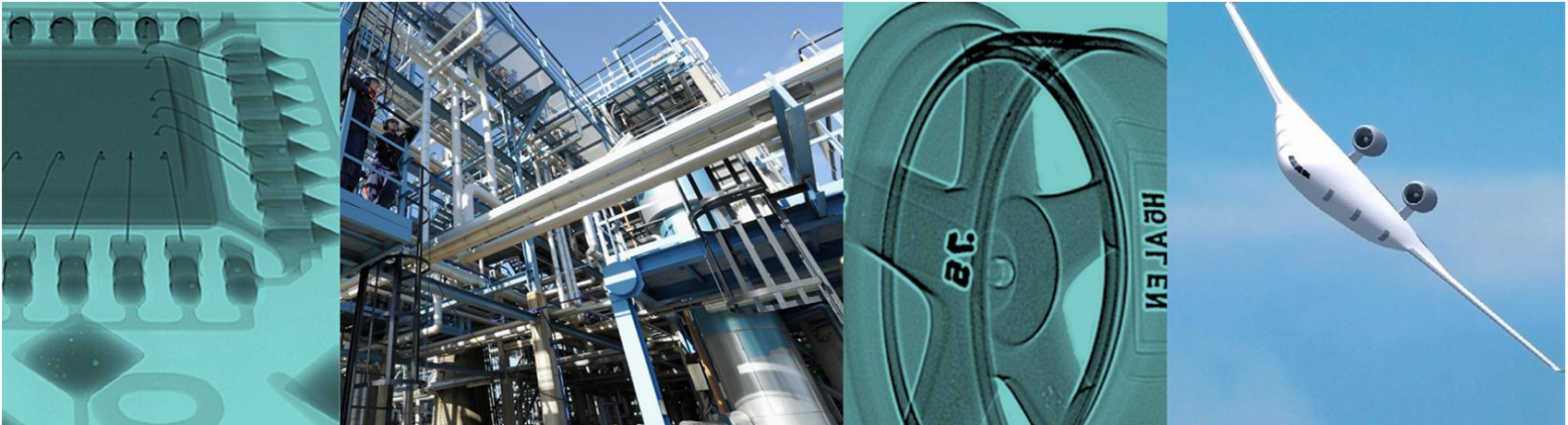


X-Ray Systems

Growth through focused market segmentation and market development



Stefan Moll, President X-Ray Systems

YXLON

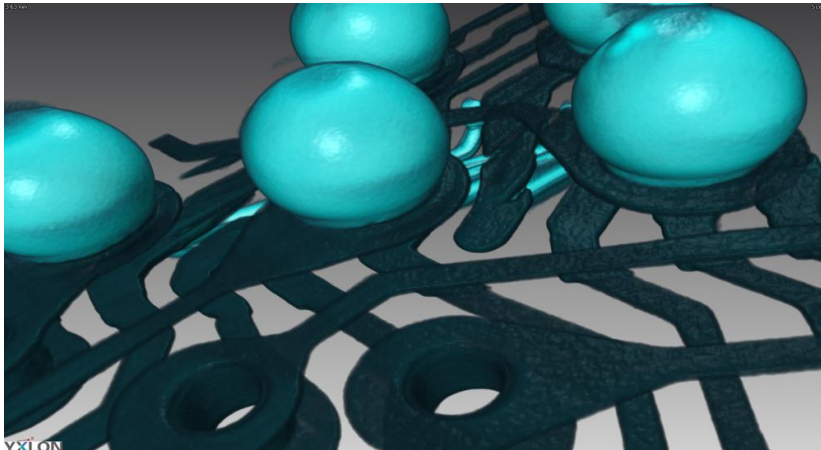
Technology with Passion

Agenda

- 1 Relevant Market Trends
- 2 Growth by focused Market Segmentation and Market Penetration
- 3 Core initiatives at a Glance

Miniaturization

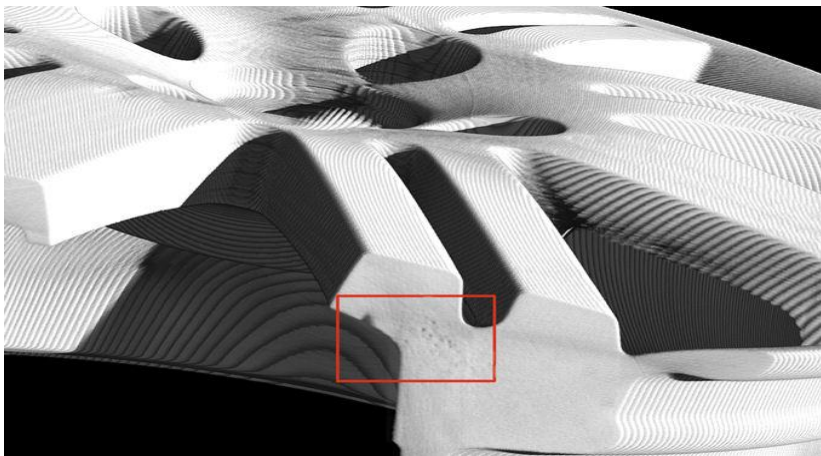
- Mechanical, optical, and electronic products and devices becoming ever-smaller.
- Defects in these multifunctional objects require automation to increase productivity.



