



# „Living the Change“

## Presentation of Company Results FY 2009

*Investor Conference Call*

*18<sup>th</sup> March 2010*

## We further focus...

**We focus on two markets:**

**Sensors and Vision.**

**This makes us a leading technology group in the global and long-term growing niche markets for sensing and automation.**

**Our international customers appreciate us as a preferred development partner and product vendor who provides application-specific solutions flexibly and reliably.**

**We aspire to have a global leading market position in sensor systems as well as in vision technology.**

## AUGUSTA Status Quo

### Strategic repositioning shows positive results

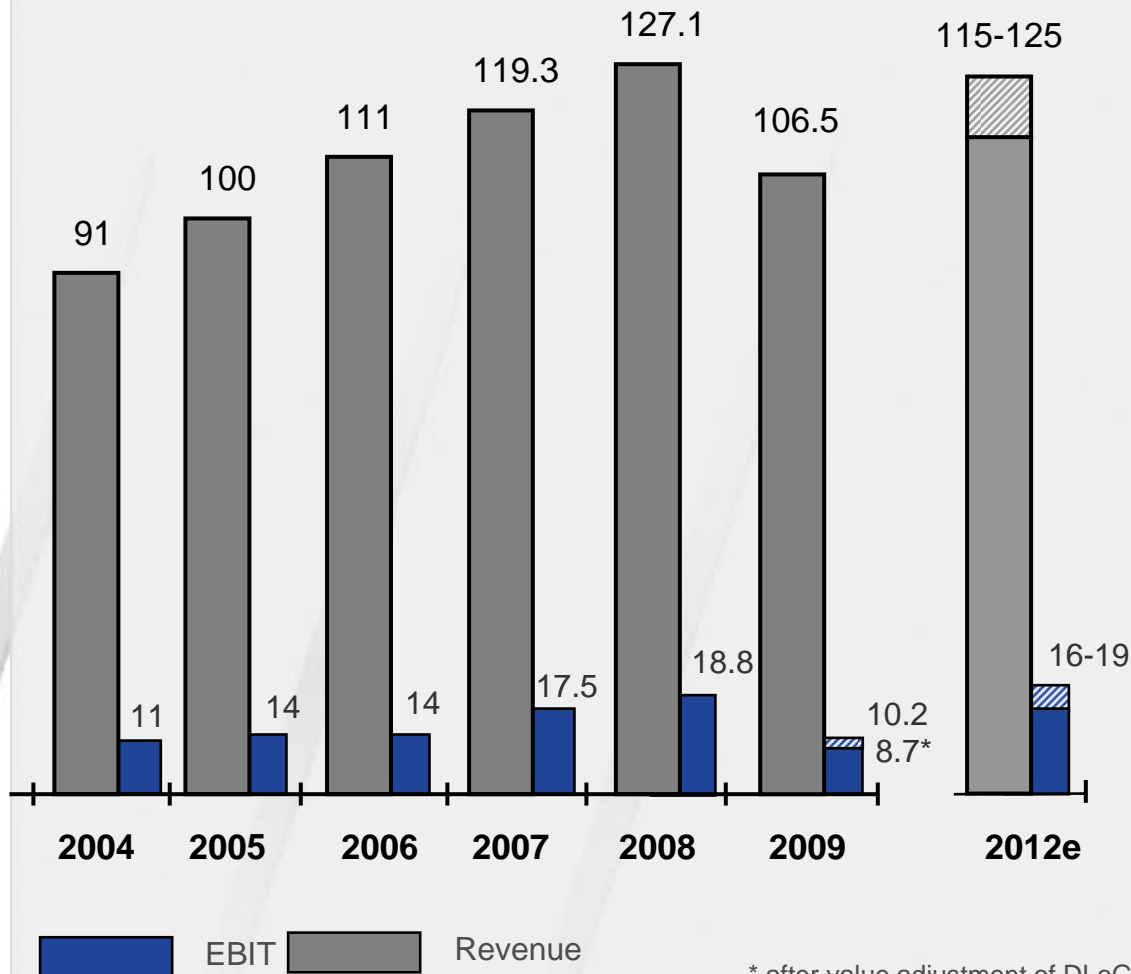
- Further expansion of market leadership in attractive niches
- Complete integration of acquisitions.
- Improved market positioning. New market opportunities tapped. Competition outperformed

### The 2008/2009 crisis has been taken as an “opportunity”

- Despite decline in turnover, solid result situation. 2009 guidance achieved operationally.
- Sustainable drop in costs (streamlining of processes). Increase in margins with recovery of economy expected
- Improved shareholder structure. High trading volume. Perceived as a “crisis-resistant” company

