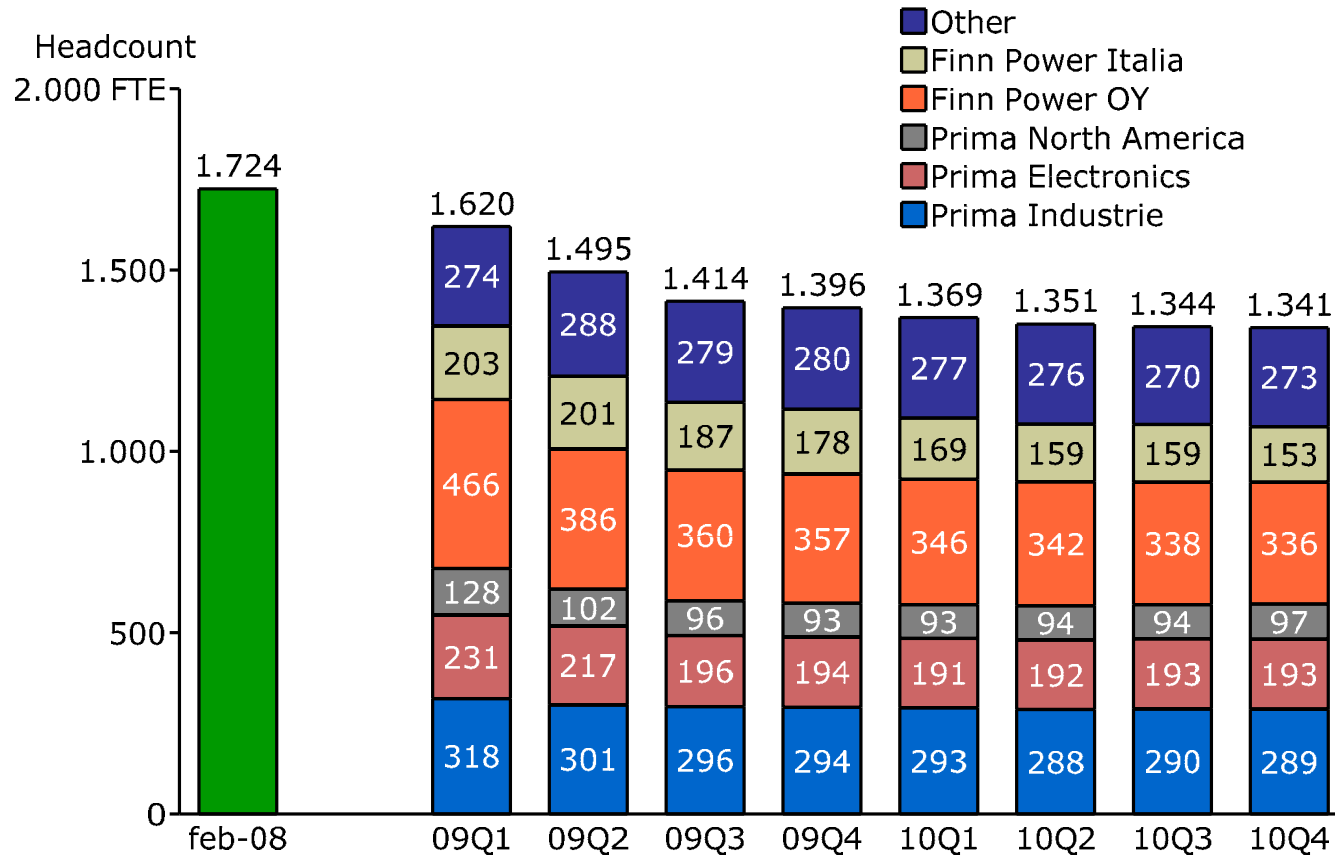
- **Acceleration of integration and synergies with Finn-Power and restructuring:**
 - punching and automation technologies in the factory of Kauhava (Finland)
 - bending technologies in the factory of Cologna Veneta (Italy)
 - merger of the European Subsidiaries
 - R&D centre moved from Bari to Turin
- **Permanent and Temporary layoffs in all plants and offices of the group to cope with lower sales volumes**
- **Merger of OSAI in Prima Electronics**, which is operating in its plants of Moncalieri and Barone Canavese (Italy)
- **Transfer to Prima Finn-Power North America in Arlington Heights (IL)** of all Group activities in North America for Sale and Service of sheet metal machinery
- **Focus of Prima North America on laser sources manufacturing** (Convergent division in Chicopee, MA) and 3D laser systems (Laserdyne and PLS Divisions in Champlin, MN)



**General headcount reduction from over 1.700 units
(Feb 2008) to about 1.350 (Dec 2010)**



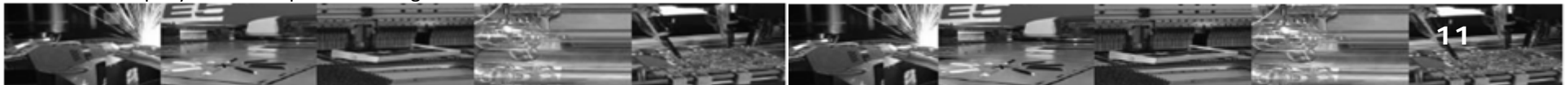
PERSONNEL HEADCOUNT EVOLUTION



Personnel reduction across all companies since the Acquisition of Finn Power thanks both to synergies and restructuring actions