- Objects carry more and more functional elements.
- 3D structures make CT essential
- Miniaturization requires digital imaging to make structures visible

Safety & Performance

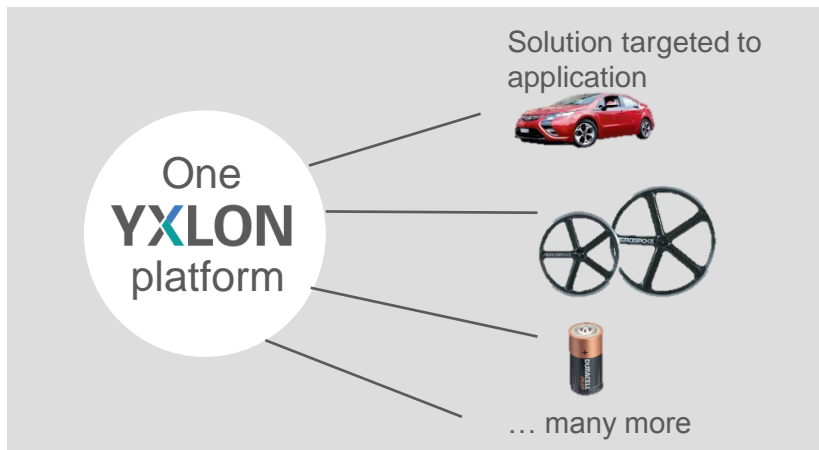
- More and more complex components with reduced material use
- Pushing it to design/material limits
- Request for safety in production or development process.



- Demand for 3D computer tomography and higher resolution
- Established 2D inline testing still growing (ADR, HDR)
- Mature systems make technology interesting for new applications

YXLON approach: Customer process focus - YXLON technology platform for efficiency

- Understanding and improving customer processes
- Providing best solution and leading service to customer segments
- Be customer specific, address customer early in his R&D process

