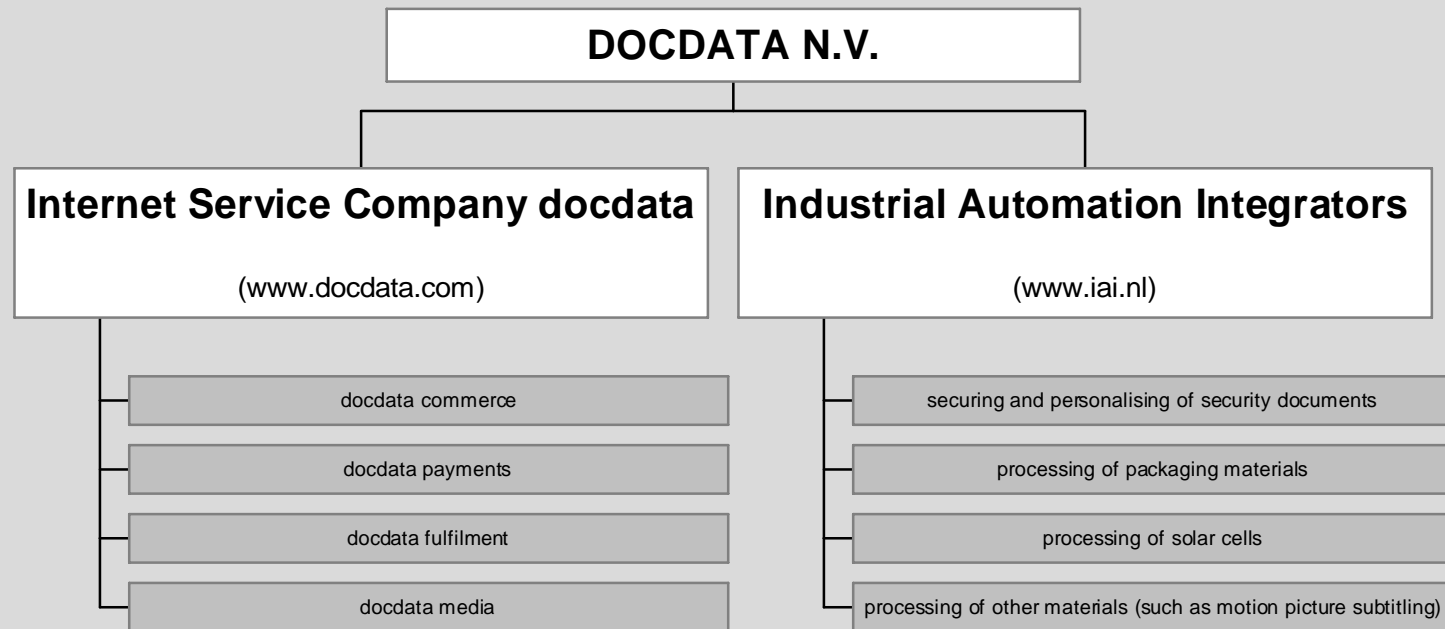


# DOCDATA N.V.

Press & Analyst presentation  
14 February 2008

Full-year 2007 results





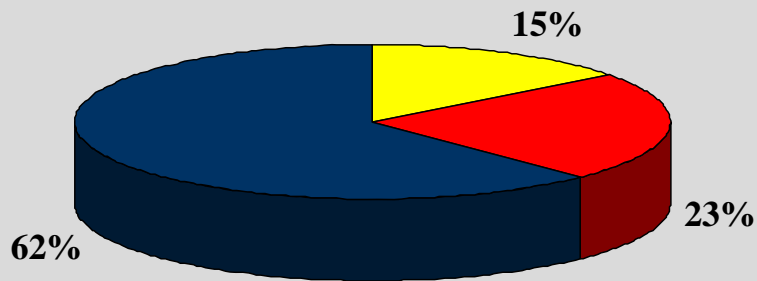
# DOCDATA N.V.

