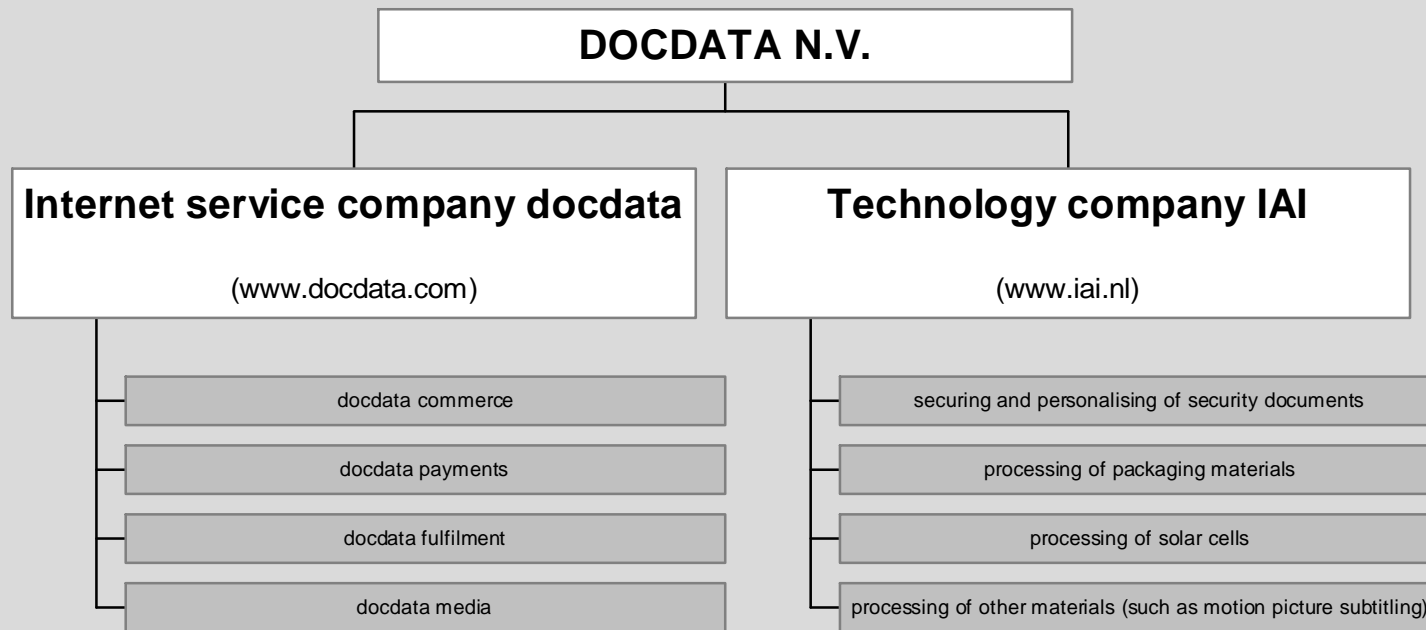


DOCDATA N.V.

Press & Analyst presentation
29 July 2008

Half-year 2008 results





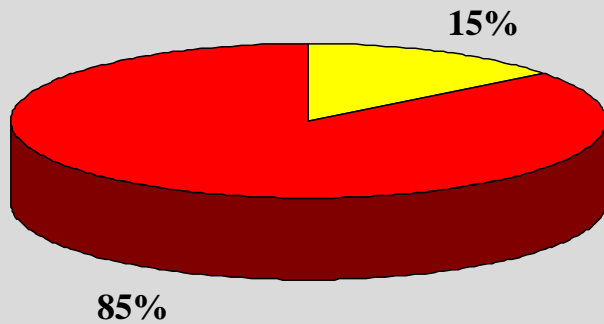
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Half-year 2008 results (CFO)

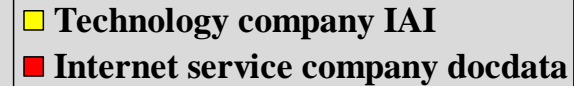
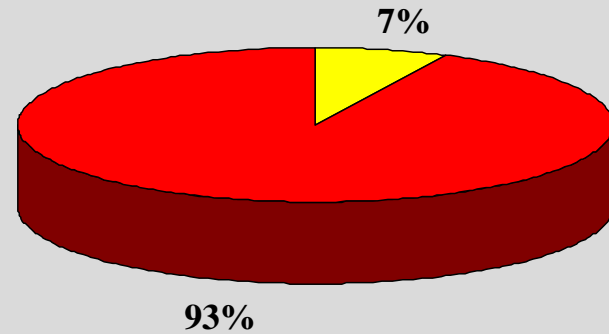


