

# **DOCDATA N.V.**

Press & Analyst presentation  
18 February 2010

Full year 2009 results





## Two 'Lines of business'

**DOCDATA N.V.**  
listed NYSE Euronext

**docdata**  
e-success  
e-commerce service company  
www.docdata.com

**iai industrial systems**  
www.iai-industrial-systems.com

commerce payments fulfilment analytics

security solar specials



# DOCDATA N.V.

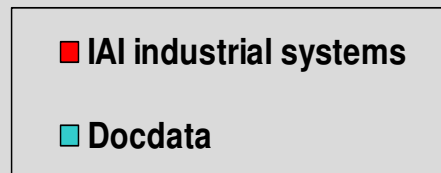
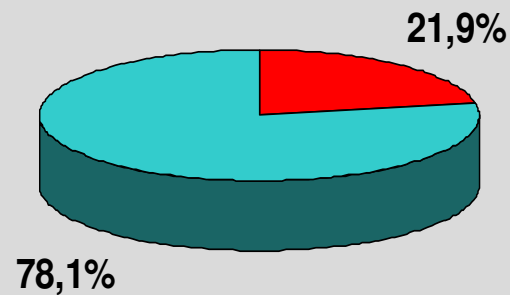
## Full year 2009 results (CFO)



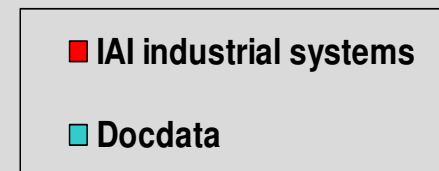
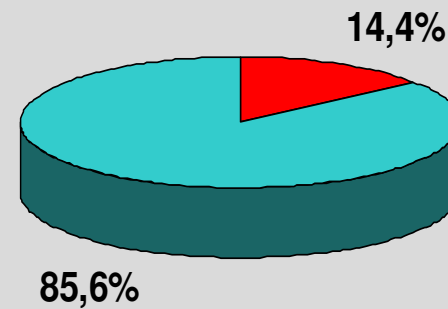


