

DOCDATA N.V.

Press & Analyst presentation
24 February 2011

Full year 2010 results



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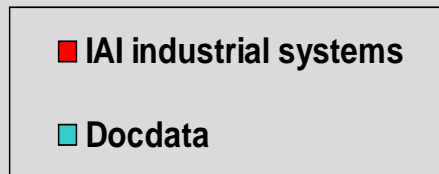
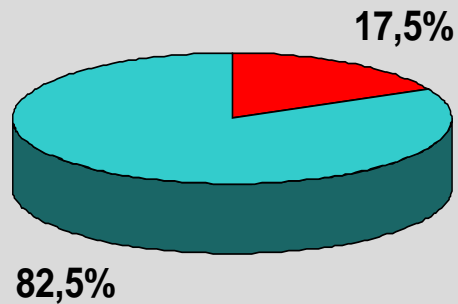
Full year 2010 results (CFO)



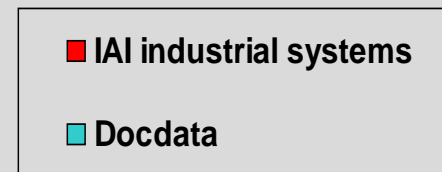
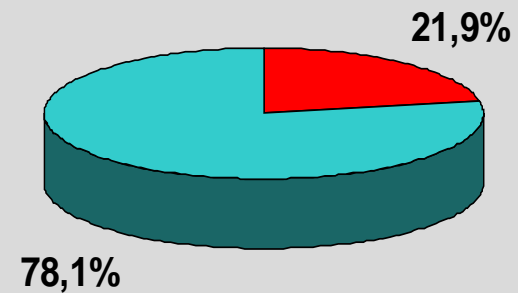


