



PRESS RELEASE

ITALIAN STOCK EXCHANGE – STAR SEGMENT

PRIMA INDUSTRIE

**ORDER ACQUISITION RECOVERS TO THE PRE-CRISIS LEVELS
IN THE FOURTH QUARTER 2010 ORDERS WERE 83.6 MILLION
CHINA AND NORTH AMERICA THE MOST DYNAMIC MARKETS**

Collegno (TO), January 24th 2011 – Prima Industrie S.p.A, a leader in high technology laser systems, sheet metal working systems and electronic components for industrial applications, recorded in 2010 an order acquisition of 271.8 million Euros, with a growth of about 30% over the year 2009.

In particular in the fourth quarter of the year the order collection (83.6 million Euros) recorded an increase of over 40% against the same period of 2009.

With a monthly average of 28.5 million Euros, this represents the best result ever for a quarter since mid 2008, that is before the worsening of the worldwide economic crisis.

During the last quarter of the year, the geographic break down highlights the considerable weight of China which represents about 11% of the amount collected (such amount would grow to 23% considering also the orders acquired by the non consolidated Chinese JVs), and the strong recovery of the North-American market (about 26% of the total orders collected).

As remarked by the Chairman and C.E.O., Gianfranco Carbonato: *"It is a result that has a double positive value. The recovery of orders to the pre-crisis level for two months in a row is a very important signal of turnaround. Moreover the fact that these orders are coming from new markets rewards our choice to further focus our presence in higher growth potential areas"*

Therefore the Group starts the year 2011 with a backlog of 82.3 million Euros, increasing by over 26% against 65.1 million Euros as at 1/1/2010.

PRIMA INDUSTRIE heads a leading Group in developing, manufacturing and marketing of laser systems for industrial applications, sheet metal processing machinery, and opto-electronic components. The parent company Prima Industrie S.p.A. is listed on the Italian Stock Exchange since 1999 (MTA – STAR segment). With over 30 years of experience the Group can count on over 10,000 machines installed in more than 60 countries worldwide and is among the main worldwide manufacturers in its own reference market.

The Group has about 1350 direct employees (besides some 200 employees in the Chinese JVs) and manufacturing sites in **Italy** (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRONICS S.p.A, FINN-POWER Italia Srl), **Finland** (FINN-POWER



Oy), **USA** (PRIMA North America Inc.) and **China** (Shanghai Unity Prima Ltd.) as well as a commercial direct presence in France, Spain, Germany, UK, Belgium, Poland, Russia, USA, Canada, China and UAE.

The Prima Industrie Group is structured on 2 Business Units:

Laser and for sheet metal processing machines: 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).

Opto-electronic components: 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.

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