Revenue Segmentation

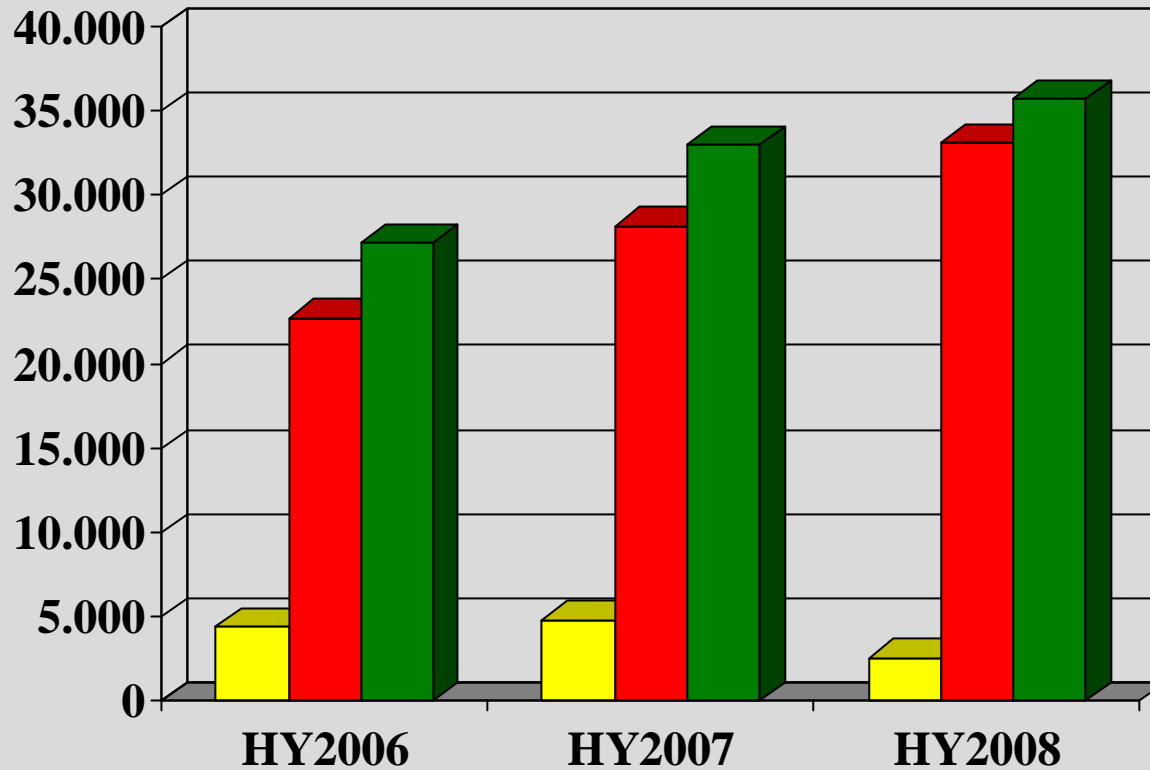
By company HY2007



By company HY2008



Euro x 1.000

