



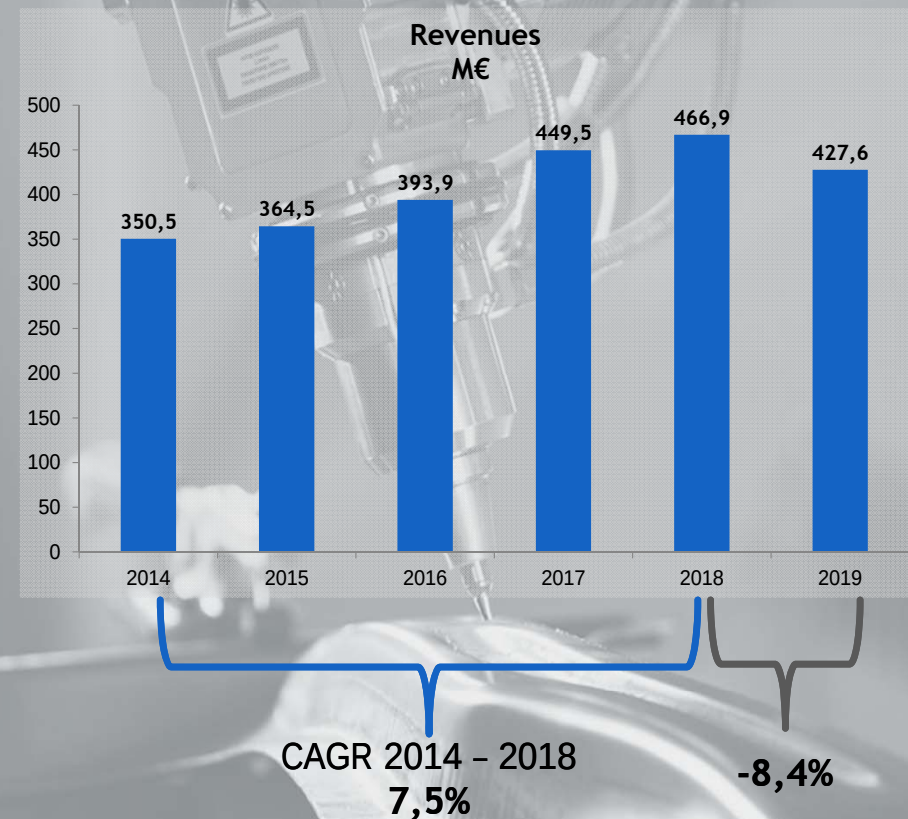
**It's in
our nature
to evolve**

Mid & Small in Milan conference

December 2020



- ▶ **INCORPORATED IN 1977**
- ▶ **LISTED IN 1999 (20+ YEARS)**
- ▶ **8 PLANTS IN ITALY, FINLAND, USA, CHINA**
- ▶ **SUBS & BRANCH OFFICES IN ADDITIONAL 25+ COUNTRIES**
- ▶ **FOCUS ON INNOVATION (5%+ INVESTMENT IN R&D)**
- ▶ **GREAT ATTENTION TO CSR ISSUES (people, environment, electric machines, open innovation,...)**
- ▶ **≈1800 PEOPLE**
- ▶ **13,000+ MACHINES IN 80+ COUNTRIES**



Prima is a high tech capital goods company operating in a cyclical market which is suffering a significant downturn similar to 2009's.

Prima's strength is that it operates –mainly directly- in many geographic markets serving many different industrial sectors.

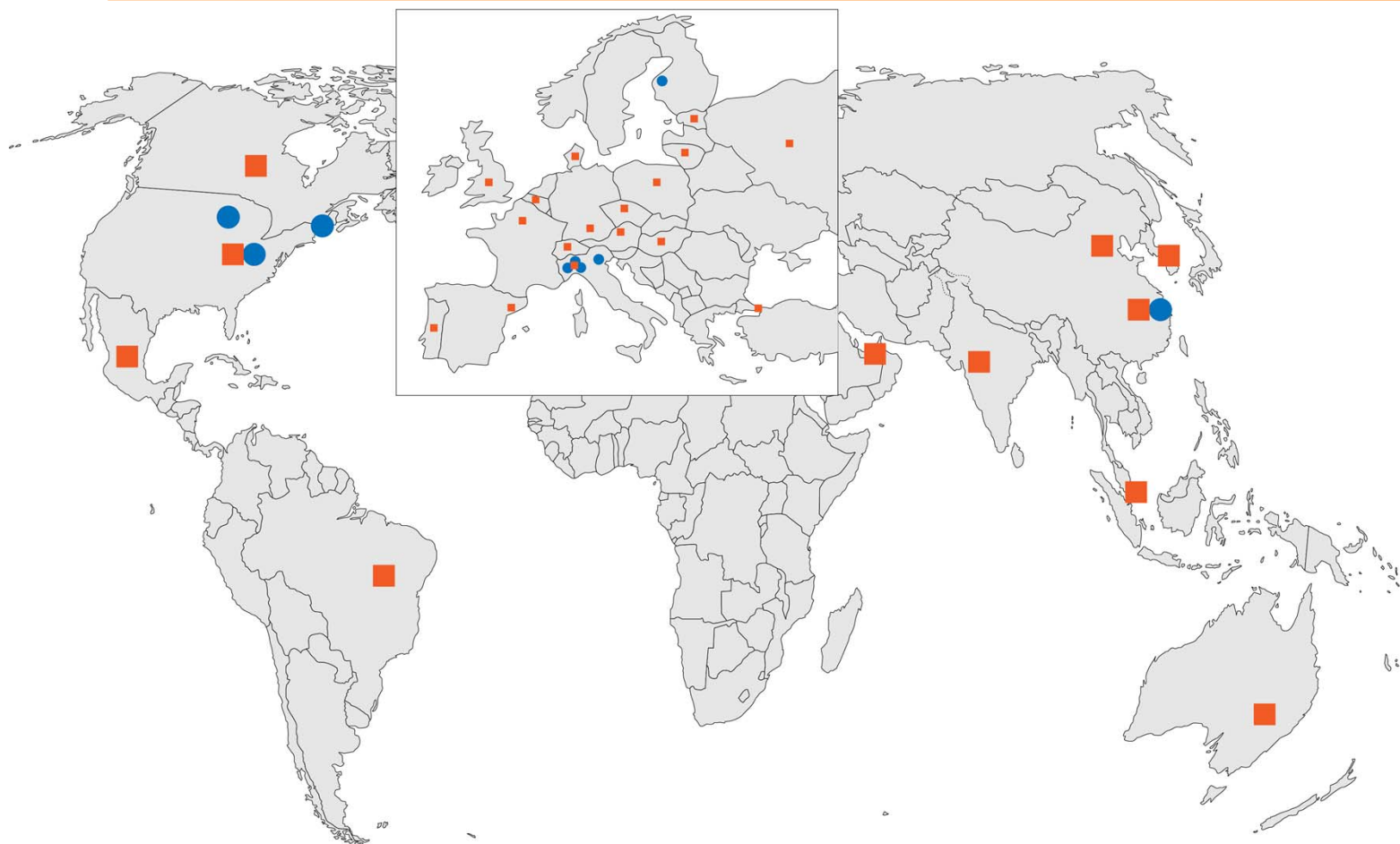
Prima has reacted to the difficult market situation by cutting costs (travels, exhibitions, personnel –mainly through temporary lay-offs measures).

Results for Q2 benefited from the above measures: positive EBIT, small net profit and improved NFP. No liquidity issues.

Outlook for H2 is a recovery both in turnover and profitability compared to H1

According to CECIMO market research, expectations are for a “V-shape” recovery all along 2021

**DIRECT PRESENCE IN $\approx$ 30 COUNTRIES -
ADDITIONAL 50 COUNTRIES COVERED BY DEALERS OR AGENTS**



 PRODUCTION

 SALES & SERVICE SUBSIDIARIES/BRANCH OFFICES



2D - 3D Laser
Collegno (ITALY)



Laser -Electronic systems -
Barone C.se (ITALY)



Electronics -
Moncalieri (ITALY)



Panel Benders - Press brakes
Cologna V.ta (ITALY)



Punching - Combi - Systems - Seinajoki (FINLAND)



WW HQ & TECH CENTER - Turin (ITALY)



Sales & service - Munich (GERMANY)



CHINA HQ - Suzhou



US HQ - Chicago



Laserdyne - Minneapolis (USA)

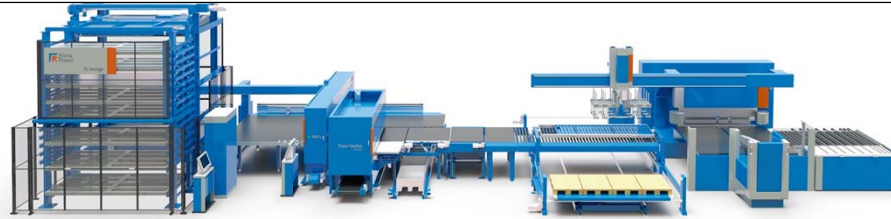


Convergent Lasers - Chicopee (USA)