Note: Headcount does not include permanent and long term layoffs

Source: Company financial reports & Management Accounts



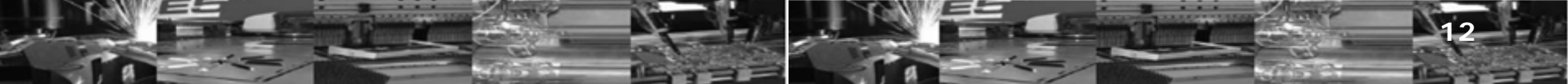
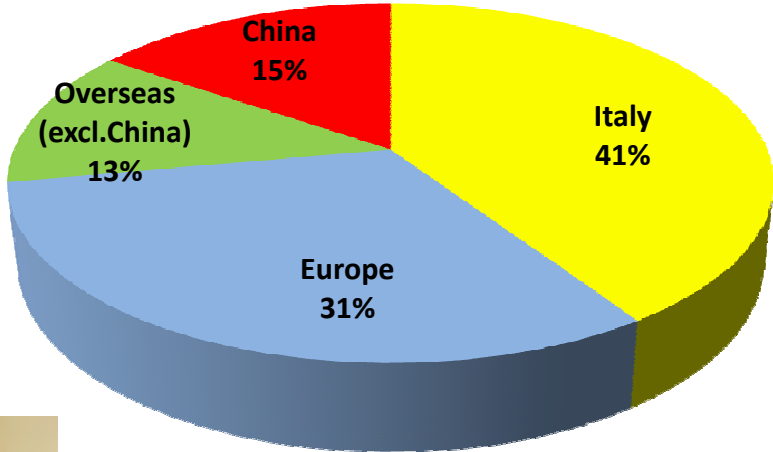
OUR PEOPLE

HEADCOUNT EMPLOYED BY:

MANUFACTURING OPERATIONS	1080
SALES & SERVICE SUBSIDIARIES	273
<i>SHANGHAI JV (not consolidated)</i>	<i>238</i>
GRAND TOTAL	1591

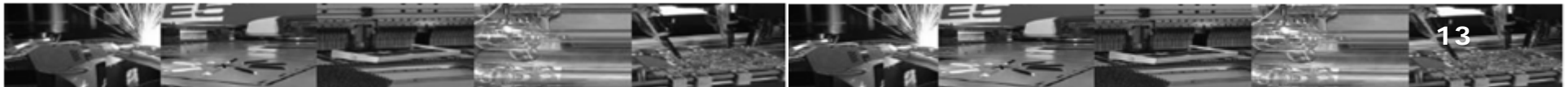
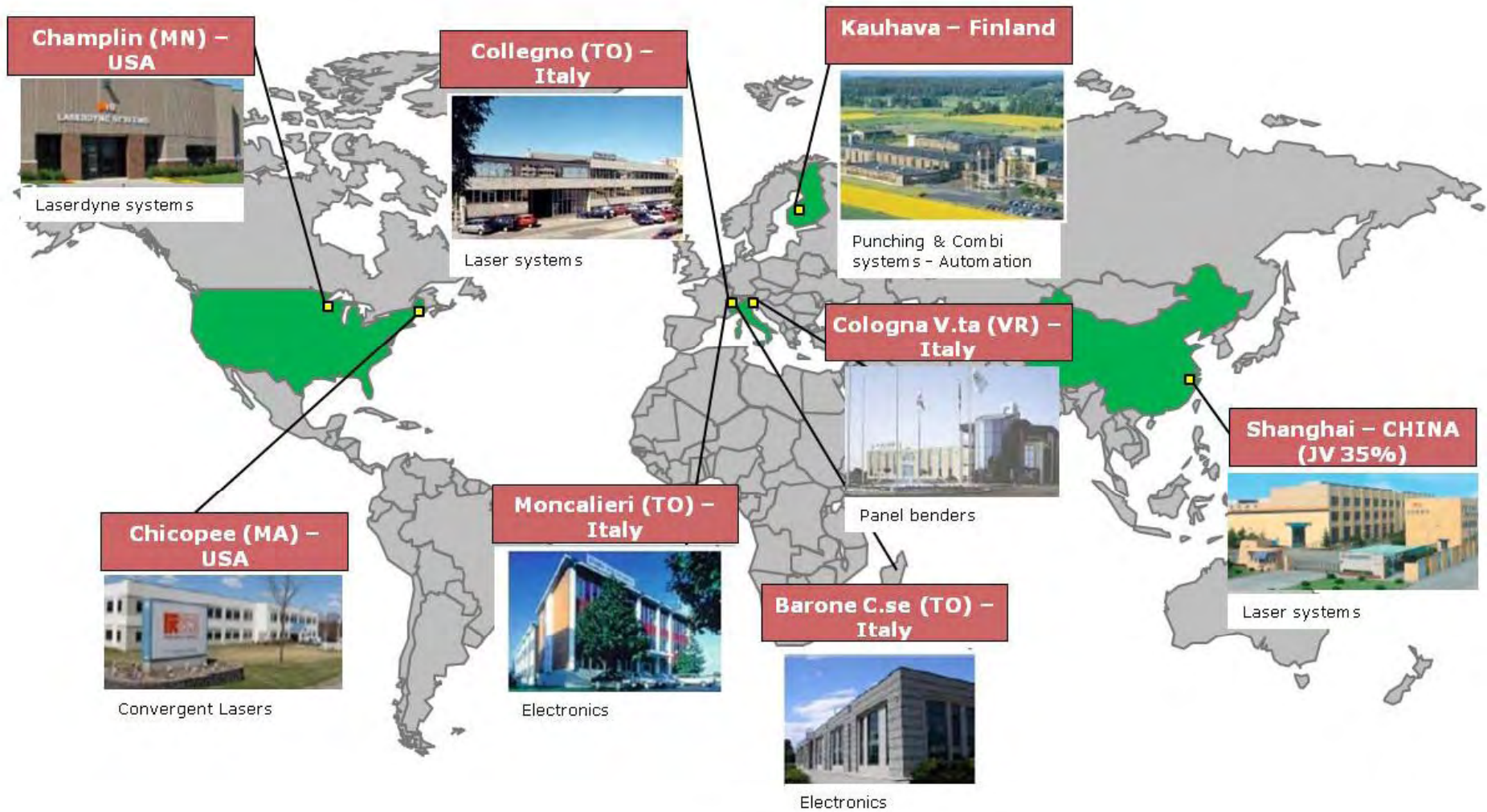