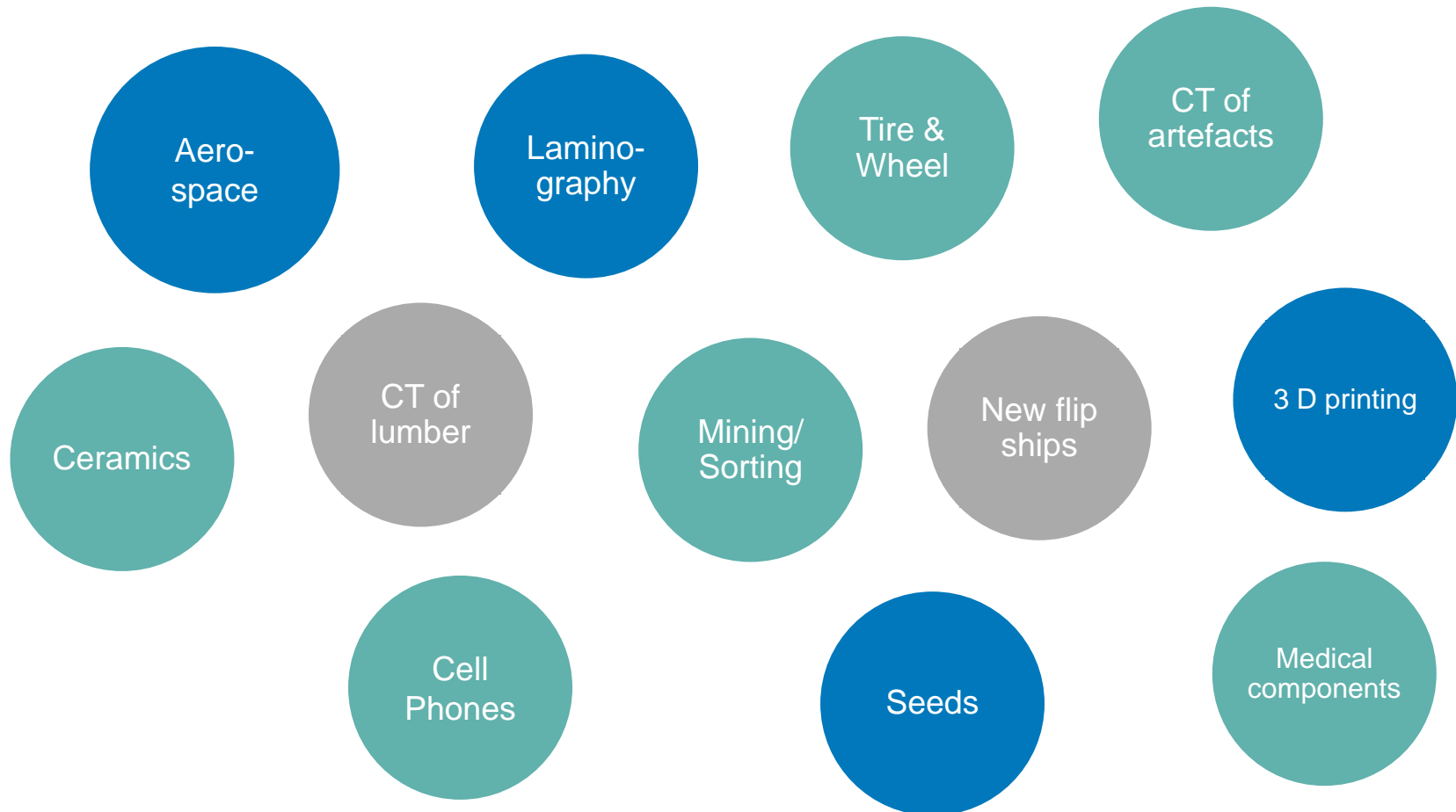


- Use common YXLON technical solutions for speed and productivity
- Improve service and system quality by scalable solutions
- Improve usability, and IT connections for all systems

