

This is Basler



Dietmar Ley (CEO)

Agenda

- **Company Profile**
- Growth Strategy
- Financials
- Outlook



Company Profile

Who We Are

- A public listed family business
- The most trusted name in industrial cameras
- Founded in 1988
- 2014e revenue € 70-74 mill.
- 350 employees
- Headquarters in Ahrensburg, Germany



Company Profile

What We Make

- Cameras, made for
 - professional users (e.g. OEMs)
 - usage in investment goods (i.e. integration into machines)
 - automated imaging applications (e.g. quality inspection, license plate reading, blood analysis, face recognition)
 - 8 - 10 year product life cycle



Company Profile

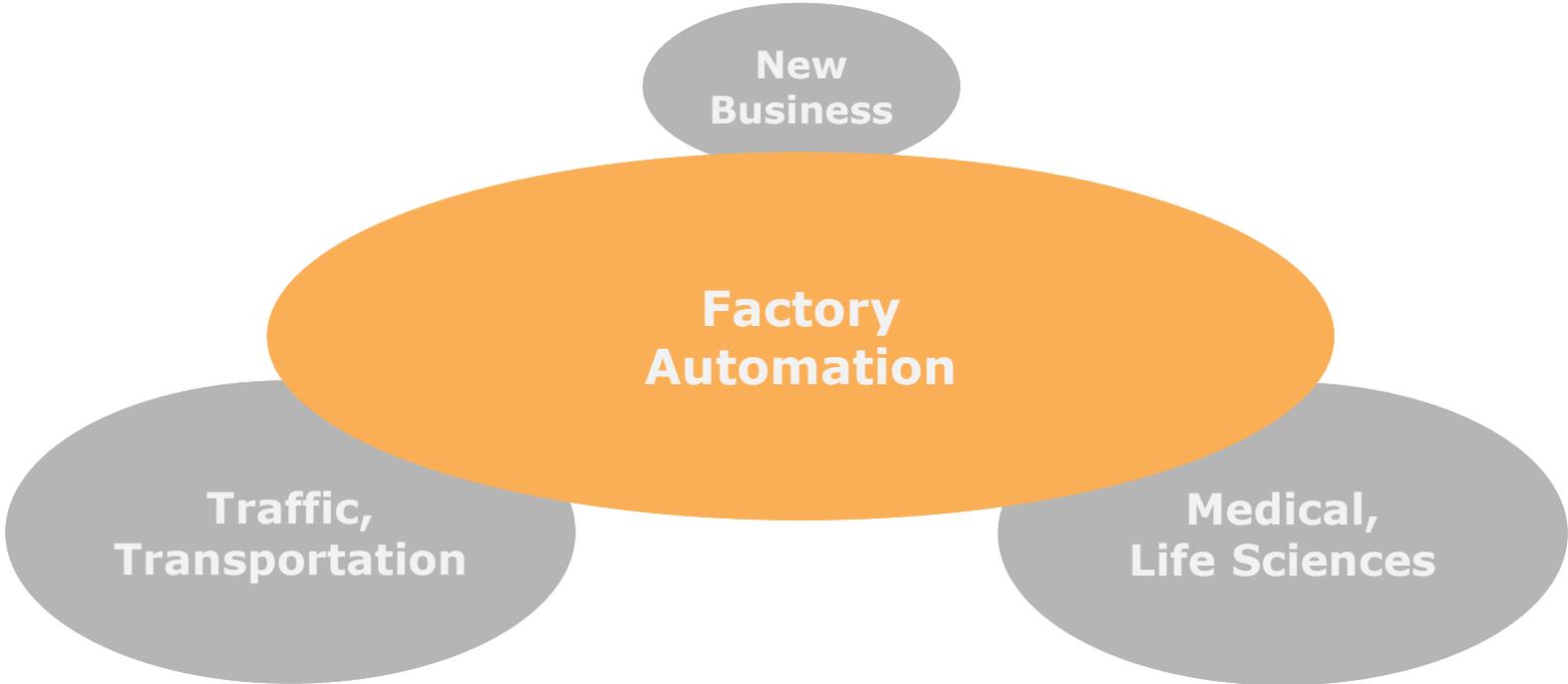
What We Make

- Full-line Camera Portfolio
 - > 500 products
 - Wide selection of sensors & interfaces covering the needs of OEM customers
 - Standard and customized products
- pylon Camera Software Suite
 - Drives all Basler cameras
 - Serves multiple operating systems
 - Interface for developers (SDK)