Revenue segmentation

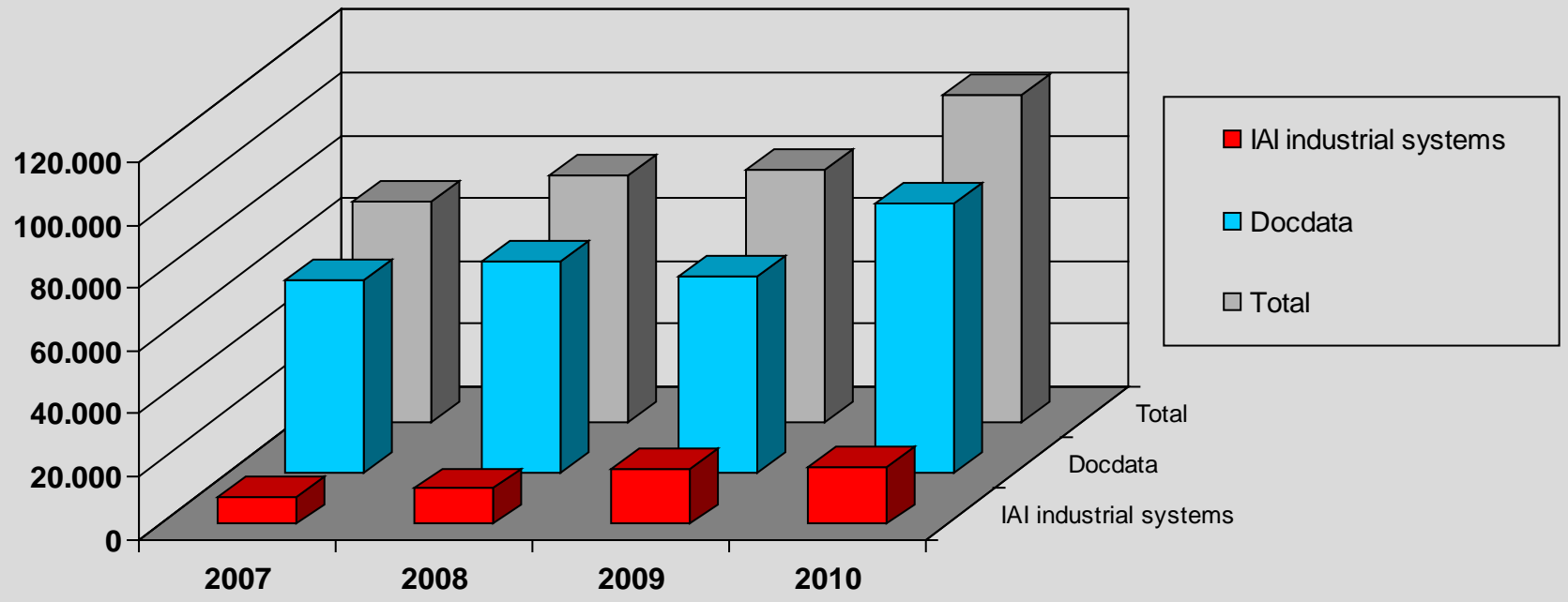
By line of business 2010



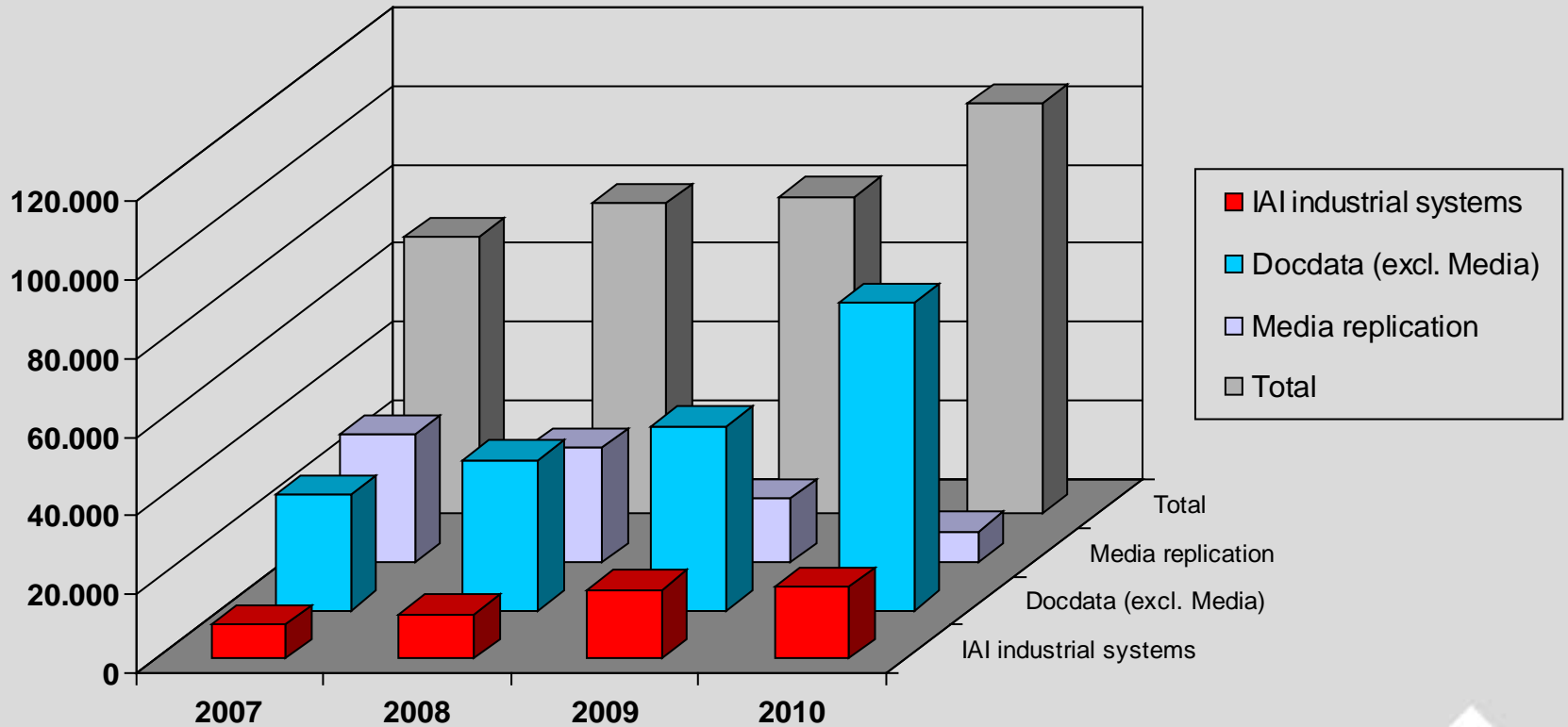