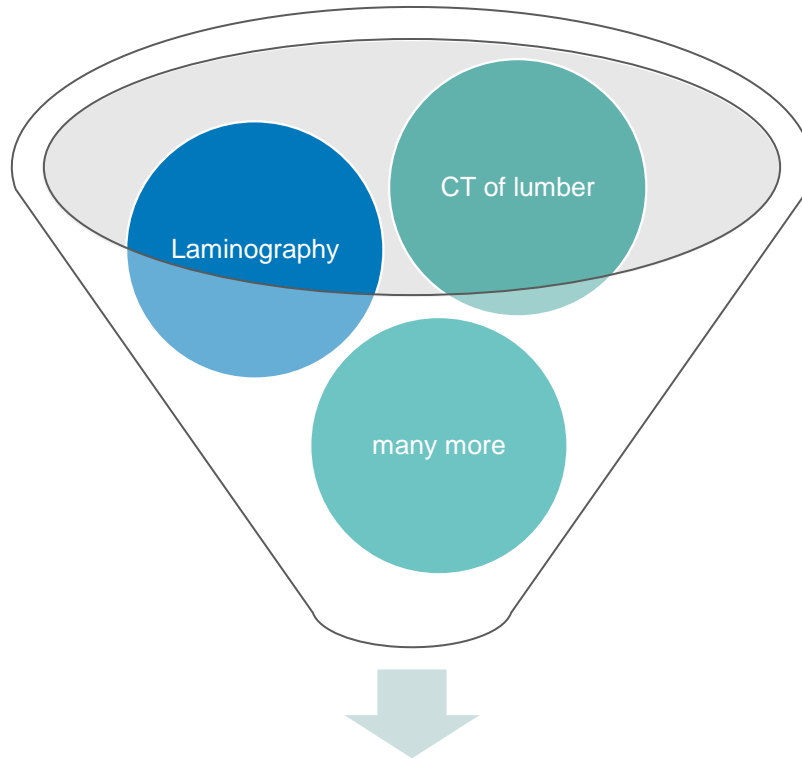
Agenda

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-

Wealth of opportunities, challenge to select the right one



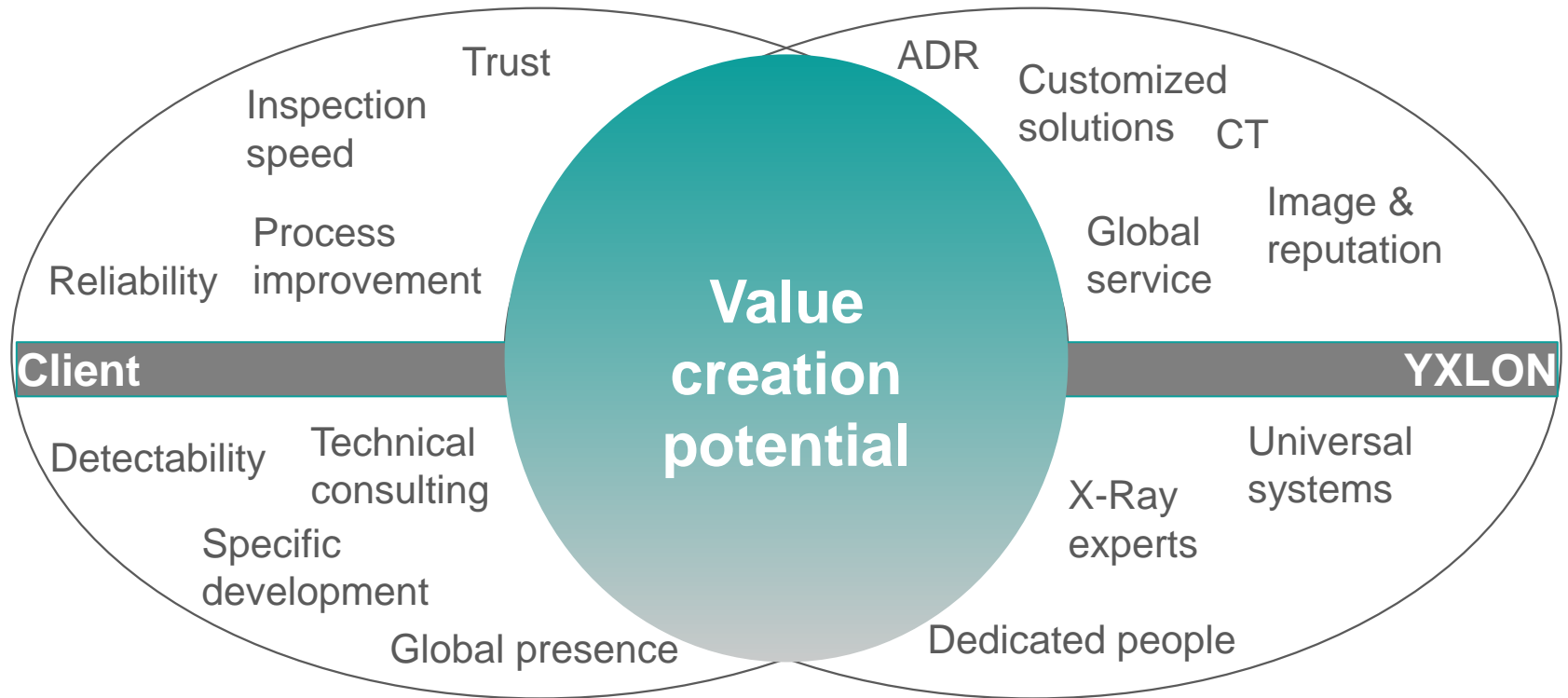
Find the right FOCUS in the multitude of opportunities



Value creation?
Market Know How?
YXLONs abilities?

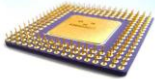

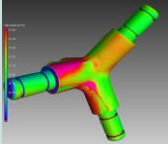
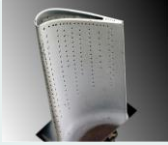


We will concentrate on the penetration of 6 newly defined customer segments until 2015