## Full-year 2007 results (CFO)



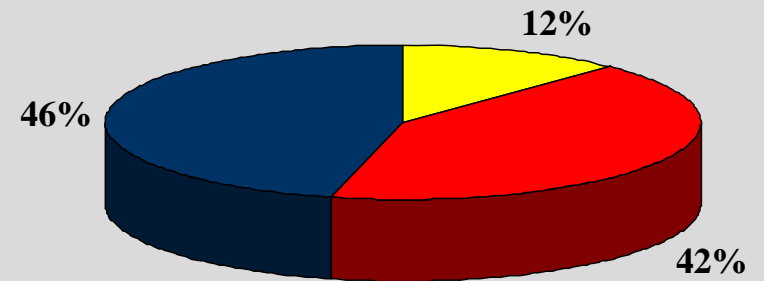
# Revenue Segmentation

By segment 2006



■ IAI ■ e-Solutions ■ Media

By segment 2007



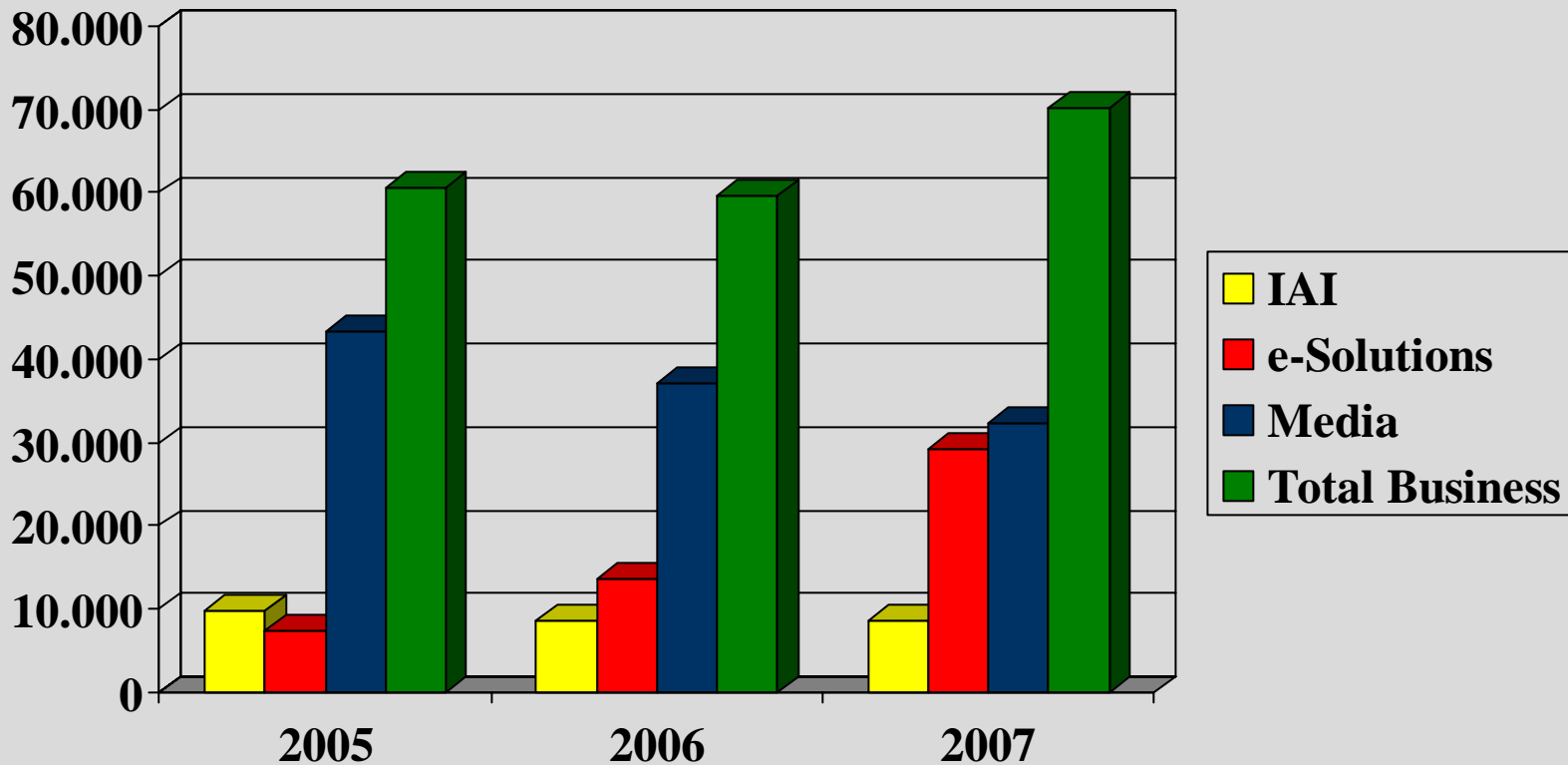
■ IAI ■ e-Solutions ■ Media

(Continuing operations)



