

# **DOCDATA N.V.**

Press & Analyst presentation  
28 July 2009

Half-year 2009 results



## Two 'Lines of business'



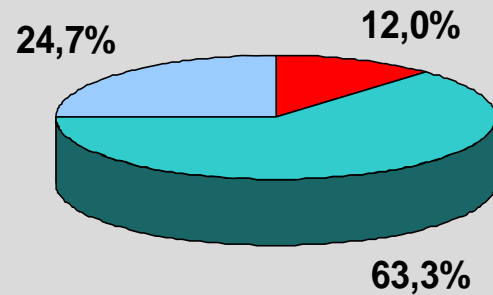
# DOCDATA N.V.

## Half-year 2009 results (CFO)



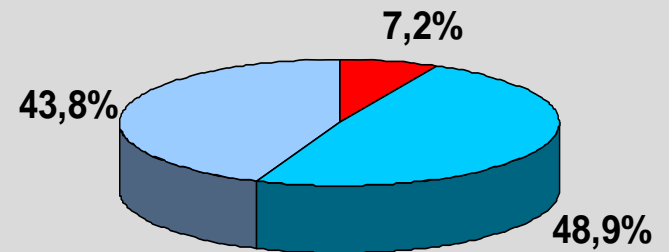
## Revenue segmentation

By line of business HY 2009



- IAI industrial systems
- Internet service company Docdata (excluding Docdata media)
- Docdata media