By line of business 2009



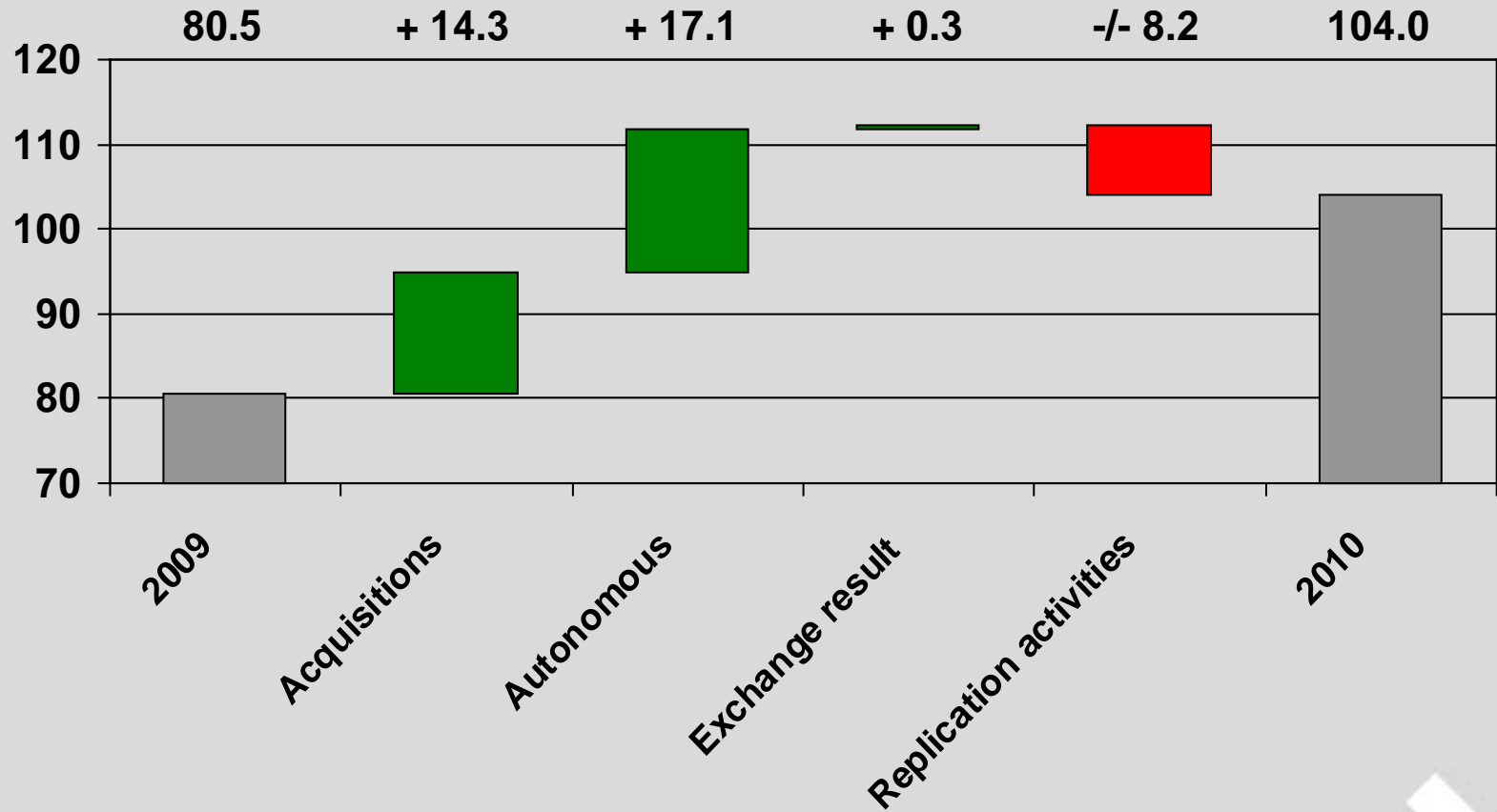
Revenue



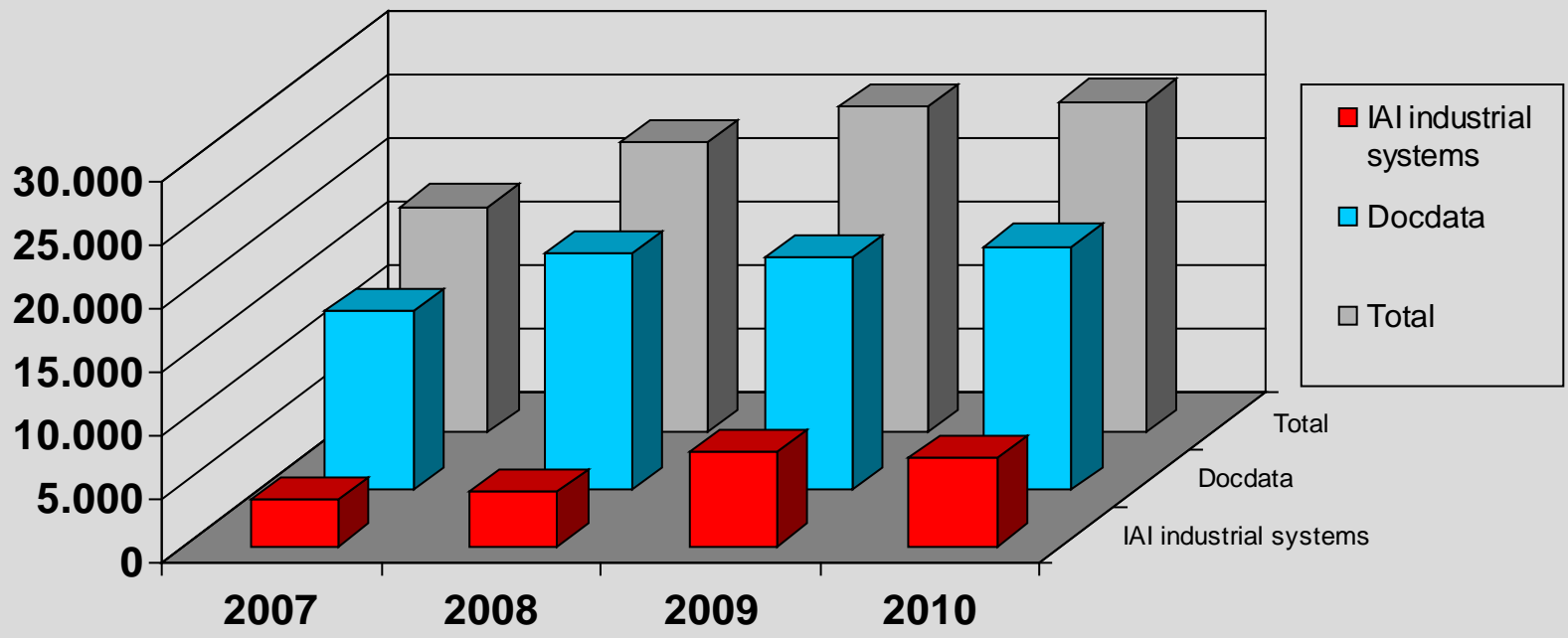
Revenue (Pro forma)



