



PRESS RELEASE

NUOVO MERCATO OF THE ITALIAN STOCK EXCHANGE

PRIMA INDUSTRIE EXPANDS IN THE SCANDINAVIAN COUNTRIES

Collegno (Torino), September 22, 2003 – Prima Industrie S.p.A. announces the creation of a branch in Scandinavia denominated “Prima Scandinavia AB”.

Through Prima Scandinavia, Prima Industrie Group, already present directly in France, Germany, Great Britain, Spain and Switzerland (and, out of Europe: in U.S.A., China and Japan) consolidates its presence in Northern Europe.

The laser systems market of the Scandinavian area (Sweden, Denmark, Norway and Finland) has a dimension of about 75 machines per year (therefore not too different from the Spanish or the French markets), corresponding to some 50 million euro. Here Prima Industrie is a leader in the segment of three-dimensional machines (with about 25 machines installed) and enjoys a noticeable presence also in the sector of bi-dimensional machines with an overall market share of approximately 10%.

Among the most important customers, Prima Industrie counts Huskvarna, SSAB and Volvo in Sweden, Frank Mohn in Norway, Klokkeholm in Denmark and Rautaruukki in Finland.

Prima Scandinavia’s responsibility was given to Mr Thomas Hägglund, enjoying a long experience in laser systems together with consolidated customers’ relationship.

Through Prima Scandinavia, located in Göteborg (Sweden) and a staff which in due course will reach 5 units, Prima Industrie S.p.A. intends to strengthening its direct presence in that area with a view to improve customers’ service and increase its own market share with excellent perspectives (the cumulate average growth rate up to 2010 is 10% per year) and reliable customers.

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