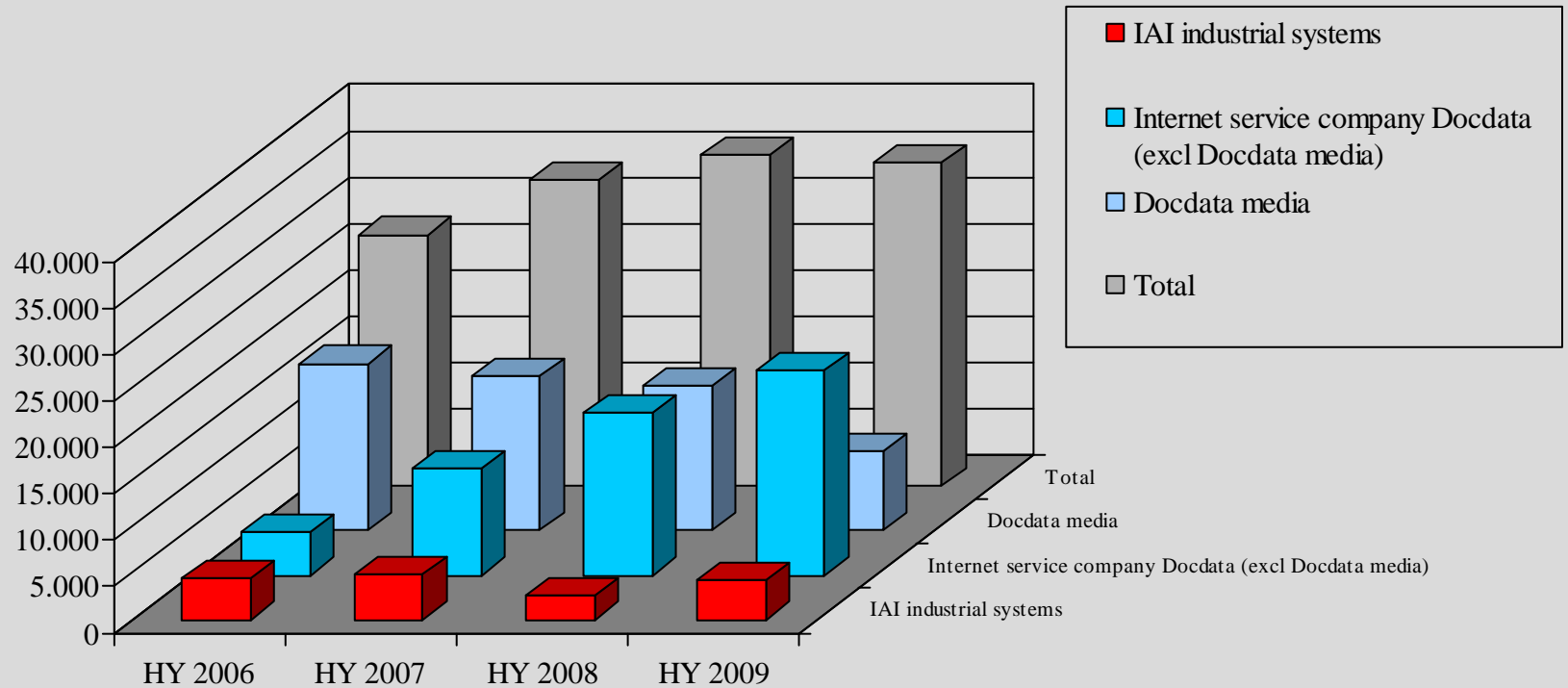
By line of business HY 2008



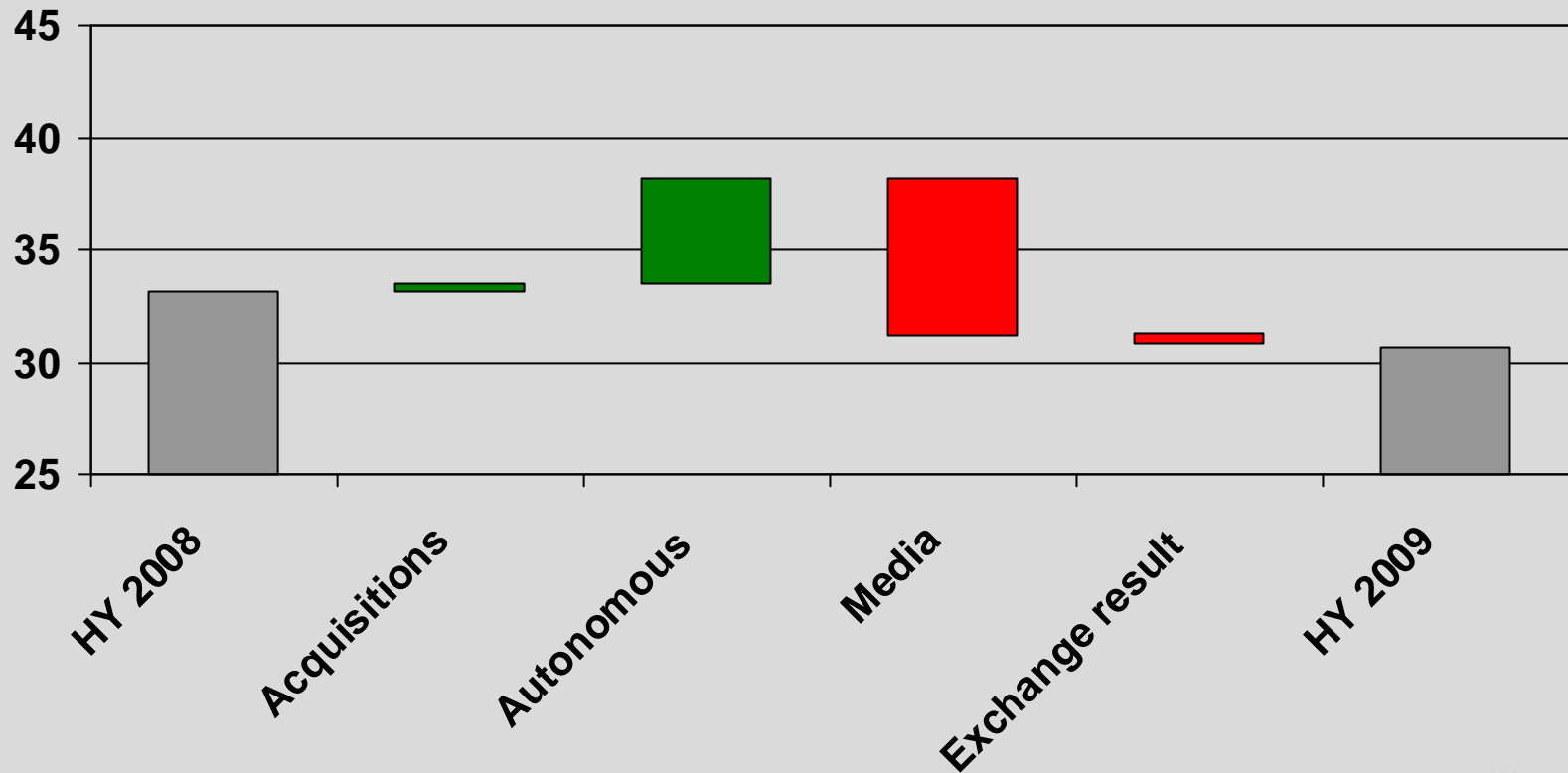
- IAI industrial systems
- Internet service company Docdata (excluding Docdata media)
- Docdata media