Revenue development

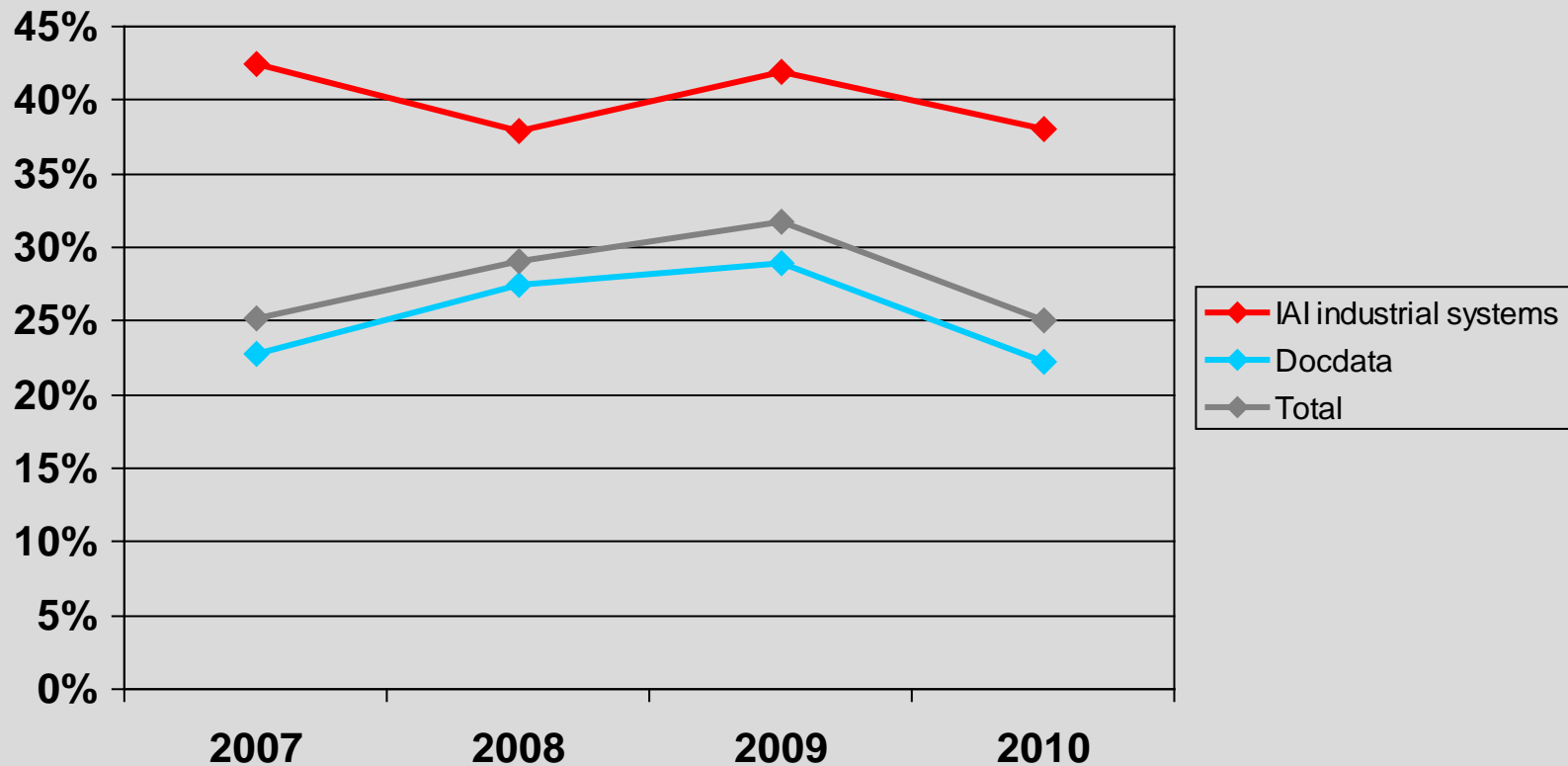


Gross profit

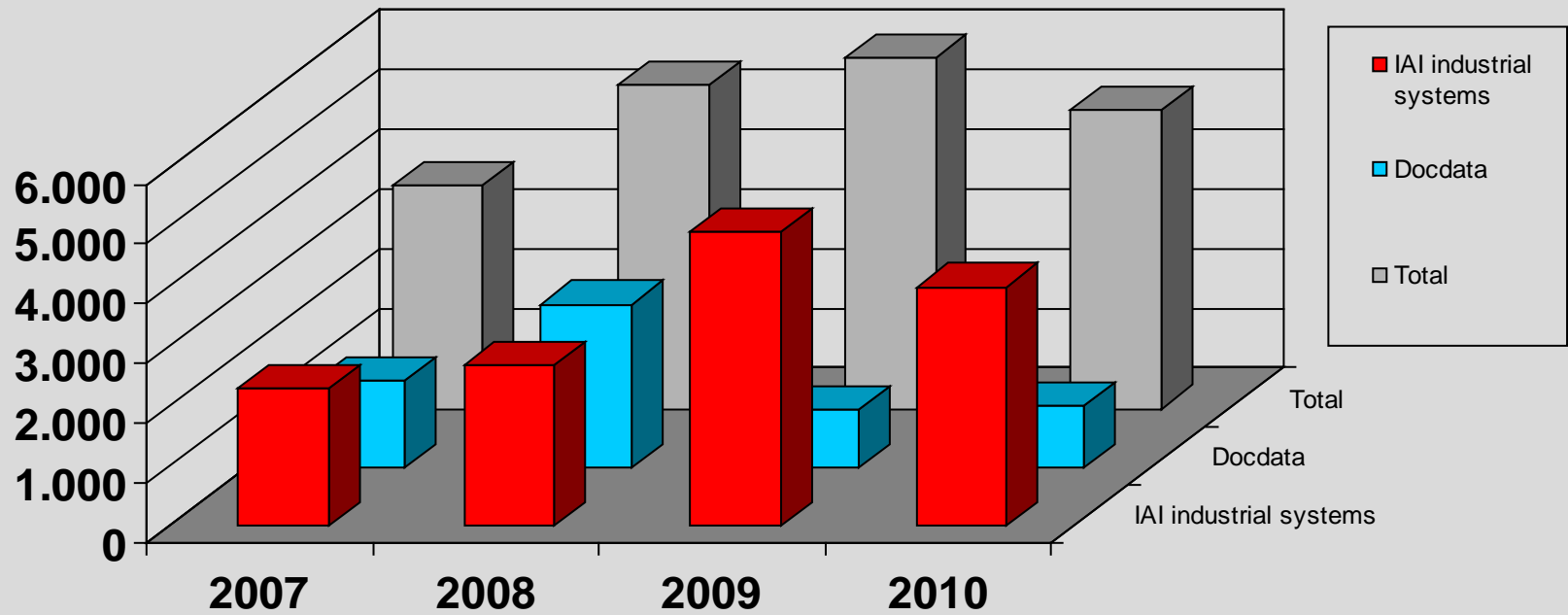