Value creation potential means creating enthusiastic customers

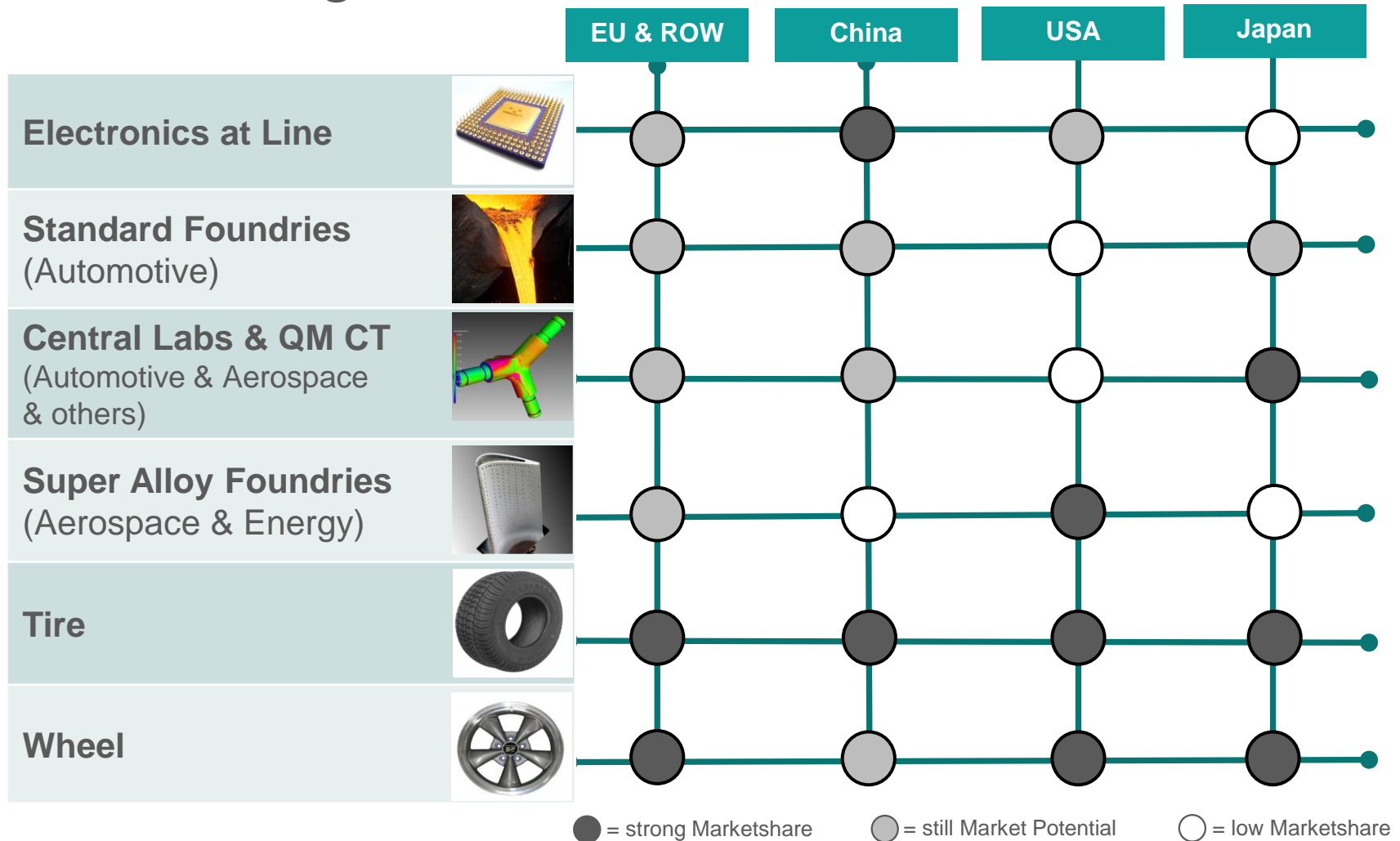


Focus on 6 customer segments

Market evaluation

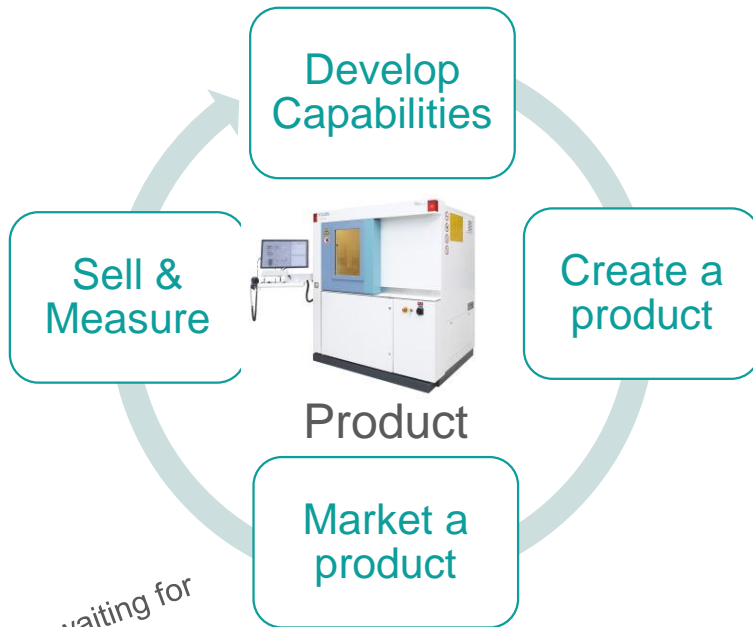
Customer Segment		Market Size (Mio CHF)	Market share	Growth potential
Electronics at Line		300	10%	++
Foundries (Automotive)		60	25%	+/-
Central Labs & QM CT (Automotive & Aerospace & others)		>60	~20%	++
Super Alloy Foundries (Aerospace & Energy)		50	<20%	++
Tire		20	70%	+/-
Wheel		13	55%	+/-