# AUGUSTA's business is build for long-term profitable growth

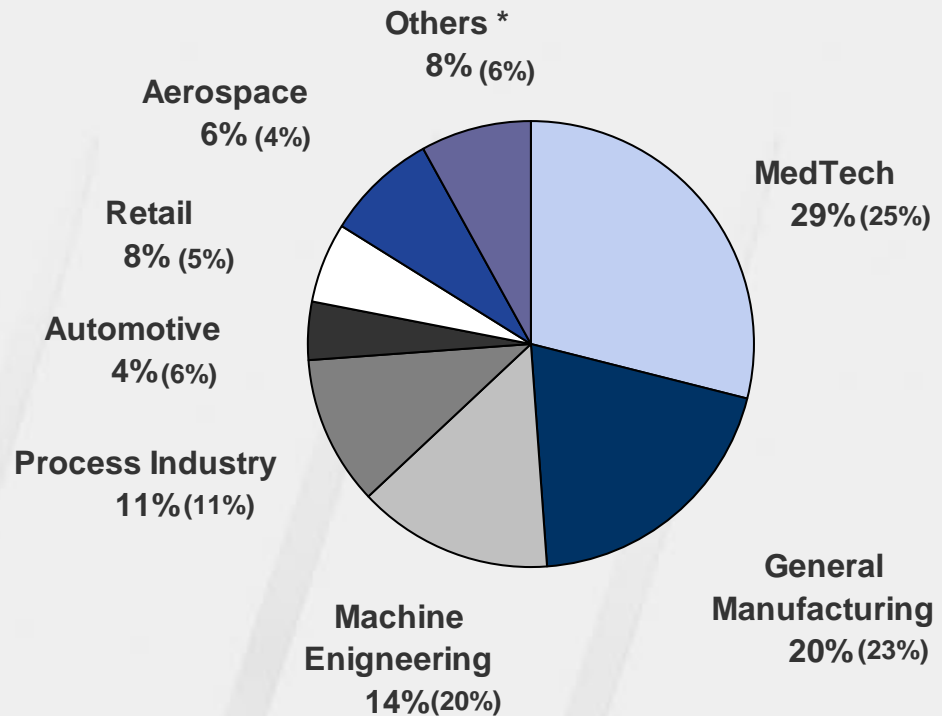
AUGUSTA Core Business in €million



- **Stable growth and increasing profitability 2004-2008**
- **2009: Successful management of the crisis**
  - Downturn of 20 to 30% in target markets
  - AUGUSTA's revenue declined by 16% yoy
  - Focus was on ensuring financial stability
  - Strengthened our position post-crisis
- **2010ff: Return to profitable growth**
  - Focus on long-term growth markets
  - New, innovative products
  - Internationalization
- **Get back to level of 2008 by end of 2012 (w/o DLoG and M&A)**

# Focus on long term growing market needs. Healthy customer mix. Non-industrial increasing

Revenue by Vertical FY 2009



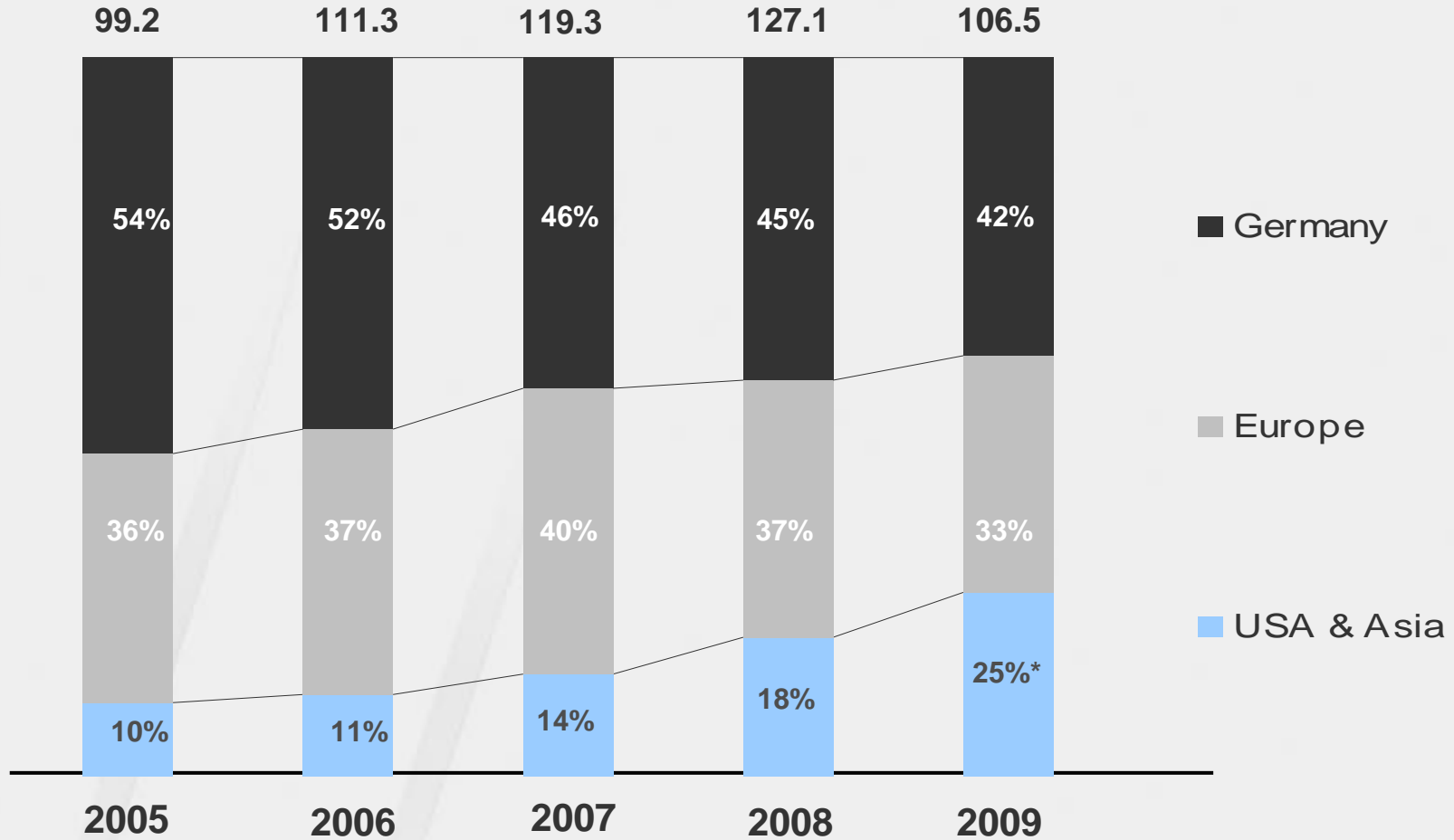
- **Focus on long term customer needs**
  - Efficiency improvement/automation
  - Quality increase
  - Health & Safety
- **Well balanced customer base**
  - Customer mix (industrial vs. non industrial)
  - No customer > 3% of revenue
- **Weak industrial markets in 2009**
- **Stability in Med Tech and growth in new market segments**

