



BORSA ITALIANA - STAR segment

PRESS RELEASE

PRIMA INDUSTRIE RECEIVES "TOP INVESTOR" AWARD
FOR SIGNIFICANTLY INVESTING IN CHINA

Collegno (TO), 27th November 2015 -Prima Industrie S.p.A, a leader in high technology laser systems, sheet metal working systems and electronic components for industrial applications, yesterday received the "Top Investor" award for 2015, as part of the "China Awards 2015" organized by Fondazione Italia Cina and Milano Finanza (in partnership with the Italian Chamber of Commerce in China and the patronage of the Italian-Chinese Chamber of Commerce), with the aim of rewarding the Italian companies that have best seized the opportunities of the Chinese market and the Chinese companies that have best seized the opportunities of the Italian market.

During the awards ceremony in favor of companies, institutions and personalities, both Italian and Chinese, who better seized the opportunities offered by economic and cultural relations between Italy and China, the prize awarded to Prima Industrie is a recognition to the company for having distinguished for its relevant investments in China.

Prima Industrie, present in China since the 90s, has recently made a significant investment to strengthen its direct presence in the Chinese market through the construction of a manufacturing plant in Suzhou (70 km from Shanghai) for the production of products (laser machines, punching and press brakes machines) for the Chinese market, which is the first market in the world in terms of consumption of machine tools.

The company, Prima Power Suzhou, also aims, through a strengthening of direct presence, to enhance the image of the brand Prima Power, until now essentially tied to machines imported.

The direct presence in production was also accompanied by the reorganization of the sales and after-sales service network that has passed under the direct control of Prima Industrie and that, only marginally, is managed by a distributor.

To build the new Prima Power Suzhou plant, Prima Industrie has invested about \$ 5.6 million, arising from the divestment of previous investments in China carried out through joint ventures with minority stakes together with local partners.

In spite of the start-up costs, fully expensed to profit and loss, affect to date the profitability, the activities in China enabled Prima Industrie Group to record revenues in 2015 substantially unchanged in this area, despite a significant decline in the Chinese reference market by about 20%.

Prima Industrie, therefore, reaffirms the strategic importance of investing in China with a medium-long term view and thanks the organizers for the prestigious award received.



PRIMA INDUSTRIE heads a leading Group in developing, manufacturing and marketing of laser systems for industrial applications, sheet metal processing machinery, as well as industrial electronics and laser technologies.

The parent company Prima Industrie S.p.A. is listed on the Italian Stock Exchange since 1999 (MTA- STAR segment).

With over 35 years of experience the Group can count on about 12,000 machines installed in more than 70 countries worldwide and is among the main worldwide manufacturers in its own reference market.

The Group has over 1,600 employees and manufacturing sites in **Italy** (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRO S.p.A, FINN-POWER Italia Srl), **Finland** (FINN-POWER Oy), **USA** (PRIMA ELECTRO North America Llc, PRIMA POWER LASERDYNE Llc.) and **China** (PRIMA POWER SUZHOU Co. Ltd.). Remarkable is as well its direct commercial and after-sales presence in BRIC, NAFTA, European Union and other emerging Asian countries, serving more than 70 countries worldwide.

The Prima Industrie Group is structured on 2 Business Units:

Laser and sheet metal processing machines (Prima Power): 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).

Industrial electronics and laser technologies (Prima Electro): 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.

For further information:

PRIMA INDUSTRIE S.p.A. Chiara Roncolini Investor Relator tel. 011 4103204 ir@primaindustrie.com	Studio Mailander Press Office tel. 011 5527311 Bruno Caprioli 335 5901402 - caprioli@mailander.it Carlo Dotta 333 2306748 - c.dotta@mailander.it
----------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------