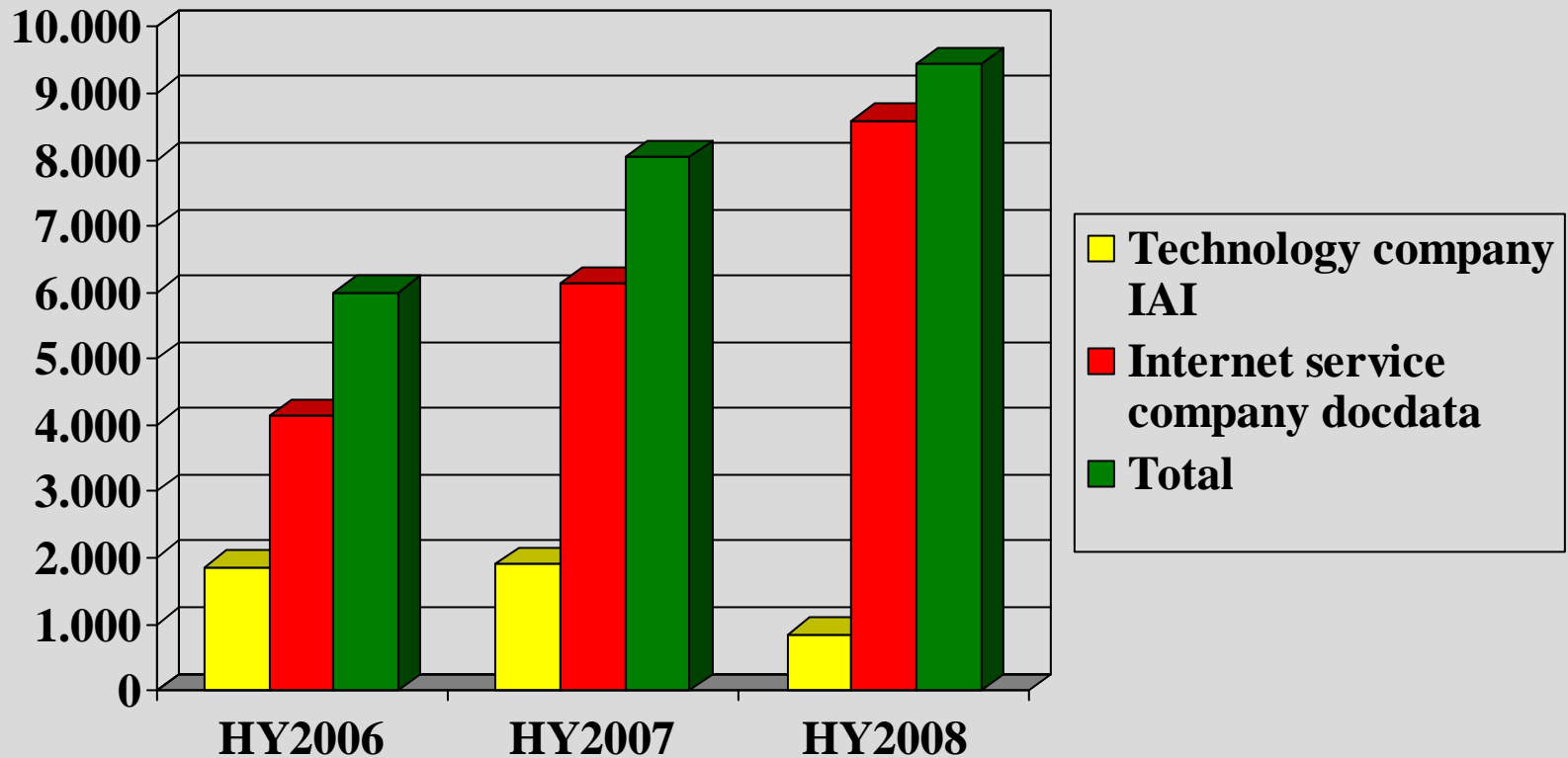


- Technology company IAI
- Internet service company docdata
- Total