Gross profit margin

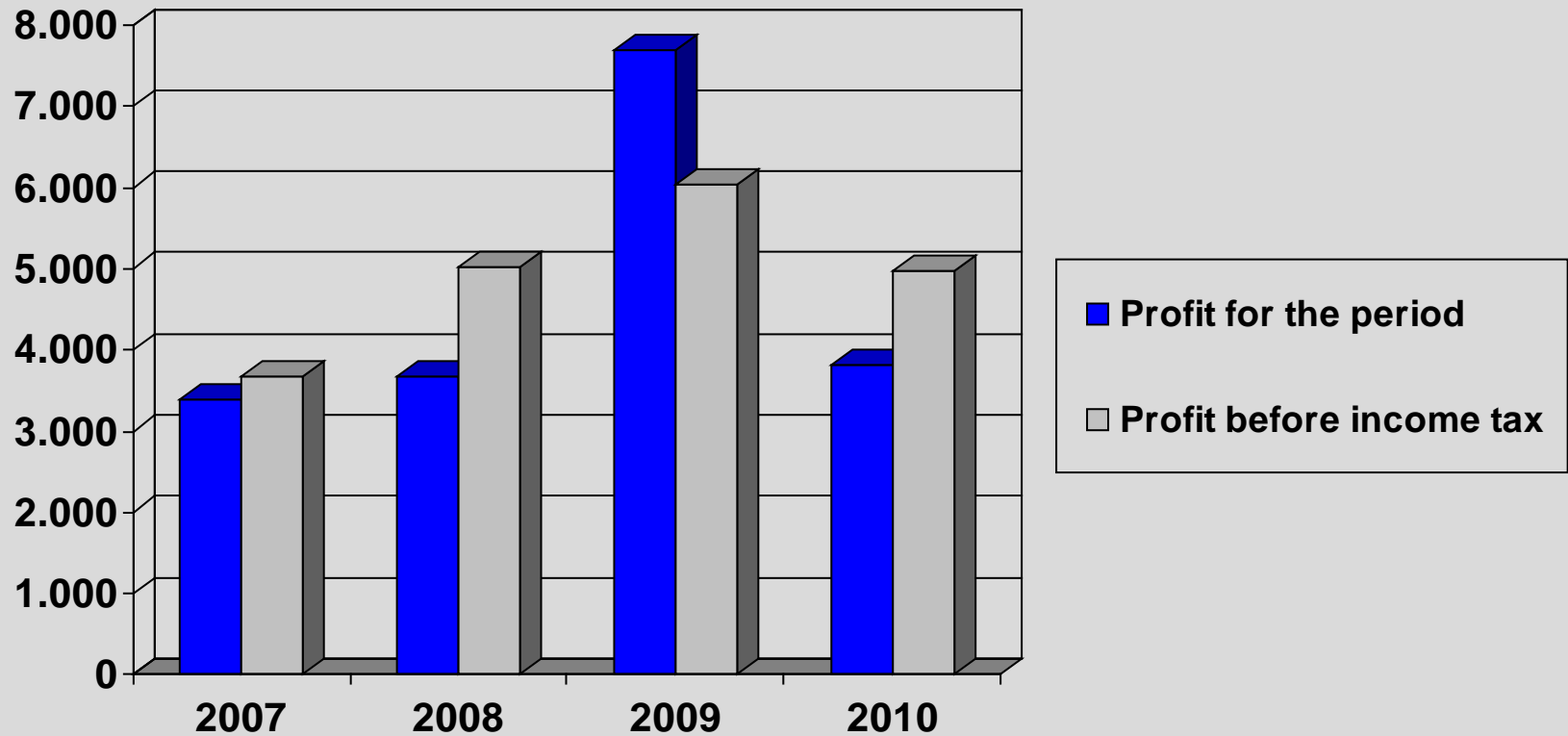


Operating profit before financing result (EBIT)