## Revenue segmentation

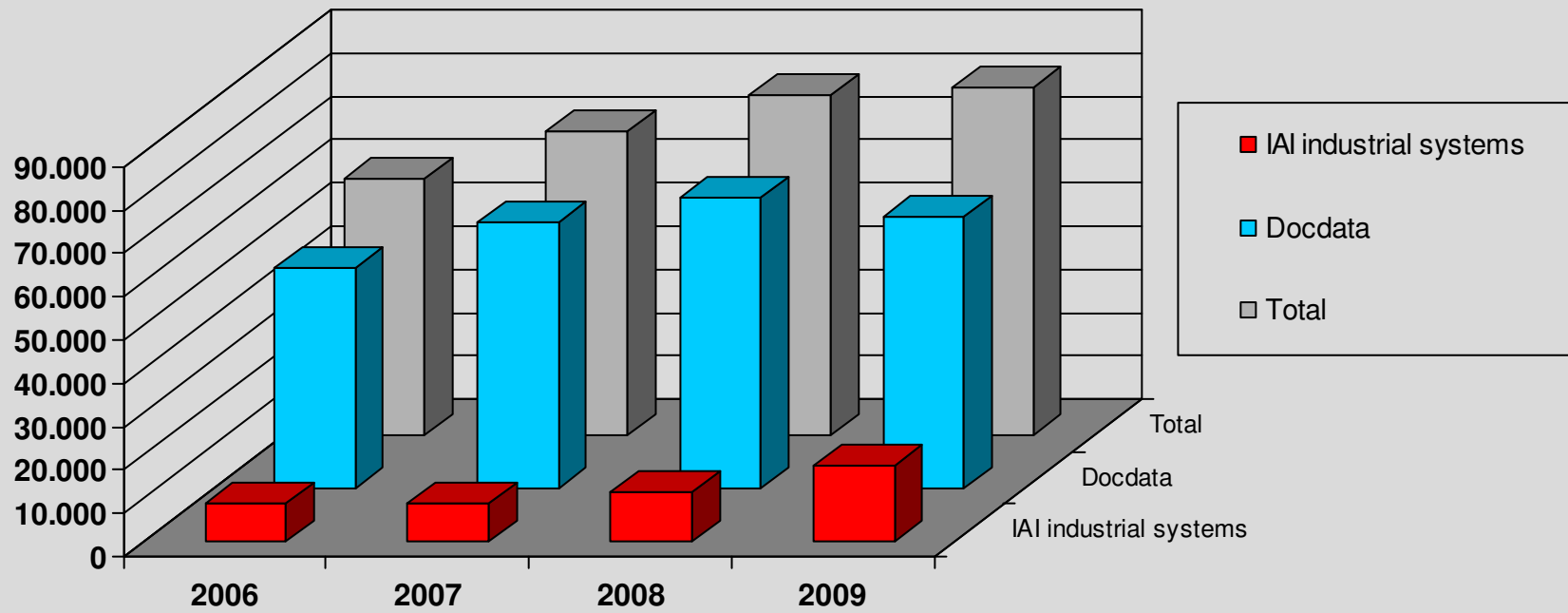
By line of business 2009



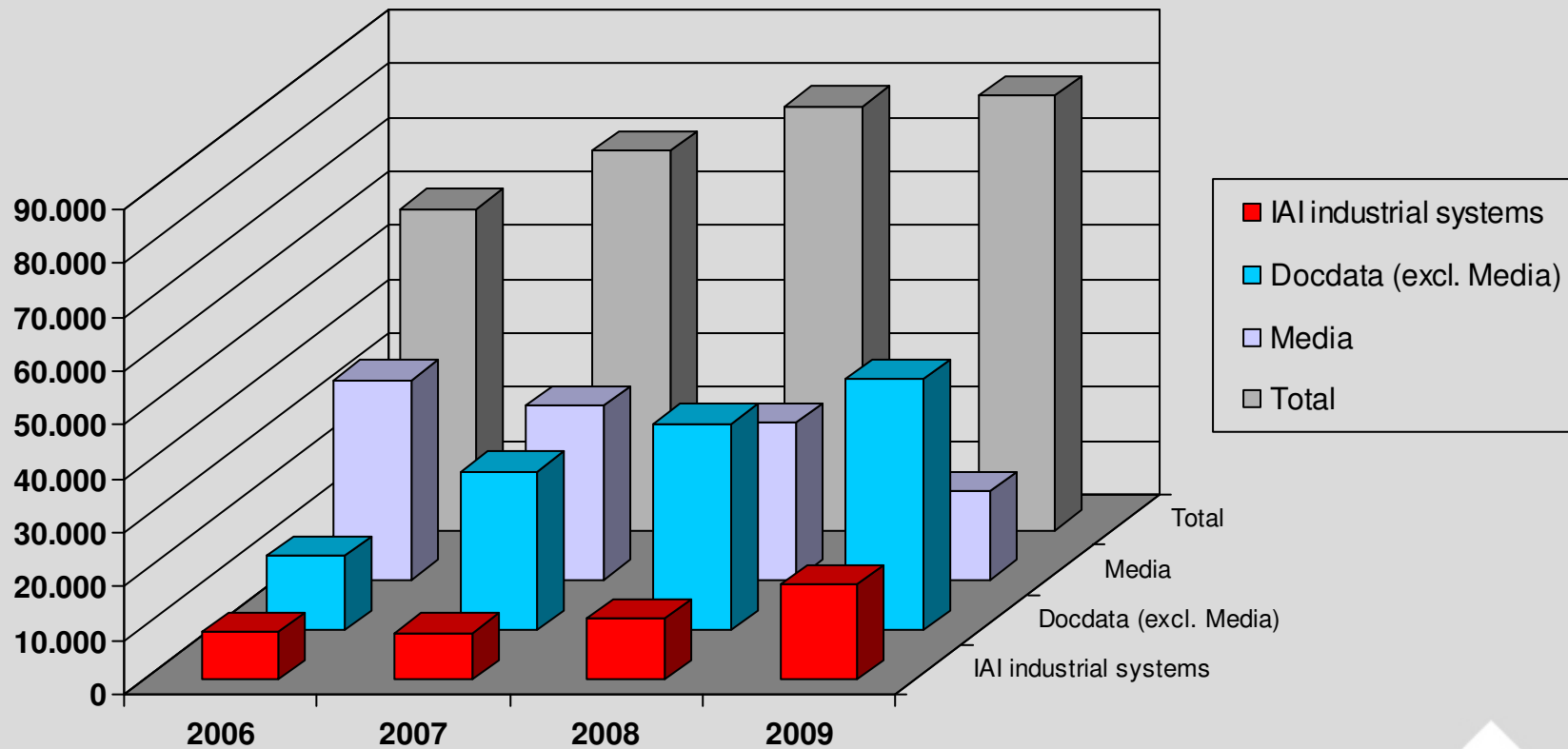
By line of business 2008



# Revenue



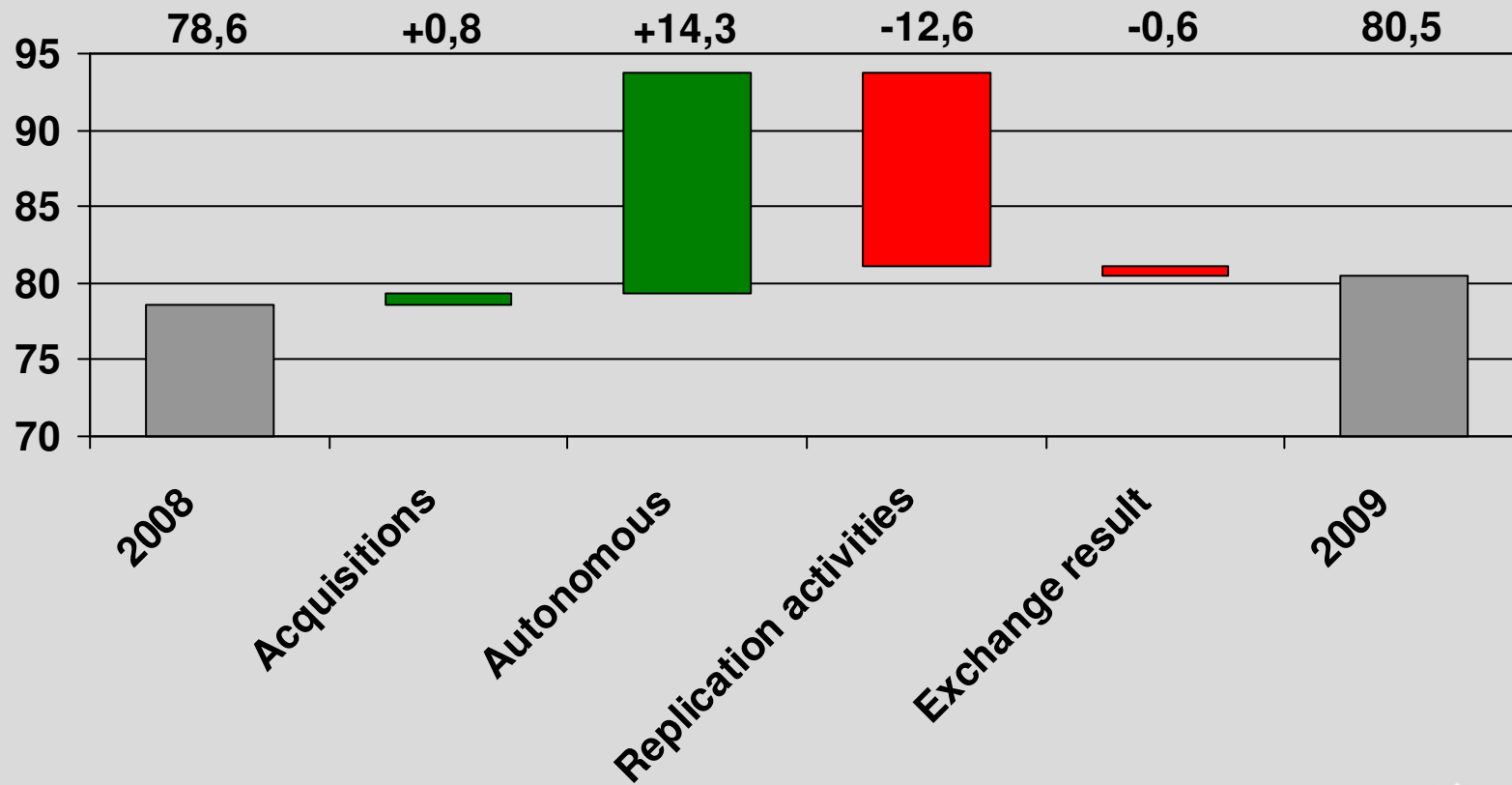
# Revenue (Pro forma)