LASER MACHINES



SHEET METAL PROCESSING MACHINES & SYSTEMS



ELECTRONICS & LASER SOURCES



SERVICES



ADDITIVE MANUFACTURING





Platino



Platino Fiber



Laser Genius +



Laser Genius



Laser Sharp





Laser Next 1530



Laser Next 2130



Laser Next 2141



Rapido



Optimo



LASERDYNE 430



LASERDYNE 795



LASERDYNE 811



THE BEND

FBe



BCe Smart



BCe



EBe



EBe FM



THE PRESS

eP



hP



eP Genius





Combi Sharp



Combi Genius



Punch Sharp



Punch Genius



Shear Brilliance

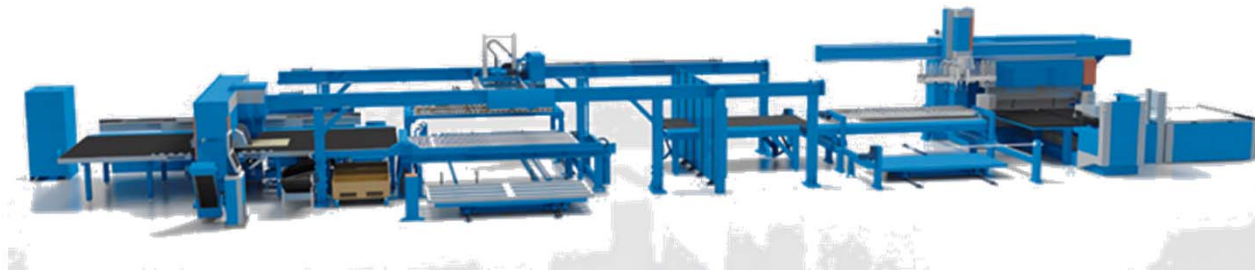


Shear Genius

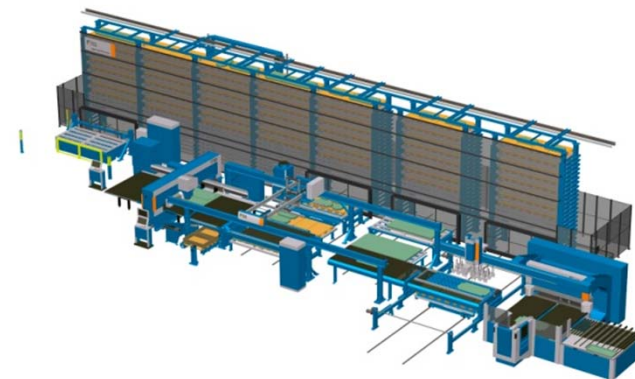
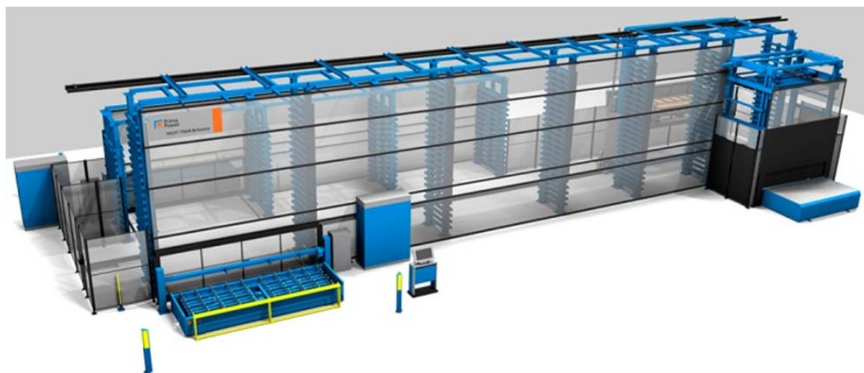




PSBB LINE



LPBB



Night Train



Prima products are present on two different market segments, with very different features

-A- MASS MARKETS

Market size >1b€/each
Market share <5%

Markets:

- 2D Lasers stand-alone
- Punching machine stand-alone
- Hydraulic/Hybrid press brakes stand-alone
- Fiber Lasers

Our Mission is to have market share on a mid/high end of each of the above markets
Positioning strategy is paramount

...Just like a car "Premium" manufacturer needs A and B models...

MARKET SHARE < 5%

-B- NICHE MARKETS

Market size <500m€/each
Market share >20%.

One of first 3 companies worldwide.

Markets:

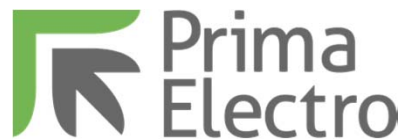
- 3D Cutting Lasers. PP rank 2nd
- Shear-Punch. PP rank 1st
- Panel Bending. PP rank 2nd
- Systems. PP rank 1st/2nd
- e-Brakes . PP rank 2nd
- 3D Drilling Lasers. PP rank 1st
- AM DeD. PA rank 2nd as target

MARKET SHARE > 20%

OUR BRANDS



**LASER AND SHEET METAL
FABRICATION MACHINERY**



**ELECTRONICS AND
LASER TECHNOLOGIES**



**METAL ADDITIVE
MANUFACTURING SOLUTIONS**

REVENUES BY TECHNOLOGY 30/06/2020





AUTOMOTIVE



AEROSPACE



ENERGY



CONSTRUCTION & BUILDING



MECHANICS & MACHINERY



WHITE GOODS & COMMERCIAL EQUIP.



ELECTRONICS, MEDICAL & OTHERS



30/06/2020

EMEA**57%****14.6%** ITALY**9.7%** EASTERN EU**9.2%** NORTH & BALTIC**6.3%** D-A-CH**2.9%** SPAIN & PORTUGAL**13.2%** OTHER EMEA**1.1%** OTHER M.E. & AFRICA**AMER****31%****27.3%** USA**3.7%** OTHER AMER**APAC****12%****6.5%** CHINA**5.5%** OTHER APAC

30/06/2020

TOTAL: 1766 EMPLOYEES**EMEA****1420**

785 ITALY
404 FINLAND
47 D-A-CH
47 SPAIN
38 RUSSIA
39 EASTERN EU
26 FRANCE
18 UK
16 TURKEY

AMER**248**

214 USA
34 OTHER AMER

APAC**98**

84 CHINA
14 OTHER APAC

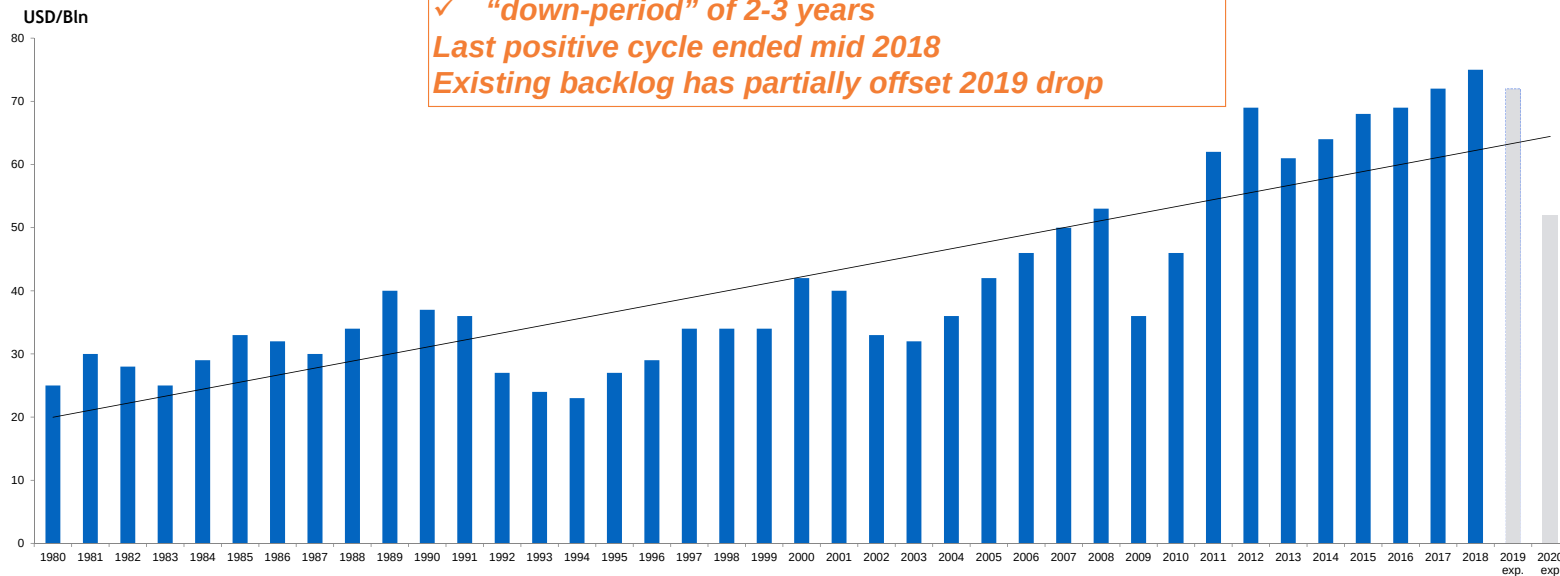


Machine tool world market

Secular growth with relevant cyclicality, with:

- ✓ “up-period” of 7-8 years and
- ✓ “down-period” of 2-3 years

Last positive cycle ended mid 2018
Existing backlog has partially offset 2019 drop