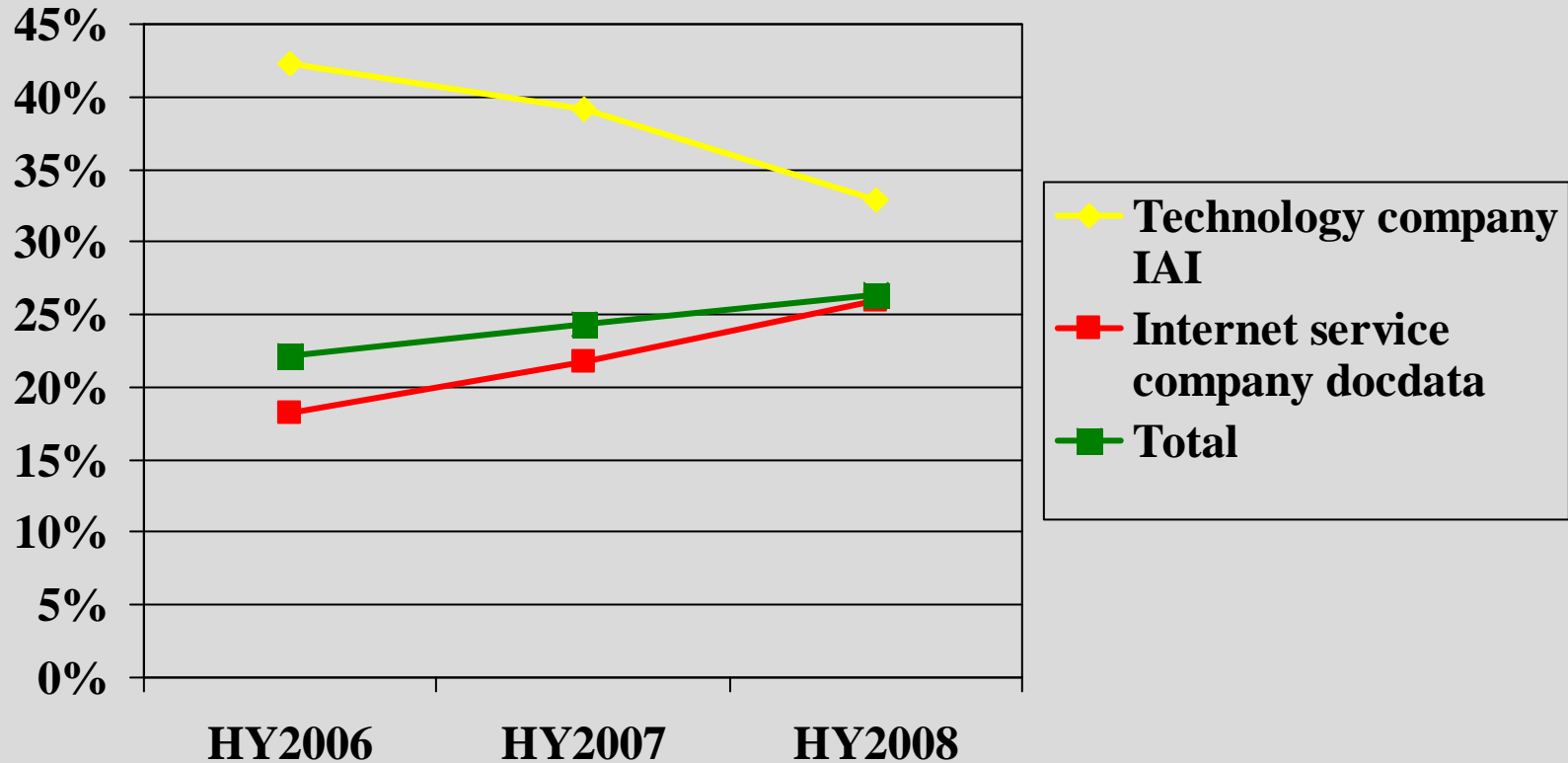


Gross profit

Euro x 1.000



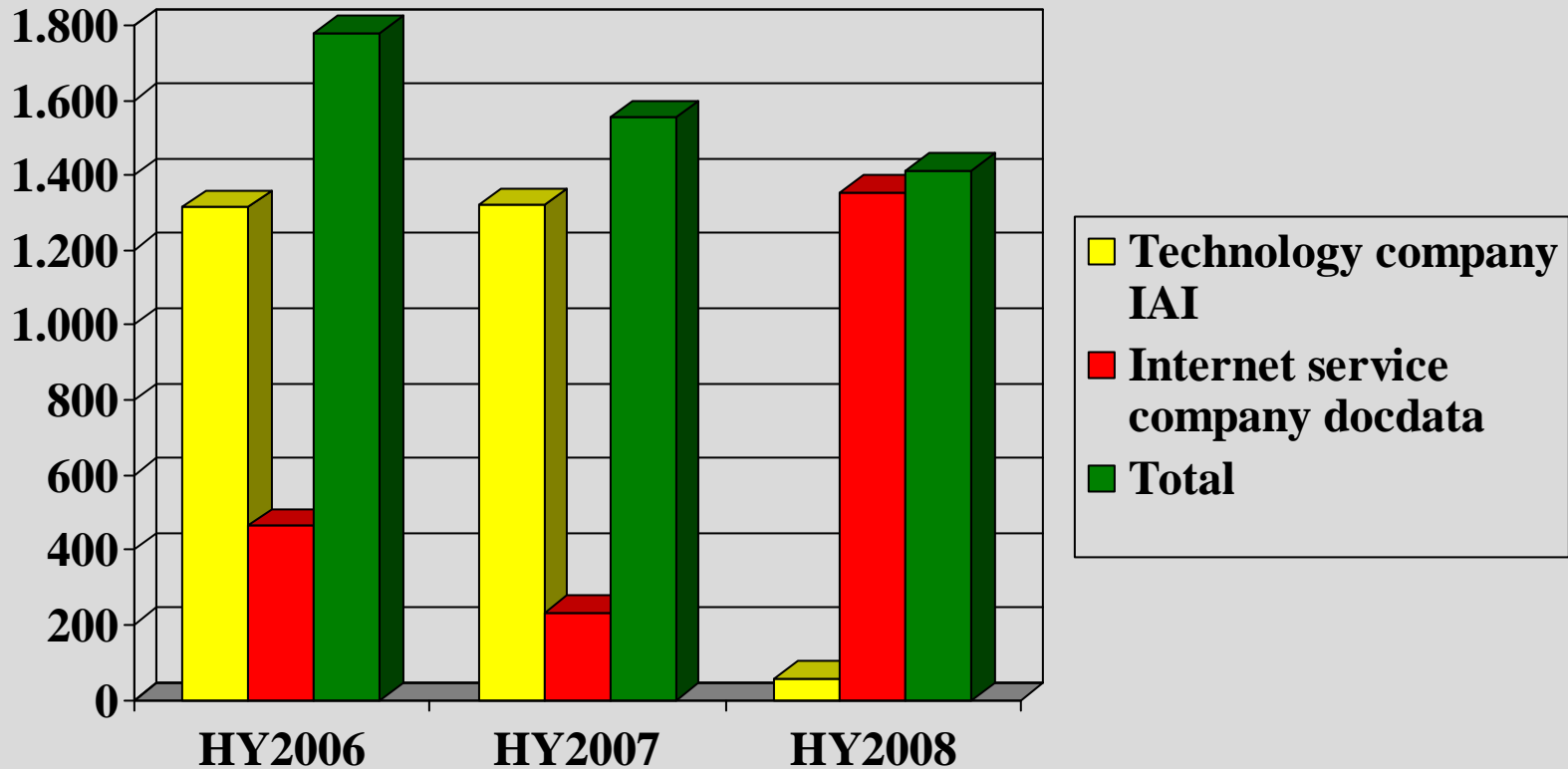