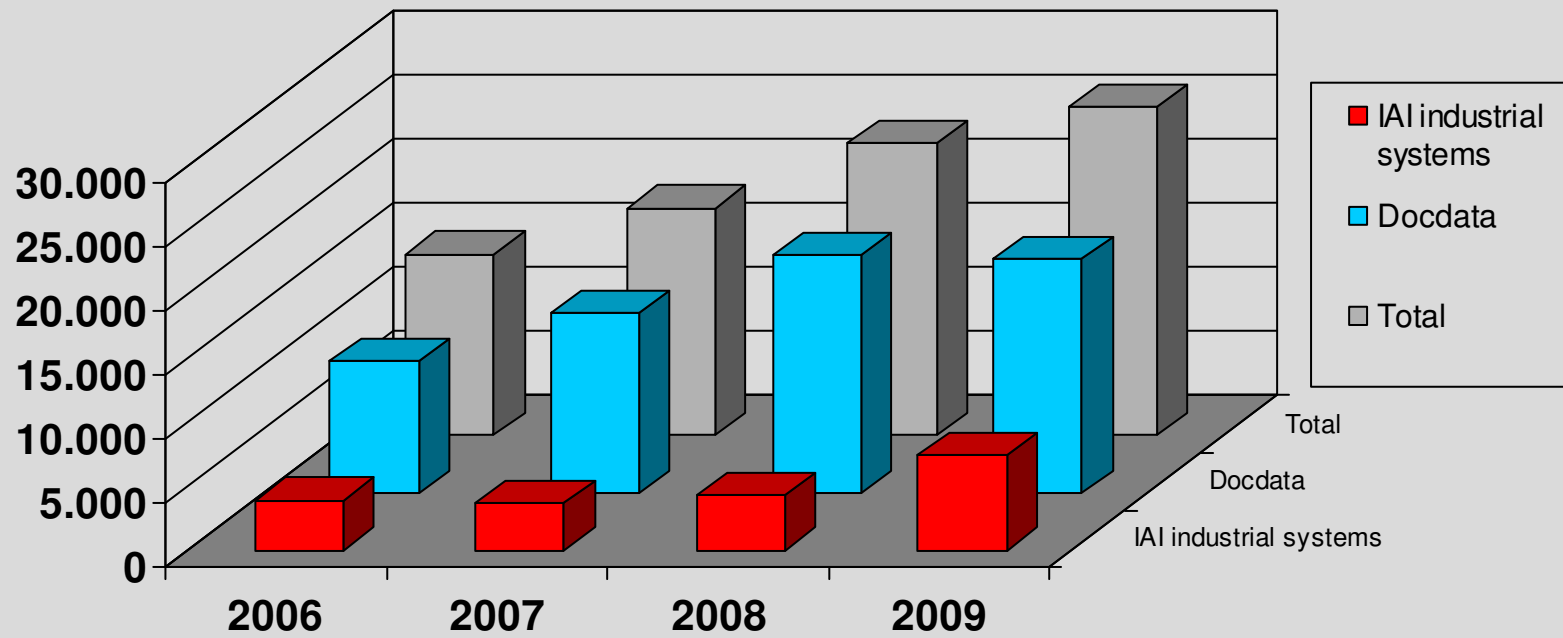
2009 results  
 18 February 2010



## Revenue development

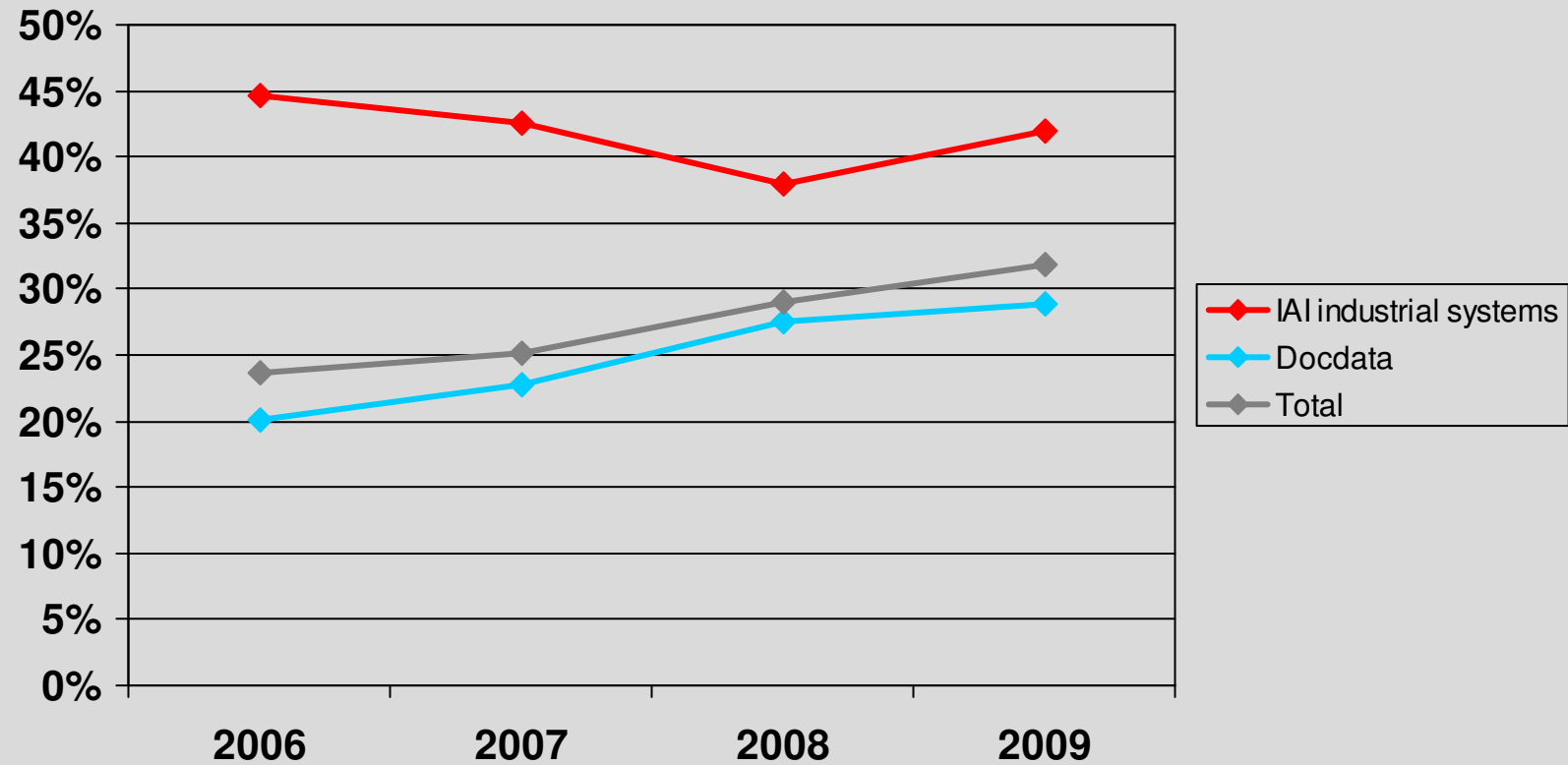


# Gross profit

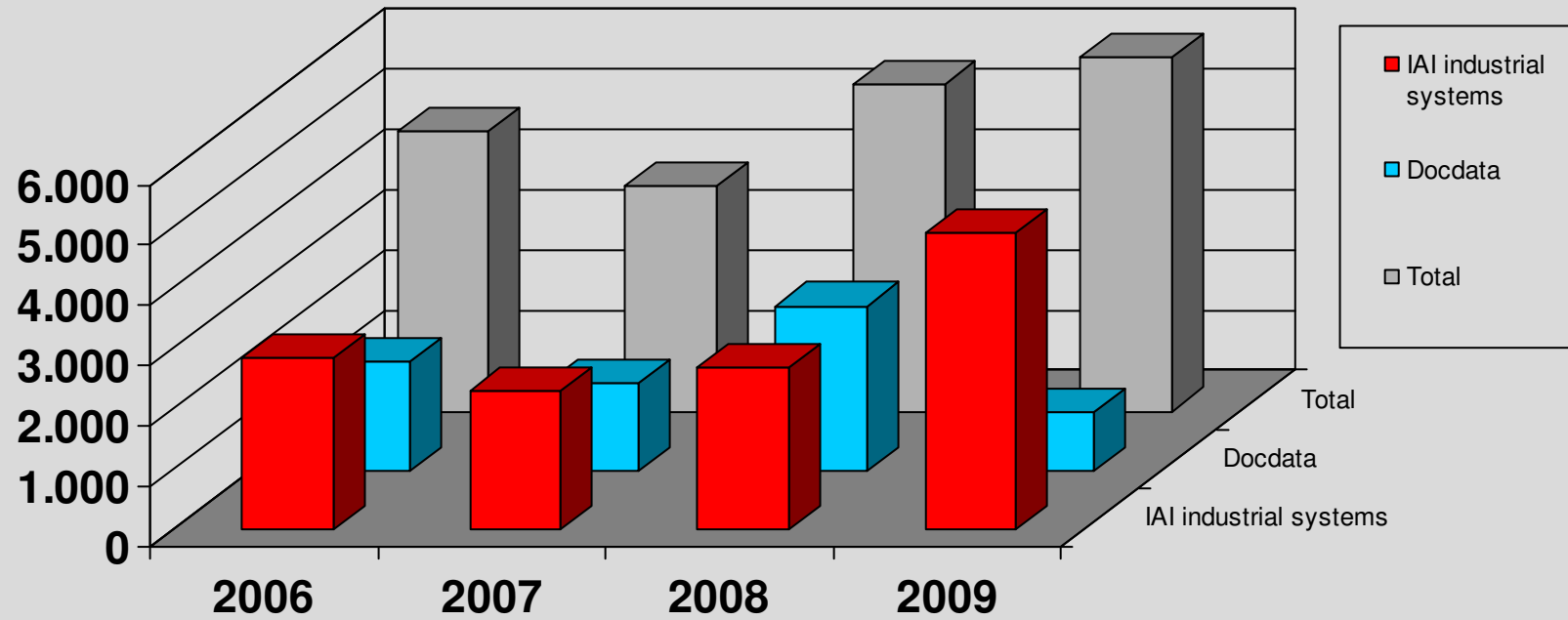




## Gross profit margin

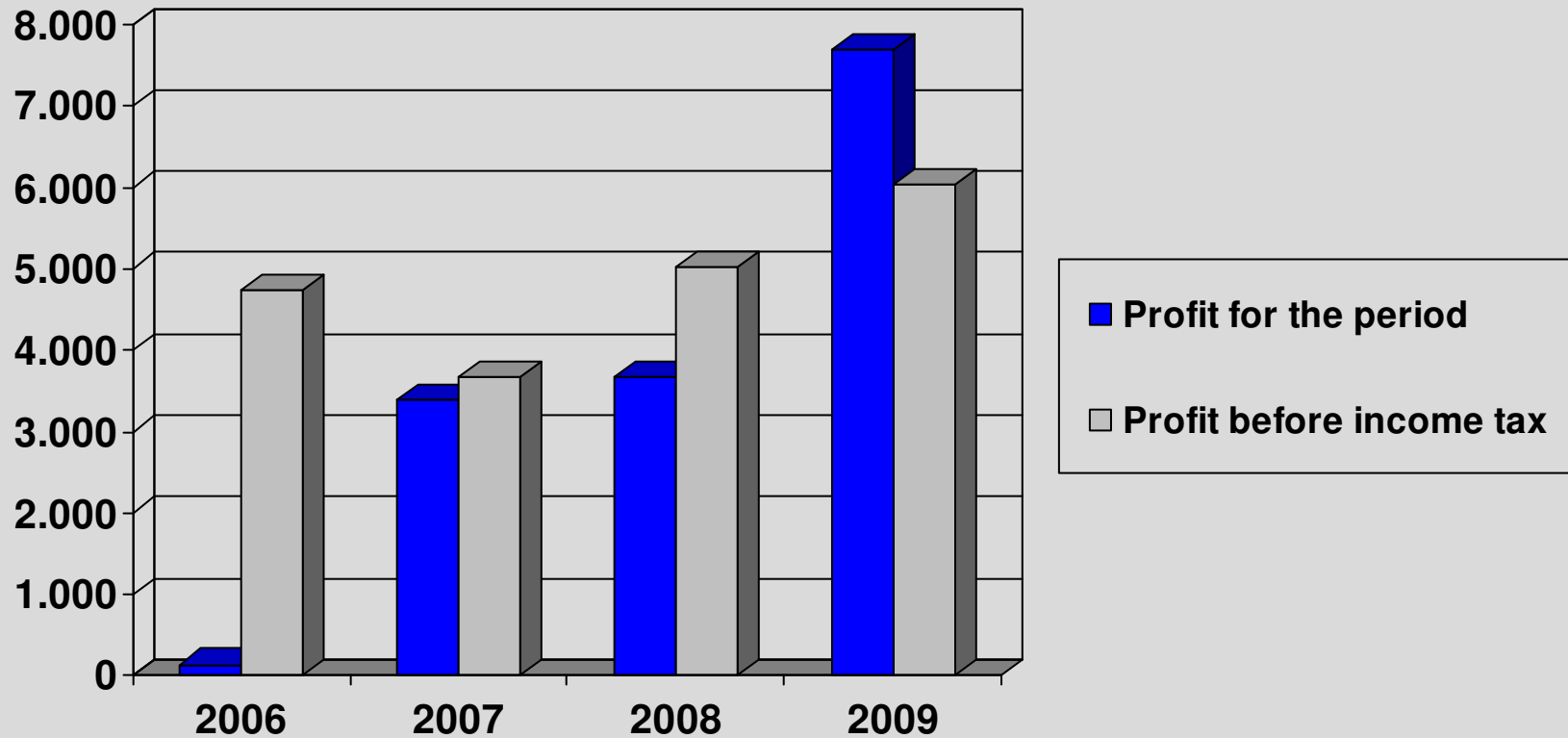


## Operating profit before financing result (EBIT)

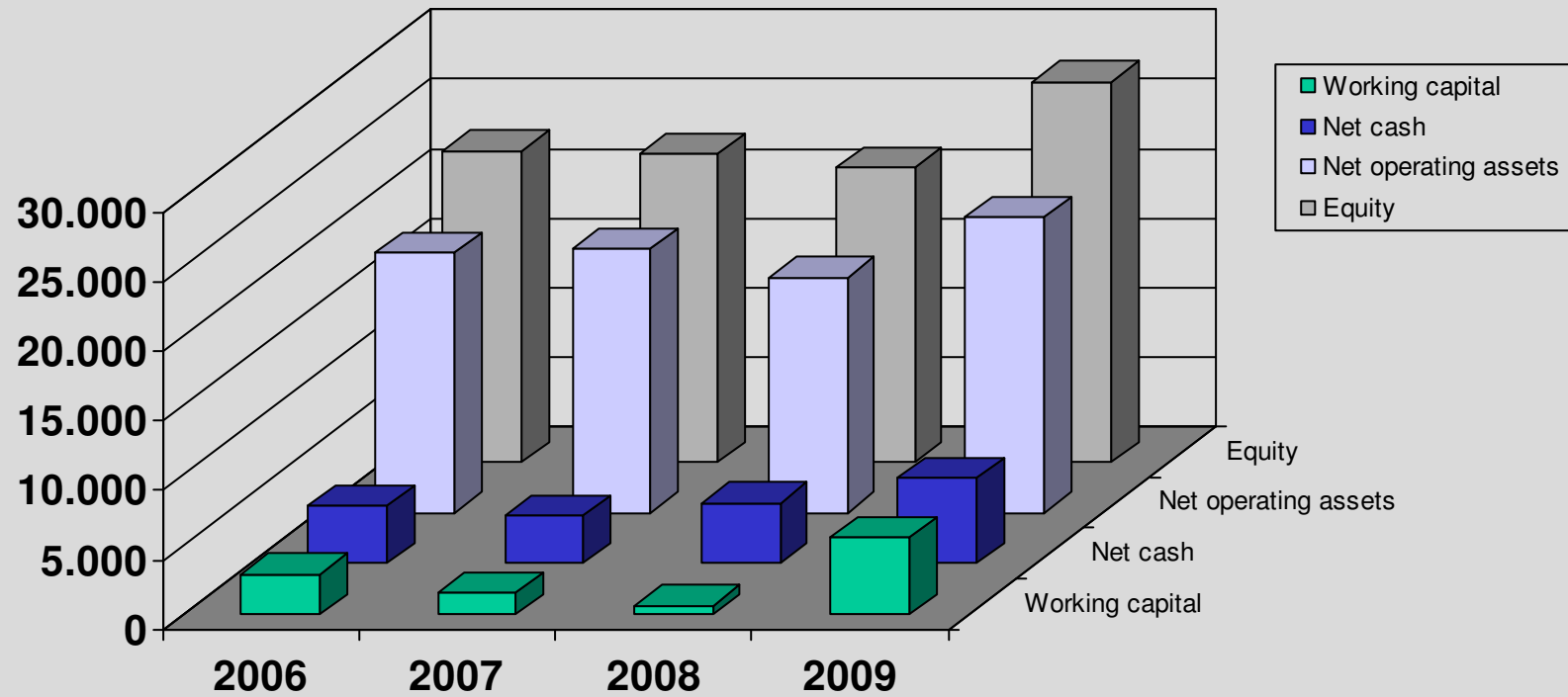




## Profit for the period



# Balance sheet



# DOCDATA N.V.

## Strategy (CEO)



## Successful strategy DOCDATA N.V. leads to good results in 2009

- ↘ Vision 2010: “Gear to Growth” realized for both lines of business
- ↘ Strong development sales and order intake by technology company IAI industrial systems
- ↘ Strong growth number of unique transactions handled by e-commerce service company Docdata
- ↘ Economic crisis had limited effect in 2009
- ↘ Successful divestment of media activities in the UK in 2009
- ↘ High EBIT and profit for the period after expensing some important items



## Technology company IAI industrial systems 2009

- ↘ 'All time high' sales in 2009: € 17,6 million
- ↘ 'All time high' profit for the period in 2009: € 3,6 million
- ↘ Invested in network building and specific R&D
- ↘ Order book year-end 2009: € 13,7 million
- ↘ New orders gained in 2009 for € 20,4 million
- ↘ Organization needs to be adapted to new size
- ↘ Competition is clearly increasing





## E-commerce service company Docdata 2009

- ↘ Strong growth in NL and Germany
- ↘ Realized partnership with eBay in UK
- ↘ Developed web photography service together with a partner
- ↘ Divestment of media production UK in 2009
- ↘ Major customer in Münster decided to leave
- ↘ Competition is clearly increasing



From

↳ Vision 2010: “Gear to Growth”

to

↳ Vision 2012: “Flywheel to Growth”



