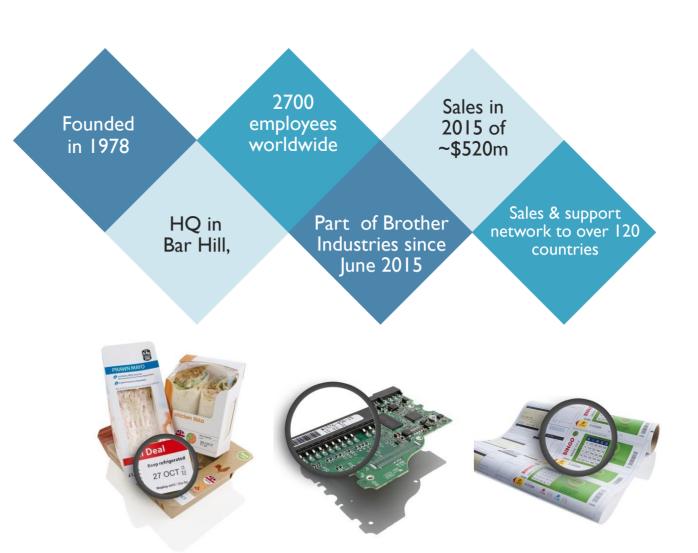


About Us

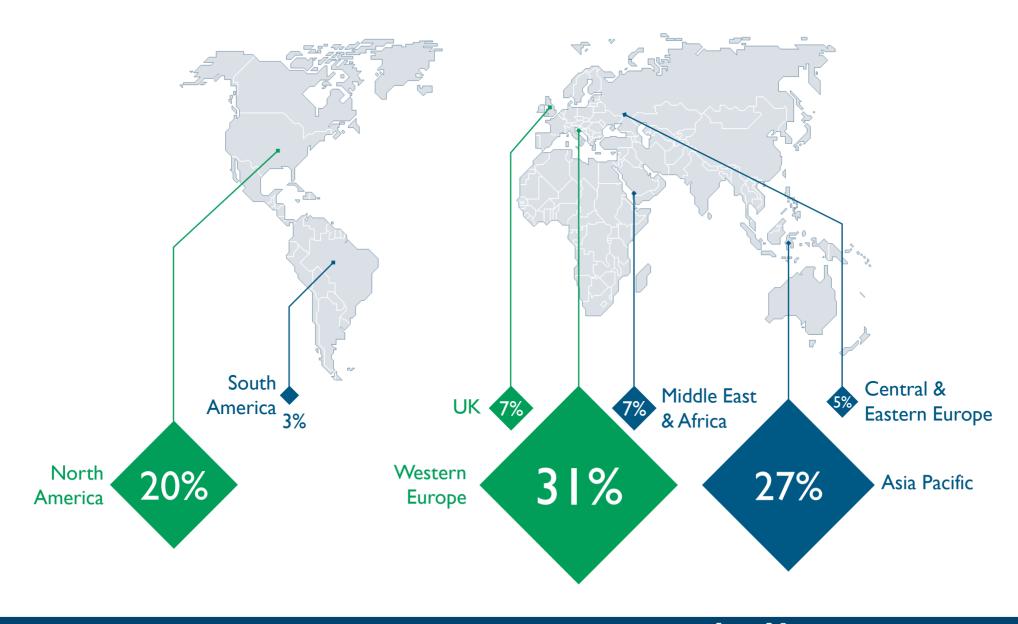


- We provide customers with the ability to code, mark, address, decorate or personalise their products:
 - In line in the manufacturing process and all production conditions
 - Adding fully variable alpha numeric, graphics and machine readable codes to products or packaging in real time
- Expanded into full digital print of labels and packaging in 2010



Our Sales by Geography





What do we do?





Originally we saw ourselves as an inkjet technology company







Then we became a global coding and marking solution provider

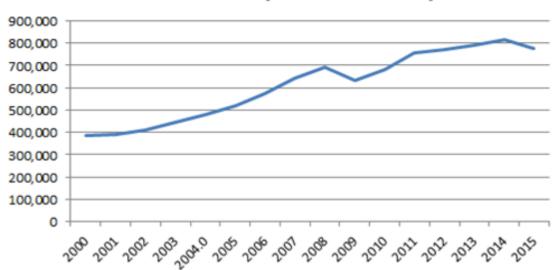


Now we see ourselves as enabling our customers use of digital print in every factory

We have found ourselves in a great space



Global Packaging Market US\$ Million 2000 - 2015 (Current Prices)



Source Smithers Pira

Most Print is under fire from digital communications

- Most forms of print flat or in decline
- But packaging is growing (even after price pressures)
- Major print technology brands see digital packaging as a new market for their technology
- Existing packaging print companies see digital printing as a defensive move
- We are in the printing sweet spot

Our advantage



Our Environment

- Manufacturing industries
- Packaging manufacturers
- Packaging users-especially FMCG
- Packaging OEMS

We understand our customers

- Their supply chain
- Their Economics
- Regulatory environment
- Business processes and needs