Gross profit margin



Operating profit (EBIT)

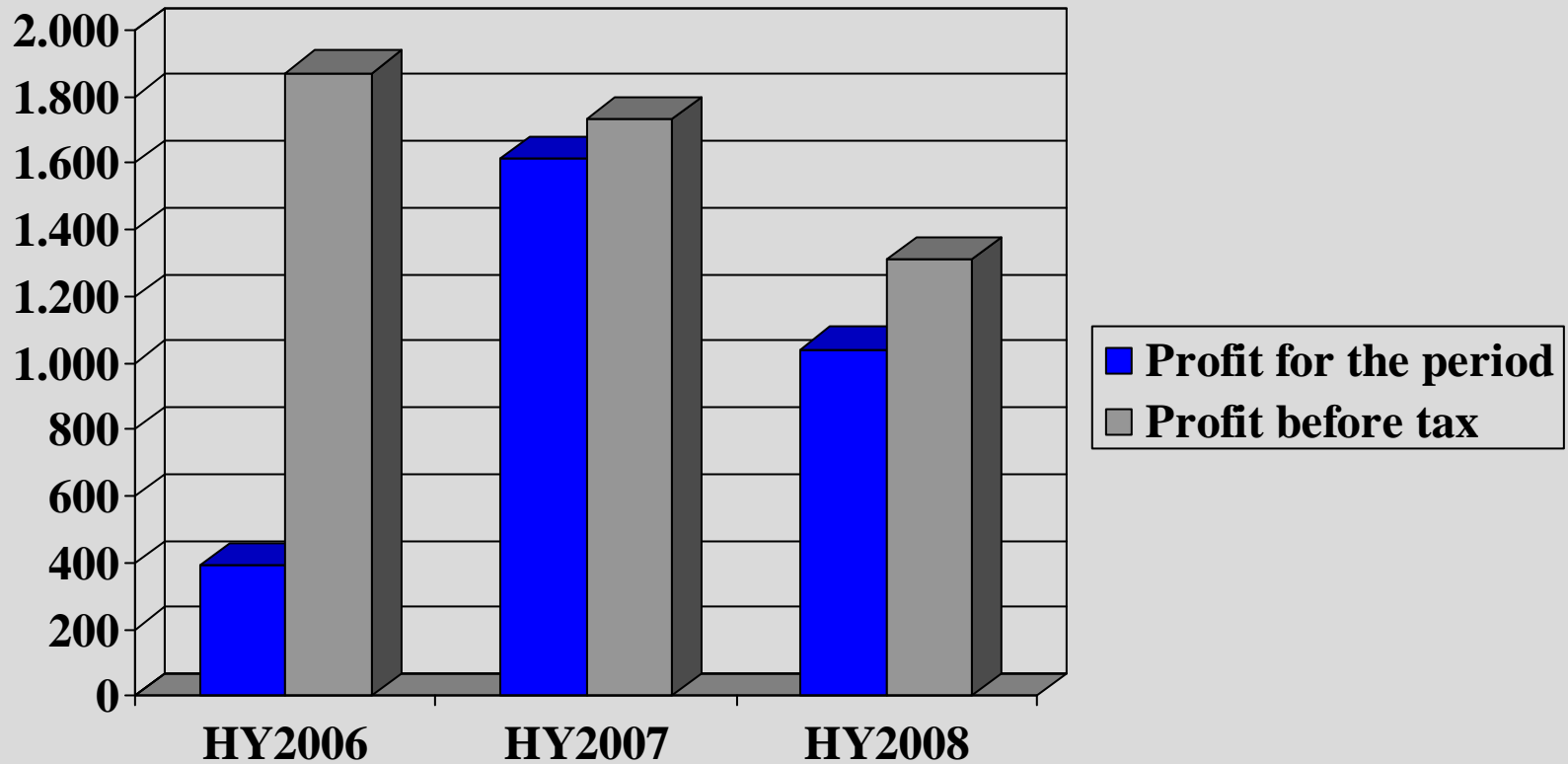
(before financing result)