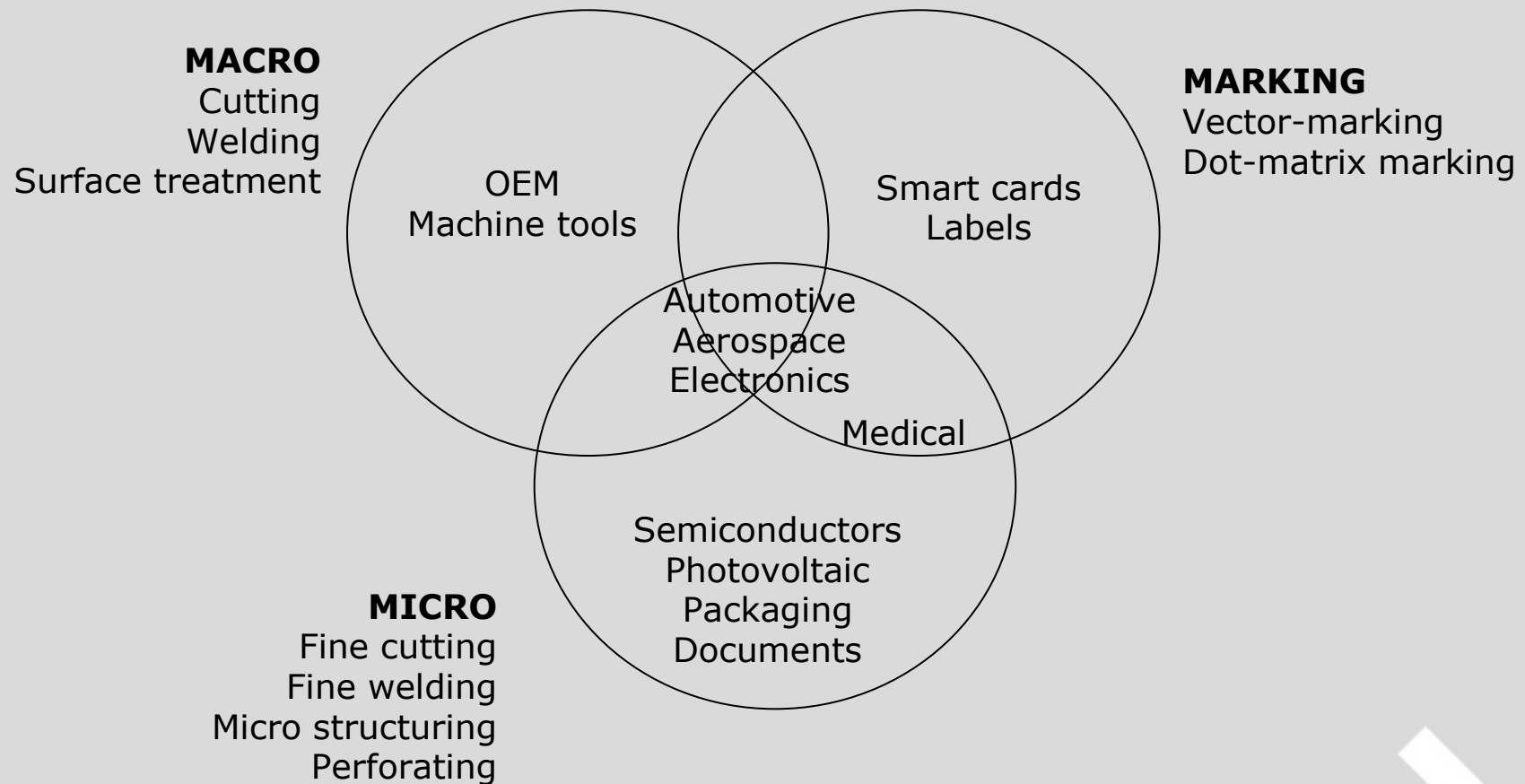


**iai industrial systems**





## Market: laser sources & systems





## Market: industrial systems with laser

- ↘ Security documents & e-ID (marking, high speed precision drilling)
- ↘ Photovoltaic (drilling, soldering, surface treatment, annealing)
- ↘ Aerospace (drilling, welding, engraving)
- ↘ Semiconductor (ablation, precision cutting, zero-width separation)
- ↘ Electronics (welding, marking, cutting)
- ↘ Automotive (welding, cutting, engraving, drilling, surface modification, scribing)
- ↘ Medical devices (marking, precision welding, micro cutting)
- ↘ MEMS (precision welding, cutting and drilling)





## Core competences IAI industrial systems

- ↘ laser applications
- ↘ optics
- ↘ (ink) jet technology
- ↘ product handling
- ↘ machine vision
- ↘ software
- ↘ automation

**integrated production  
solutions**





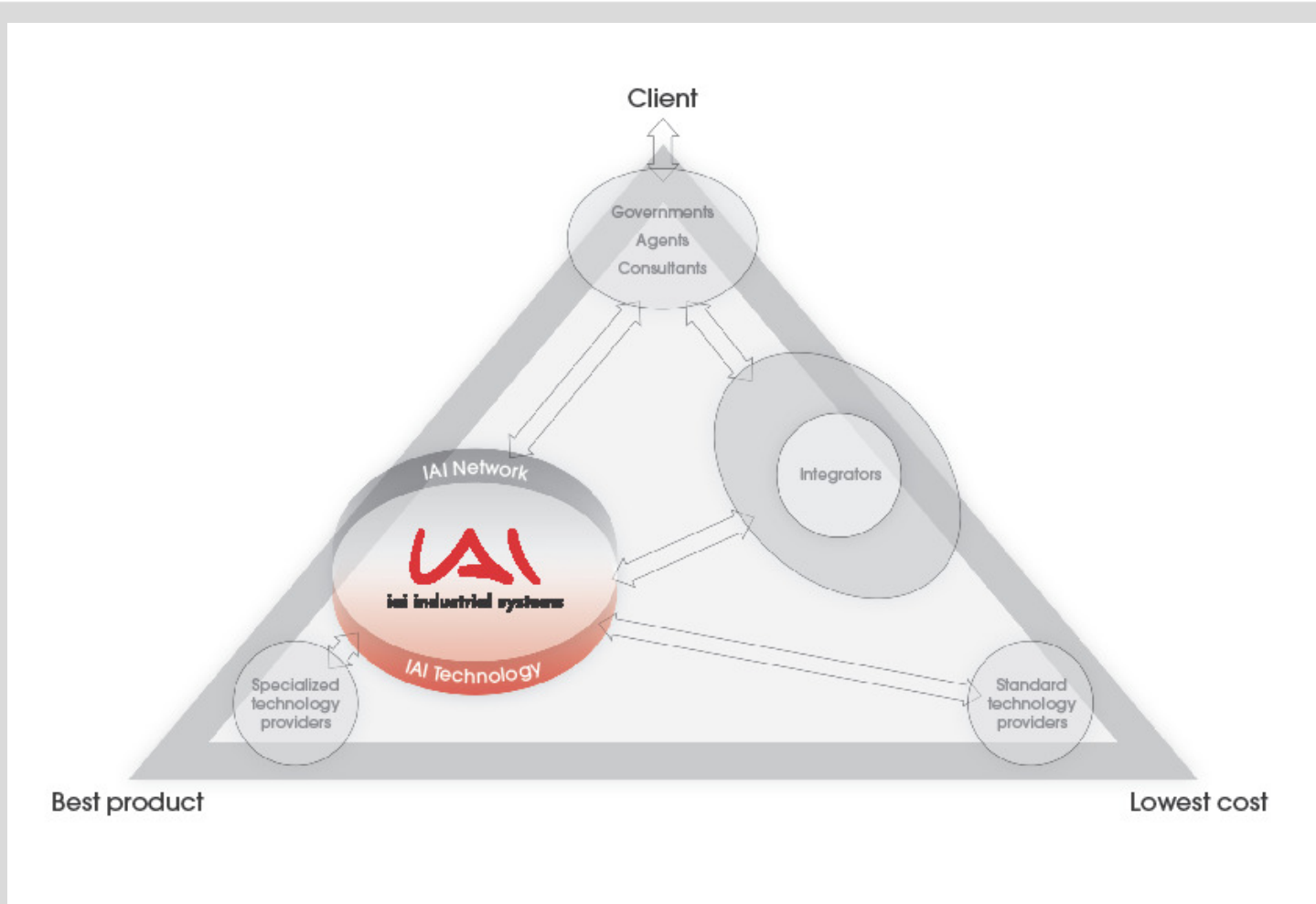
## **Vision 2012: “Flywheel to Growth” Premium product strategy**

- ↘ IAI Security: Autonomous growth in security printing market through increased sales effort and further extension of product portfolio
- ↘ IAI Solar: Development of solar market through unique (laser) solutions
- ↘ IAI Specials: Seize (a limited number of) other opportunities that are driven by innovative laser solutions
- ↘ IAI: Increased R&D spending in order to further develop ‘own’ USP’s





# Position Technology company IAI industrial systems 2012



## Vision 2012: "Flywheel to Growth" Premium product strategy

- ↘ Autonomous growth in security printing market through continuous product development and extending our markets geographically
- ↘ Develop position in solar market through extensive networking and R&D
- ↘ Seizing opportunities in other markets that need specialized laser solutions
- ↘ Organization project "Fit for the future"