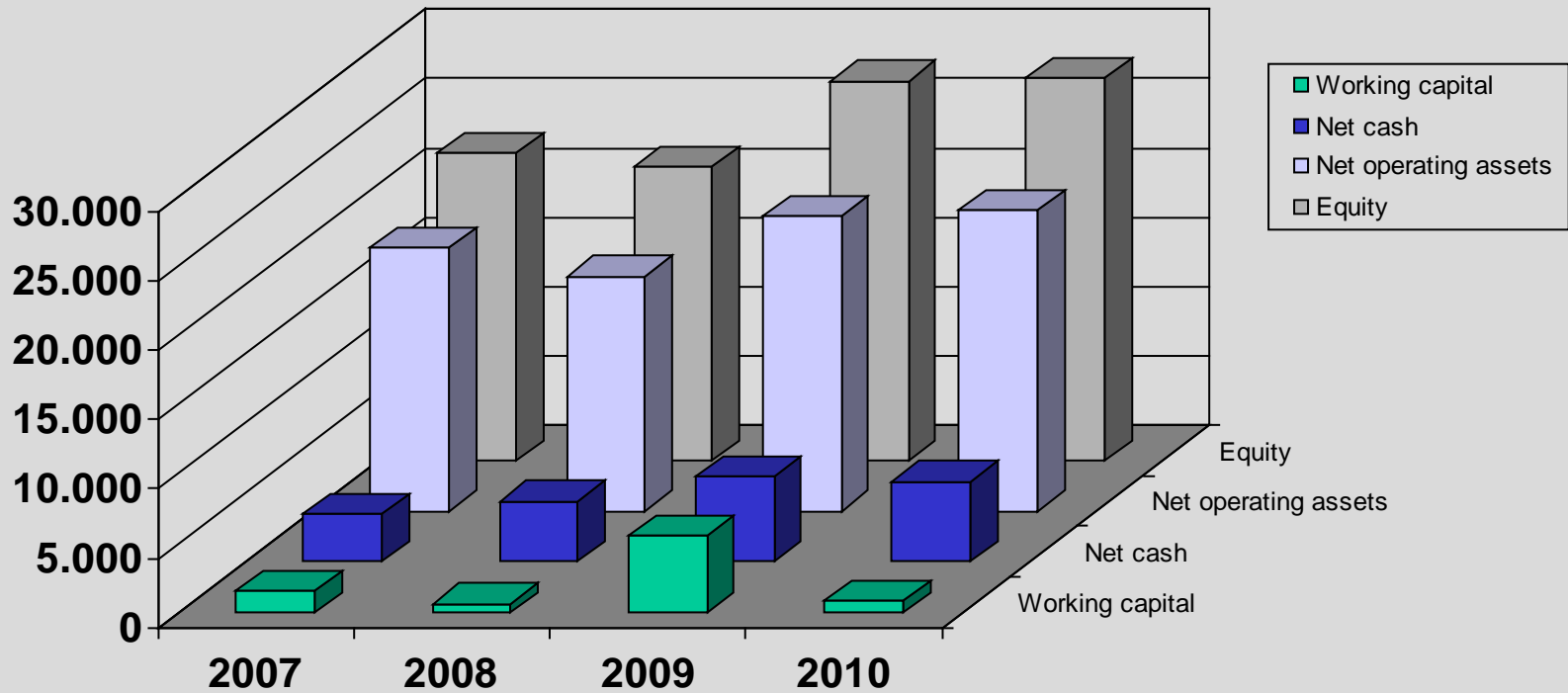




Profit for the period



Balance sheet



DOCDATA N.V.

Strategy (CEO)



- Hectic year; strategy Vision 2012: “Flywheel to Growth” on track
- Reached important milestone: > € 100 million revenue; strong growth E-commerce service company in Germany
- EBIT (€5.0 million) influenced by non-recurring costs to realise growth
- Transition completed; successful divestment of media replication activities in Germany
- Results IAI industrial systems excellent and revenue structurally higher