# Revenue

Euro x 1.000

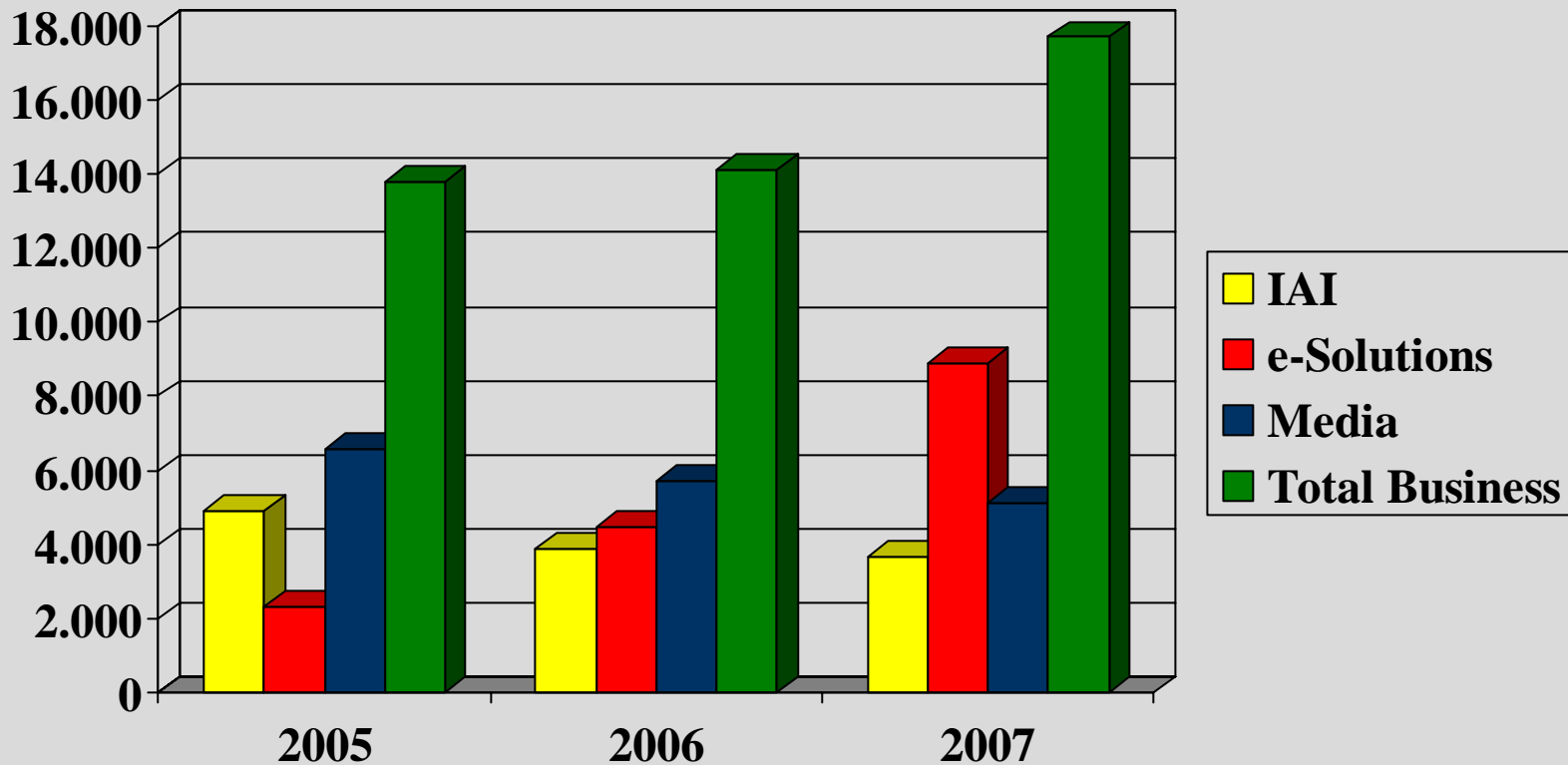


(Continuing operations)



# Gross profit

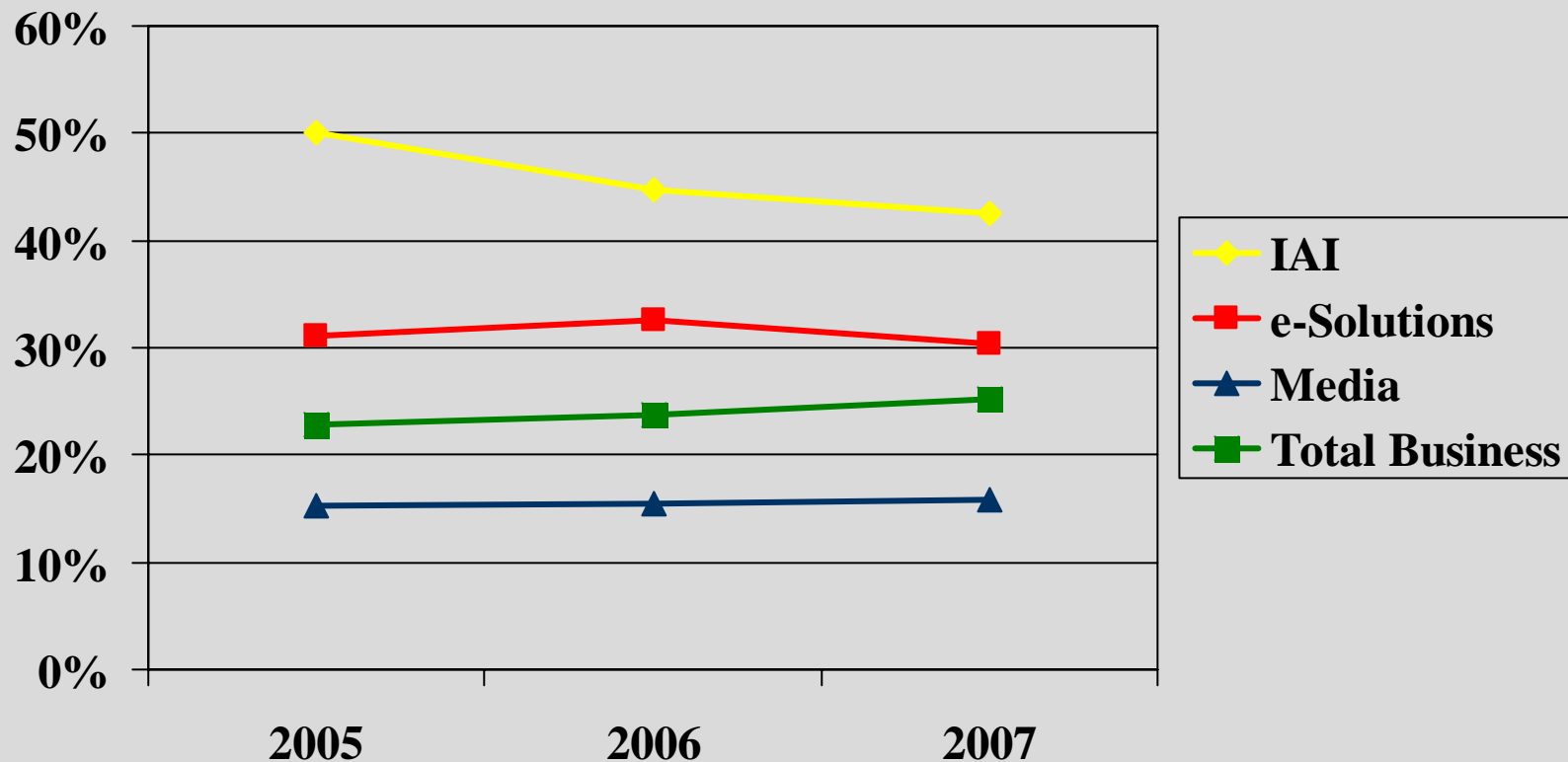
Euro x 1.000



(Continuing operations)