1979 second oil crisis



1992 first Gulf war



2001 September 11



2008 subprime financial crisis



2019-2020



Automotive revolution



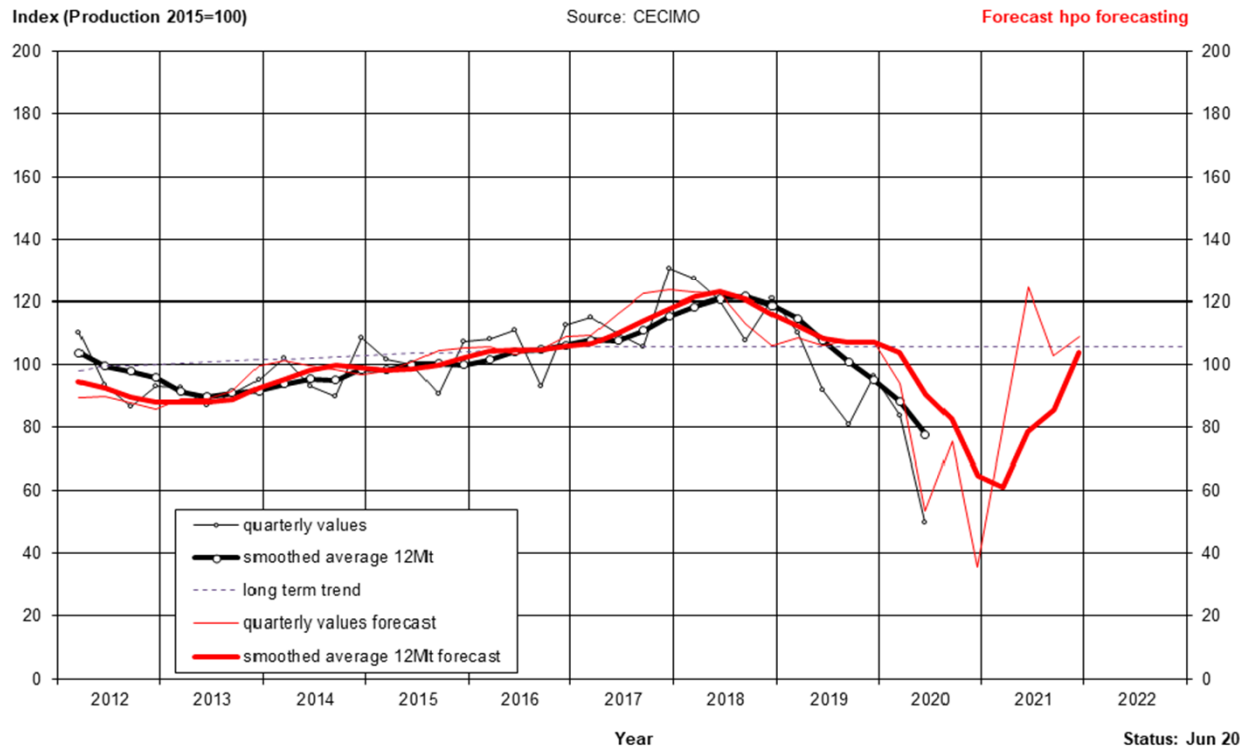
US - China trade war



COVID-19

Forecast Order Intake (18 months)

New Orders CECIMO 8 (Total)



The outlook for 2021 has improved slightly. The 3mt average is expected to rise sharply in the first half and to stabilize in the second half.

“Machine tool market expected to rise by 15.1% in 2021.”



	2020				2021				2022	
	B. IMI	Mediobanca	B. Akros	Consensus	B. IMI	Mediobanca	B. Akros	Consensus	Mediobanca	B. Akros
	18,0 BUY	15,5 NEUTRAL	15,0 NEUTRAL		18,0 BUY	15,5 NEUTRAL	15,0 NEUTRAL		15,5 NEUTRAL	15,0 NEUTRAL
REVENUES	325	331	339	331,7	427,6	396	407	410,2	436	433
EBITDA	22,1	23	25,2	23,4	41,0	37	37,1	38,4	42	41
EBITDA %	6,80%	6,95%	7,43%	7,07%	9,59%	9,34%	9,12%	9,35%	9,63%	9,47%
EBIT	-0,1	1	3,2	1,4	18,8	14	14,9	15,9	20	18,5
EBIT %	-0,03%	0,30%	0,94%	0,41%	4,40%	3,54%	3,66%	3,88%	4,59%	4,27%
NET RESULT	-3,55	-3	-0,3	0,0	11,19	8	6,6	8,6	11	9,7
NFP	-120	-111	-120,9	-117,3	-114,6	-105	-110,8	-110,1	-96	-104,7

AUTOMOTIVE SECTOR TRENDS

- The automotive industry was facing major challenges around the world: electrification, autonomous drive and new ownership business models.
- The impact of Covid-19 struck very hard, with sales in Europe down 70-80 % in March/April 2020.
- January to July 2020: new passenger vehicle registrations were down around a fifth in China, Japan, and the USA, and weaker by more than a third in Europe, India, and Brazil. However, in July 2020, there were clear signs of some recovery in the major car markets in the world. In China, new car sales increased for the third consecutive month. In Europe, the USA, Japan, and India, new car sales were still weaker but the markets were noticeably stronger than during previous months.



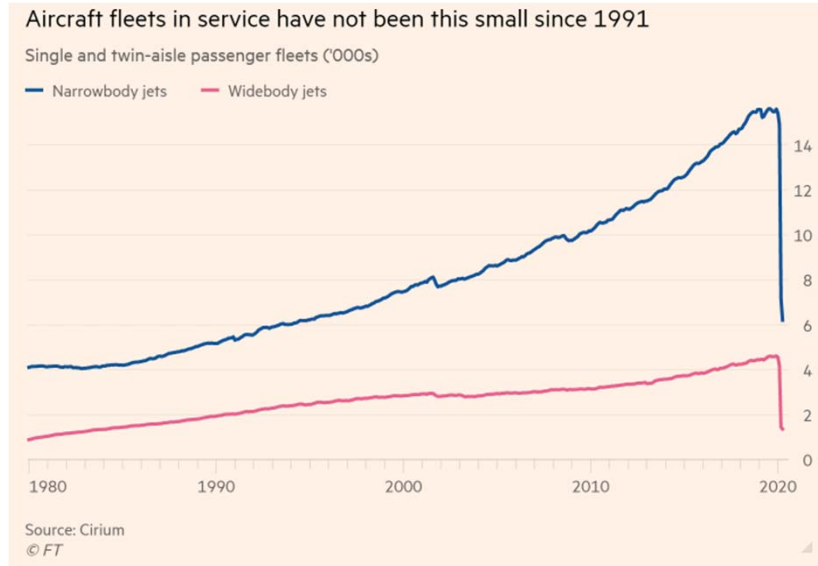
AUTOMOTIVE SECTOR OUTLOOK

- The car industry is expected to recover in the medium term.
- The pandemic could have eventually a positive impact towards a shift from public transportation to private vehicles.
- Hot stamping market: increasing use of hot-stamped components to achieve light weighting while also strengthening them (door rings, bumpers, roof rails, and chassis). **Hot stamped parts can only be refined with laser technology** (no mechanical tools)
- 3D laser cutting of hot stamped parts is the main application of Prima 3D laser machines and can apply to both fuel and electric vehicles
- Forecast growth of the hot stamping market was 11% (source: Roland Berger).

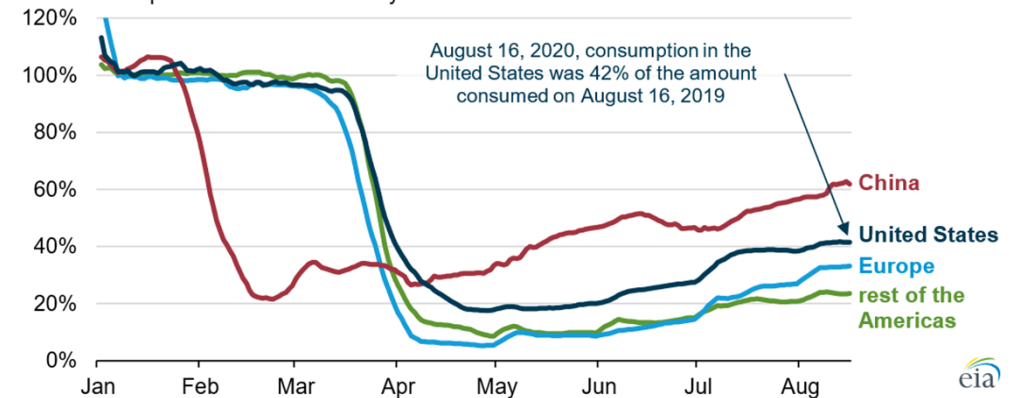


AERO & SPACE MARKET TRENDS

- Before the Covid-19 pandemic, the aerospace industry was expected to continue **its growth trajectory** with commercial aircraft production and strong defense spending.
- The pandemic hit hard on the civil aerospace: global air traffic has been brought to an **almost complete standstill by the COVID-19 outbreak**.
- While there have been other instances of significant drops in air traffic in the past, they have generally been regional. Never have we seen a sustained global collapse of air traffic as we're seeing now because of the travel restrictions necessitated by COVID-19. International passenger demand in April fell 80% year-over-year, according to the International Air Transport Association. Every region across the world has seen double-digit percentage declines in traffic, with most airlines experiencing capacity reductions up to 95%.