Tap potential through customer segment-oriented organizational structures



Changing the organization from product centricity to customer centricity

Product Centricity

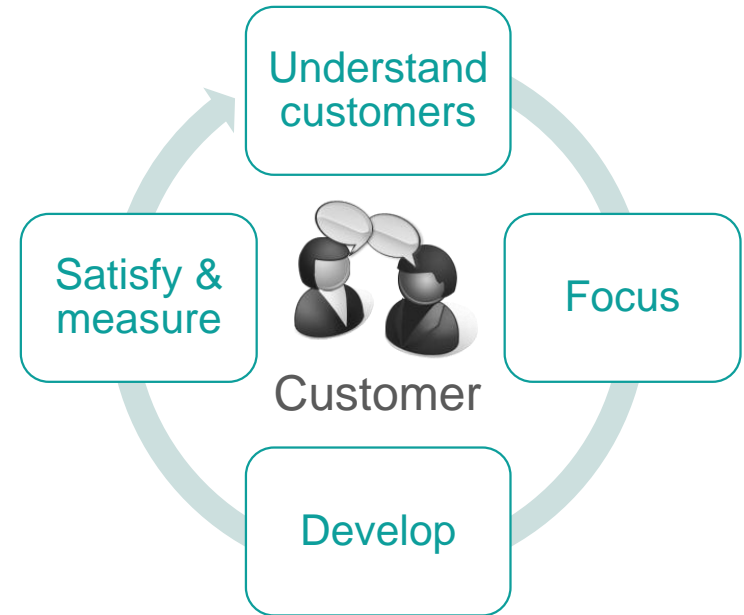


Sales is waiting for new products

„only Technology creates new opportunities“

Focus on product features

