



BORSA ITALIANA - STAR segment

PRESS RELEASE

**AMADA, THE JAPANESE CORPORATION LISTED AT TOKYO STOCK EXCHANGE,
AND PRIMA POWER, THE MACHINERY DIVISION OF PRIMA INDUSTRIE
ANNOUNCE A COOPERATION AGREEMENT FOR PANEL BENDING MACHINES**

June 27, 2012 - Amada and Prima Power are both world leaders in the sheet metal machinery and laser systems market. Amada is also active in machine tools while Prima Industrie, through its Prima Electro division, is also active in electronics and laser technologies.

The two Groups have agreed to cooperate in the panel bending segment by jointly developing a new generation of electric panel bending machines which will be based on OSAI Open CNC and Yaskawa motion control devices.

The new products will be manufactured in Italy by Finn-Power Italia (a company of Prima Power division) in the factory of Cologna Veneta (Verona, Italy).

Finn-Power Italia is a leader in bending technology with unique experience in electric panel bending and press brake machines which, compared to hydraulic systems, have significant advantages in terms of energy efficiency, higher accuracy, lower maintenance costs and environment sustainability.

The products will be distributed worldwide by the two sales organizations of Prima Power and Amada which will promote them under their own brands and to their own customer bases.

Amada will have the option to manufacture the products for the Japanese market under a license agreement with Prima Power.

The sharing of R&D investment and the synergies which will be generated by the increased manufacturing volumes are the main targets of this cooperation.

Also multichannel distribution will allow increasing customer awareness of the panel bending technology versus more traditional bending by press brakes.

The two Groups will maintain their total autonomy and independence on all other product segments (2D lasers, punching machines, press brakes, combi systems, etc.) and will consequently compete, on a fairly basis, on all world markets.

The new products will be exhibited to the public at international and domestic exhibitions in the fall of 2012.

Amada President and C.E.O, Mitsuo Okamoto, and Prima Industrie Chairman and C.E.O, Gianfranco Carbonato, have welcomed the agreement which - they both believe - will open great opportunities for the two Groups and lead to higher customer satisfaction worldwide.



PRIMA POWER is a Division of PRIMA INDUSTRIE Group.

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 30 years of experience the Group can count on over 10,000 machines installed in more than 70 countries worldwide and is among the main worldwide manufacturers in its own reference market.

The Group has about 1500 direct employees (besides about 230 employees in the Chinese JVs) 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 (Shanghai Unity Prima Ltd.) as well as a direct commercial and after-sales presence in France, Spain, Germany, the UK, Belgium, Poland, Russia, Turkey, the USA, Canada, China, the UAE, Brazil, Korea and India.

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.



Amada - A Comprehensive Manufacturer of Metalworking Machinery

Amada was founded in September 1946 in Taito Ward, Tokyo. The company started out as a machine manufacturer when it began manufacturing and selling a universal metal band saw machine in 1953. Amada was listed on the Tokyo Stock Exchange in 1961. The company changed its corporate name to the current name, Amada Co., Ltd., in 1964 and moved the company address in 1969 to Isehara City, Kanagawa Prefecture where its head office is currently located. Vigorous overseas expansion beginning with the opening of a Seattle office in the United States combined with product line expansion have fuelled the growth of the company into a sizable business group comprising 72 affiliated companies. As a comprehensive manufacturer of metalworking machinery, Amada is now involved in manufacturing, sales and servicing of its machines in 24 countries around the globe.

In addition to processing machinery in four sectors, namely sheet metal machines, press machines, cutting and drilling machines, and machine tools, Amada markets computer software and peripheral devices for control of such machines as well as dies and maintenance services as solutions to customers in the manufacturing industry.

With the world leading share of the sheet metal processing market, Amada is promoting the concept of a digitized, automated sheet metal processing plant where a series of processes from blanking presses to bending and welding are combined organically. Amada is one of the first companies in the industry to position itself for the expansion of the laser beam machining market as seen in last year's introduction of the world's fastest linear driven fiber laser beam machine to global markets.

AMADA CO., LTD.

President and CEO: Mitsuo Okamoto

Capital: ¥54,768 million

Head office address: Ishida 200, Isehara City, Kanagawa Prefecture

Number of employees: 6,476 on a consolidated basis, 2,372 on an unconsolidated basis

Sales (consolidated basis): ¥185.5 billion

Current earnings: ¥10.4 billion (Fiscal year ending March 2012)

For further information:

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