Ratio of 2020 jet fuel consumption by commercial passenger jets to 2019 consumption, seven-day moving average (January 1, 2020–August 16, 2020)
2020 consumption relative to same day in 2019



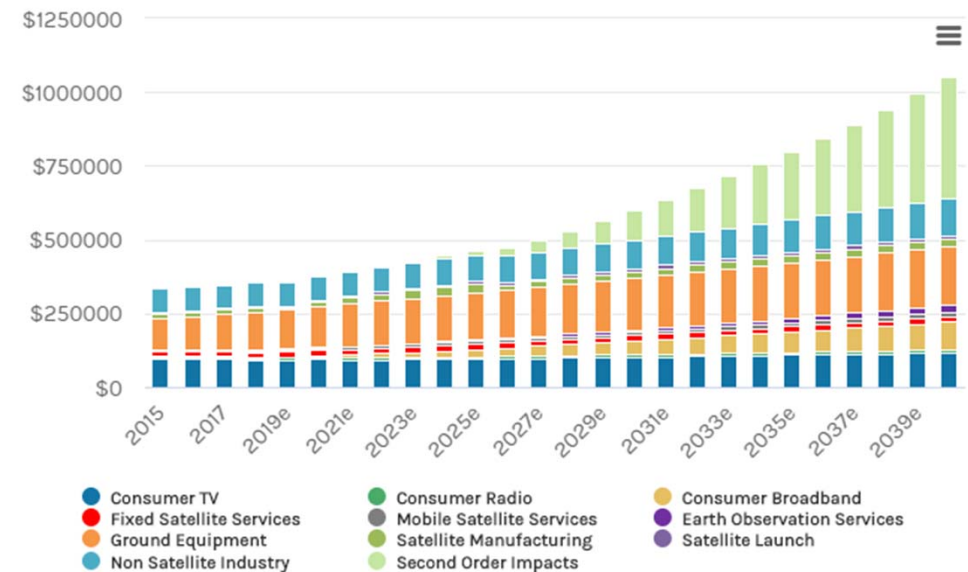
Source: U.S. Energy Information Administration, using raw flight data from Cirium
Note: China* inclusive of Hong Kong and Macau; consumption assigned to the region from which each flight departed.

AERO & SPACE MARKET TRENDS

- Defense aerospace and space economy instead appear to be resilient to the crisis.
- Satellite broadband will represent 50% of the projected growth of the global space economy by 2040,
- Launching satellites that offer broadband Internet service will help to drive down the cost of data, just as demand for that data explodes (driven by autonomous cars, IoT, A.I., VR, video,...)



The Global Space Economy (\$t)



Source: Haver Analytics, Morgan Stanley Research forecasts

Heating equipment

Heating equipment is an essential part of warming and keeping buildings in a particular temperature.

Ventilation equipment

The goal of ventilation process is to replace indoor air with fresh air and control the moisture. It also helps in maintaining the internal temperature, delivers oxygen while preventing the entry of dust and contaminants.

Cooling equipment

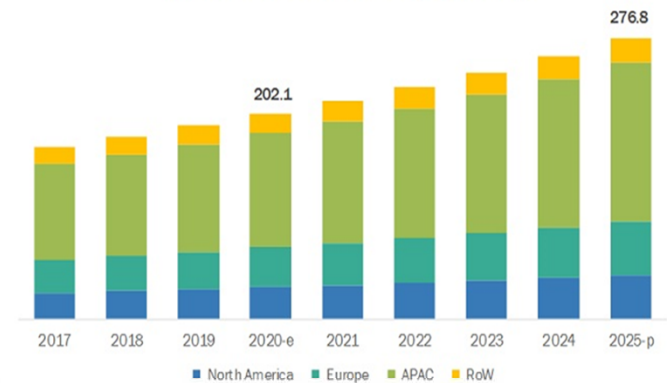
Cooling systems are used to lower the temperature and to control humidity. Cooling equipment is segmented into unitary air conditioners, VRF systems, chillers, room air conditioners, coolers, and cooling towers



Drivers

- Environmental sustainability
- Population growth
- People moving to cities
- Customer demands
- Global warming
- Technology improvements

HVAC SYSTEM MARKET, BY REGION (USD BILLION)



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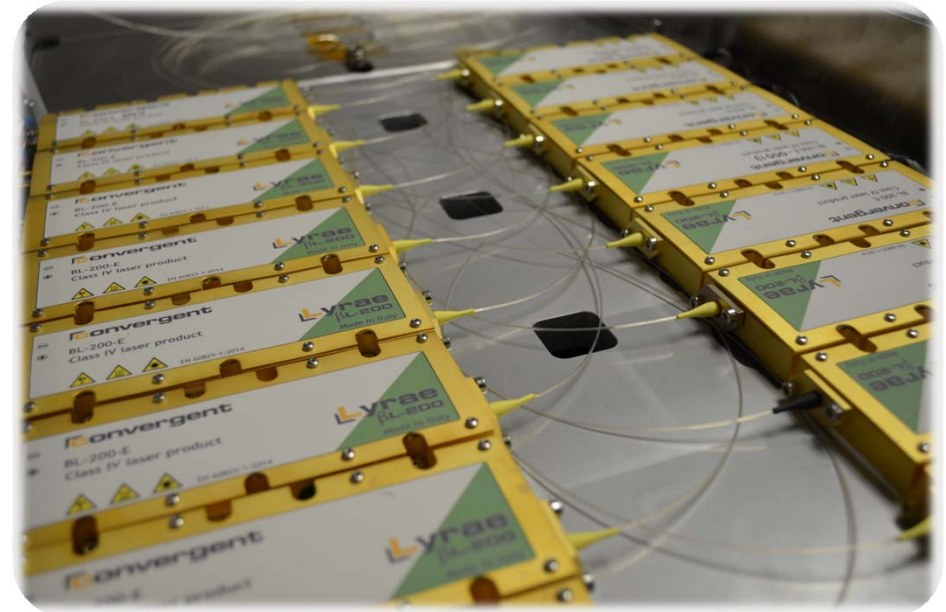
Note: e = Estimated Year and p = Projected Year



PROPRIETARY FIBER LASER TECHNOLOGY

- ✓ According to external research (Strategies Unlimited) this sector is expected to **grow with an overall CAGR of 5.3%** and this includes not only industrial applications but also many other markets that represent an opportunity for Prima (e.g: medical applications).
- ✓ Convergent product aligned to the performances of **market leader product**.
- ✓ **Vertical company**: all the laser components are produced in home with very few elements purchased externally (active fiber and low-tech components), with a strong control of the technologies used. This also made it possible to obtain competitive costs even with volumes significantly lower than competitors, allowing us to look optimistically at the **competitiveness that is expected to improve in the future thanks to the growth in production volumes**.
- ✓ **High efficiency diodes** state of the art: this sector could represent an additional stand alone market (expected growth rate: doubling volumes between 2017 and 2023).

We are one out of a dozen companies only controlling this technology worldwide



PRODUCT RANGE

Our Lasers and power sizes



ADDITIVE MANUFACTURING

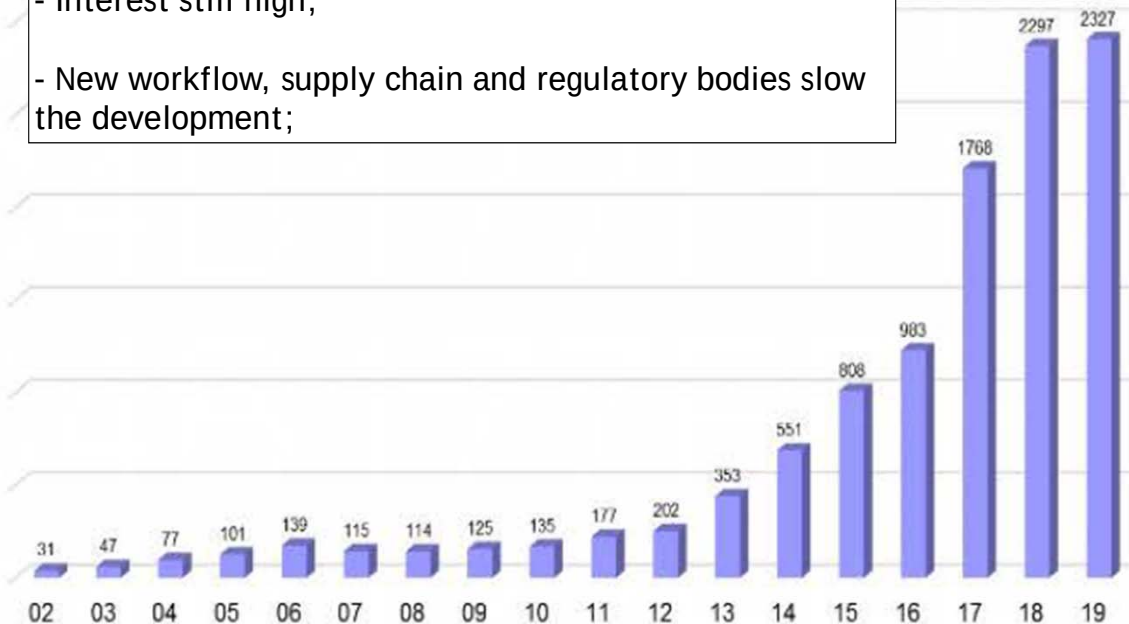
- Since several years Prima Industrie is investing in Additive Manufacturing (AM) technologies, **leveraging on internal know-how on fiber laser**.
- Prima Industrie is one of the few competitors investing in this technology which is expected to **further boom in the next years** (see next slide).
- PA is active on both main AM technologies:
 - ✓ **Powder Bed Fusion**
 - ✓ **Direct Energy Deposition**
- In 2019 AM contribution to Prima Group revenues was still marginal (approx. 2%) but expected to **substantially grow** in the next years.
- PA exhibited for the first time at **Formnext 2019** in November in Frankfurt (main AM world exhibition).
- A **set of new products** is currently being introduced to the market.



AM Metal Systems sales Revenue Overview

In **2019** the units of metal AM systems sold grew by **1,3%** to **2,327**.