# Revenue

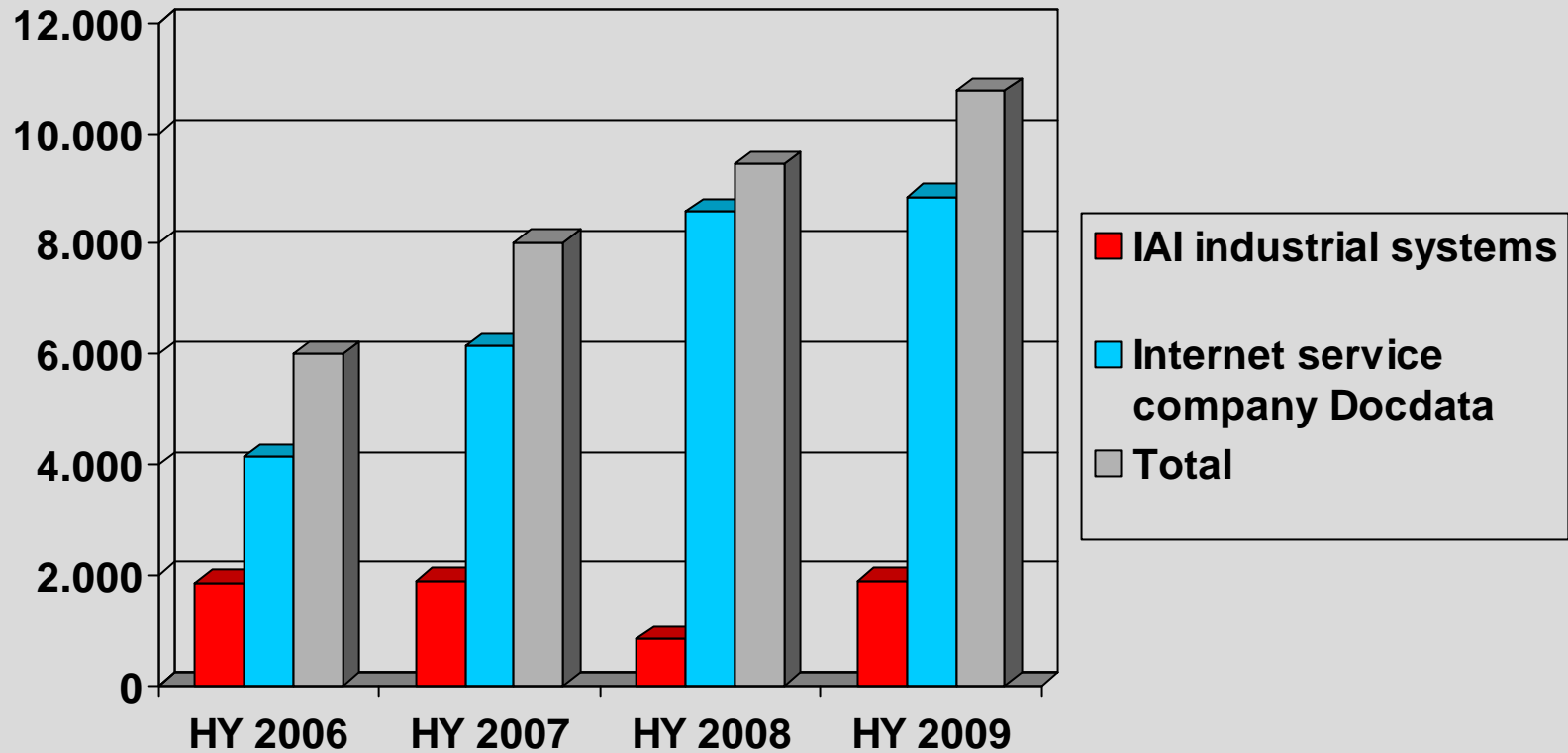


# Revenue development (Internet service company Docdata)



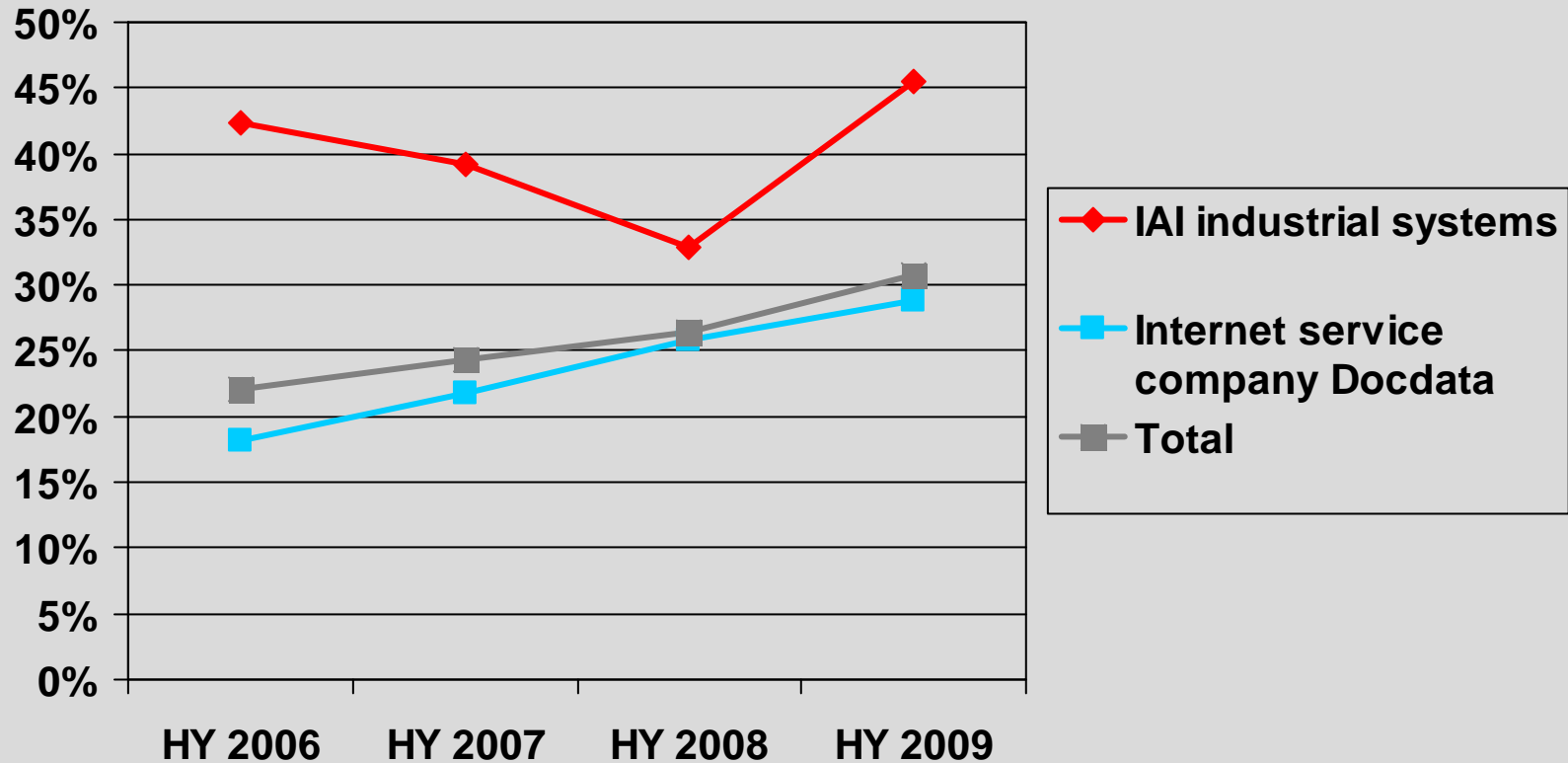


## Gross profit



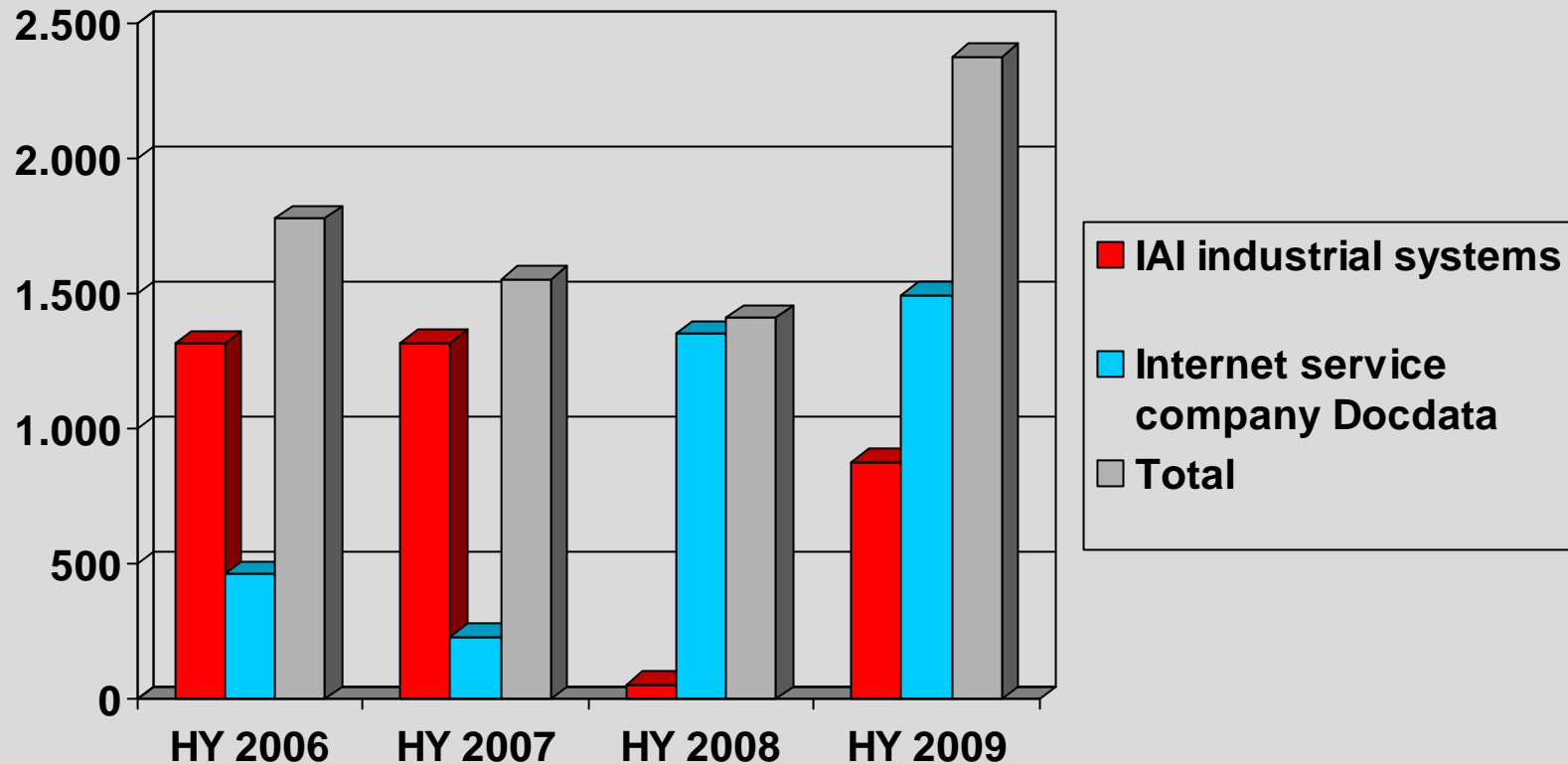


## Gross profit margin



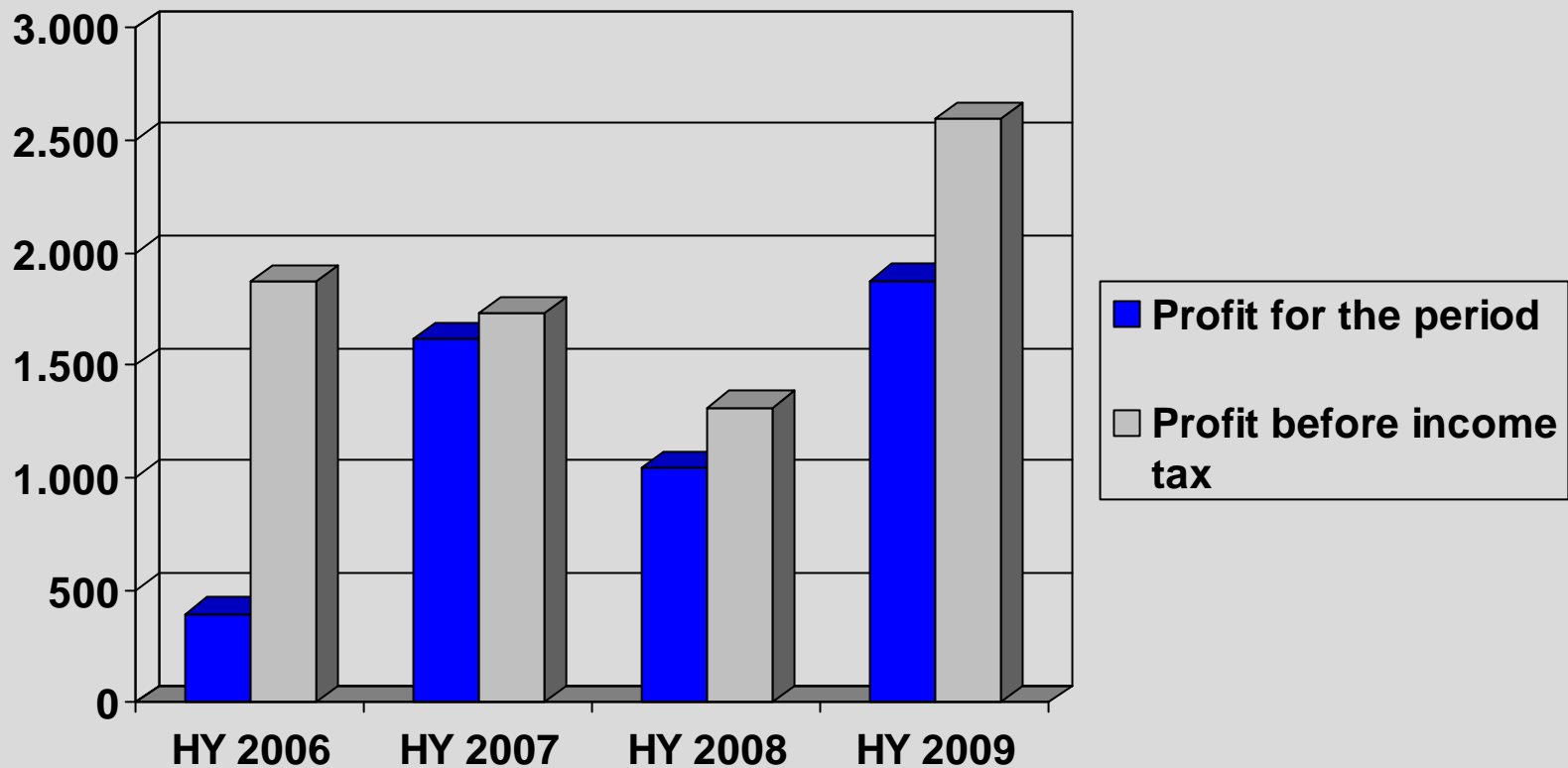


## Operating profit before financing result (EBIT)

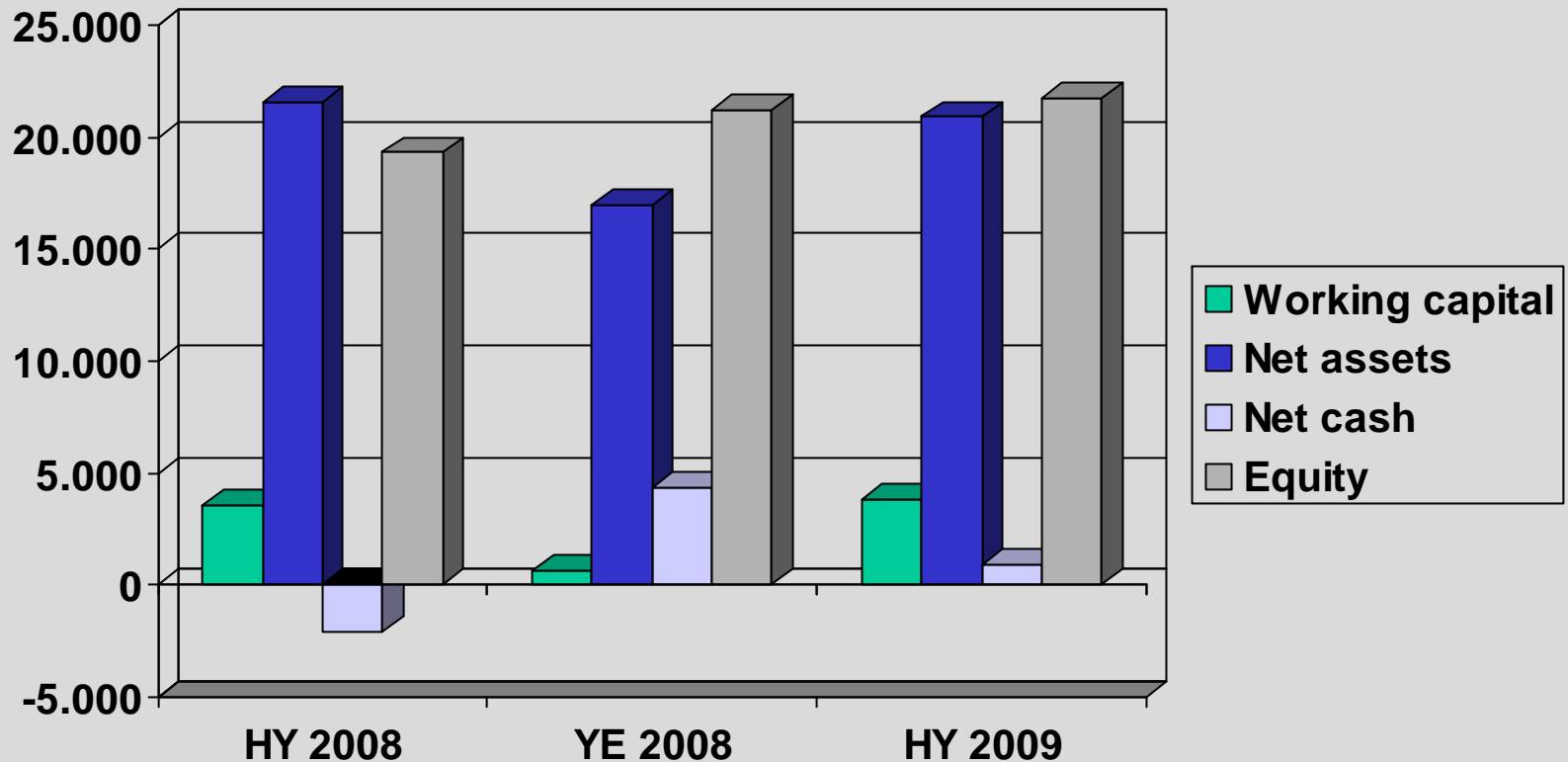