2008 Figures in ( )

\* Energy, Technology, Traffic, Transportation, Logistics

# Continued worldwide expansion

Revenues in €million



\* North America: 14%; Asia/Pacific: 9%, RoW: 2%

# AUGUSTA SMST was doing relatively well in its core Sensor markets

## Sensors & Microsystems Technology (SMST)

### Market and environment

- ~17% decrease in Sensors/Measurement technology market in 2009 (AMA)
- Slow recovery in Q3/Q4 2009

### Performance of AUGUSA SMST

- Revenue decline of 17% yoy – with market

### Key developments

- Decline in value-add distribution of 3rd parties sensors
- Growth with proprietary low pressure sensors and stable development with high pressure sensors
- System business is coming back based on recovering investment appetite. Number of RFPs increased significantly yoy
- Stronger position in MedTech market than before crisis
- Capacity adjustments at HE in Q3
- New production site in Singapore went live in 11/2009 – qualification of new orders in progress



# Mixed picture in global data acquisition / measurement markets

## Mobile Measuring Systems (MM)

### Market and environment

- ~17% decrease in Sensors/Measurement technology market in 2009 (AMA)
- Slow recovery of test and measurement market

### Performance of AUGUSTA MM

- Revenue decline of 14% yoy

### Key developments

- H1 2009: two large orders in US (NASA) and China (Stonecutter project)
- Full impact of crisis in EU and Germany.  
However, China and US acquisitions with positive influence
- Strong Q4. First large automotive contract in 18 months (Ford)



# AUGUSTA Vision Technology performed relatively well despite negative market

## Vision Technology (VT)

### Market and environment

- Significant decrease worldwide machine vision markets
  - Germany -30% (VDMA)
  - Europe -25% (EMVA)
  - North America -35% (AIA)

### Performance of AUGUSTA VT

- Revenue decline of 4% - market position strengthened

### Key developments

- **FireWire**: Traditional machine vision is coming back
- Asia after weak Q1/2009 continuously growing
- **GigE**: continued two digit growth also in 2009
- New business in non-industrial verticals, e.g. outdoor imaging/ traffic automation, sports, multimedia are key drivers
- New developments secure future market growth
- Prosilica integration completed



## Exit of LA to further focus on core business

### Logistics Automation (LA)

#### Market and environment

- Market badly hit by the crisis – impact on investment appetite in target markets logistics, production and heavy duty significantly
- Top 4 competitors declined 25% on average and all were loss-making in 2009

#### Performance of AUGUSTA LA

- Revenue decline of 30% - but still profitable based on early and disciplined cost management

#### Key developments

- Ramp up of new product lines
- Well positioned in new projects and RFPs
- Asia business build up through partner contract
- Segment sold in March 2010 for €12.85 m to Advantech Group
- One off value adjustment of €1.5 m



## AUGUSTA Outlook 2010ff: We are in growth mode again

### AUGUSTA is back on growth mode for 2010 ff

- Good positioning (existing customer and new projects). Positive trend in incoming orders
- Improved book-to-bill ratio 12-months-rolling. Book-to-bill Q4 > 1 indicates recovery and further growth potential
- Guidance 2010 (w/o DLoG)
  - Revenue: €95 – 105 million
  - EBITDA: €12 – 16 million
- Proposed dividend: 30 cent per share
- Mid term view: get back to level of 2008 by end of 2012 (w/o DLoG and M&A)

### Focus on “anorganic growth” in 2010 ff

- AUGUSTA already positioned well in attractive long term growth markets
- Cash flows from operations secured. Strong balance sheet. AUGUSTA qualified for financing. Share price development supports financing capability ... and: Net cash situation after DLoG disposal
- Commitment to growth via acquisitions based on existing “financial firepower”. Extension of management board with M&A-focused CDO

## Performance below last years but better than the market

in €million	FY 2008	FY 2009	△	
<b>Revenues</b>	<b>127.1</b>	<b>106.5</b>	<b>-16%</b>	<ul style="list-style-type: none"> <li>▪ Q4 strongest quarter in FY 2009</li> <li>▪ Improved market position at customers</li> </ul>
<b>Order Income</b>	<b>124.6</b>	<b>101.2</b>	<b>-19%</b>	<ul style="list-style-type: none"> <li>▪ Order behavior changed in 2009</li> <li>▪ Book-to-bill in Q4 &gt; 1 shows slow recovery</li> </ul>
<b>Gross Margin</b>	<b>40.2%</b>	<b>38.9%</b>	<b>-</b>	<ul style="list-style-type: none"> <li>▪ Stables gross margin despite price pressure</li> <li>▪ Improved product mix</li> </ul>
<b>OPEX</b> - AfA	<b>29.5</b> 2.8	<b>28.1</b> 4.7	<b>-5%</b>	
<b>EBIT</b> (before DLoG adjustment)	<b>18.8</b>	<b>10.2</b>	<b>-46%</b>	<ul style="list-style-type: none"> <li>▪ Profitability higher than our peers</li> </ul>
<b>EBIT</b> (after DLoG)	<b>18.8</b>	<b>8.7</b>	<b>-54%</b>	<ul style="list-style-type: none"> <li>▪ Adjustment due to DLoG sale (€1.5 m)</li> <li>▪ EBIT negatively impacted</li> </ul>