Euro x 1.000



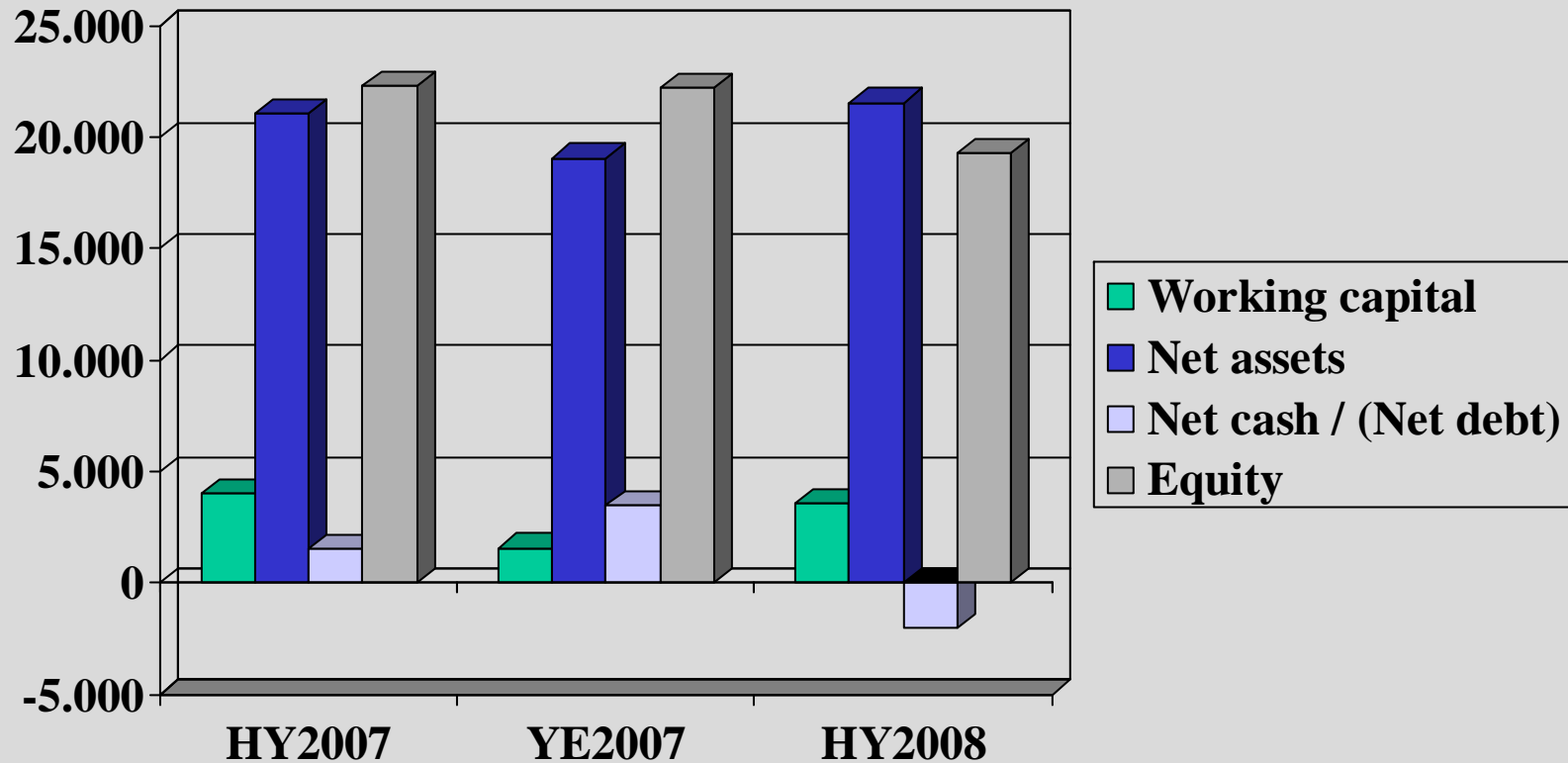
Profit for the period

Euro x 1.000



Balance sheet

Euro x 1.000



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Strategy (CEO)



- ↘ Strategy 'Vision 2010: Gear to Growth' full on course
 - ↘ Anchored acquisitions in docdata organisation and optimised synergies within Internet service company docdata
- ↘ Sales growth 8%
 - ↘ Excluding Technology company IAI and docdata media sales growth > 50%
- ↘ New clients and orders signed for both Internet service company docdata and Technology company IAI
 - ↘ docdata: examples of new clients are V&D and TNT
 - ↘ IAI: new orders signed for Algeria, South Africa and Sweden
- ↘ All divisions add to operating profit