HEADCOUNT GEOGRAPHICAL BREAKDOWN



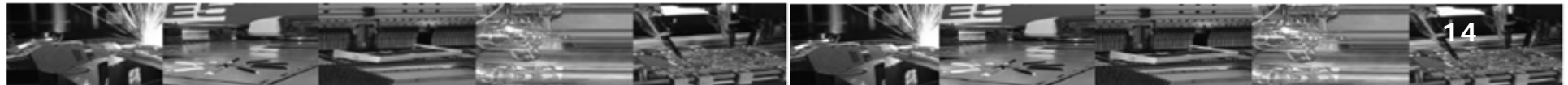
PRIMA INDUSTRIE GROUP INDUSTRIAL FOOTPRINT

■ Plant



PRIMA INDUSTRIE GROUP SALES & SERVICE FOOTPRINT

- Sales & Service
Prima Power
- Sales & Service
Prima Electro



R&D: INVESTING FOR THE FUTURE



New 3D Rapido with fiber laser



New SG, electrical shearing system



Premio Italiano Meccatronica

Per l'anno 2010 il Comitato per l'Assegnazione del Premio Italiano Meccatronica ha scelto come vincitore Prima Industrie con la seguente motivazione:

"Per le innovative soluzioni tecniche adozionate che hanno consentito a Prima Industrie di diventare leader mondiale nel settore dei sistemi laser ad alta precisione. In particolare per aver realizzato alcuni tra le macchine più veloci e precise al mondo fornendo un contributo straordinario all'evoluzione tecnologica del settore per taglio laser".

PRIMA INDUSTRIE

Fondata nel 1972, Prima Industrie è fra i leader mondiali nel settore dei sistemi laser per applicazioni industriali e nelle macchine per la lavorazione della lamiera.

Il Gruppo Prima Industrie opera nei seguenti settori laser a reazione laser ad alta potenza per applicazioni industriali (Prima Industrie), analisi per la lavorazione della lamiera (Prin-Primo), elettronica industriale (Prima Elettronica e Dual).

Il Gruppo, che ha sede in Torino, conta circa 1400 dipendenti, stabilimenti produttivi in Italia, Polonia, Stati Uniti e Cina e una capillare rete di vendita e assistenza clienti in oltre 60 paesi.

Capofila di un gruppo dal 1998 a Borsa Italiana e ha ottenuto diversi riconoscimenti internazionali per la creazione di valore e per l'innovazione tecnologica.

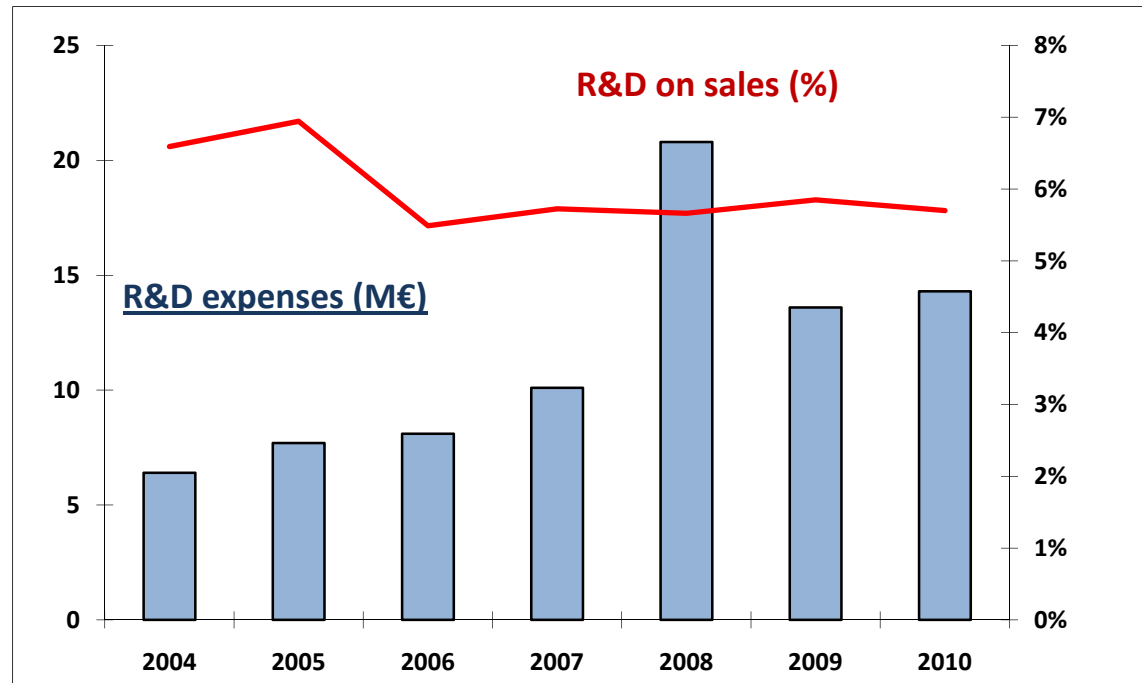
INDUSTRIALI REGGIO EMILIA



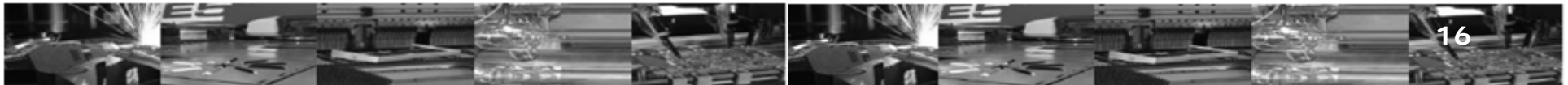
R&D: INVESTING FOR THE FUTURE



LAB ON NEW GENERATION
SOLID STATE LASERS in
cooperation with
Politecnico di Torino