## **Vision 2012: “Flywheel to Growth” Premium product strategy**

### ↘ **Forward thinking**

- ↘ *We offer high quality production systems and reliability*
- ↘ *We offer flexible, fast and accurate technological solutions*
- ↘ *We offer the most innovative laser and optical solutions*





## Market: e-commerce European countries

COUNTRY	TURNOVER BtC 2009	% of total retail
United Kingdom	€ 48 billion (+14%)	9,5%
Germany	€ 30 billion (online +15%)	7,4%
France	€ 24 billion (+31%)	
The Netherlands	€ 6 billion (+17%) (40% travel)	6%
Belgium	€1,6 billion (+15%)	
Total Europe	€172 billion (+ 19,6%) Average shopper € 871	5,5% (US 7%)

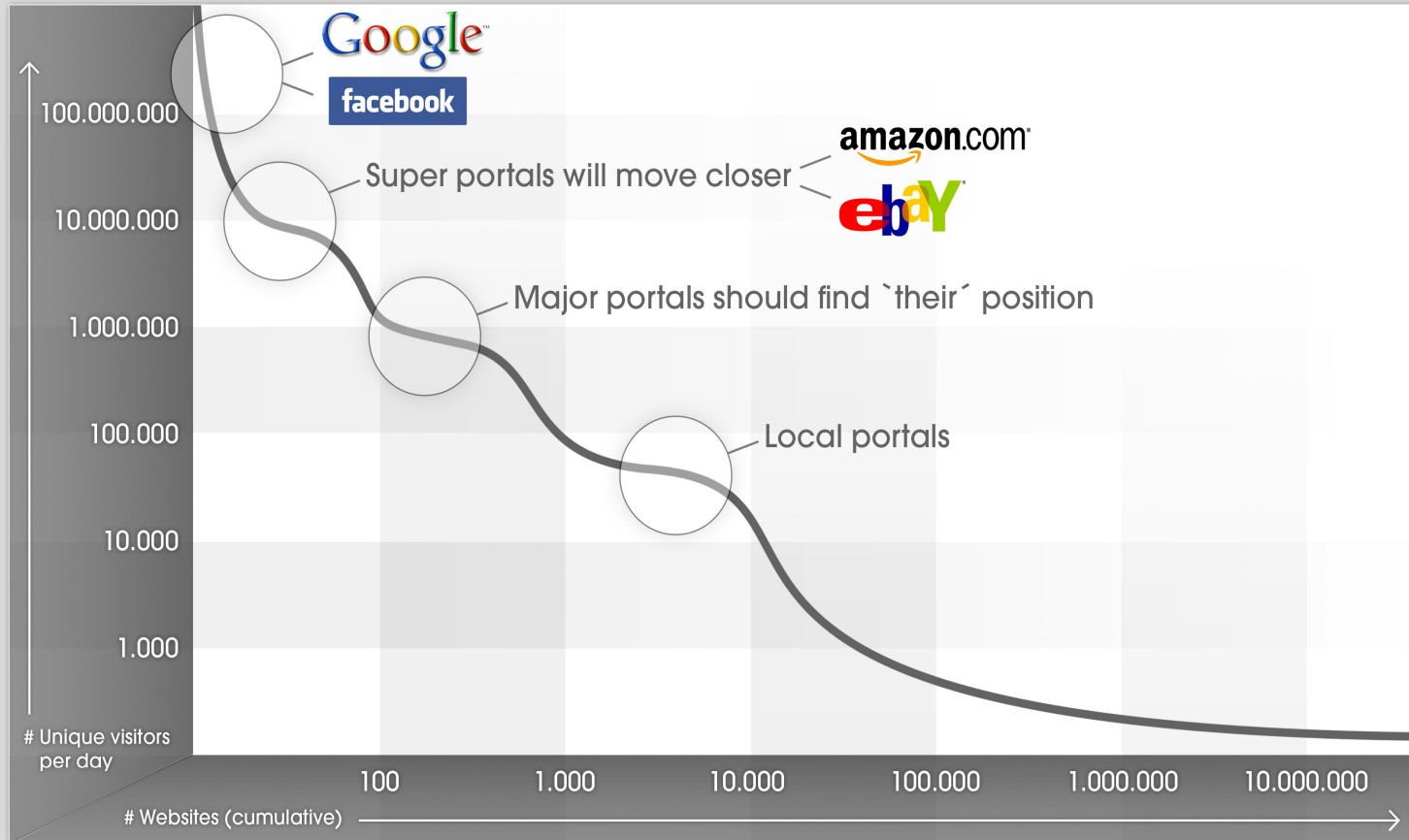


## Market: e-commerce trends

- ↘ 25% drop in conversion rates from 2008-2009
- ↘ Only multi-channel retailers saw growth in 2009
- ↘ Consumers look online for the best deals
- ↘ Fashion & shoes have taken off
- ↘ Toys & sports will follow
- ↘ Growth will continue in 2010 (expectations between 10%-20%)