# Gross profit margin

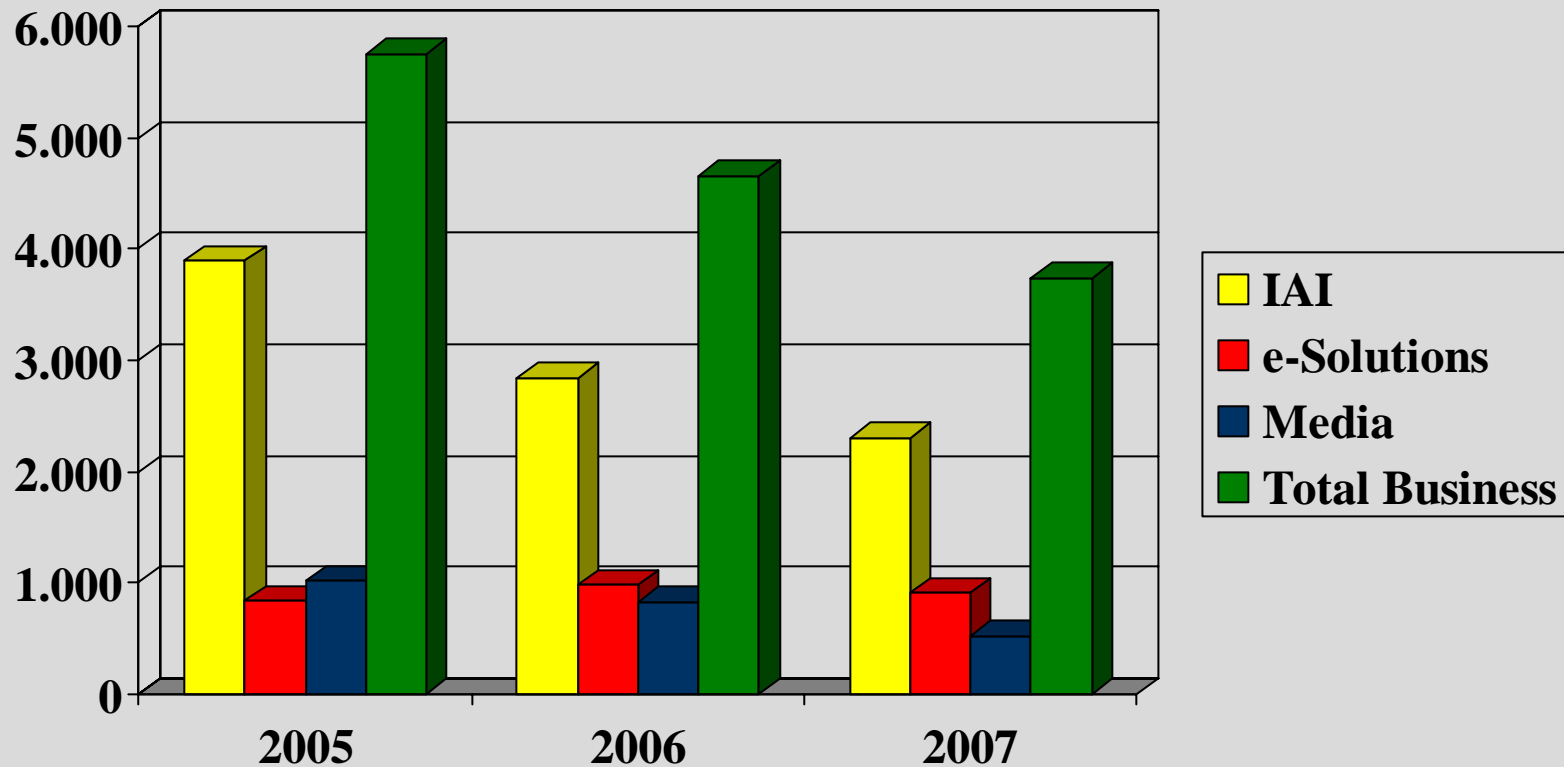


(Continuing operations)