## Profit for the period



## Balance sheet



# DOCDATA N.V.

## Strategy (CEO)



## Strategy

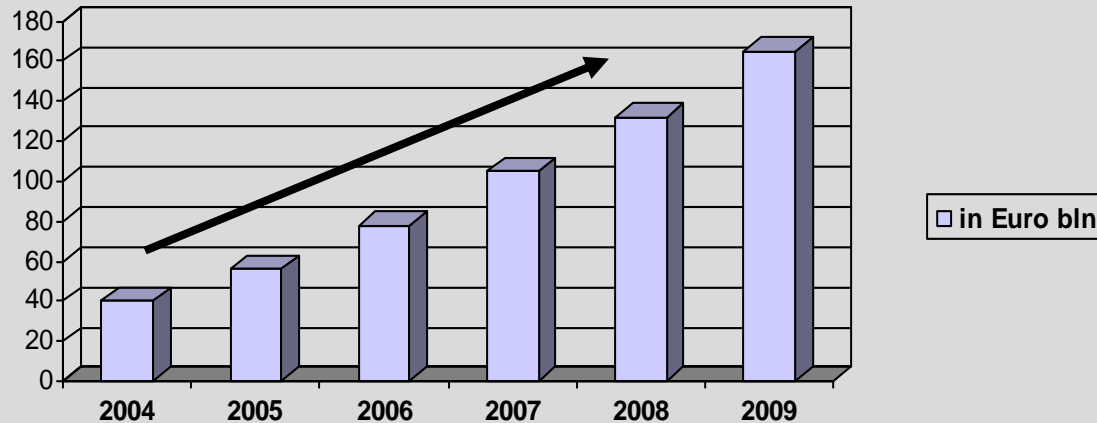
- ↘ Vision 2010: “Gear to Growth” on track for both lines of business
- ↘ Strong development order intake Technology company IAI industrial systems
- ↘ Strong growth number of unique transactions handled by Internet service company Docdata
- ↘ Economic crisis has limited effect at the moment
- ↘ Expected further decline Docdata media continues