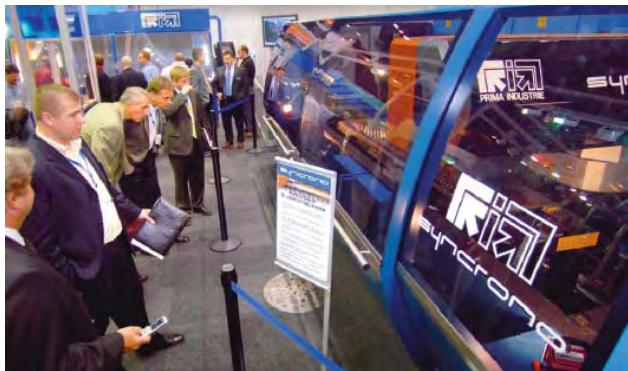
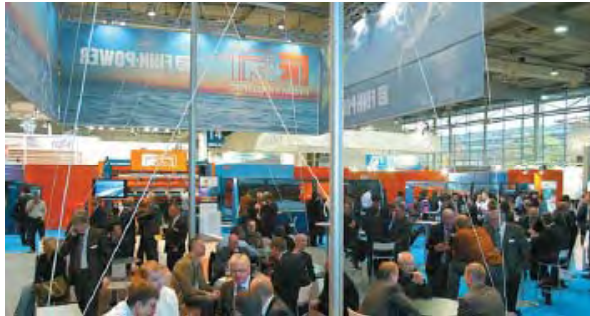
Over 10% of
headcount
employed in
R&D



MARKETING

Euro BLECH 2010

26-30 October 2010 • Hanover, Germany



PRIMA INDUSTRIE

PRIMA AERODAYS AEROSPACE WORKSHOP

The Laser Systems in the Aerospace and Land Based Turbine Manufacturing

The 2010 is the year commemorating the 50th anniversary of the laser invention; the first demonstration of a working laser was in 1960 by Theodore Maiman at Hughes Research Lab.

PRIMA INDUSTRIE is celebrating this anniversary with event dedicated to laser system applications used in the manufacturing of the aerospace and land based turbine components. The workshop program consists of a mix of technical presentations from aerospace companies, enriched by sessions with real demonstrations of the technology utilizing PRIMA INDUSTRIE laser systems. The workshop will provide ample opportunity for attendees to become better acquainted with the most current laser based techniques while networking with other companies in the same field.

SPEAKERS:

Marco Fasano - Alenia Aeronautica	Roberto Marone - Avio
Angelo Ippico - Alenia Aeronautica	Roberto Ferrara - Turbomeca
Andrea Rezzani - IRI	Peter Thompson - Prisma North America
Luca Mattioli - Prisma Industrie	Luca Bianchini - Prisma in electric
Danielle Colombo - Politecnico Milano	

DEMONSTRATIONS:
RAPIDO
OPTIMO
LASERDYNE 450

PRIMA AERODAYS AEROSPACE WORKSHOP

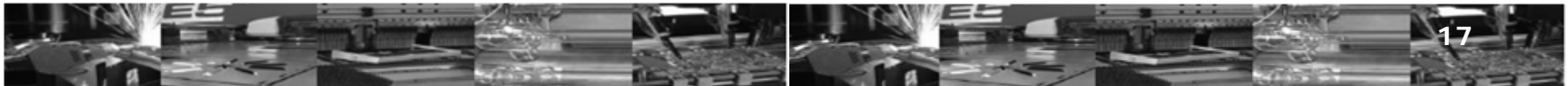
17-18 November 2010

REU HOTEL - VIA TORINO 154 - COLLEGO - TORINO
PRIMA INDUSTRIE - VIA ANTONELLI 32 - COLLEGO - TORINO

FABTECH

LASER WELDING FIBER OPTIC PMA METAL FORM

NOVEMBER 2-4, 2010
GEORGIA WORLD CONGRESS CENTER
ATLANTA, GEORGIA



TOP GUESTS VISITING OUR CUSTOMERS



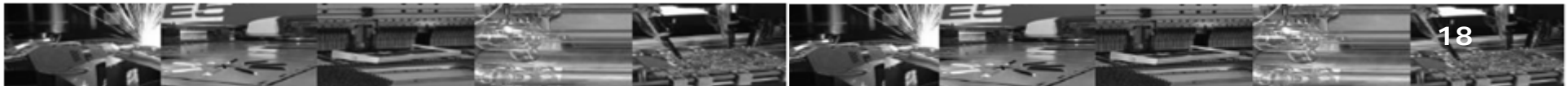
Brazil's former President Lula and President Rousseff with FIAT C.E.O. Marchionne during the opening ceremony of CNH plant in Sorocaba, where a large PRIMA system is installed.

Sorocaba, March 2nd, 2010



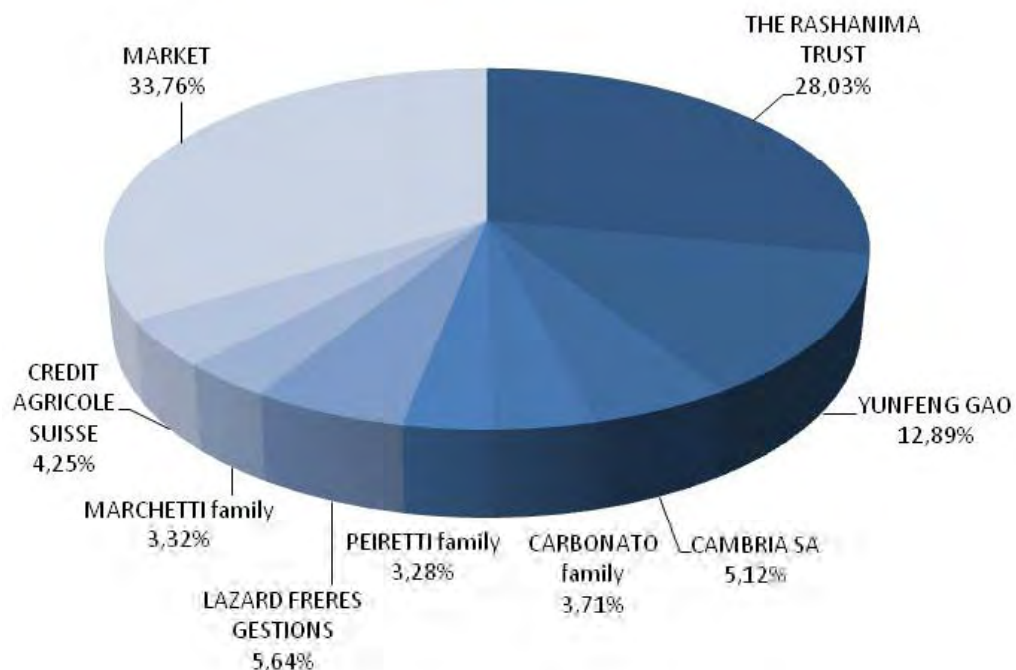
U.S. President Barack Obama visits Orion Energy Systems plant. The company, specialized in high-efficiency lighting and renewable solar technology for businesses, displays many Finn-Power systems installed.