Technology company IAI industrial systems 2010

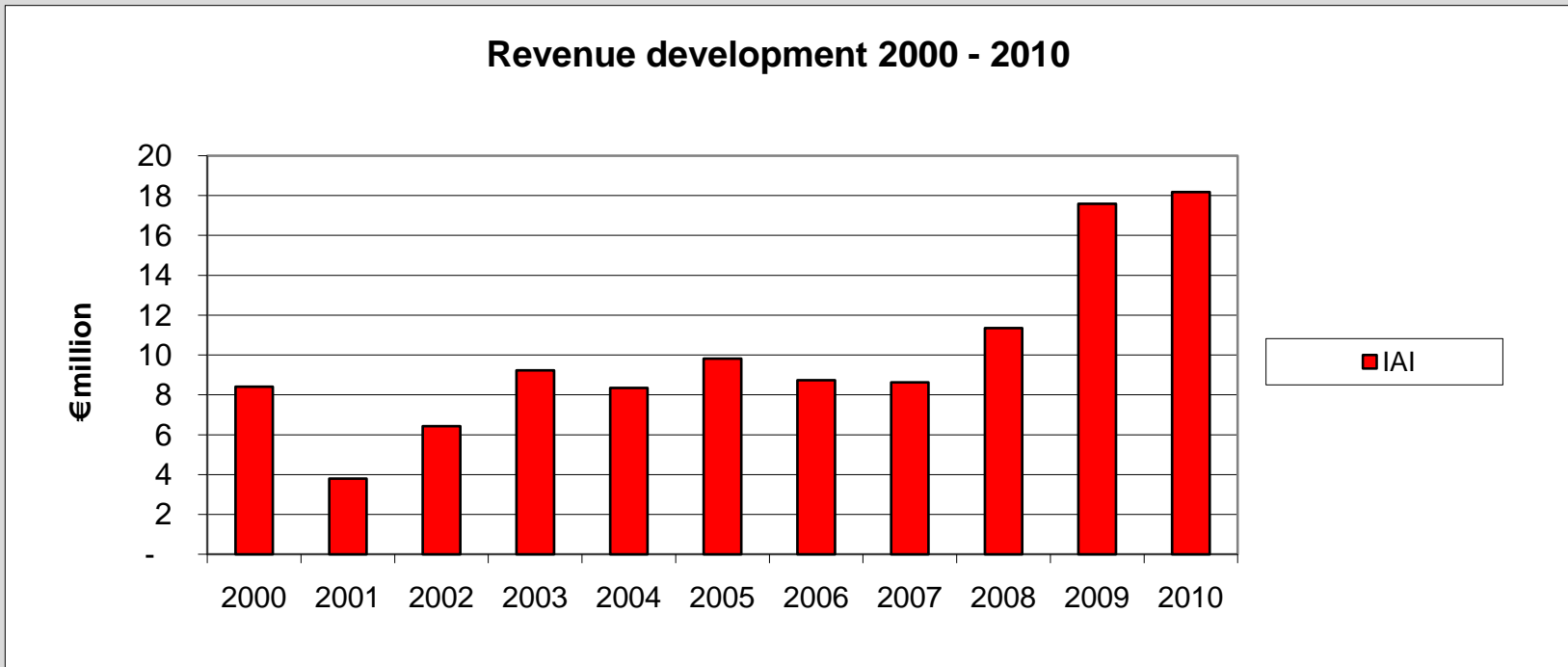
- ↘ 'All time high' sales in 2010: € 18.2 million
- ↘ Invested in new applications; contactless soldering, printing, lamination and de-centralised systems ('Desk systems')
- ↘ Order book year-end 2010: € 8.4 million (2009: € 13.7 million)
- ↘ New orders gained in 2010 for € 12.9 million; first order for production system in solar market (delivery in 2011)
- ↘ Organisation adapted and ready for further growth
- ↘ Pipeline filled with interesting projects; difficult to predict if and when this will lead to an order





IAI industrial systems

Revenue level now structurally higher



Vision 2012: “Flywheel to Growth” Premium product strategy

- ↘ IAI Security: Autonomous growth in document security printing market through increased sales effort and further expansion of product portfolio; new applications (printing, lamination, 3d pictures) and new systems (CardMaster Desk)
- ↘ IAI Solar: Development of solar market through unique (laser) solutions; developed laser soldering systems
- ↘ IAI Specials: Seize (a limited number of) other opportunities that are driven by innovative laser solutions; diesel injection



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 are driven to offer the most innovative and proven solutions*



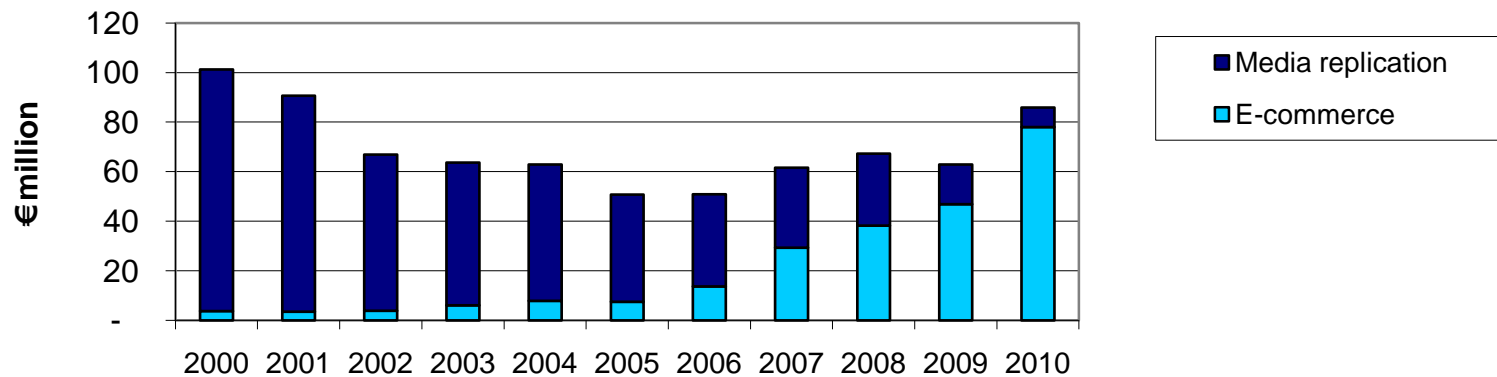
E-commerce service company Docdata 2010

- ↘ Strong growth of number of transactions handled (+/- 30 million)
- ↘ Management now per country, structures strengthened
- ↘ Extreme growth in Germany both autonomous and through acquisition; generated high inefficiencies and restructuring costs
- ↘ Strong performance in the Netherlands; insolvency of FMG did have effect on revenue and profit
- ↘ UK activities show small growth but are profitable
- ↘ Revenue of two clients each is > 10% of total
- ↘ Divestment of media replication activities Germany in 2010



