

Industrial X-Ray Technologies

Expand market leadership and accelerate the future potential of e-beam



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COMETGROUP
Technology with Passion

Agenda

- 1 Growth > 2x faster than the market
- 2 How we defend our high market share and margin (case 1)
- 3 How we develop new markets (case 2)
- 4 How we accelerate the future potential of e-beam
- 5 Summary

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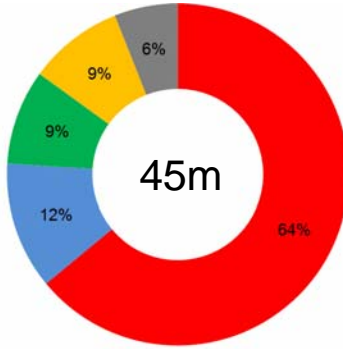
IXT plans to grow >2x faster than the market

Growth is based on our leading technologies and products

Defend High Market Share	Gain Market Share	Expand X-Ray Market	New Markets & Applications
			
Tube	Generator	Low- & High Energy	eBeam

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We successfully defend our high market share with tubes



45m

■ COMET ■ Varian ■ Thales ■ RTW ■ Others

Defense Strategy

- Operational excellence leads into best price/ performance ratio
- Customized solutions help customers to lower TCO
- iVario (next generation X-ray source) will protect our market share for tubes through innovation
- Global service and support
- Leverage our customer relationships with - exclusive agreements

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Example: Reduction of TCO for our customers

The Challenge for Customer

- Price pressure by 20% due to new competition
- Potential lack of USP

The Challenge for COMET

- Price reduction by 20%

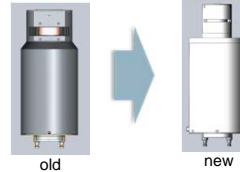


The COMET Approach

In a joint effort between Comet and customer at customer side a real win-win-solution came up.

The Win-Win-Solution:

A new "Fan Beam High Power Tube"



The Customer Benefit

- reduce the total cost of the Van significantly (5x more than expected)
- Increase Scan Speed → USP

The COMET Benefit

- Price increase by 15%
- Exclusive Supply Agreement

How to develop new markets based on existing technologies: Example "Sorting"



Industrial Waste Sorting



Electronic Skap Sorting



Packaging Sorting



Construction & Demolition Waste Sorting

Main focus areas

- Mineral Sorting (ores, diamonds, coal)
- Recycling (metal, glass, plastic and organics)

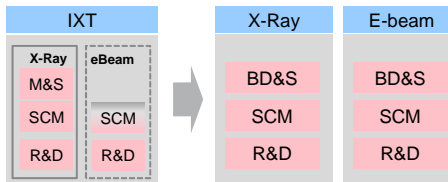
Facts of interest

- Recycled material sorting (metal, wood, plastic, organic waste)
- There are more than 12'000 auto recyclers in US
- There are 24'000 coal mines worldwide
- Diamonds are mined in 21 countries – Debeers with ~40% share

Accelerate the future potential of e-beam

1 New organization

- Spin off e-beam into a new business area with dedicated management
- Management under C. Flükiger
- Preparations ongoing - implementation by Q2 2013



2 New applications

- Focus on new markets and applications
- Business development and execution

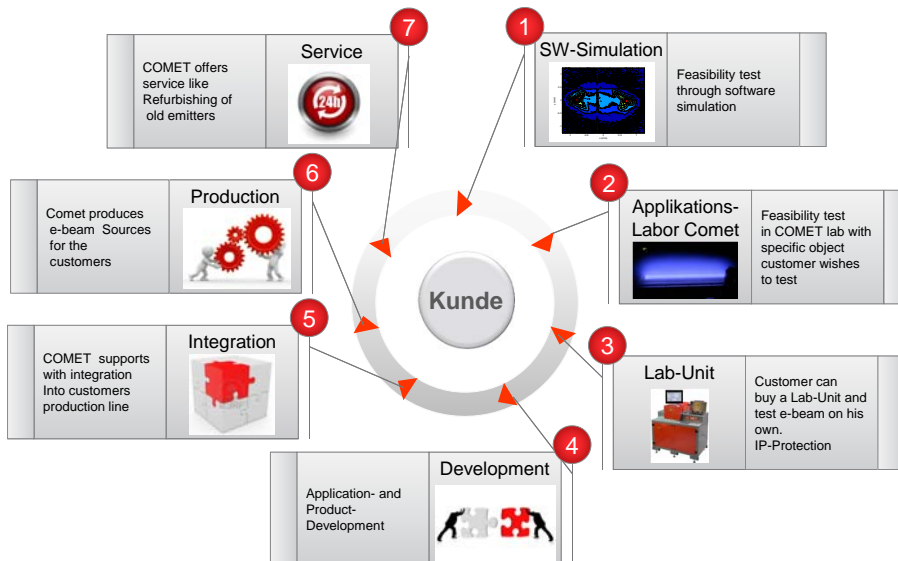


3 Investment focus on

- Commercialization of the technology
- Production infrastructure



Approach to gain new customers



Strategic building blocks IXT



Innovative Technologies

- High and ultra-high power tubes (HP, UHP)
- High energy (450-800 kV), low energy (30-100 kV)
- Generator (Trinity)
- Intelligent x-ray source (iVARIO)
- E-beam



Strong Growth

- Launch of the new line of generators in 2013
- Scaling of existing product innovations (high and low energy, e-beam) through product variants for new applications (e.g., sorting)
- Optimization and expansion of sales channels in Asia
- Optimization of business and marketing communication (2nd level marketing)



Emerging Business

- Accelerated development of the e-beam business



Operational Excellence

- Paperless processes, reduction of interfaces
- Further reduction in throughput time (one shot), yield optimization (yield management), expansion of drop shipping
- Cost-effective design (new generator line, e-beam emitter, packaging)