Manitowoc (WI), Jan. 26, 2011



SHAREHOLDING & GOVERNANCE

SHAREHOLDERS' STRUCTURE



Number of outstanding shares: 8,640,367

Face value: Euro 2.50

Number of outstanding warrants (exp. 2013): 2,239,633

Strike price: Euro 8.50

BOARD of DIRECTORS

Gianfranco CARBONATO – Chairman & CEO

Ezio BASSO – Executive director

Sandro D'ISIDORO – Independent director

Michael MANSOUR – Non executive director

Rafic MANSOUR – Non executive director

Mario MAURI – Independent director

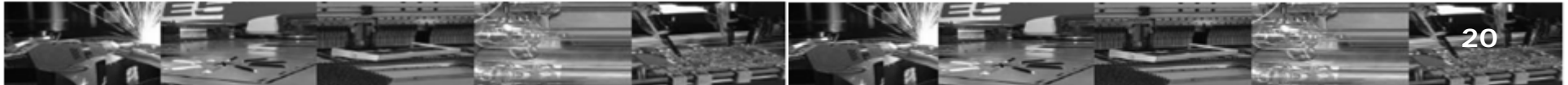
Domenico PEIRETTI – Executive director



RESULTS 2010

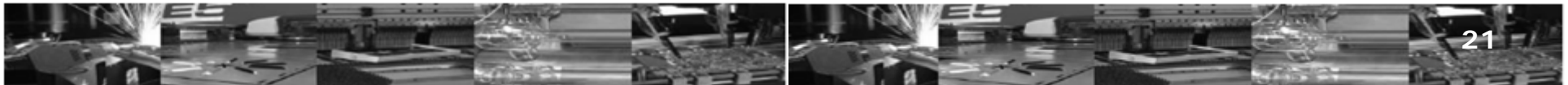
BALANCE SHEET

(figures in Euro thousand)	31/12/2010	31/12/2009
Tangible and intangible assets	76,091	77,944
Goodwill	102,677	102,511
Other non current assets	13,252	10,515
NON CURRENT ASSETS	192,020	190,970
Inventory	70,151	71,708
Trade receivables	64,595	58,823
Trade payables and down payments	(78,163)	(71,094)
NET WORKING CAPITAL	56,583	59,537
Other current assets and liabilities	(13,092)	(16,964)
Other non current liabilities	(17,998)	(18,474)
NET INVESTED CAPITAL	217,513	215,069
NET DEBT	141,268	150,091
NET EQUITY	76,245	64,978
FINANCIAL SOURCES	217,513	215,069