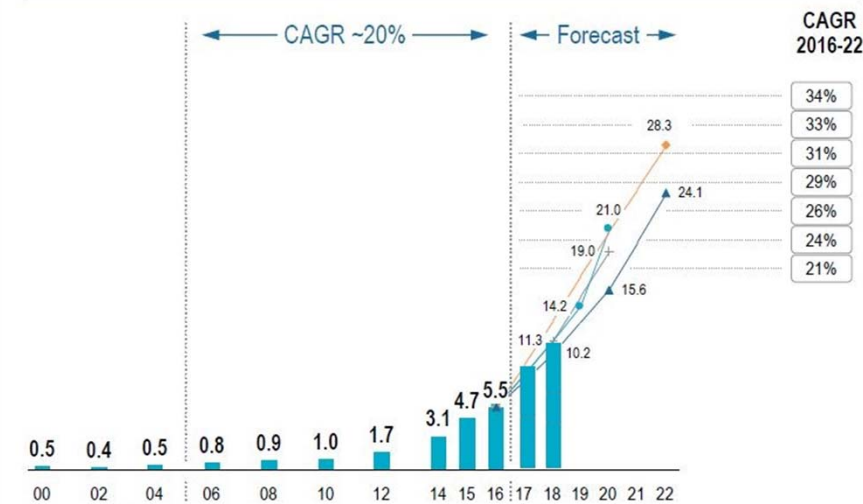
- Slowdown of the market trend;
- 2019 the crisis started on metal manufacturing sector (particular automotive);
- Interest still high;
- New workflow, supply chain and regulatory bodies slow the development;



Source: Wohlers Associates, Inc.

Global AM market

Development of metallic AM market¹⁾ 2000-2022 [EUR bn]²⁾



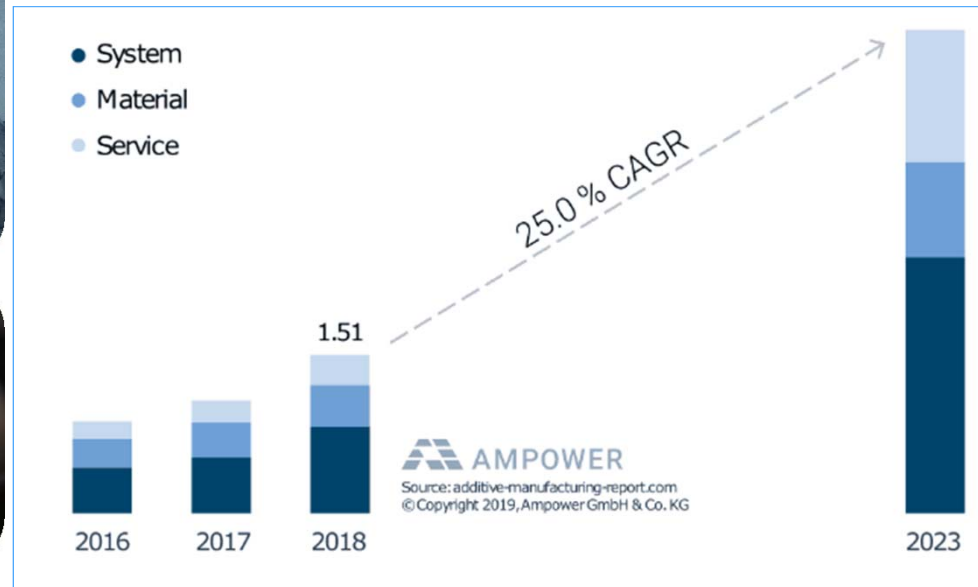
Growth estimate source: — Wohlers Associates — Canals — MarketsAndMarkets — Smithers Pira

1) World production excl. parts/accessories; 2) FX rates as per Bundesbank, forecast based on 05/17 EUR/USD rate

Source: Expert interviews; Wohlers Associates (2017); Canals (2016); MarketsAndMarkets (2016); Smithers Pira (2016); Roland Berger

Revenue Potential Growth

The metal AM market is expected to have a 25% CAGR up to **\$4,6 billion**. The revenue related to the sale of systems will cover about 53% of the total revenue and will growth up to **\$ 2,44 billion**.



Circular Economy

The Prima Additive approach is inspired by the Circular Economy vision as the strategic mean to fully exploit the value of Additive.



Less material used

compared to traditional manufacturing methods



Design strategies

for extending product lifecycle



Possibility to repair parts

to return a used product to its original performance



Possibility to add custom parts to existing pieces

to add further value without producing new parts

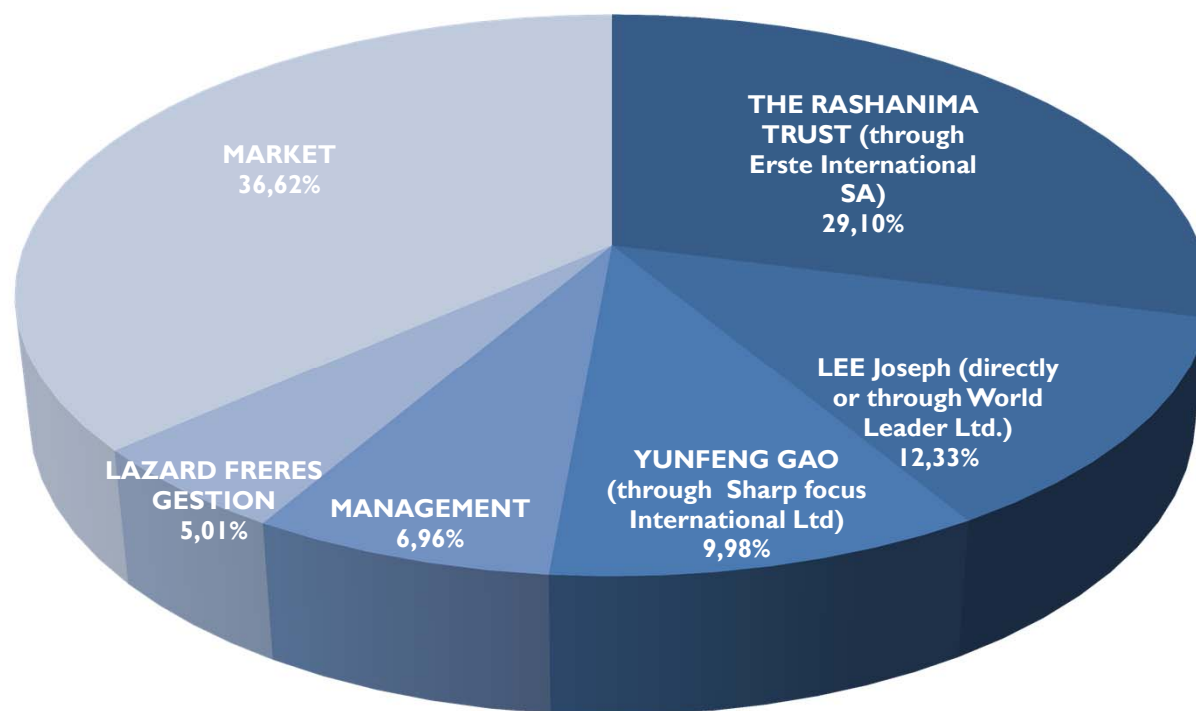


Recycling

of powders to close the material loop



In a circular economy, the value of products and materials is maintained for as long as possible. Waste and resource use are minimized, and when a product reaches the end of its life, it is used again to create further value. This can bring major economic benefits.



Source: company info + official communications to Consob



Financials & Back-up information

Highlights - FY 2019

Values in €/thousand	ACT 31.12.19	ACT 31.12.18	D '19 vs '18	D '19 vs '18 %
Order Intake	410.417	471.245	(60.828)	-12,9%
Backlog	142.332	169.367	(27.035)	-16,0%
Revenues	427.582	466.932	(39.350)	-8,4%
EBITDA	38.432	45.059	(6.627)	-14,7%
EBITDA%	9,0%	9,7%	-0,7%	N/A
EBIT	14.391	28.041	(13.650)	-48,7%
EBIT%	3,4%	6,0%	-2,6%	N/A
Net Result	8.818	24.058	(15.240)	-63,3%
FCF	(4.197)	(8.802)	4.605	52,3%
Net Financial Position	(107.343)	(74.639)	(32.704)	-43,8%
Headcount	1.781	1.871	(90)	-4,8%

(% calculated over the revenues)

(headcount in units)

P&L adjusted with non recurring items and IFRS 16

Values in €/thousand

	ACT 31.12.19	ACT 31.12.18	D '19 vs '18	D '19 vs '18 %
Revenues	427.582	466.932	(39.350)	-8,4%
EBITDA	38.432	45.059	(6.627)	-14,7%
Non-Recurring Items	(2.582)	(2.845)		
IFRS 16	5.631	-		
EBITDA Adj	35.383	47.904	(12.521)	-26,1%
EBITDA Adj%	8,3%	10,3%	-2,0%	N/A
EBIT	14.391	28.041	(13.650)	-48,7%
Non-Recurring Items	(4.219)	(4.171)		
IFRS 16	250	-		
EBIT Adj	18.360	32.212	(13.852)	-43,0%
EBIT Adj%	4,3%	6,9%	-2,6%	N/A
Net Result	8.818	24.058	(15.240)	-63,3%
Non-Recurring Items	(1.732)	1.059		
IFRS 16	(498)	-		
Net Result Adj	11.048	22.999	(11.951)	-52,0%
NFP	(107.343)	(74.639)	(32.704)	-43,8%
Leasing Liabilities (IFRS16)	(31.235)	-		
Leasing Liabilities (IAS17)	(7.637)	(8.709)		
NFP Adj	(68.471)	(65.930)	(2.541)	3,9%

(% calculated over the revenues)