## Market situation

Development of e-commerce in Europe



### Key trends

- Broadband penetration drives online sales growth
- UK/German/Dutch/Scandinavian shoppers have more preference for online shopping than French/Italian shoppers
- Growth will slow down in coming years
- Recession reinforces underlying consumer trends





## Internet service company Docdata

- ↘ Further growth of number of transactions in the first half-year 2009 to 10 million
- ↘ Further growth expected for the second half-year 2009
- ↘ Development of new services (example web photography)
- ↘ Gross profit (margin) improved again
- ↘ Decline of media business mainly due to the sale of the media activities in the UK





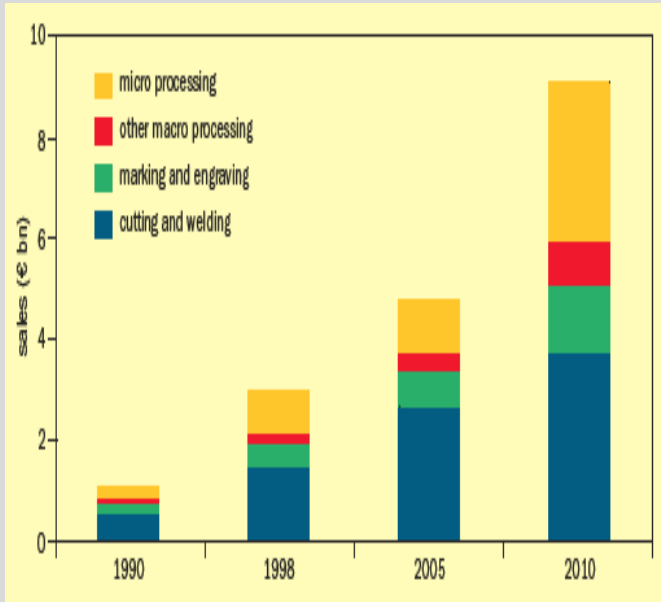
## Targets 2009-2010:

- ↘ Service Excellence
- ↘ Further growth # unique transactions
- ↘ Development of new services
  
- ↘ The focus will be on the development of our position in the UK and Germany



# Market situation

## Laser application overview: materials processing



	2005	2010	%/j
<b>MICRO</b>	1.0	3.2	26
<b>MACRO</b>	0.3	0.8	22
<b>MARKING</b>	0.7	1.3	13
<b>Cutting / welding</b>	2.7	3.8	7
	4.7	9.1	14



## Technology company IAI industrial systems

- ↘ 'All time high' level of order book: € 24.3 million
- ↘ Further growth expected in the second half-year 2009
- ↘ No substantial deliveries expected in the solar market in 2009
- ↘ Gross profit (margin) improved again



## Targets 2009-2010:

- ↘ Timely delivery of ordered systems
- ↘ Realization of new orders
- ↘ Development of systems with unique features
  
- ↘ We keep an open eye for new markets where we can offer our technology



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Any questions ?