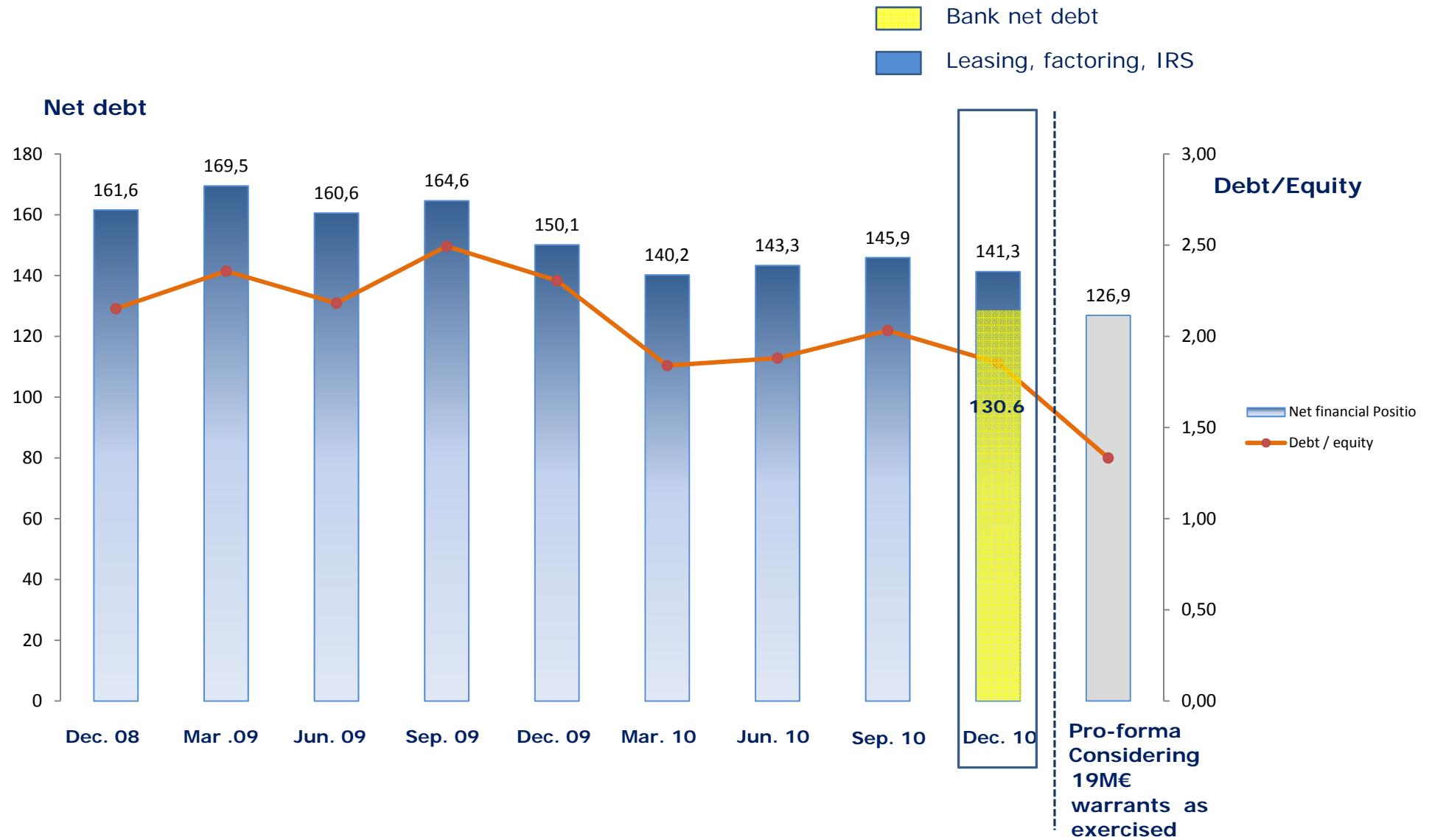


RESULTS 2010

(figures in Euro thousand)	<u>PROFIT & LOSS</u>		
	31/12/10	31/12/09	31/12/09 Net from non-recurring items
SALES	250,007	231,886	231,886
VALUE OF PRODUCTION	257,998	222,193	222,193
EBITDA	10,369	6,243	217
% on sales	4.1%	2.7%	0.1%
EBIT	352	(3,863)	(9,889)
% on sales	0.1%	(1.7)%	(4.3)%
EBT	(5,123)	(9,644)	(18,054)
% on sales	(2.0)%	(4.2)%	(7.8)%
NET INCOME	(5,965)	(8,696)	(17,106)
% on sales	(2.4)%	(3.8)%	(7.4)%