Highlights - 9 months 2020

Values in €/thousand	ACT 30.09.20	ACT 30.09.19	Change	Change %
Order Intake	220.379	299.917	(79.538)	-26,5%
Backlog	127.771	153.350	(25.579)	-16,7%
Revenues	233.452	306.951	(73.499)	-23,9%
EBITDA	14.896	28.450	(13.554)	-47,6%
EBITDA%	6,4%	9,3%	-2,9%	N/A
EBIT	(1.525)	10.736	(12.261)	-114,2%
EBIT%	-0,7%	3,5%	-4,2%	N/A
Net Result	(4.385)	4.021	(8.406)	-209,1%
FCF	(13.984)	(37.320)	23.336	62,5%
NFP before leasing	(85.306)	(108.072)	22.766	21,1%
NFP	(123.630)	(141.726)	18.096	12,8%
Headcount	1.761	1.838	(77)	-4,2%

(% calculated over the revenues)

(headcount in units)

P&L adjusted with non recurring items and IFRS 16

Values in €/thousand

	ACT 30.09.20	ACT 30.09.20	Change	Change %
Revenues	233.452	306.951	(73.499)	-23,9%
EBITDA	14.896	28.450	(13.554)	-47,6%
Non-Recurring Items	(3.231)	(1.640)		
EBITDA Adj	18.127	30.090	(11.963)	-39,8%
EBITDA Adj%	7,8%	9,8%	-2,0%	N/A
EBIT	(1.525)	10.736	(12.261)	-114,2%
Non-Recurring Items	(3.231)	(2.789)		
EBIT Adj	1.706	13.525	(11.819)	-87,4%
EBIT Adj%	0,7%	4,4%	-3,7%	N/A
Net Result	(4.385)	4.021	(8.406)	-209,1%
Non-Recurring Items	(3.226)	(2.930)		
Net Result Adj	(1.159)	6.951	(8.110)	-116,7%
NFP	(123.630)	(141.726)	18.096	12,8%
Leasing Liabilities	(38.324)	(33.654)		
NFP before leasing	(85.306)	(108.072)	22.766	21,1%

**Being a complex organization
can be our strength and opportunity
in the times of the NEW NORMAL**

More user-friendly products

More remote maintenance

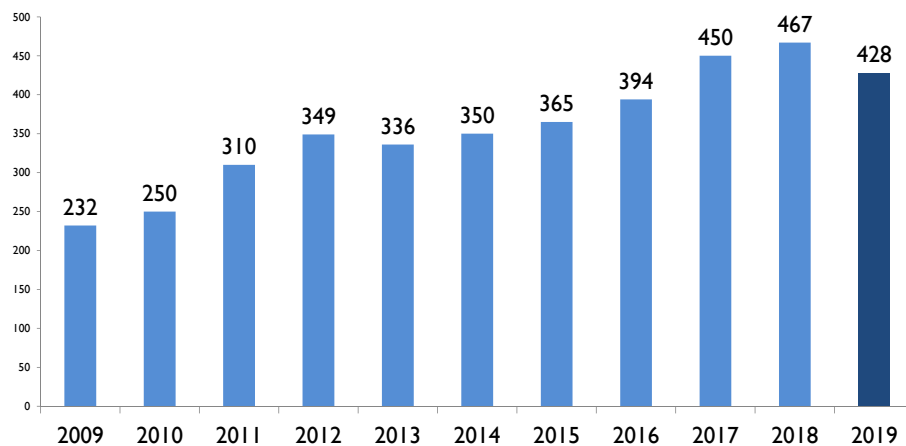
Increase of Smart-working

Less travels, Reduced number of expos

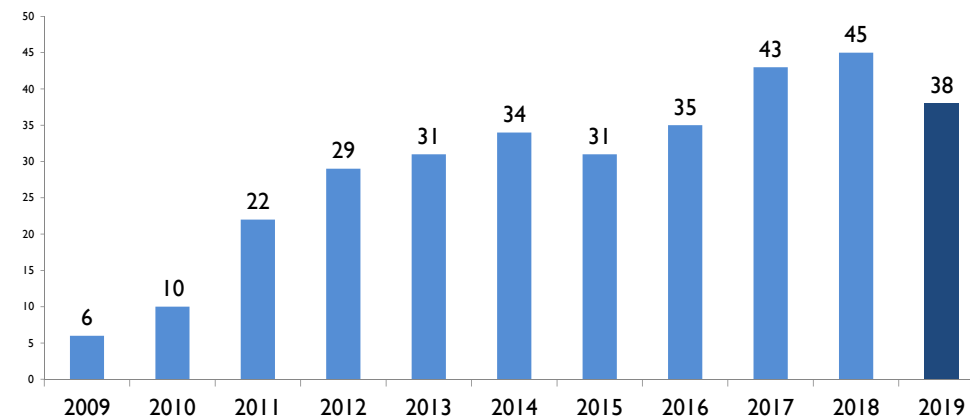
More resources available in the periphery

