



BORSA ITALIANA - STAR segment

PRESS RELEASE

**OPENING CEREMONY FOR THE NEW PLANT IN CHINA**  
**IN THE PRESENCE OF CHINESE AND ITALIAN AUTHORITIES**

March 27<sup>th</sup>, 2015 - Prima Industrie development process on the Chinese market continues: yesterday, the manufacturing plant of Prima Power Suzhou was officially inaugurated in Wujiang (Suzhou - Jiangsu province), 80 km west from Shanghai, in the presence of the Chinese and Italian authorities.

The plant, which covers a surface equal to 8.000 square meters and which will progressively employ more than 100 operators, will host manufacturing, sale and after-sale activities for a wide set of machines for metal sheet processing (2D laser cutting, punching, press-brakes).

In addition to manufacturing area and HQ offices, the plant hosts a large show room destined to welcome Chinese and Asiatic customers.

Inside the premises a bound area is also present; this will allow the import of items arriving from the European plants, but destined to other countries, without custom duty.

The Prima Industrie policy is to produce in China medium range machines, while the rest of the range shall continue to be manufactured in Italy, in Turin and Verona plants, in Finland, in Finn-Power Oy site, and in the United States (Laserdyne branded products).

During the year 2014, also the commercial network of the Group in China has been reorganized, with a greater direct presence and sale and after-sale units in four areas of the country: the Northern area managed by Beijing, the Western area directly managed by the Company in Suzhou, the Eastern area where an office in the Wuhan area will shortly be established and the Southern area (including Hong Kong) in which the Group shall take advantage of the cooperation of LEEPOT distributorship.

The Secretary of the Wujiang Committee of the Communist Party of China (Liang Yi Bo), the Vice-Mayor of the city of Suzhou (Xu Ming) and the Ambassador of Italy in Beijing (Alberto Bradanini), besides Prima Industrie Group management, took all part to the Opening Ceremony.

Gianfranco Carbonato, Chairman of Prima Industrie, declared: *“Prima Industrie revenues in China were 42 million in the year 2014 and we are confident that we will double it within the next four years, thanks to the investments carried out in Prima Power Suzhou and to the reorganization of the commercial coverage in the country. The Chinese market represents approximately 40% of the worldwide market of machine tools and it is the second end market for our Group after the United States. This is a sign of the quick shift in the balance of the global economy; we need to have the best but especially the most competitive and suitable product for the customers’ requirements, in order to sell it in the worldwide and win the strong competition”*.

Prima Power Suzhou is a company established under the Chinese law (WFOE) of which Prima Industrie S.p.A. owns 70%, while the remaining 30% is owned by LEEPOT Machine Tool Co. Ltd., a longtime business partner 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 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 about 1,500 employees and manufacturing sites in Italy (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRO S.p.A, FINN-POWER Italia Srl), Finland (FINN-POWER Oy) and USA (PRIMA ELECTRO North America Llc, PRIMA POWER LASERDYNE Llc.). 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.

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