## 2009 – Profitability based on stable Gross Margin

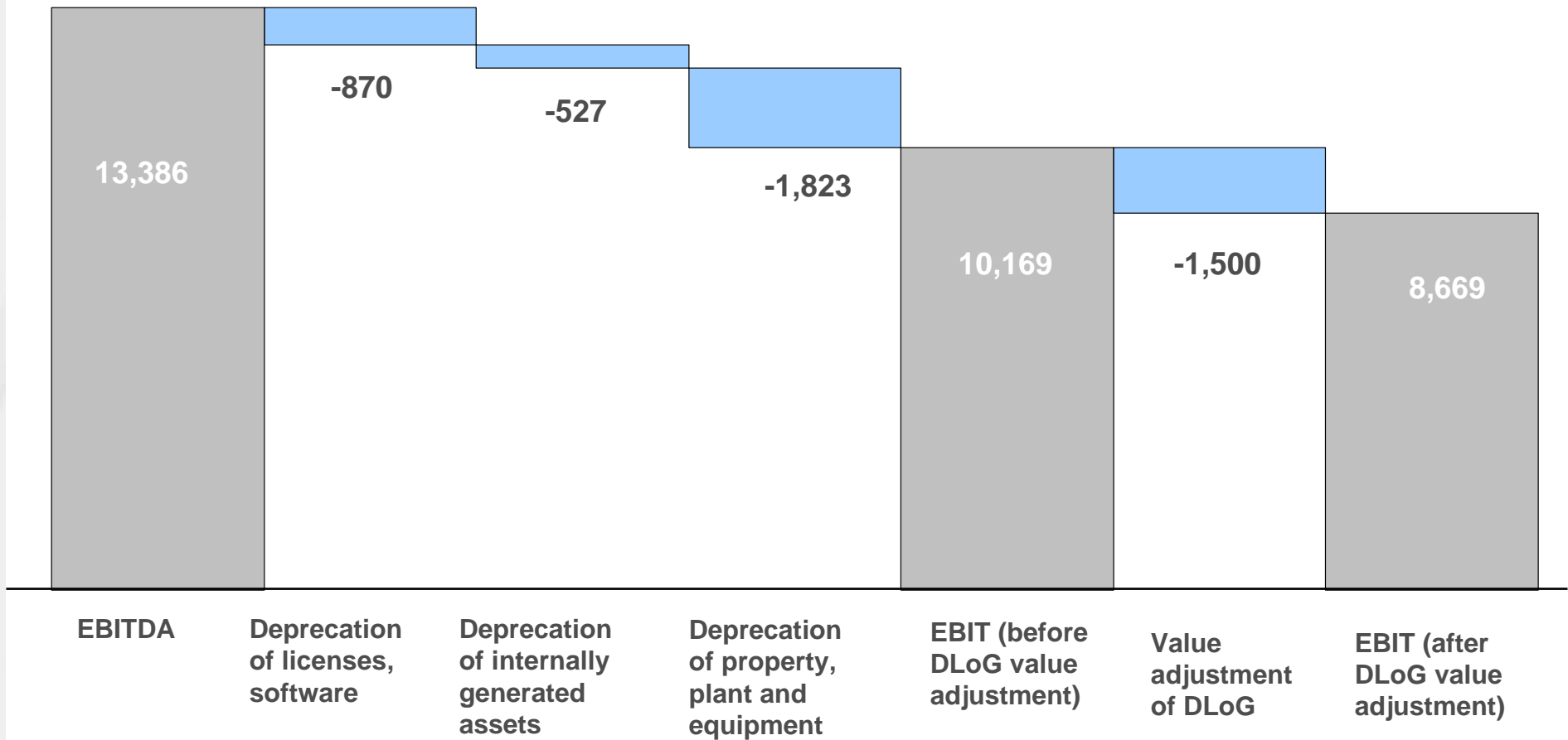
in EUR million

	2008	2009	Change
<b>Group Sales</b>	<b>127.1</b>	<b>106.5</b>	<b>-16.2%</b>
Sensors	80.0	66.1	-17.4%
Controls	47.1	40.5	-14.1%
<b>Gross Margin</b>	<b>40.2%</b>	<b>38.9%</b>	<b>Stable Gross Margins despite increasing competition and pressure on prices</b>
Sensors	35.9%	33.9%	
Controls	47.5%	47.1%	
<b>Group EBIT</b>	<b>18.8</b>	<b>8.7</b>	<b>-54.0%</b>
<b>Group EBIT *</b>	<b>18.8</b>	<b>10.2</b>	<b>-46.0%</b>
Sensors	12.4	4.7	-62.2%
Controls	9.2	6.4	-30.8%
Controls *	9.2	7.9	-14.4%