# Operating income (before financing result)

Euro x 1.000

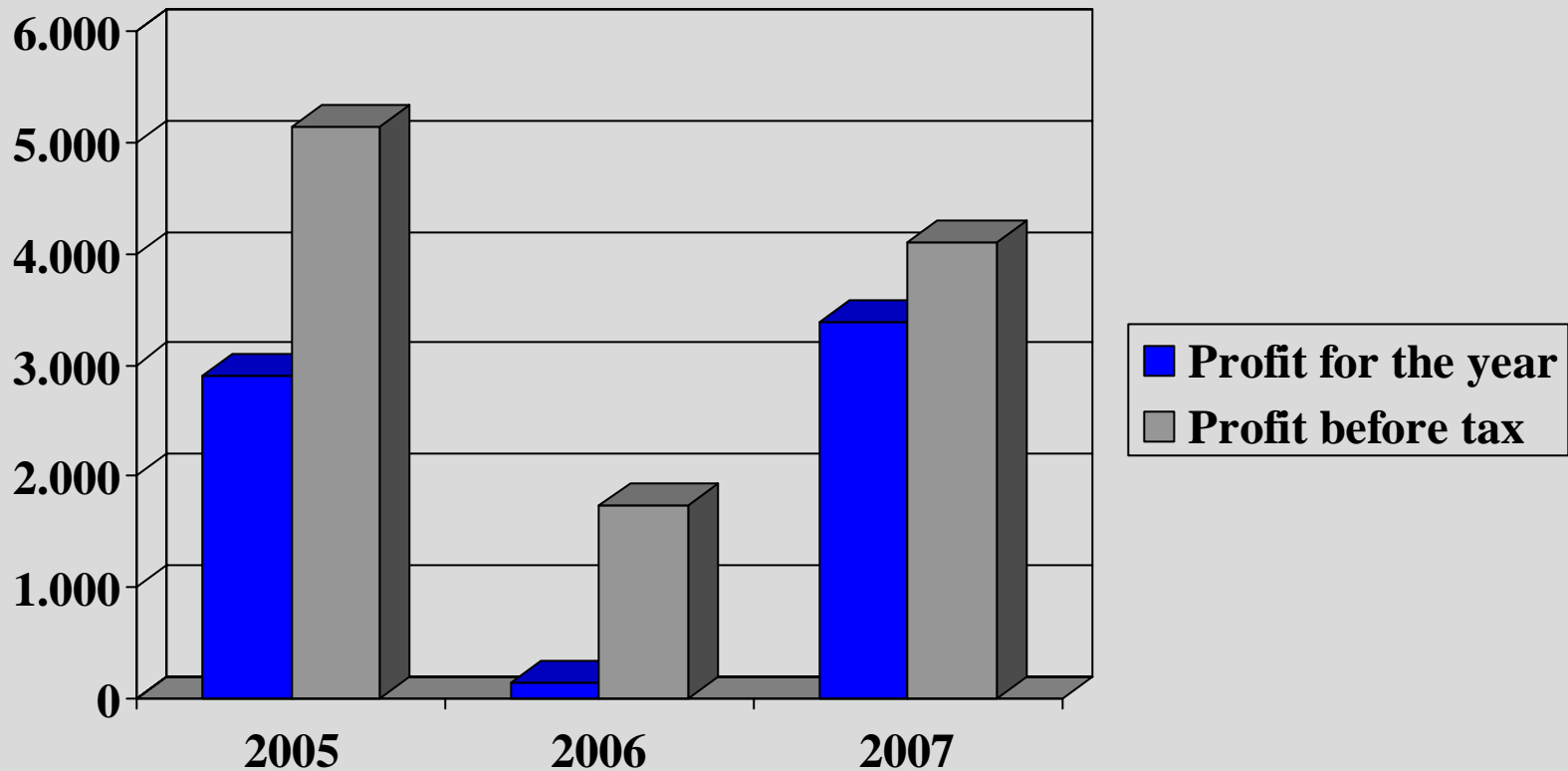


(Continuing operations)