Transition completed ! E-commerce service company Docdata

Revenue development 2000 - 2010



Acquisition of activities of former Dohmen Solution Group in 2010

- Acquisition activities, clients, personnel and certain assets; total investment value of acquisition €2.2 million
- We are now a known and top-10 player in the e-commerce market in Germany
- Activities went through extensive restructuring to increase efficiency and reduce cost base (€2.1 million costs in 2010); will be finalised in first 6 months of 2011 (€0.5 million additional costs expected)
- Geographical presence now “complete” in Germany
- Target for Germany 2010 realised



Market: e-commerce trends coming years

- ↘ Strong increase of “cross border” activities both by consumers and clients
- ↘ Further transformation to mobile Internet (through smart phones/ tablet computers/NFC chip)
- ↘ Social networks will become important source of traffic (online advertising)
- ↘ Growth will continue in coming years (expectations between 10%-20%)



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

- ↘ Autonomous growth through retention of successful clients and realisation of new clients (focus on Germany, UK and Benelux)
- ↘ Extension of e-commerce service offering to existing clients
- ↘ Implementation of Docdata analytics both for internal and external process improvement
- ↘ Acquisition route to expand service portfolio and possibly geographical presence
- ↘ Operate in the market as one company: Docdata branding
- ↘ Our major strengths are scalability and flexibility



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

↘ **Enabling success**

- ↘ *We are a focused E-commerce service company*
- ↘ *We deliver customer-focused and scalable solutions*
- ↘ *We guarantee a seamless handling of all your unique transactions*
- ↘ *We are driven to make your e-commerce successful*

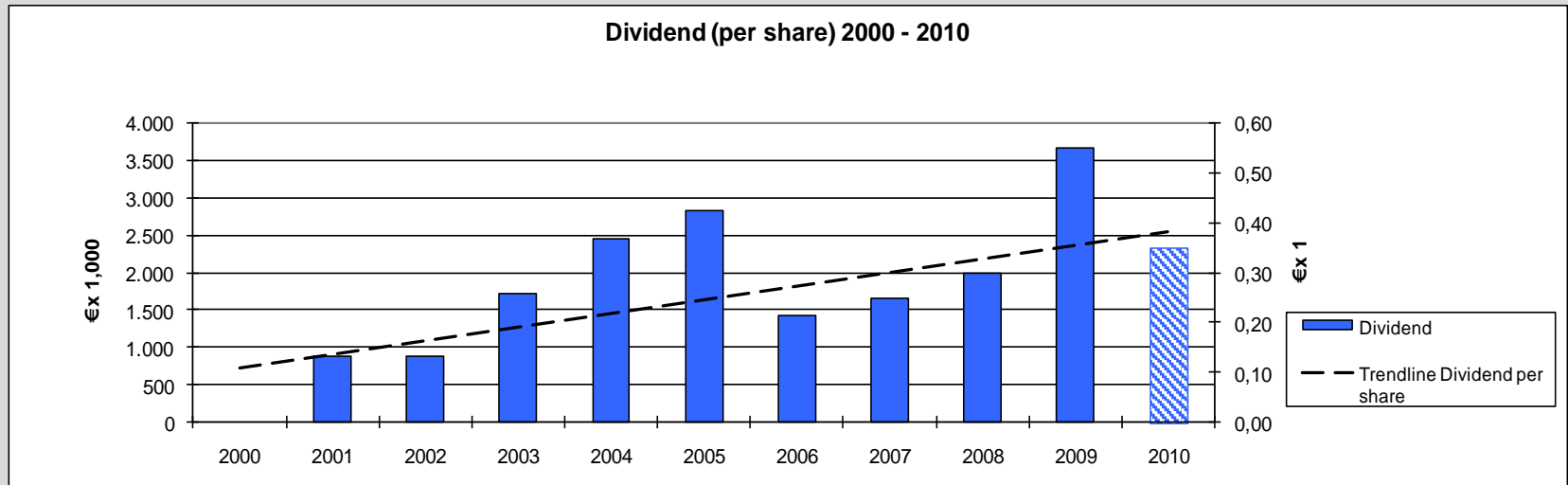


Summary DOCDATA N.V. key points

- ↘ Strong foundations for further growth
- ↘ Focus in 2011 will be on further growth and improving profitability; we expect only limited non-recurring costs
- ↘ Strong financial position: proposal to pay dividend of € 0.35 per share out of 2010 profit
- ↘ In 2011 we will have a strategic study by external party done to develop a roadmap for 2012 onwards



Dividend (per share) 2000 - 2010



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Any questions ?