\* Before value adjustment of DLoG

## Derivation of EBITDA to EBIT

in EUR thousand

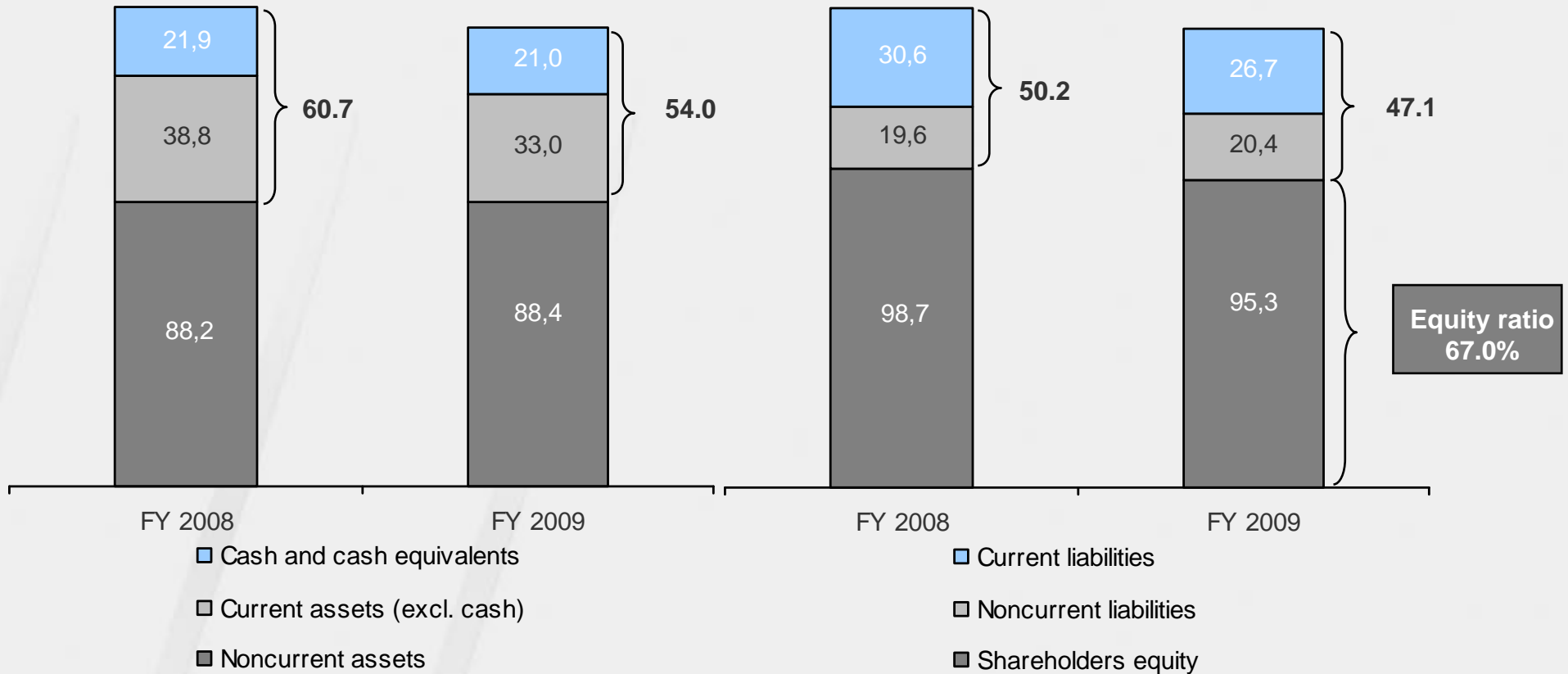


# Strong Balance Sheet with high equity ratio

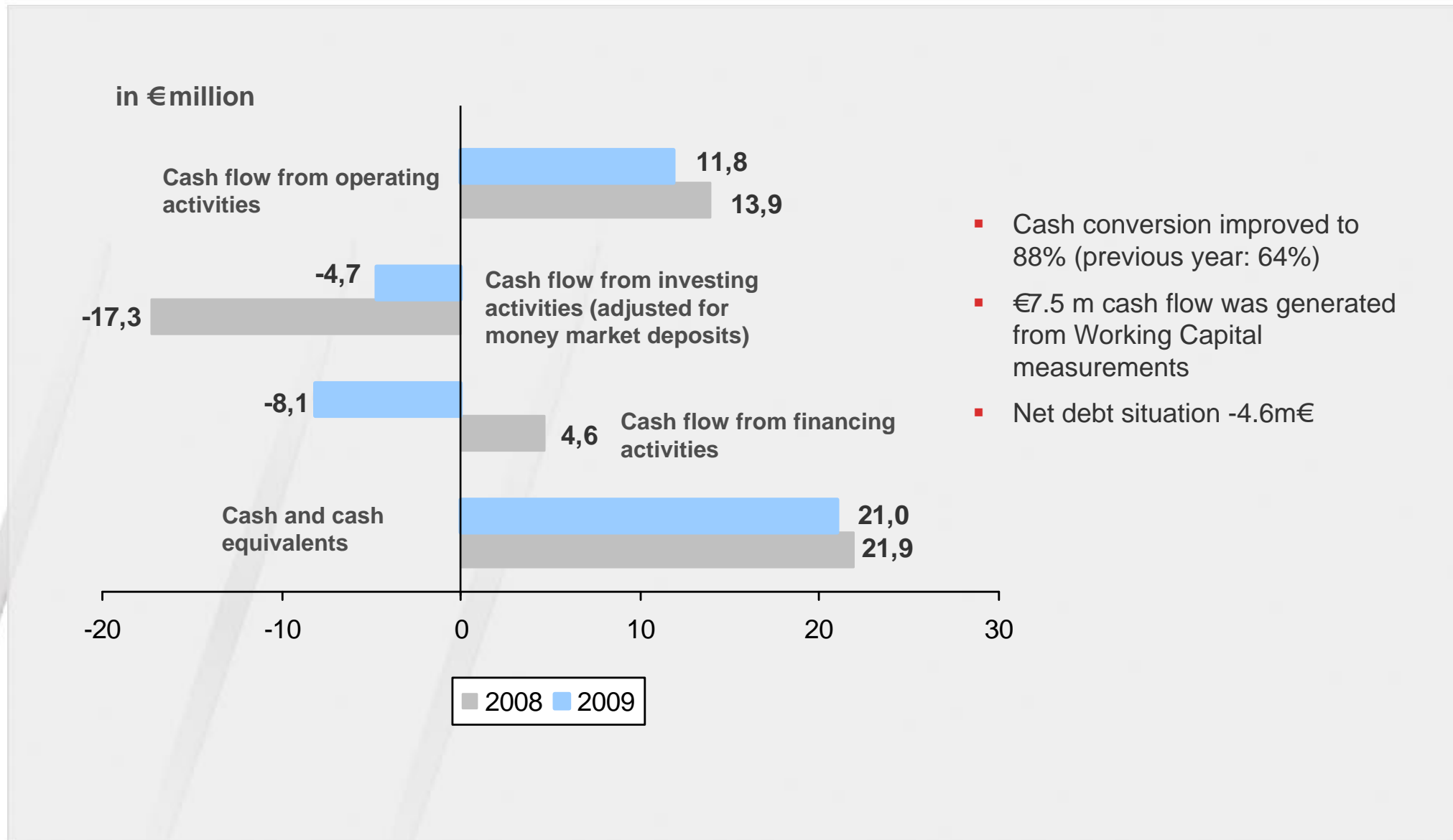
in € million

Total assets

Total equity and liabilities



## Strong cash flow situation through improved cash management



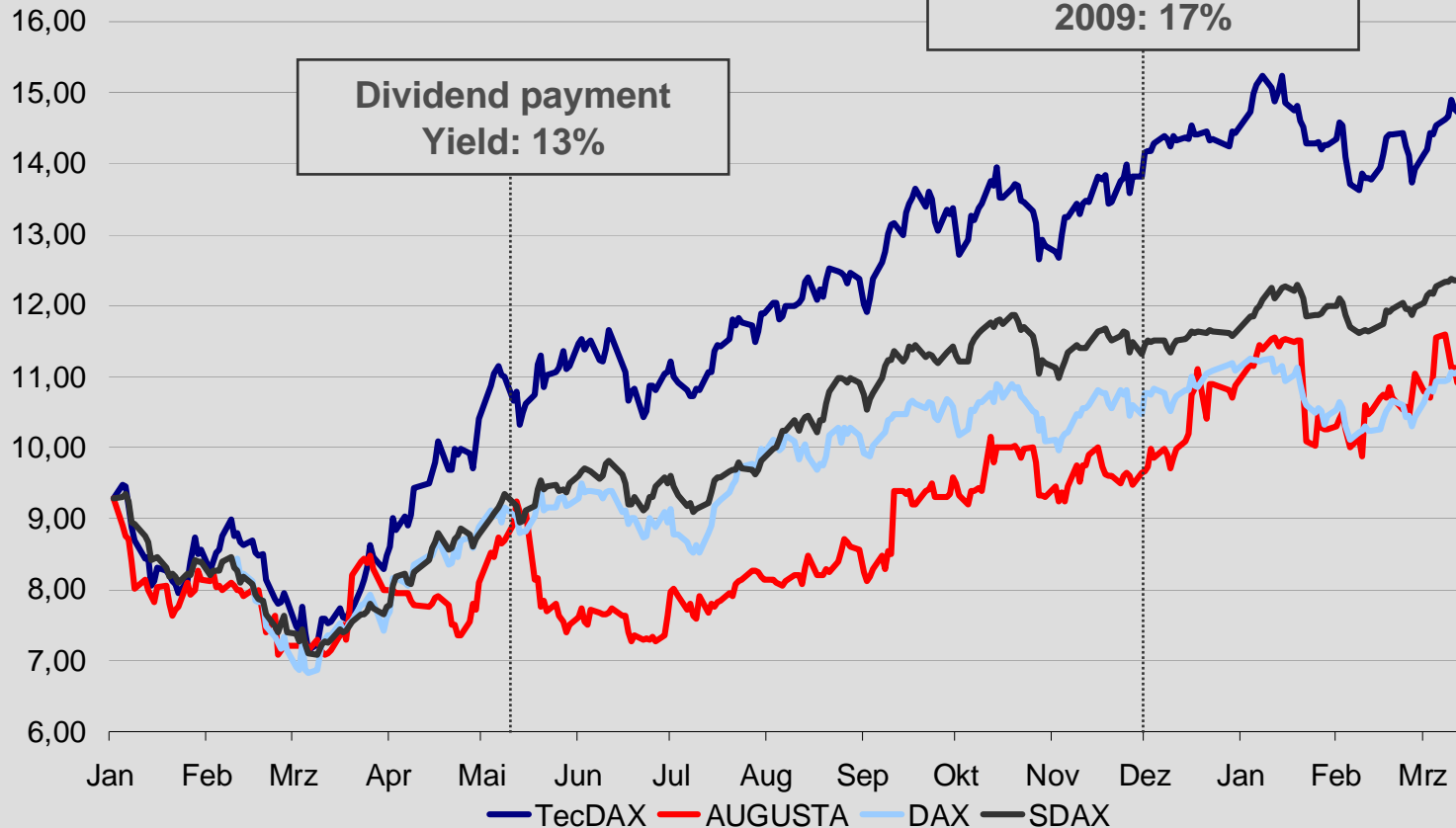
# AUGUSTA stock outperformed DAX despite significant dividend payment and is still perceived as „undervalued“

## Market cap performance

- Market cap 01/2006: ~ 65 € million
- Market cap 08/2007: ~ 148 € million (all time high after restructuring)
- Market cap 03/2010: ~ 90 € million