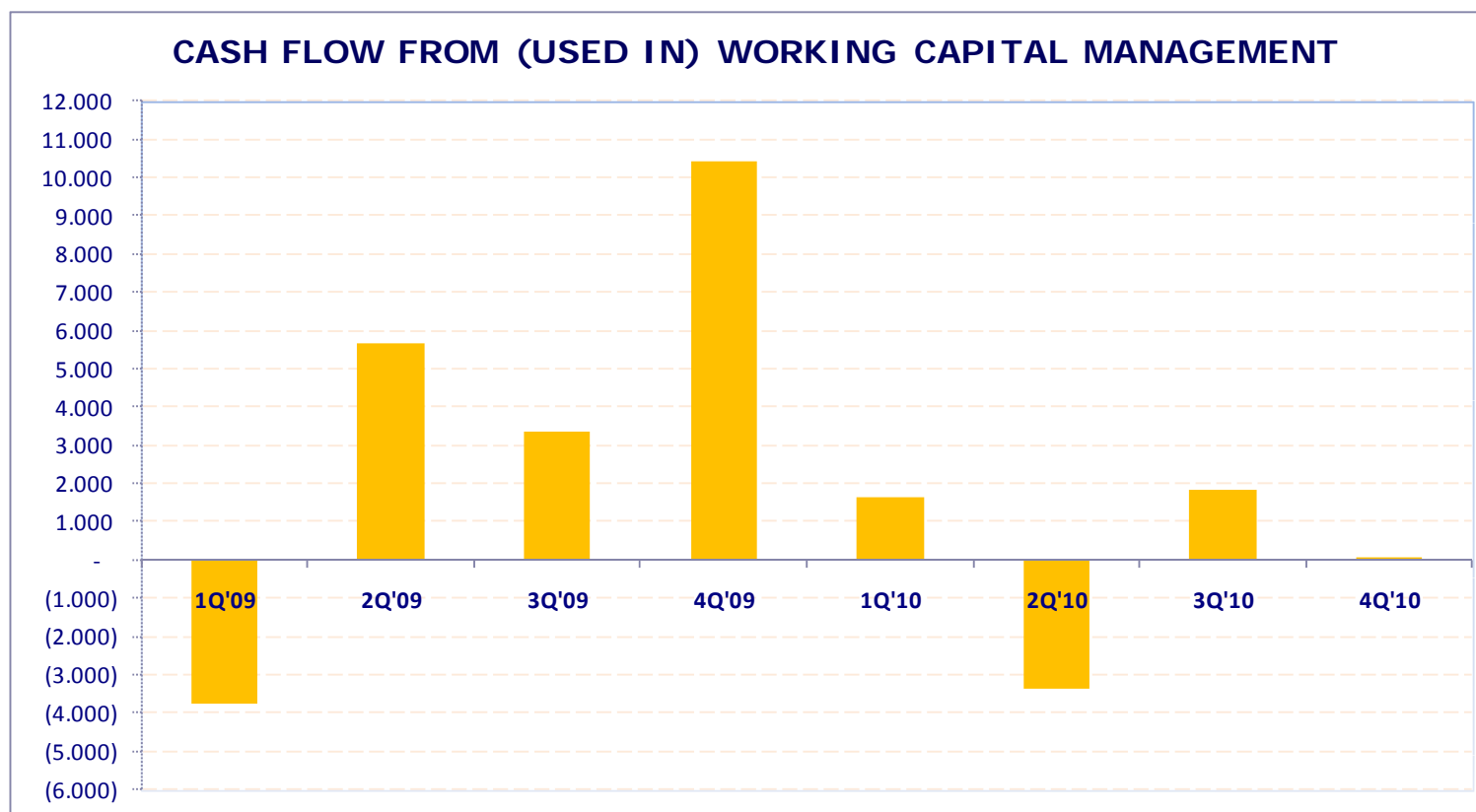


FINANCIAL DELEVERAGING

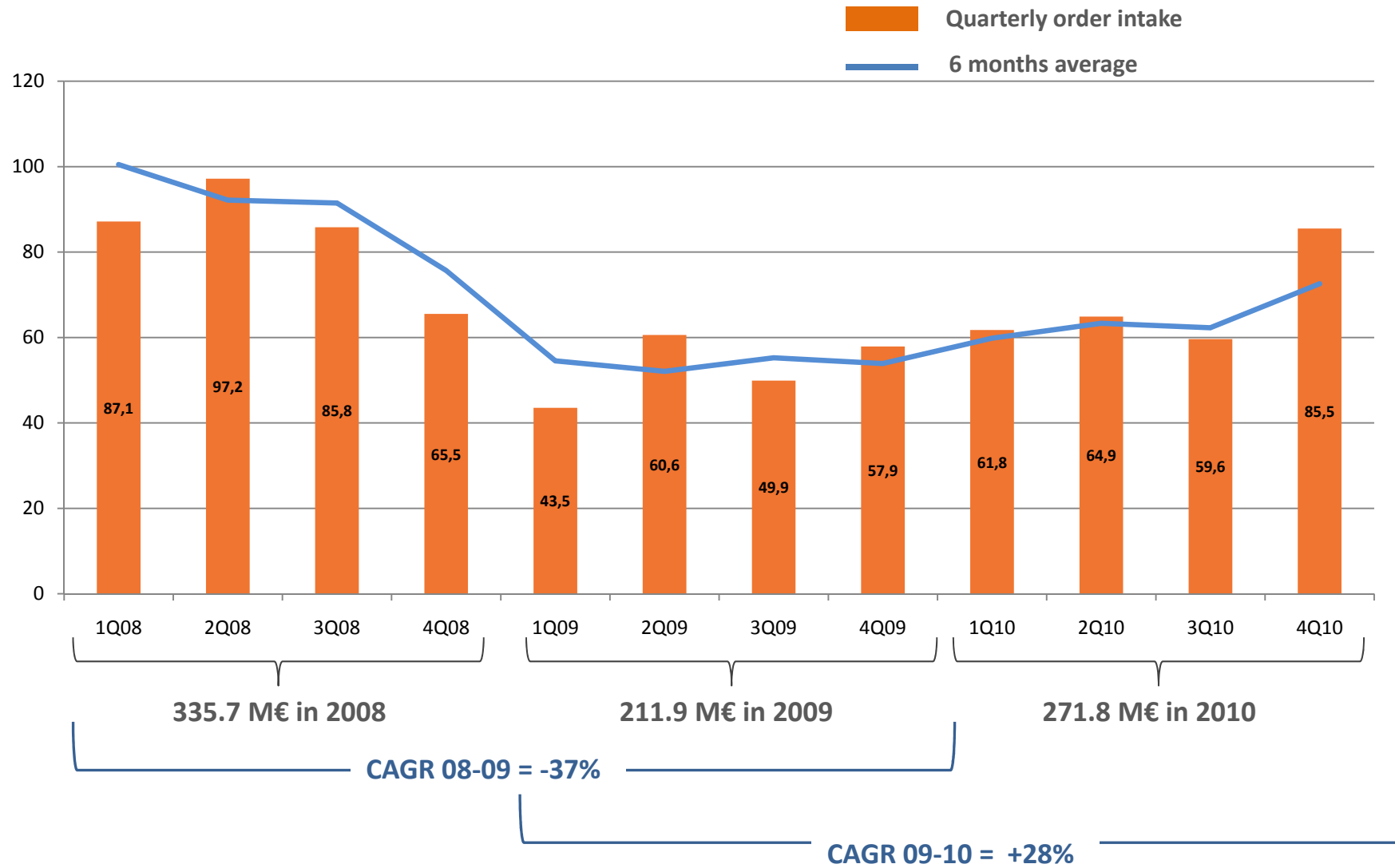


WORKING CAPITAL

Values expressed in euro/000	1Q'09	2Q'09	3Q'09	4Q'09	1Q'10	2Q'10	3Q'10	4Q'10
Change in inventories	11.284	11.260	727	11.108	(5.881)	(2.500)	(1.967)	12.005
Change in trade receivables	8.574	7.649	1.212	(3.992)	6.772	(12.555)	4.500	(4.489)
Change in trade payables	(22.256)	(12.781)	4.207	3.835	2.604	10.359	1.955	(7.850)
Net change in other receivables/payables and other assets/liabilities	(1.385)	(481)	(2.797)	(509)	(1.860)	1.337	(2.638)	346
Cash flow from (used in) working capital management	(3.783)	5.647	3.349	10.442	1.635	(3.359)	1.850	12



QUARTERLY ORDER INTAKE



PRIMA INDUSTRIE



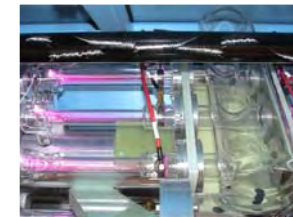
 Prima
Power



APPENDIX GROUP PROFILE



 Prima
Electro



AN INDUSTRIAL SUCCESS STORY

Key Milestones

1980-1989: Evolution into an Industrial Company

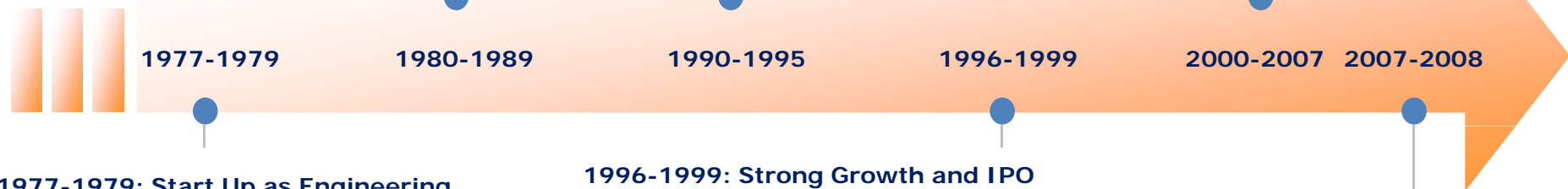
- ▣ Leadership in 3D laser robots (OPTIMO)
- ▣ Development of industrial electronics & software
- ▣ Player in industrial robots for arc welding & handling
- ▣ Leader in measuring robots
- ▣ First International subsidiary (Germany)

1990-1995: Focus on Laser

- ▣ Increase 3D products range (RAPIDO)
- ▣ Development of International sales/service subsidiaries (US, France, UK)
- ▣ Sale of non-core activities
- ▣ Entry in 2D laser market through acquisition of the Swiss Company LASERWORK AG