More Virtual reality and Augmented Reality

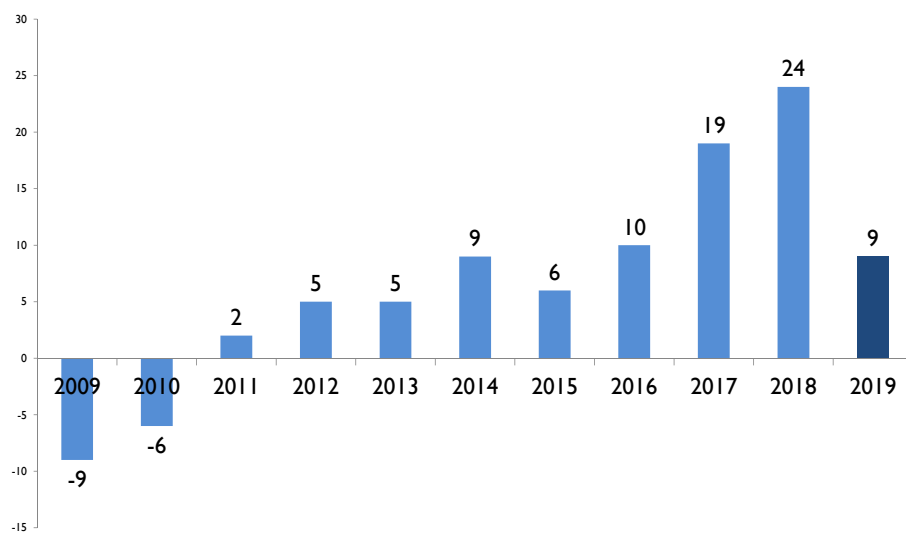
Revenues 2009-2019



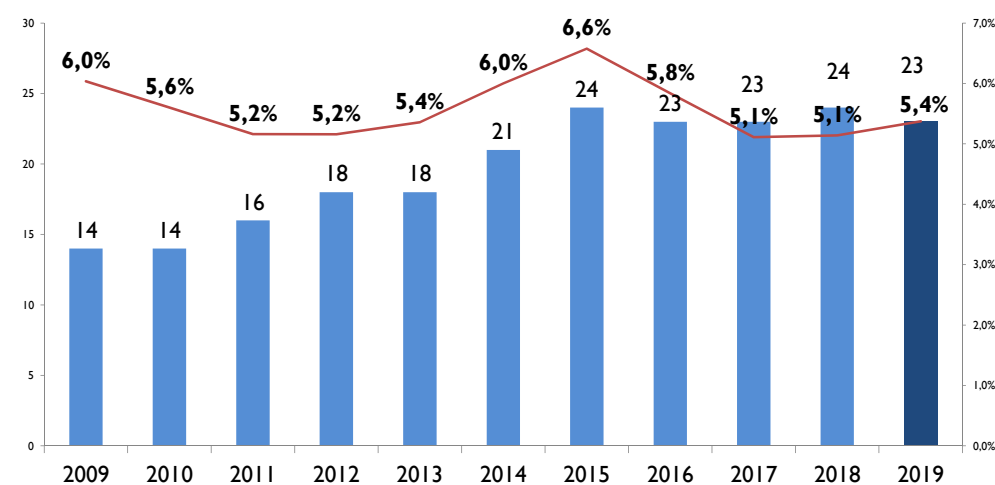
EBITDA 2009-2019

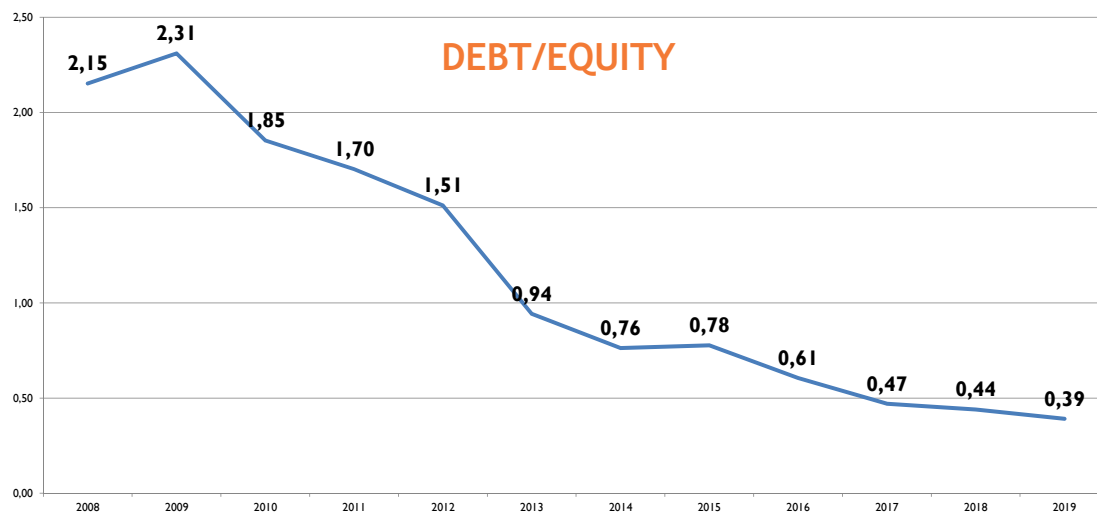
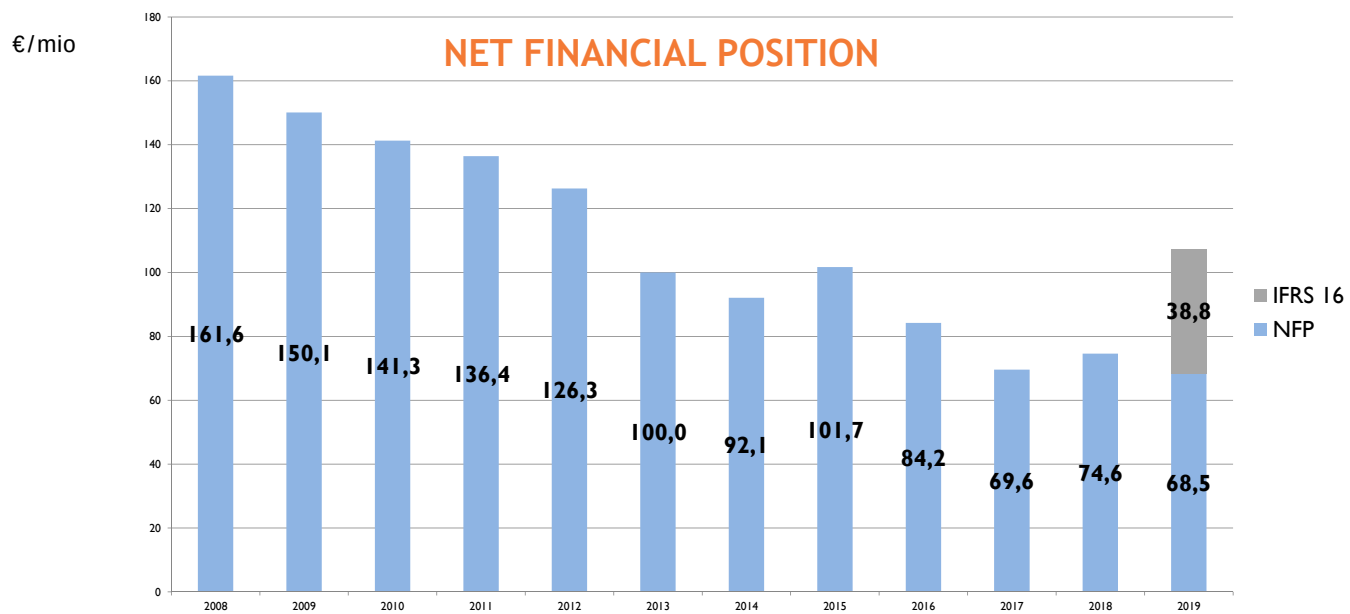


Net result 2009-2019



R & D 2009-2019





REFERENCE MARKETS

AEROSPACE

Pioneering new technologies in the aerospace industry

Our products are in high demand in the aerospace industry. The majority of the commercial engine manufacturers and their supply chain worldwide currently use our machines for precision manufacturing processes. Increasingly manufacturers are updating their traditional manual welding, drilling, and cutting process by using a laser to weld, drill, and cut their 3D parts. A Laserdyne offering coupled with a fiber laser is a recognized leader in this endeavor. The global commercial aircraft gas turbine engine market is expected to grow at a CAGR of 5.52% (2018-2022).^(*)

Prima Power Laserdyne machines are highly accurate and a very efficient tool for 3D welding, drilling and cutting applications. They are used for both aircraft turbine engine static and rotating components, structural parts, exhaust systems and silencers. Because of the unique design and versatility the machines are used in complex 3D shaped welding, laser drilling holes, and laser cutting. One typical use is the drilling of effusion cooling holes in hot turbine engine parts.

Prima Additive solutions, which cover both Powder Bed Fusion and Direct Energy Deposition technologies, have dynamic implications in the aerospace industry. The application of copper or Inconel 718 structural parts for satellite launchers, and aluminum engine parts used for ultralight aircrafts, are promising new technologies in the field.

Above all, our machines provide customers with the accuracy, stability, and reliability needed to consistently produce top-quality parts that meet the most stringent requirements of the aerospace industry.

(*) Source: Technomic Research



- 1 Prima Additive Print Sharp
- 2 Turbine engine
- 3 Aeroengine turbine impeller and vanes
- 4 Laserdyne product family
- 5 BeamDirector drilling a turbine vane
- 6 Powder Bed Fusion process



- 1 Automotive side frame
- 2 Automotive exhaust pipe
- 3 High Strength Steel door ring
- 4 Laser Next machines at automotive plant in Germany
- 5 3D laser head processing a car B-pillar
- 6 Prima Power 3D laser family



AUTOMOTIVE

On the cutting edge for automotive manufacturing since 1979

Prima Industrie Group has been breaking ground in the laser cutting of car components since 1979. Since then, we have established our premier role in the market through many firsts, most significantly the cutting of High-Strength-Steel (HSS) and of hydroformed tubes.

Our 3D laser family is applied to the construction of structural and body automotive components. With it, car manufacturers and their first tier suppliers receive highly dynamic and specialized solutions including part fixturing and loading/unloading systems. Our customers have come to rely on our intense cooperation with automotive industries for the building of sustainable manufacturing processes. Our solutions are eco-friendly because we employ the most efficient fiber laser sources in the market.

Today's automotive industry faces several manufacturing challenges: shortening cycle times, improving process reliability and streamlining material work flow. At the same time, the end market demands sustainability, fuel savings and safety.

Prima Industrie Group provides a solution to all of these needs. With it, our customers build lighter weight yet more rugged vehicles that have reduced fuel consumption, lower emissions, and increased safety for drivers and passengers.

We also provide solutions for another important automotive industry need: prototyping. Additive Manufacturing is gaining ground for the production of prototypes or small series for car components such as exhaust pipes, heat exchangers, gearboxes, etc. This technology creates lightweight components, reduced assemblies and integrated performance features that are impossible to achieve with traditional machining methods. Here too, Prima Industrie Group is on the forefront of laser technology applied to the automotive industry.

CONSTRUCTION & BUILDING

The demand for commercial and residential buildings, as well as infrastructure, is growing due to an increase in the global population and the concentrations of people choosing to live in big cities. This has a big impact on offices and other public places where people gather, responding to this trend with the production of elevators, safety exits, and fire escape doors made of metal.

Megatrends such as digitization, sustainability, and efficiency are drivers in this industry. Sustainability also affects the construction machinery industry. These demands require more effort than simply reducing energy consumption and the use of resources. Prima Electro empowers customers in their development of solutions that comply with market standards such as the IP65 certification.

Prima Power machines can produce 90% of the parts used in the manufacturing of: elevators, escalators, metallic parts for false ceilings, lighting fixtures, air conditioning or air treatment systems such as HVAC. Superficial facades on buildings that require finishing in aluminium or composites and specialized lighting are important applications of the technology. Engineering intelligent lighting systems means also moving from mere utility to elements of design, with an increased demand for complex forms, aesthetical quality, and flexibility in production.

Our PSBB (Punching-Shearing-Buffering & Bending) or FMS (Flexible Manufacturing System) offer optimized solutions to the challenging demands of the sector. They feature a centralized stocking system that connects to punching or laser cutting and bending machines, or the more traditional press brakes.

The main benefits of our solutions for this sector are high productivity combined with flexibility, high quality part machining, also in case of complex profiles, and the use of energy-efficient and sustainable technologies.



Creating powerful and efficient solutions for the Energy sector

Prima Electro solutions are key parts used for the production and distribution of present and future energy. Energy storage systems, photovoltaics, micro-turbines, and co-generators are only a few of the applications. Energy markets need to combine their technologies with electronic control and generation devices, increasing efficiency levels and adhering to environmental regulations.

With increasing demand for safe, efficient, and reliable power generation, the energy sector continues to migrate to turbine, engine-based generators. Prima Power Laserdyne products are widely used in the Energy sector, providing precision welding, drilling, and cutting to create parts used for power generation.

Prima Power Laserdyne is a recognized leader in the supply of products and manufacturing processes used in many compartments of the land-based turbine engines **because of the precision and capability of the machine**. The manufacturers of the turbine engines are updating their traditional, manual welding, drilling, and cutting processes, using fiber lasers to weld, drill, and cut their 3D parts. Laserdyne products are used in the turbine engine's static and rotating components, structural parts, air ducting, exhaust systems, and noise silencers. The machines are used in the drilling of off-center cooling holes on hot turbine engine parts, the cutting and welding of complex 3D shaped engine components, and the welding of air ducts for the turbine engines.

Prima Additive solutions, which cover both Powder Bed Fusion (PBF) and Direct Energy Deposition (DED) technologies, have important implications for the Energy sector. Recently, an agreement was signed with Enel that is aimed at the manufacturing of a DED machine dedicated to on-the-spot repair of turbine parts, impellers, and parts subject to wear and tear. PBF technology is also used in the Energy sector, mainly for the manufacturing of the small series of impellers, gears, and reducers. AM technology applies the Circular Economy trend, allowing for the implementation of a new business model.

REFERENCE MARKETS

HEALTHCARE & MEDICAL

Meeting the demands of the Healthcare sector with innovative applications

An aging population and longer life expectancy have led to the demand for orthopedic implants and hip replacements at a steadily increasing rate.