Customer Centricity

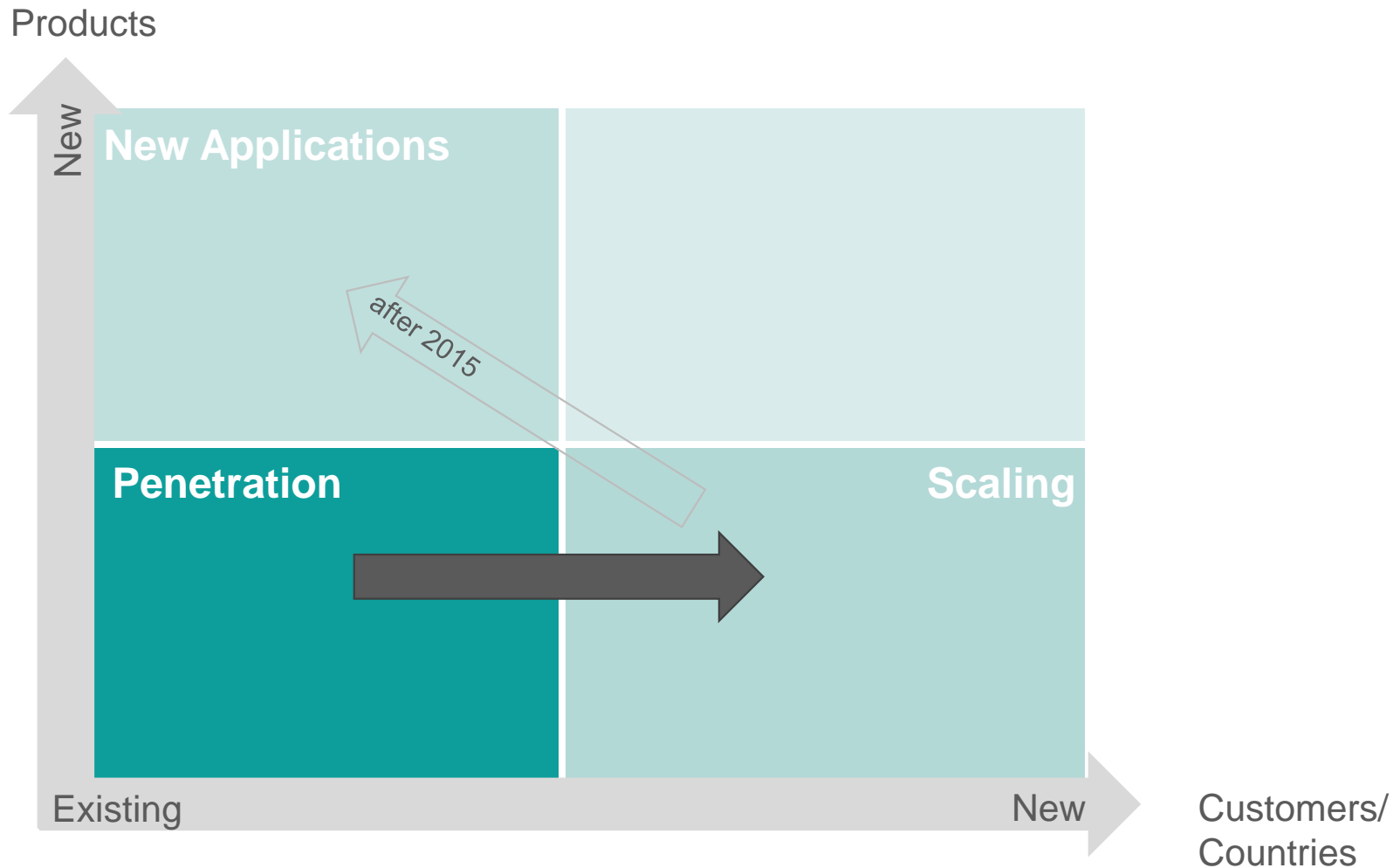


Offering value proposition

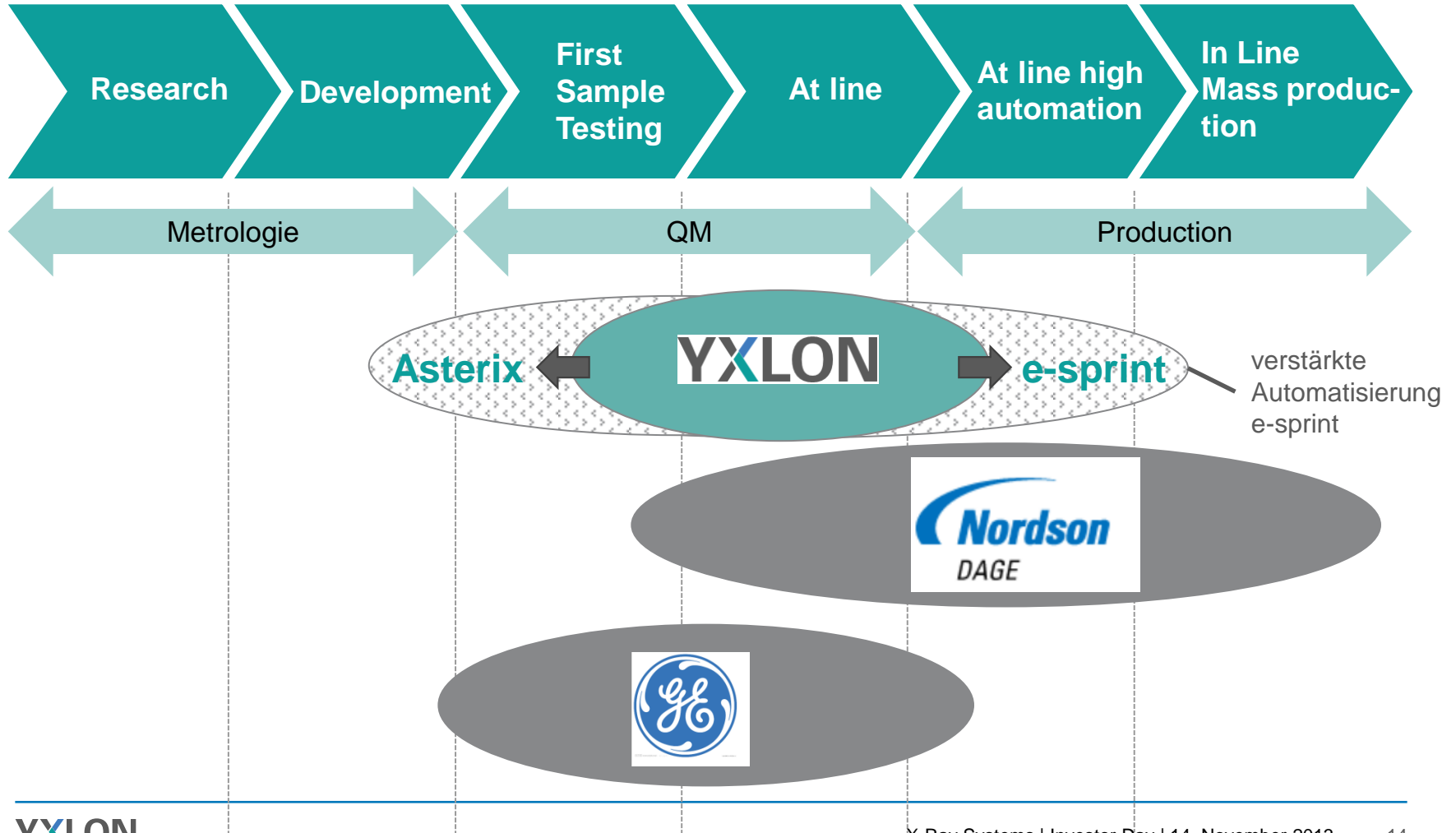
Organisation around customer segments

CRM tools

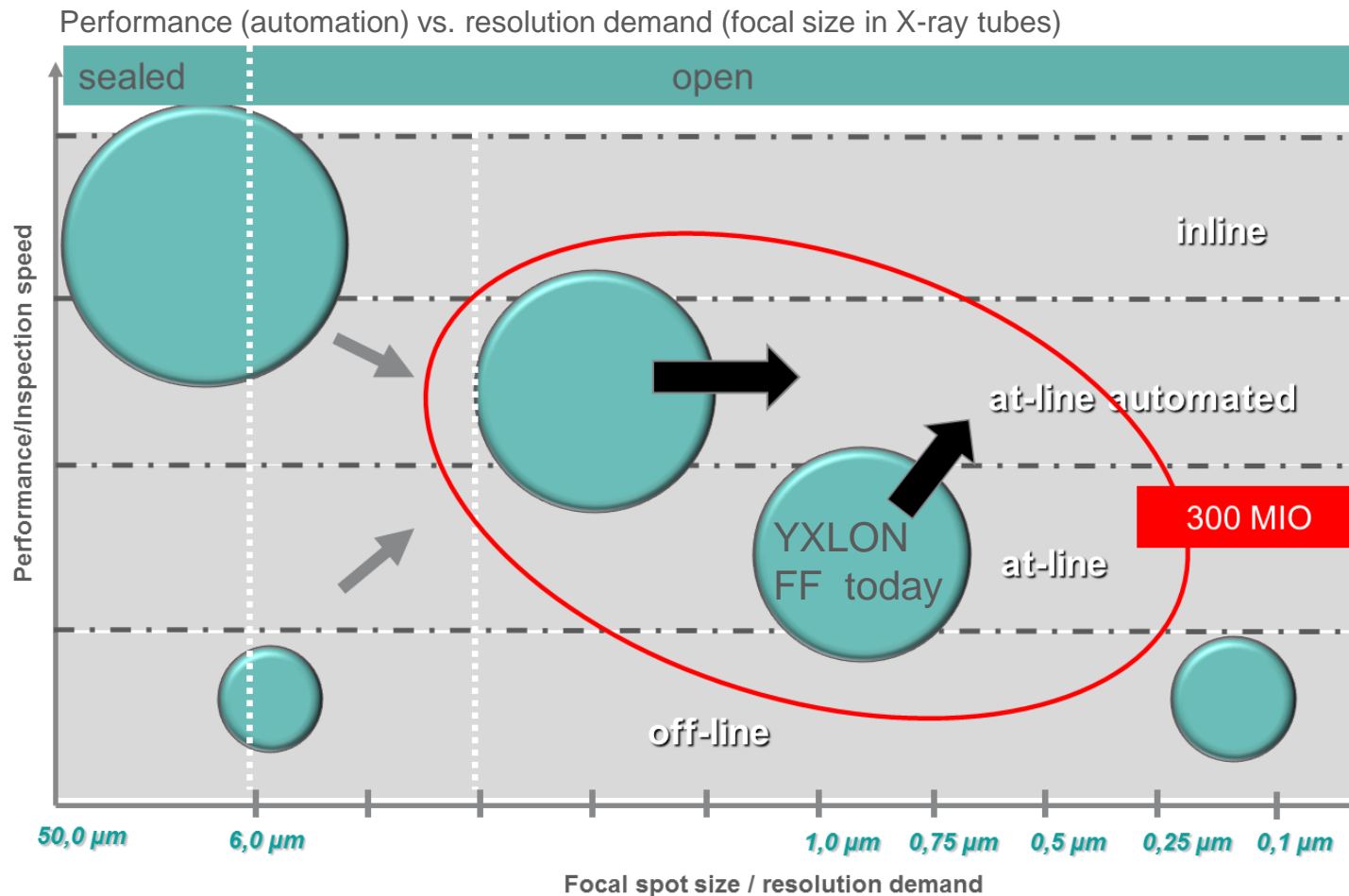
Focus on penetration and scaling of the defined segments until 2015