2000-2007: Internationalization

- ▣ Acquisition of Convergent Energy and Laserdyne (presently both divisions of PRIMA North America)
- ▣ Second JV in China: SHANGHAI UNITY PRIMA
- ▣ Launch of SYNCRONO and RAPIDO EVOLUZIONE
- ▣ Strengthening EU sales/service (Prima GmbH, Prima Scandinavia, Prima Polska)



1977-1979: Start Up as Engineering Company

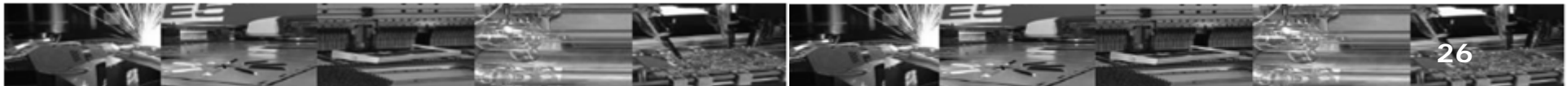
- ▣ Incorporation under the name of PRIMA PROGETTI
- ▣ Incorporation of PRIMA ELECTRONICS
- ▣ Developments of a wide range of hi-tech products
- ▣ First 3D laser machine developed in 1979 (ZAC)

1996-1999: Strong Growth and IPO

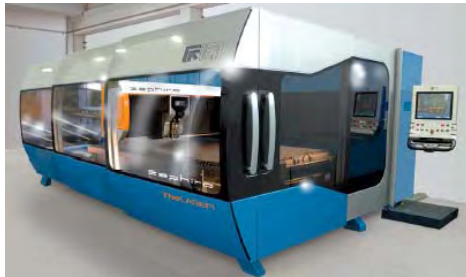
- ▣ ISO 9001 certification
- ▣ New 2D product launch (PLATINO)
- ▣ R&D investment program to extend the product range (New OPTIMO, DOMINO, MAXIMO)
- ▣ First JV in China and Branch office in Beijing
- ▣ Listing on Italian Stock Exchange (presently STAR segment)

2007-2006: External growth

- ▣ Acquisition of OSAI
- ▣ Acquisition of Finn Power



The widest product range in laser and sheet metal machinery



2D laser cutting



3D laser cutting



3D laser welding



punching



bending



Laser drilling



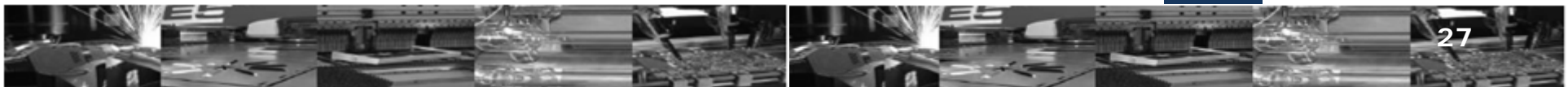
Punching/laser



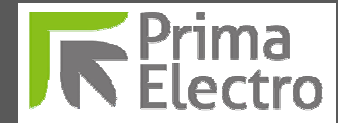
Punching/ shearing



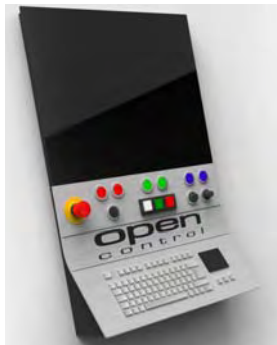
FMS



PRIMA ELECTRO PRODUCTS



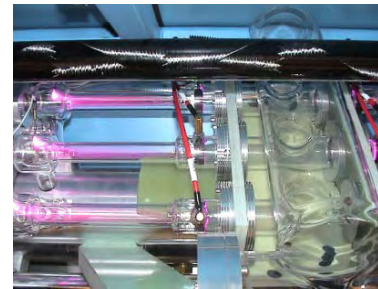
Power and control electronics, and of high-power laser sources for industrial applications



OPEN control console



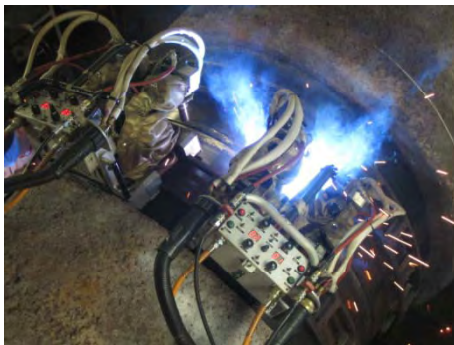
Industrial controllers



High-power laser sources



CNC for laser machines



Orbital welding systems



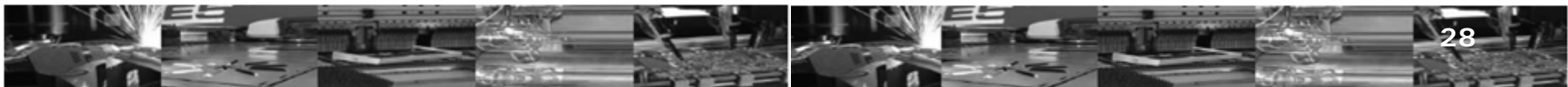
VFD servodrives



Teach Pendant



Bogie & stability monitoring control units



SELECTED CUSTOMERS

Automotive



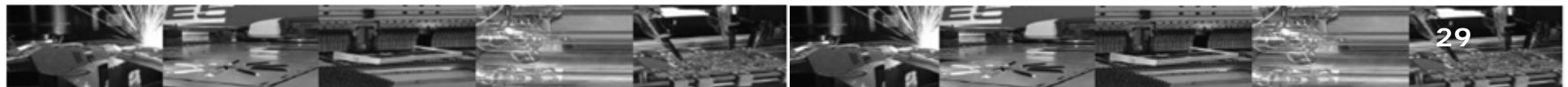
Aerospace



Energy



Agricultural & Construction Machinery, Trucks & Trailers



SELECTED CUSTOMERS

Forklifts & Industrial Machinery



HVAC & White Goods



Miscellaneous End Products



Electronics



Contract Manufacturing