# Market: the game of the numbers

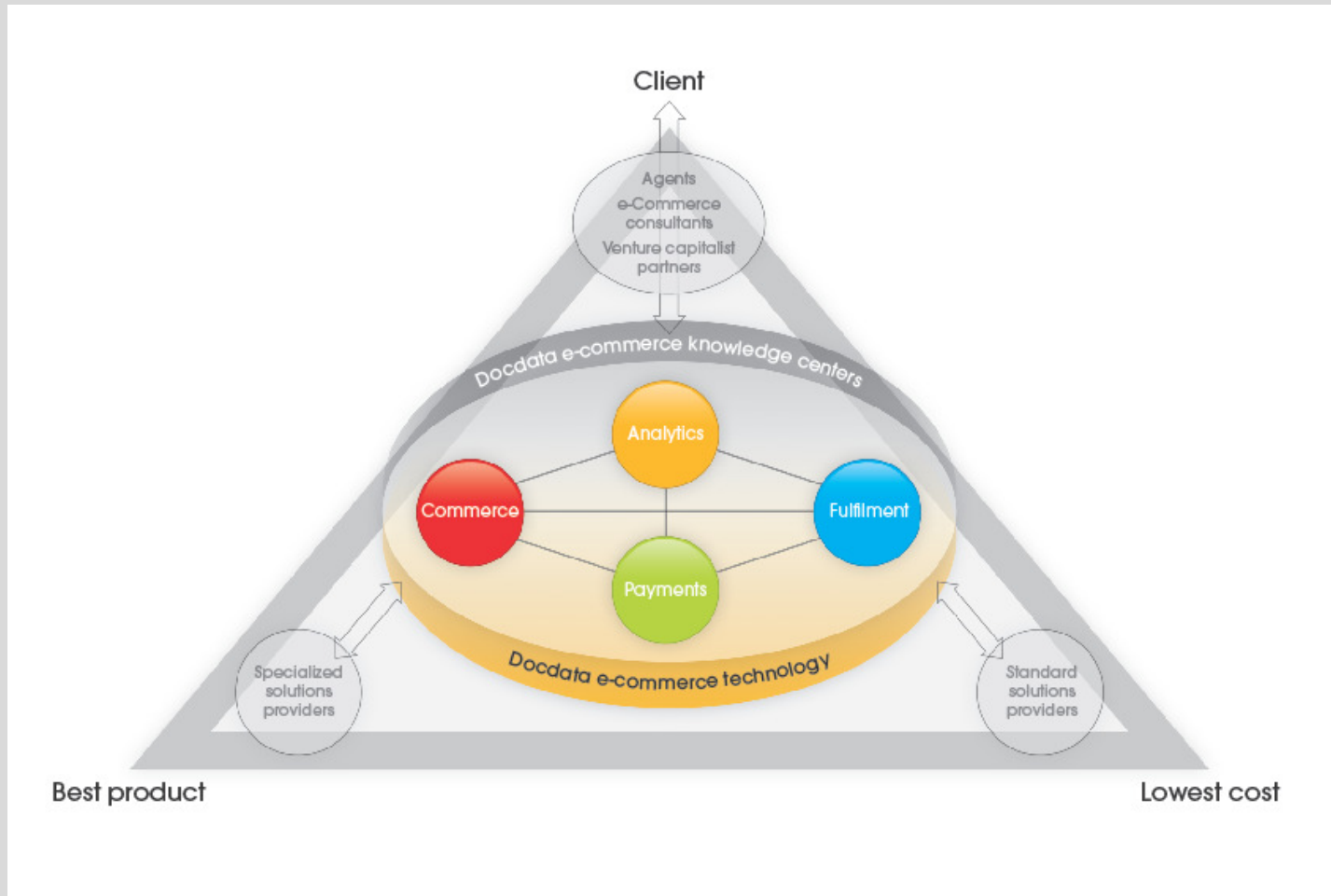


## Vision 2012: “Flywheel to Growth” e-commerce service company Docdata

- ↘ Autonomous growth through retention of successful clients and realization of new clients (focus Germany/UK/NL)
- ↘ Extension of e-commerce service offering to existing clients
- ↘ Development of Docdata analytics both for internal and external process improvement
- ↘ More prominent acquisition route
- ↘ Divestment of media production activities in Berlin
- ↘ Operate in the market as one company



## Position e-commerce service company Docdata 2012





## **Vision 2012: "Flywheel to Growth" e-commerce service company Docdata**

### ↘ **Enabling success**

- ↘ *We are the e-commerce service company*
- ↘ *We deliver customer-focused and integrated solutions*
- ↘ *We process unique transactions*

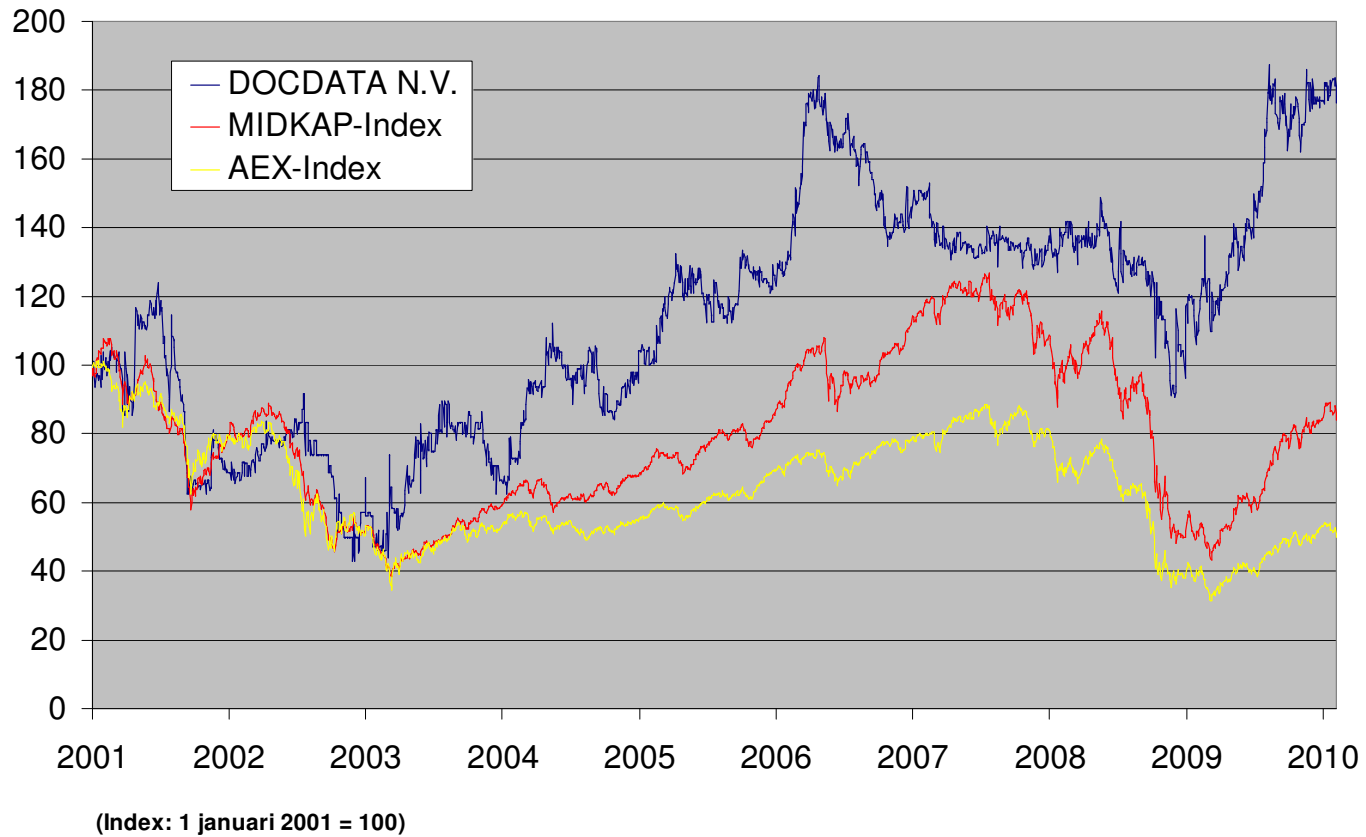


## Summary DOCDATA N.V. key points 2010

- ↘ Strong foundations for further growth
- ↘ More competition in both markets
- ↘ Increase sales and networking competences
- ↘ Increase spending R&D, new product & service development
- ↘ Acquisitions needed to strengthen our position
- ↘ Right people are key



## Performance aandeel DOCDATA N.V. 2001-2010



2009 results

18 February 2010



# DOCDATA N.V.

Any questions ?