We focus our offering

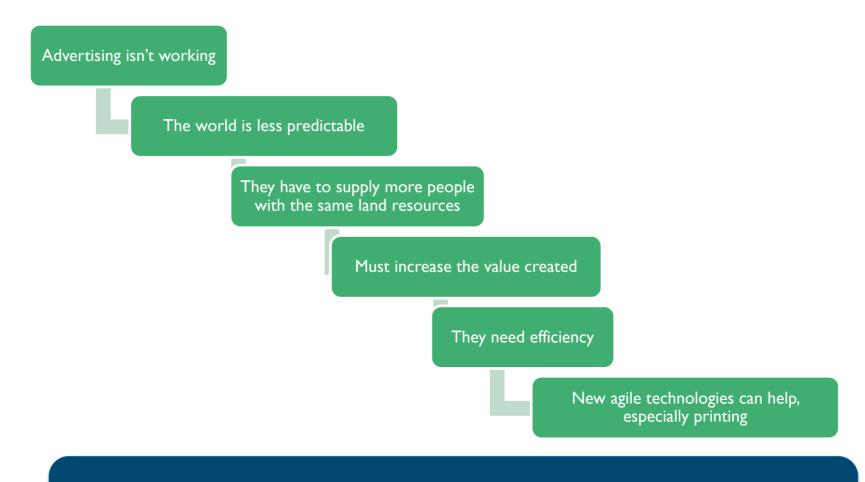
- On affordability
- Reliability, supported
- Integrated into their systems

We enable our customers

- · To exploit digital printing successfully
- Give them financial performance that supports their investments
- To bring them the skills they need to use the technology

Our customers are manufacturers and their world is tough





Online digital printing enables our customers to be more efficient and create higher value packaging

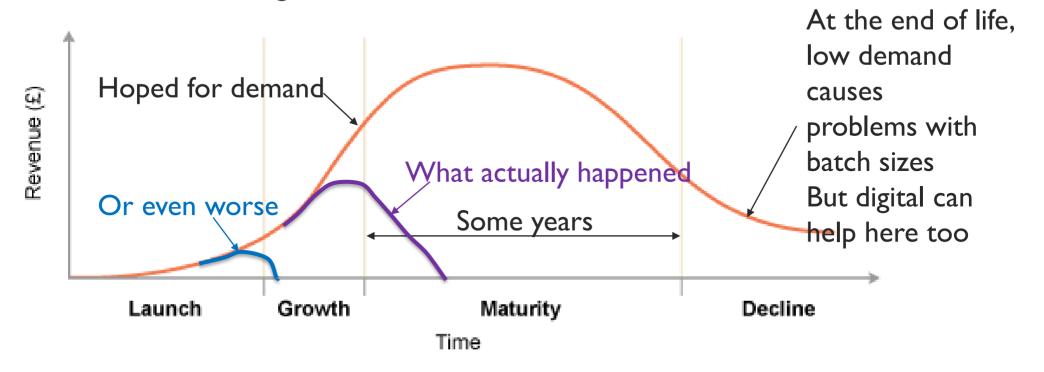
How do we help?



Traditional print means guessing demand with a long lead time and no history.

Stock outs would result in an unnecessary product failure so this tends to lead to over ordering

As most products launches don't meet their prelaunch forecasts and many fail, this leads to significant waste.

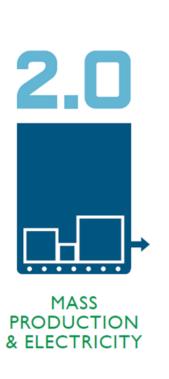


What is Industry 4.0?



• Industry 4.0 is a universal term describing multiple changes taking place in the manufacturing industry. It's the buzzword of the moment.



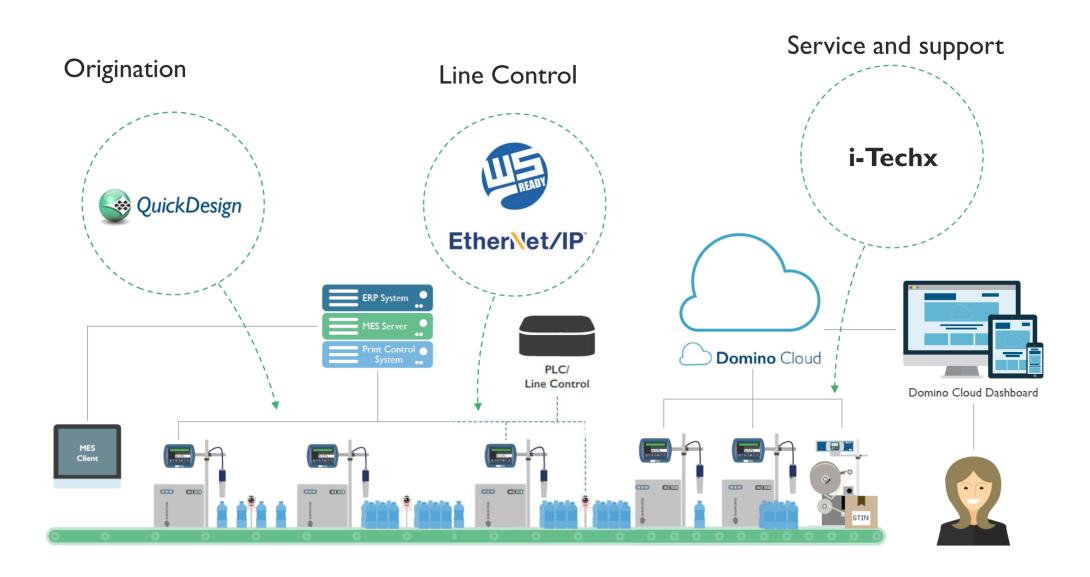






Shaping Industry 4.0 for maximum efficiency manufacturing printing





Digital print and Industry 4.0



Our customers need efficiency

Digital print enables short lead-times and smaller batches

Industry 4.0 joins up the process without losing efficiency

Combining the two technologies gives complementary benefits.