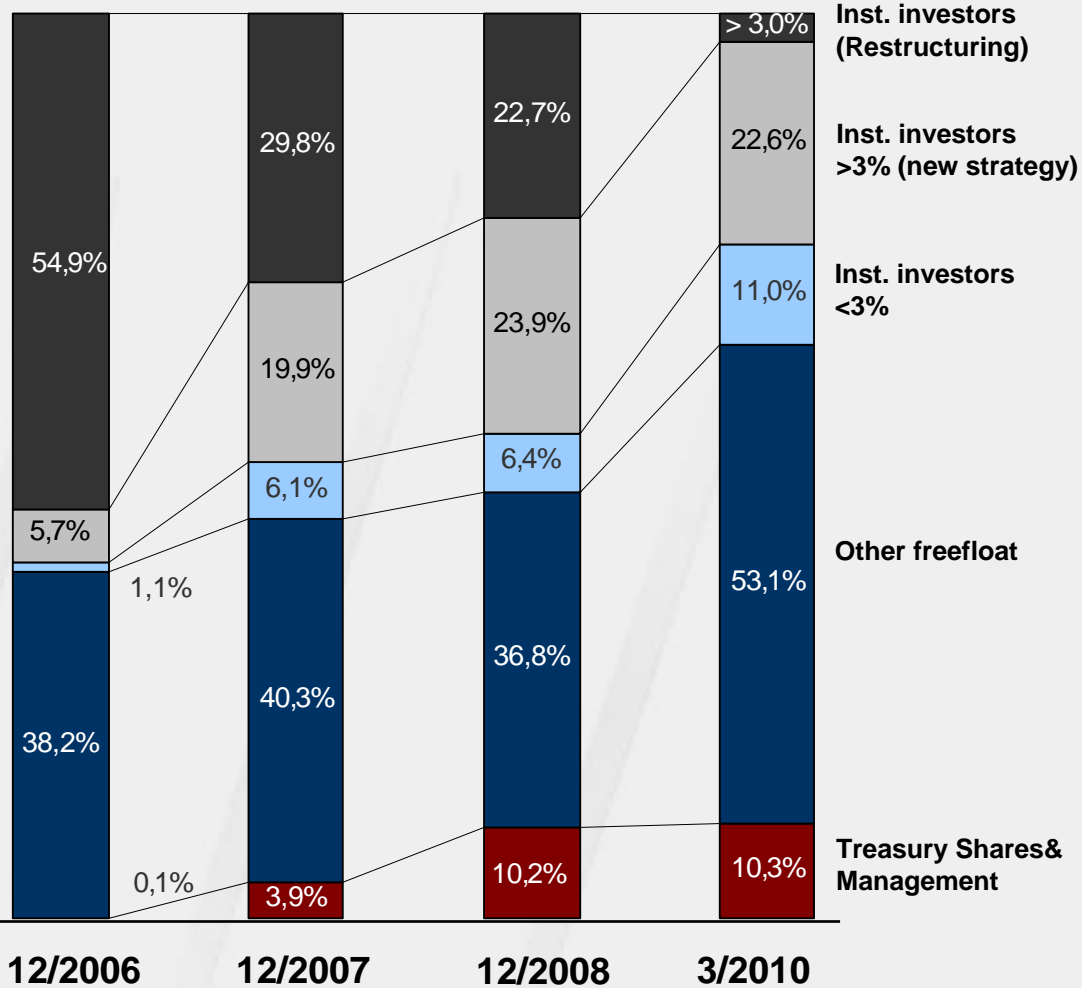
Share price development  
2009: 17%

Dividend payment  
Yield: 13%

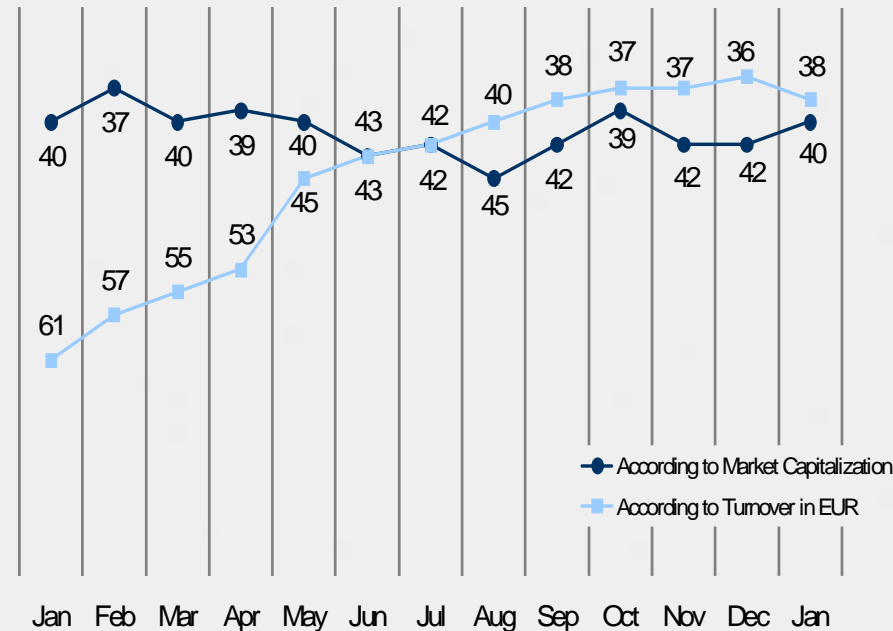


# Stabile shareholder structure and improved TecDAX ranking

Development of shareholder structure 2007-2010

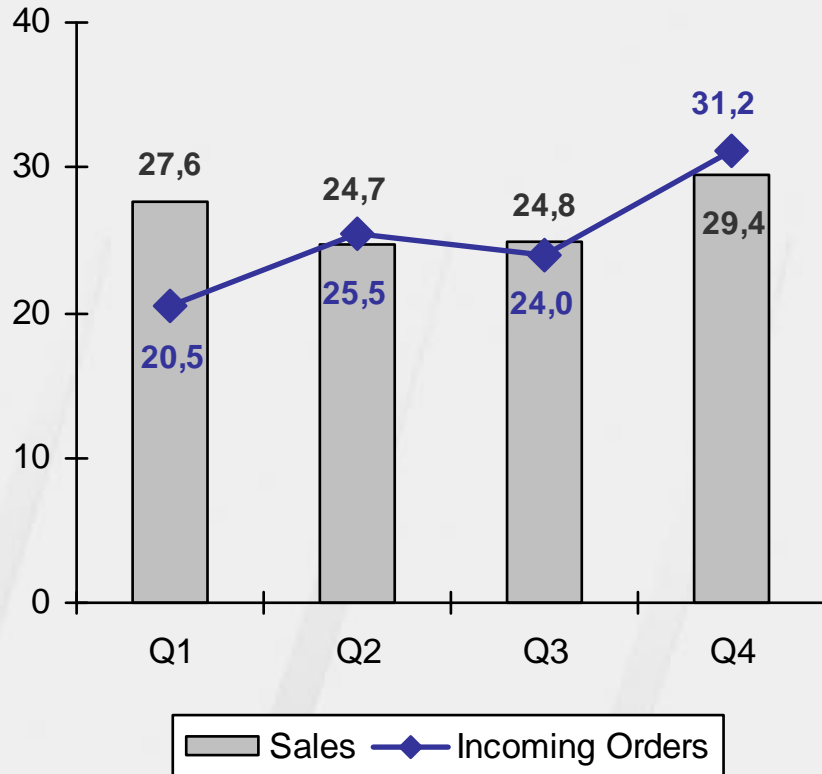


AUGUSTA ranking to TecDAX 30



## Book-to-bill > 1 in Q4 indicates growth potential

FY 2009 in €millions



### Order book

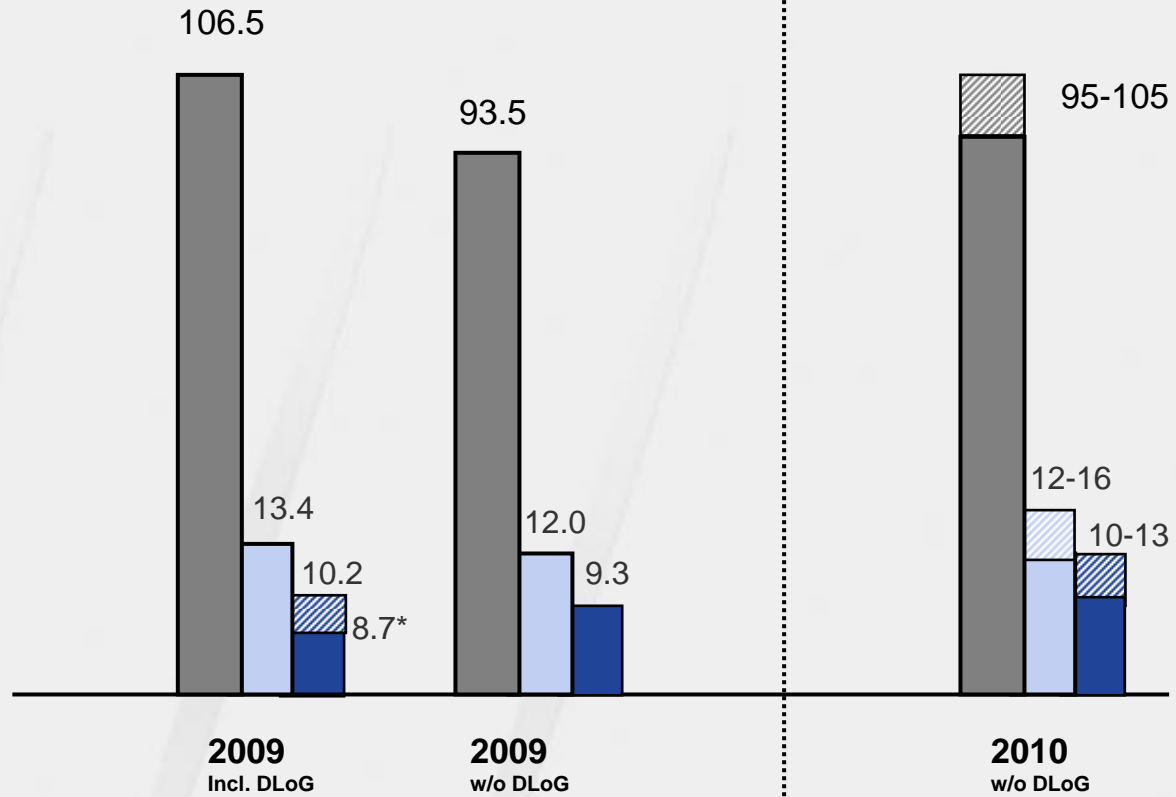
- Year end 2008: €45.5m
- Year end 2009: €42.1m (-7.5%)

### Development

- Revenues in Q1 profited from strong order book year end
- Q2 and Q3 shows similar development in sales and incoming orders
- Q4 for the first time with a book-to-bill >1
- Incoming orders show recovery in all segments

# AUGUSTA's business is build for long-term profitable growth

AUGUSTA Core Business in €million



**Proposed dividend:  
30 cent per share**

Revenue EBITDA EBIT

\* after value adjustment of DLoG

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