Customer segment electronics with strong growth potential



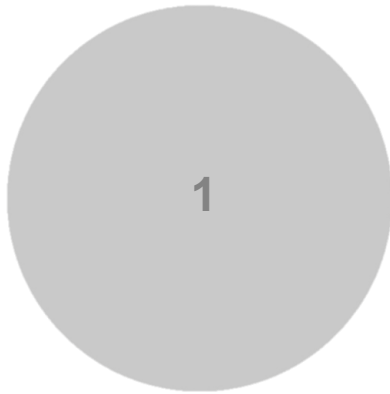
Enhancement of automation enables access to large and growing electronic market



Agenda

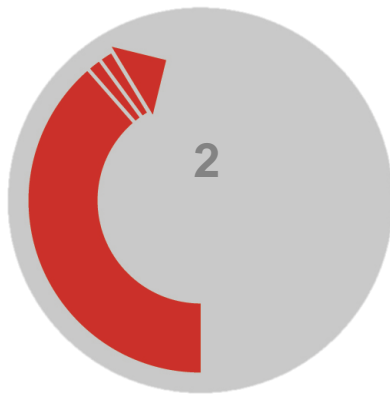
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X-Ray Systems Strategic building blocks 2015



Key Technologies

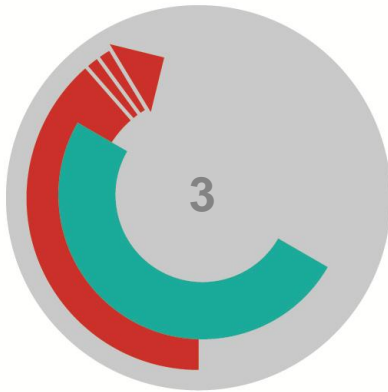
- Maintain technology leadership in Electronics/FF and core business areas
- Extend computer tomography (CT) expertise and implement in the new SW platform
- Extend detector know how as important part of the imaging chain



Strong Growth >10%CAGR

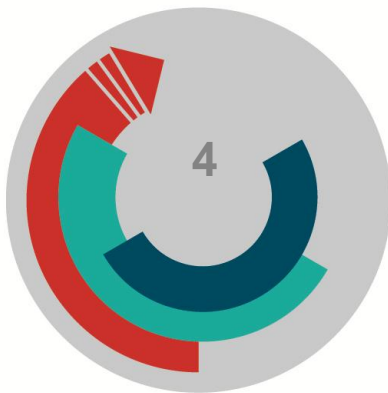
- Make new sales force in Japan, China and US successful
- Penetration of the 6 Segments, strengthen them by individual Sales and Marketing teams. Individual market approaches
- Improve sales controlling and sales processes for more efficiency

X-Ray Systems Strategic building blocks 2015



Business Opportunities

- Explore promising opportunity based on Value creation potential after penetration of existing Markets, not sales relevant prior to 2015.



Operational Excellence

- Further Improvement of profitability to >13% EBITDA as other BUs
- Process orientation to drive YXLON to next level
- Standardization of tire, wheel and CT Systems from Hattingen.
- Platform strategy under development for SW, SPS