



COMUNICATO STAMPA

ITALIAN STOCK EXCHANGE - STAR SEGMENT

PRIMA INDUSTRIE

**NEW IMAGE FOR THE GROUP PRIMA INDUSTRIE  
PRIMA POWER AND PRIMA ELECTRO ARE BORN**



**Having concluded the integration process after the acquisition of Finn-Power Oy, the Group introduces itself to the market with a corporate identity reflecting the new organization and new commercial structure:**

- **PRIMA POWER, Machinery Division of Prima Industrie Group**
- **PRIMA ELECTRO, Electronics and Laser Technologies**

*Collegno (TO), March 22<sup>nd</sup> 2011* – Prima Industrie S.p.A, a leader in high technology laser systems, sheet metal working systems and electronic components for industrial applications, changes its *corporate identity* after the completion of the integration with Finn-Power Oy.

Today the Group introduced to the market its new logos which testify for the new *corporate identity* of the Group, which was born from the integration of the Prima Industrie Group with the Finn-Power Group. After the acquisition of Finn-Power Group in February 2008, Prima Industrie has become, in fact, the third worldwide player in its sector. During these three years the Group has been widely reorganized to create an integrated entity, with a matrix organization with operations specialized and a common worldwide network for sales and after sales services.

Three years after the acquisition of the Group headquartered in Finland, the rationalization of the commercial and manufacturing organization of the Group has been completed and materialized in the breakdown of the business in two divisions:

- Machinery, which will carry the name of Prima Power, with a turnover of over 215 million Euros ( pro-forma figures estimated as at 31/12/2010)<sup>1</sup>, including manufacturing and marketing of Laser machines for cutting, welding and drilling of 3D and 2D components and 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), formerly marketed under the brands Prima Industrie and Finn Power; Prima Power has manufacturing sites in Italy, Finland, the US and China and can count on a direct commercial presence in France, Spain, Germany, UK, Belgium, Poland, Russia, the US, Canada, China, Japan, UAE and Brazil. This division employes today about 1,100 people.

<sup>1</sup> Figures gross of inter-Group items



The new Machinery division is functionally organized as a single entity, though it includes several companies worldwide.

All the Prima Power products will bear the same colors and styling and will use the same logo.

- Components, under the name of Prima Electro, with a turnover of about 50 million Euros (pro-forma figures estimated as at 31/12/2010)<sup>2</sup>, including the 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 other OEM customers). The division has manufacturing sites in Italy, the US besides a direct commercial presence in in UK, the US and China. As of today it employes about 260 people.

As mentioned before the project included a re processing of the brand and *corporate identity* starting from the fact that two great industrial traditions converge to create a new powerful organization oriented to the future.

Both business units carry as from today , in fact, a logo which distinguishes them from each other and which is a sign of innovation, though with a strong reference to the Group tradition and industrial history.

Also the parent company Prima Industrie introduces today a logo renewed in its style witnessing the continuous will of the company to always look up to the future and to invest on innovation.

*“During these three years the markets learnt to recognize us as a sole entity, we think now it is the time that this is also seen and felt – comments Gianfranco Carbonato, Prima Industrie Chairman and C.E.O. Names and colors recall the past, whilst the new design points to the future and to the new horizons that we are facing”.*

The company introduces this change on the occasion of the Star Conference 2011 organized by Borsa Italiana in Milan; such event is also the right place for the Group to restate the current recovery, after last week’s announcements of the consolidated results for the year 2010.

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<sup>2</sup> Figures gross of inter-Group items.