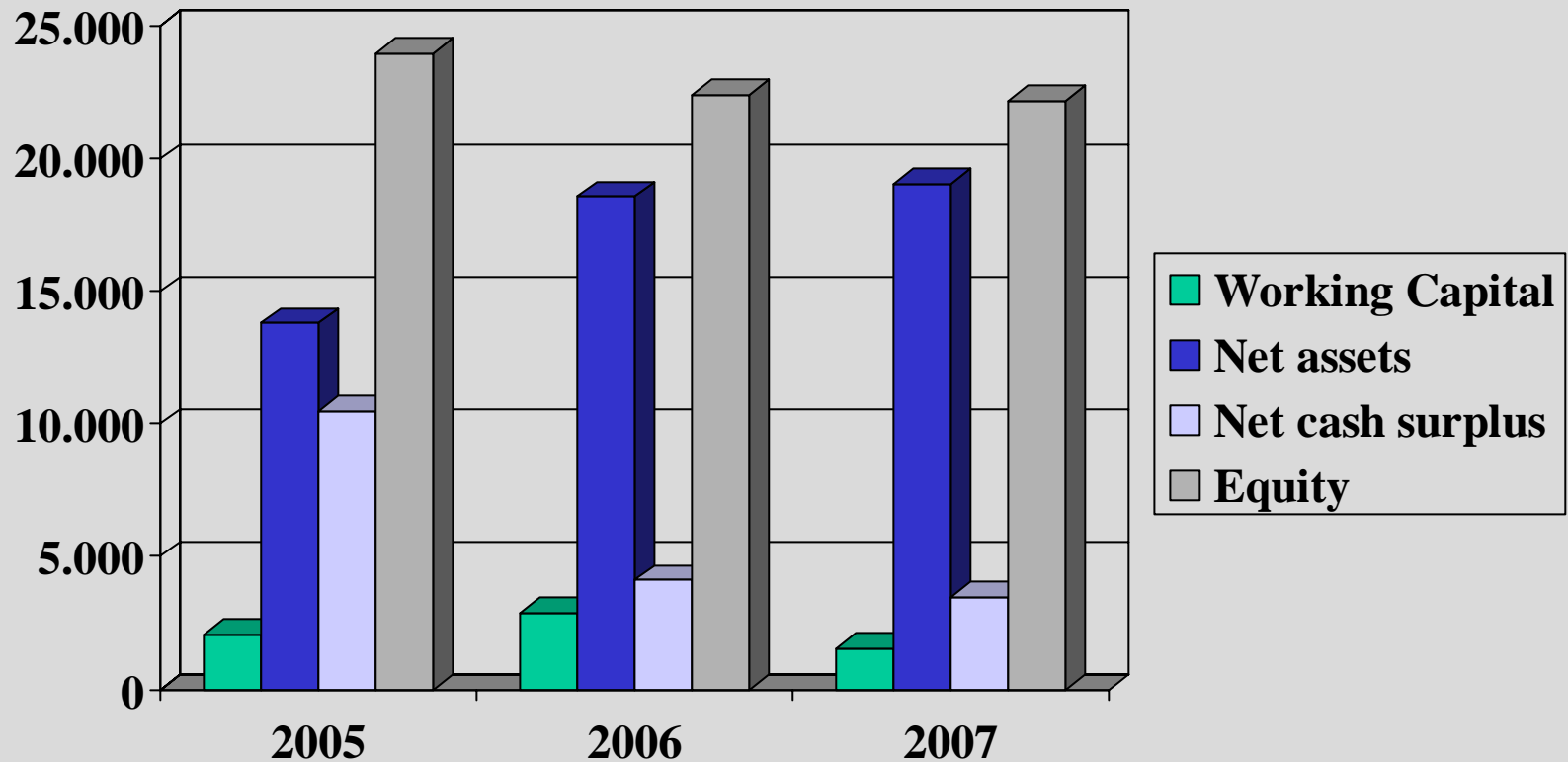
# Profit for the period

Euro x 1.000



# Balance sheet

Euro x 1.000



# DOCDATA N.V.

## Strategy (CEO)



## ↘ What did we promise:

- ↘ Docdata will change from a local production company to an innovative European Internet Service Company
- ↘ We will develop a new Corporate Identity
- ↘ New services will be set up or acquired
- ↘ Prepare basis for substantial growth
- ↘ Strategy development IAI is focus for 2007



## ↘ 2006-2007:

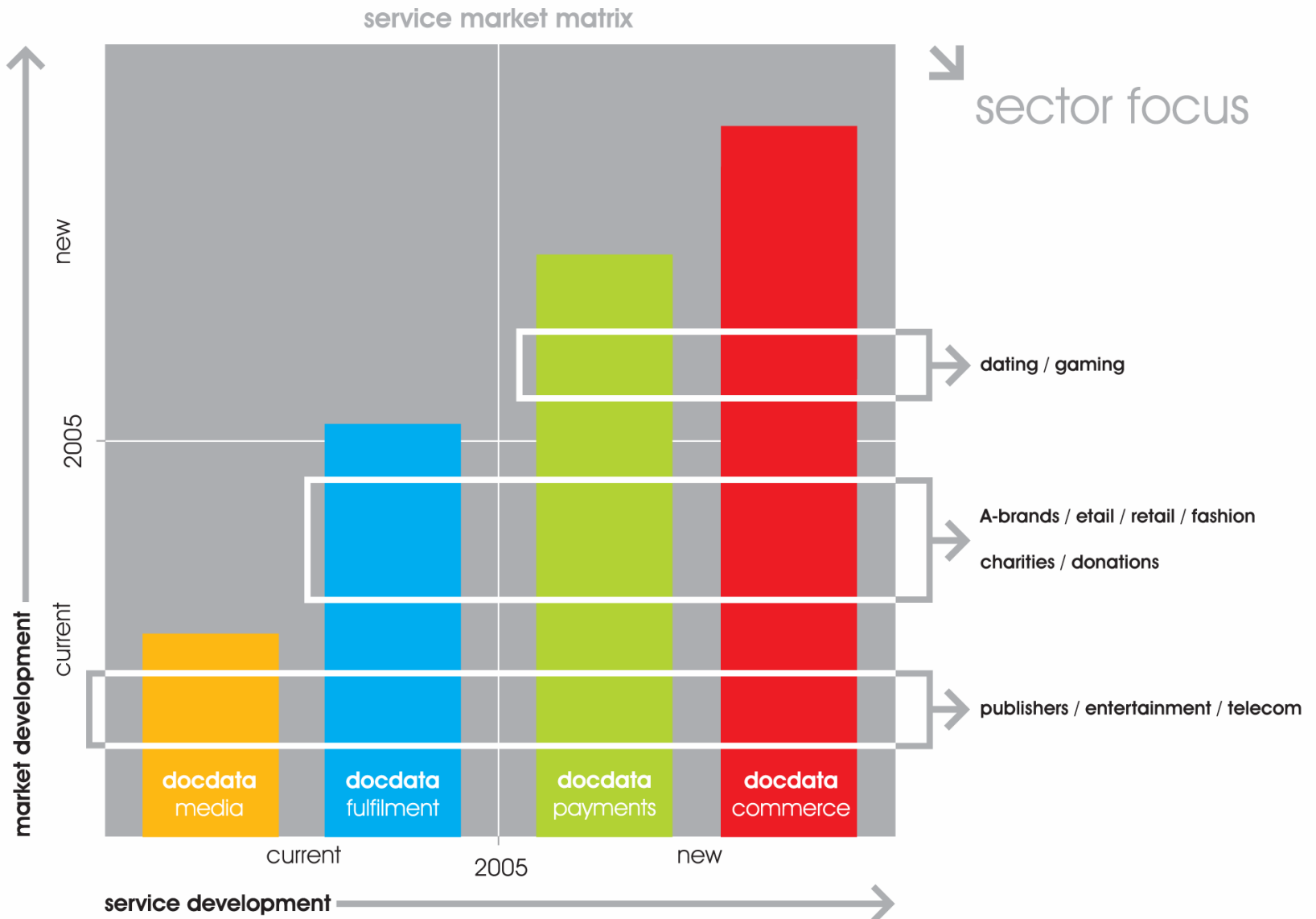
- ↘ Transition from a local production company to an innovative European Internet Service Company
- ↘ New logo part of the strategy 'Vision 2010: Gear to Growth'
- ↘ From a country organisation to a divisional structure