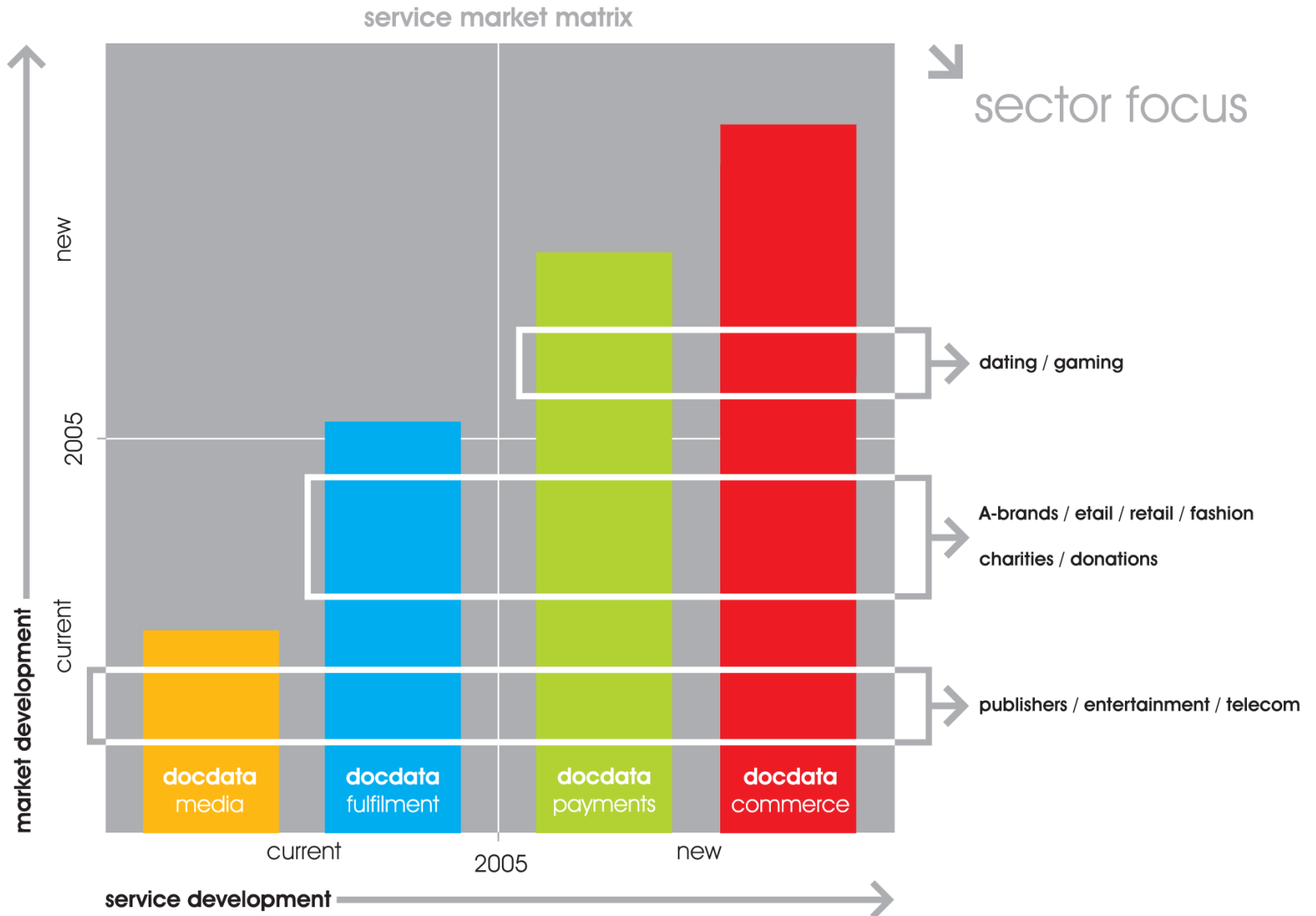


↘ 2008-2009:

- ↘ Autonomous growth
 - ↘ Addition of new clients
- ↘ Geographic growth in Europe
- ↘ Focus on market leadership in specific sectors:
 - ↘ Retail / e-tail : *f.e. bol.com, V&D and Brands4Friends*
 - ↘ Fashion & Luxury goods : *f.e. Anya Hindmarch / Loake shoes*
 - ↘ Fast moving consumer goods : *f.e. HP*