Prima Industrie Group has extended its product line into the orthopedic implant market, which uses titanium, nickel-cobalt alloys, and stainless steel - the same materials used in the aerospace and turbine engine sector. Prima Power Laserdyne has extensive knowledge in the precision laser welding, drilling, and cutting of these materials.

The level of precision and control featured by the Laserdyne product line, together with Prima Power Laserdyne's process knowledge, is improving the manufacturing efficiency and quality of the parts used in orthopedic implants. This knowledge has enabled orthopedic implant manufacturers to implement flexible, highly consistent, and precise manufacturing processes for the welding and cutting of 3D orthopedic parts.

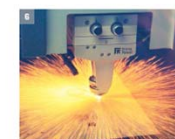
Additive Manufacturing is also gaining ground in the Healthcare sector. Powder Bed Fusion technology by Prima Additive is used to manufacture parts using titanium or cobalt-chromium materials that are biocompatible with human tissue to create customized orthopedic or dental implants.



- 1 Prima Power Laserdyne 430
- 2 Spinal implants manufactured with Print Sharp
- 3 Medical devices processed with Laserdyne machines
- 4 High performing Laserdyne beam delivery
- 5 PBF technology
- 6 Laserdyne BeamDirector



- 1 Tooling repair with AM
- 2 Glass working machine equipped with OSAI CNC
- 3 2D laser machine Laser Genius
- 4 OSAI OPENcontrol/CNC's T52
- 5 Prima Power Fiber laser cutting head



MECHANICS & MACHINERY

Satisfying market requirements with a full range of technologies

Our offerings in this sector range from numerical control, to laser and sheet metal cutting machines, to Additive Manufacturing. Extensive experience as CNC machinery manufacturers helps us meet sector requirements and achieve the perfect partnership for these applications.

NC machine builders and end users have different requirements depending on the market they belong to, but they have some needs in common for the numerical control equipping their machines, such as faster feedrates, inter-operability between devices supplied by different manufacturers, as well as being able to perform "turnkey" system requirements that are easily manageable and perfectly integrated. Ethernet support is the foundation for the interconnection between all the OSAI - Prima Electro OPENcontrol product line. This allows the exchange of information between control units, the monitoring of several systems, customer support from a remote location (remote service), as well as communication with supervisory systems, rendering the OPENcontrol products compliant with I4.0 requirements. In this way, Prima Electro satisfies market requirements by offering complete solutions that are highly technological, flexible, modular, and easy to use.

The entire Prima Power sheet metal machinery range of products is used in this sector for the manufacturing of sheet metal parts, including machine tool protection panels and carters of all sizes. Noteworthy benefits of our machines in this sector are high productivity combined with flexibility, precision, and reliability.

The usage of Additive Manufacturing systems in this field is mainly applied to die repairing and customization (for example, the addition of custom features or other materials to existing ones). Repair and re-use are at the heart of the new Circular Economy, which endeavors to maintain the value of products and materials for as long as possible.

REFERENCE MARKETS

YELLOW GOODS & TRUCKS

Increasing agricultural equipment production through the latest technologies

Available farmland will only increase by 5%, while the world population will grow by 40% in 2050 to 9.6 billion. New technologies such as precision farming, GPS-enabled tractors, and devices to monitor individual crops, will contribute to the production of 70% more goods than today.

Harvesting operations in developed countries are being increasingly subcontracted to service companies, reducing investment and optimizing the use of expensive equipment.

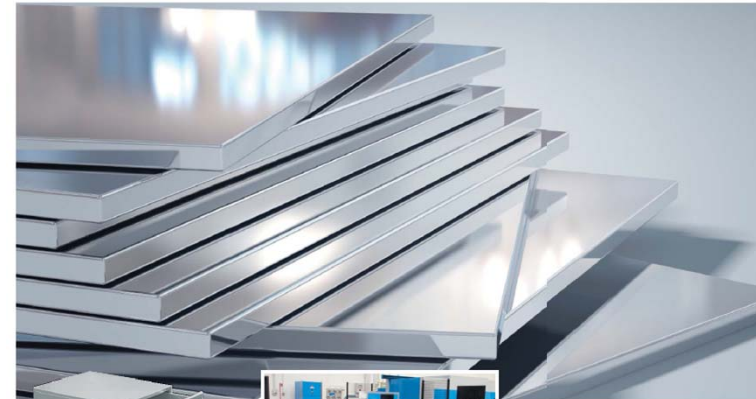
Parts manufactured with our products include tractors, harvesters, implements, livestock and poultry equipment, storages, and postharvesting equipment, as well as light and heavy construction machinery.

Our solutions for this sector are the cutting and bending of thick and thin materials via 2D high-powered laser cutting machines, servo-electric and hydraulic press brakes, and combination machines (punching and shearing/laser) to prepare kits for the welding shops.

The benefits of our solutions include high productivity, edge precision, and process reliability.



- 1 Laser Next 2141
- 2 Metal parts for multi purpose loader
- 3 Laser cut tractor frame
- 4 Large size 2D machine Laser Sharp
- 5 3D flow laser head
- 6 Multiple laser machines installation in Brazil
- 7 Harvester component



- 1 Steel drawer
- 2 Steel furniture
- 3 Fully automatic panel bender
- 4 Flexible Manufacturing System
- 5 Prima Power Night Train installation in Austria



STEEL FURNITURE & PANELS

Producing slick furniture solutions in steel

If metal furniture was traditionally bought for factories and offices, today it is increasingly being used in places such as schools, hospitals, and gyms, where efficient, well-organized spaces are needed. The modern trends meet the use of prefabricated, high-quality materials, which respond to the need of a contemporary design and innovative aesthetic standards, as well as of lockers, which are located in easily accessible public spaces and can be used for courier delivery.

Our innovative technologies can cut, punch, and bend most of the steel furniture parts, apart from a few commercial components. Parts manufactured with our products include electric cabinets, office furniture, storage carts, and mobile working platforms, which is only to name a few.

Among our top solutions for this sector are: punching and cutting lines with angle shears, plus other integrated technologies like forming, threading, and so on, in combination with automatic bending where, in a continuous process, you start from the raw blank up to the finished part, which is ready for the next working stages like painting or welding. We offer different solutions regarding production cells for cutting and bending, responding to various volume or batch needs. Due to its total automation and flexibility, the panel bender is the sector's flagship technological innovation.

The main benefits of our solutions include: increased productivity, thanks to a high level of automation, flexibility, sustainability, high quality of the parts worked (both aesthetically and in terms of shape) and ability to cut and bend complex profiles.

REFERENCE MARKETS

WHITE GOODS & COMMERCIAL EQUIPMENT

Leading the customization of white goods

Given the variety of product models available that can be made in every shape, size, and design, there is a growing need to tailor products specifically to the needs of the customer. In addition, the growing trend of simplifying the daily user's life with smart phone level technology being applied also to white goods, translates to a greater variety of functions and customizations. Without a doubt, highly flexible and dynamic systems are needed that also meet the highest aesthetical standards. Traditionally, stainless steel is used because it pairs long lasting quality with low maintenance. The combined need for top quality and short delivery times thus requires ultra-modern manufacturing tools.

Our products are typically used to manufacture refrigerator doors and panels, ovens and cookers, sinks, kitchen hoods, cabinets, commercial kitchens, buffet systems, self-service systems for hotels and canteens, and stoves.

This sector requires solutions that combine rapid productivity, flexibility, and high-quality standards. We offer both stand-alone machines and manufacturing lines for punching, cutting, and bending. In particular, stand-alone machines are always scalable since our automation modules can be integrated incrementally according to customer needs at the time.

The Combi Genius combined punching/laser cutting system is a perfect solution thanks to its servo-electric technology and the integration of different processes. Additionally, it can perform even the most complex machining requests, ensuring the highest quality and throughput.

All our products are designed and developed according to the "Green Means" concept, which means that they have the added benefit of being both efficient and environmentally friendly.



- 1 Combi Genius laser head
- 2 Stainless steel sink, steel hob, industrial refrigerator, industrial hood
- 3 Servo-electric BCo Smart
- 4 Prima Power Combi Genius
- 5 Pizza oven manufactured with Prima Power machines



SUBCONTRACTORS

Optimizing subcontracting solutions with cutting-edge technology

Subcontractors must quickly respond to customers and be flexible when adjusting the production to the job order. This means that the market is demanding shorter delivery times while expecting higher quality products, typically in terms of laser machine skills.

A great variety of sheet metal parts in this sector are manufactured with our products, ranging from simple flanges, to sub-assemblies or finished parts.

All our products are employed by job shops, particularly 2D high power laser cutting machines, servo-electric and hydraulic press brakes, punching machines, combination machines (punching and shearing/laser), and panel benders to prepare the kits for the welding shops. Additive Manufacturing is also gaining ground amongst subcontractors thanks to better functionality of parts and reduced stock and delivery times.

Among the benefits of our solutions are great process versatility, increased productivity and precision, as well as greater process reliability.



- 1 Servo-electric punching
- 2 Wide range of laser cut materials
- 3 Press brake eP 2040
- 4 Prima Power Platino Fiber
- 5 Punch Genius 1226
- 6 Large system installed at a job shop





Please visit:

www.primaathome.com

The background of the lower half of the image is a space-themed illustration. It shows a large, grey, cratered celestial body (like a moon or planet) with a bright light source reflecting off its surface. In the upper right, a small blue and white Earth is visible against a starry black sky. Overlaid on the grey body is an orange rectangular box containing the text 'PRIMA@HOME' in white, bold, sans-serif font.

PRIMA@HOME