## ↘ 2008-2009:

- ↘ Autonomous growth, also through new services
- ↘ Geographic growth in Europe
- ↘ Focus on market leadership in specific sectors



# Service market matrix



# Brand architecture

Corporate  
Brand



Product  
Brands



Product  
Differentiators

1. e-Concept & Consultancy
2. e-Shop Design & Development
3. Managed Hosting & ASP
4. e-Marketing
5. e-Shop Management

1. e-Payment Processing
2. Cash Disbursement
3. Membership & Recurring Payments
4. Credit Management & Reconciliation
5. Response & Donation Handling

1. e-Commerce Fulfilment
2. Inventory Management
3. Return Management
4. Carrier Management
5. Data & Call Centre Services

1. CD Replication
2. DVD Replication
3. Recordable Media
4. Content Projects
5. Creative Services



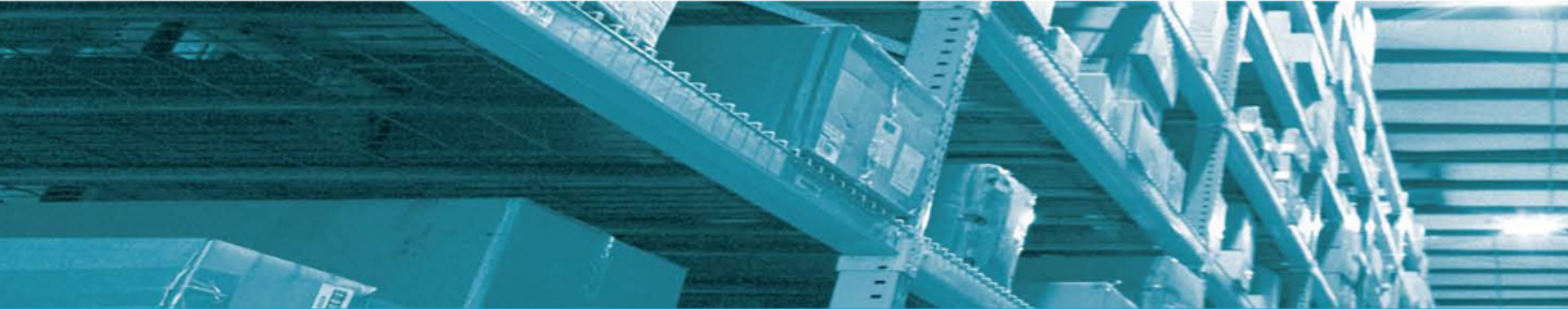
- e-Concept & Consultancy
- e-Shop Design & Development
- Managed Hosting & ASP
- e-Marketing
- e-Shop Management





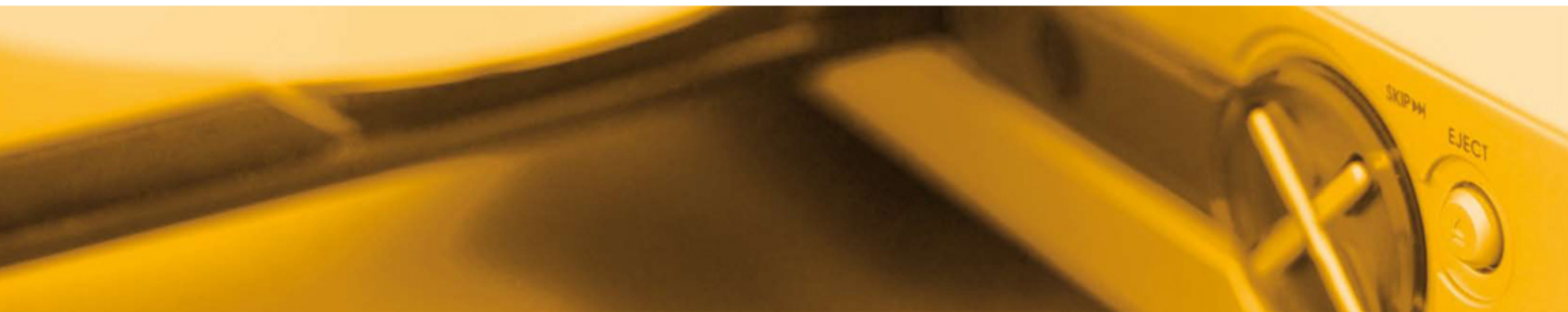
- e-Payment Processing
- Cash Disbursement
- Membership & Recurring Payments
- Credit Management & Reconciliation
- Response & Donation Handling