Service market matrix



Technology company IAI

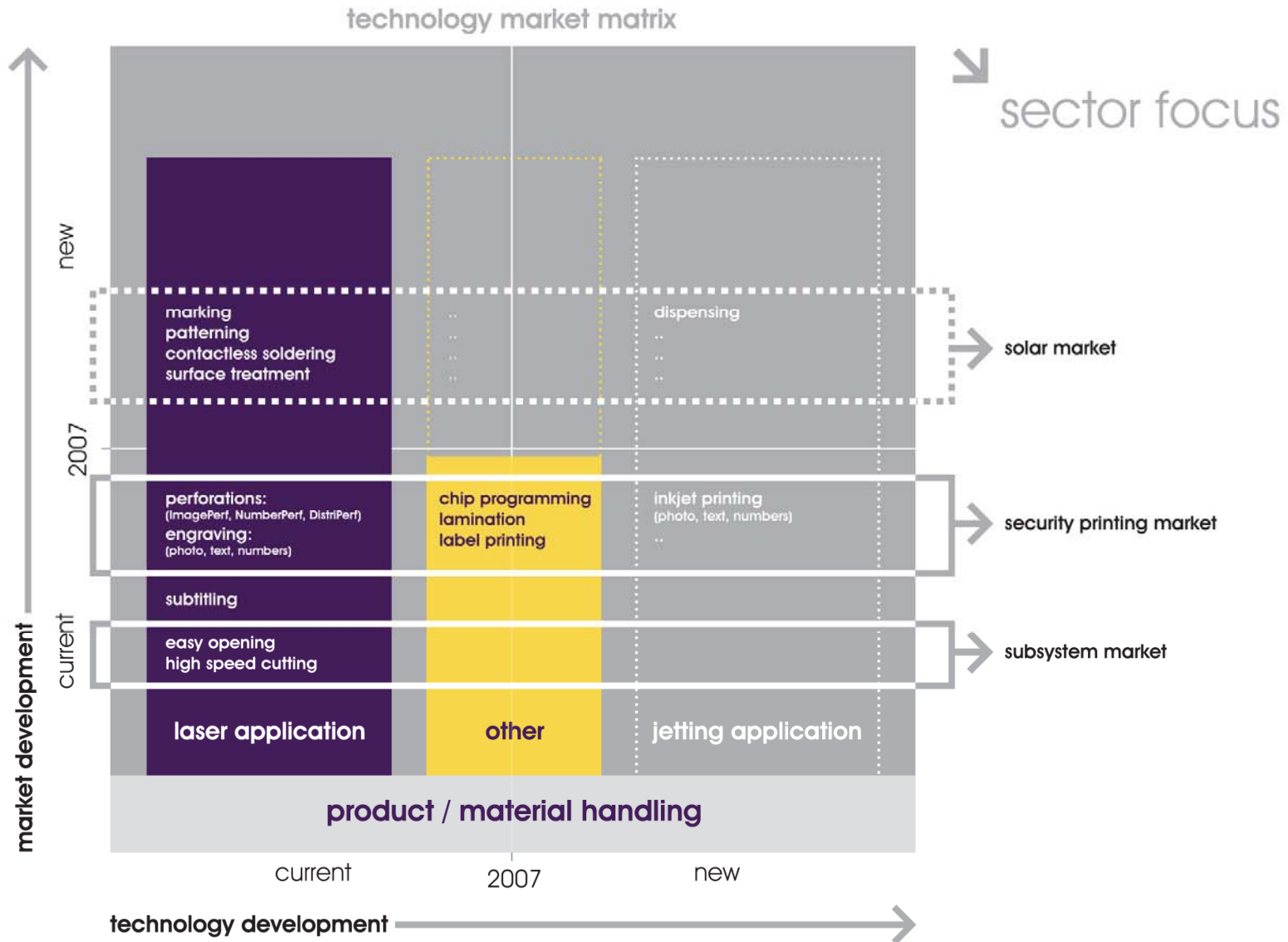


↘ 2008-2009:

- ↘ Building competence into the solar cell and module market
 - ↘ Created a solar team
 - ↘ Building network in solar market
- ↘ Developing (ink) jetting technology for the security printing market
 - ↘ Will be implemented in systems for Algeria
- ↘ Search & develop partnerships
- ↘ Develop new Corporate Identity
 - ↘ Will be finalised before the end of 2008



Technology market matrix



- ↘ Focus on autonomous profitable growth for Internet service company docdata
 - ↘ Through growth of existing clients (like bol.com and Brands4Friends)
 - ↘ Implementation of new clients before the 'high' season
- ↘ Development of IAI partnerships in solar cell production equipment market
- ↘ Delivery of IAI systems in the security printing market in order to secure the profitability
 - ↘ Strong order portfolio per half-year ended 30 June 2008
 - ↘ Most deliveries in 2nd half 2008; Ukraine successfully delivered in July



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Any questions ?