- **e-Commerce Fulfilment**
- **Inventory Management**
- **Return Management**
- **Carrier Management**
- **Data & Call Centre Services**





- ↘ CD Replication
- ↘ DVD Replication
- ↘ Recordable Media
- ↘ Content Projects
- ↘ Creative Services



# Industrial Automation Integrators



## ↘ 2007:

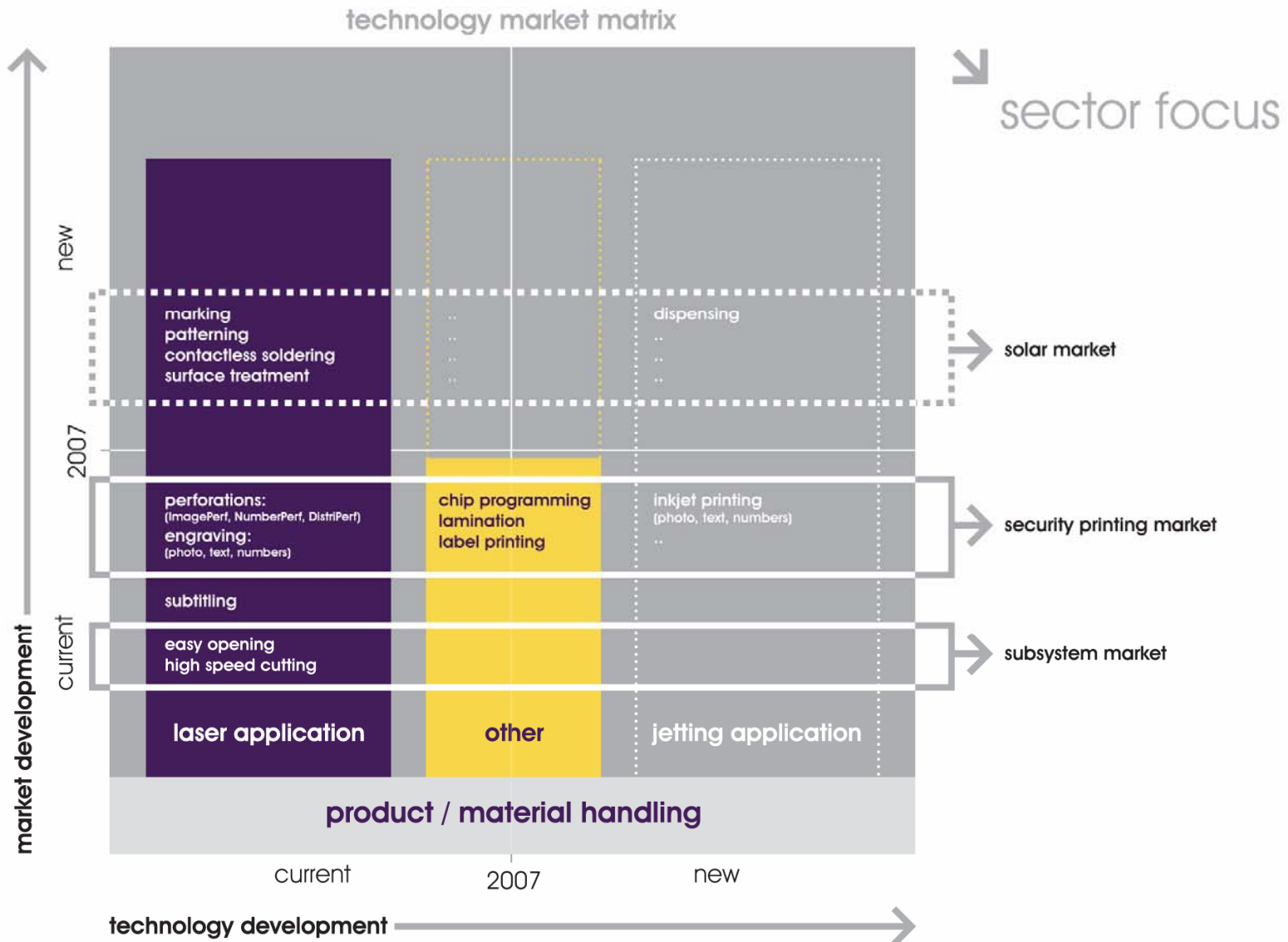
- ↘ Development of new systems for security market
- ↘ Extensive market research into new growth markets
- ↘ Development of a route into a solar cell production equipment market

## ↘ 2008-2009:

- ↘ Building competence into the solar cell and module market
- ↘ Developing (ink) jetting technology for the security printing market
- ↘ Search & develop partnerships
- ↘ Develop new Corporate Identity



# Technology market matrix



## ↳ Enabling success

- ↳ Clients
- ↳ Employees
- ↳ Shareholders
- ↳ Suppliers



- Anchor acquisitions in docdata organisation and optimise synergies within the Internet Service Company docdata
- Focus on autonomous profitable growth for the Internet Service Company docdata
- Development of partnerships in solar cell production equipment market
- Delivery of systems in the security printing market in order to secure the profitability



# DOCDATA N.V.

## Any questions ?