Company Profile

Which Markets We Serve



Company Profile

Why We Lead

- Leading brand power
- Superior market access
- Unparalleled insight into market & technological trends
- Cost advantages through lean production, innovation, and economies of scale
- Supply chain excellence
- Passionate team



Agenda

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What Drives Us

Our Vision & Mission

- Advances in technology will improve the quality of our lives
- We give technology the power of sight



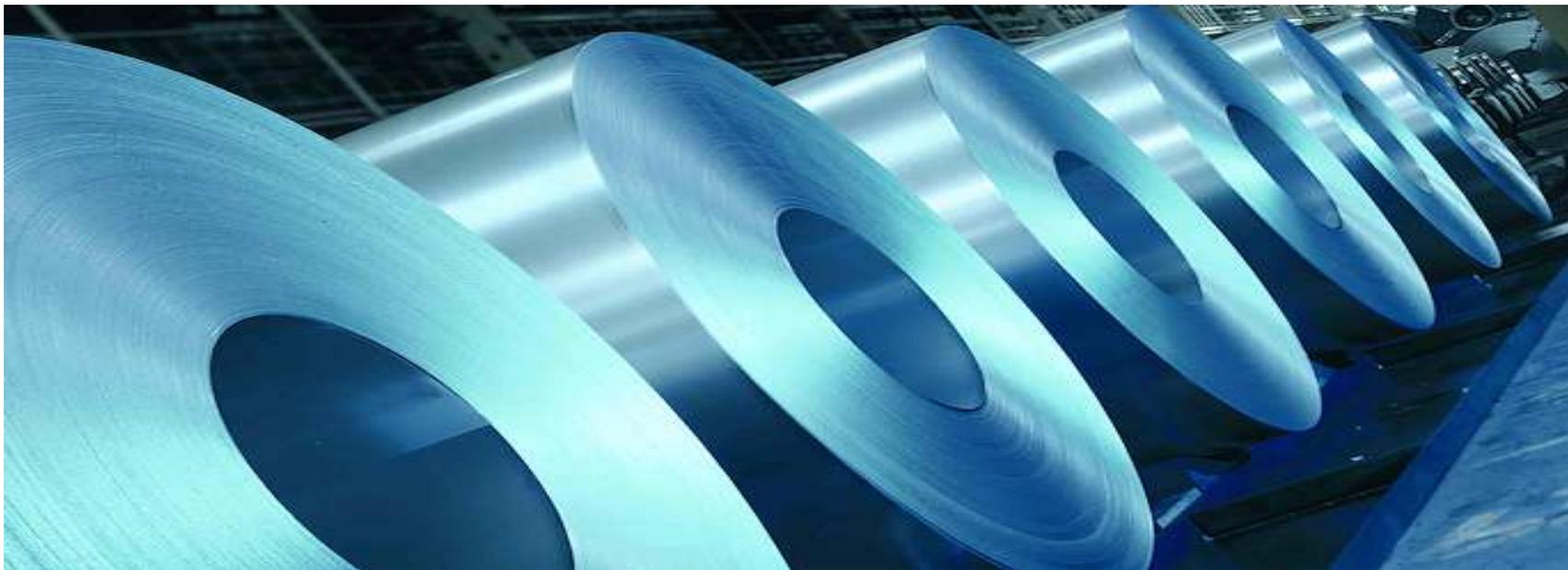
Vision & Mission

We Are Helping To Manufacture Mobile Devices



Vision & Mission

We Are Helping To Inspect Steel, Paper and Plastic



Vision & Mission

We Are Helping To Develop Better Eye-Care



Vision & Mission

We Are Helping To Make American School Buses Safer



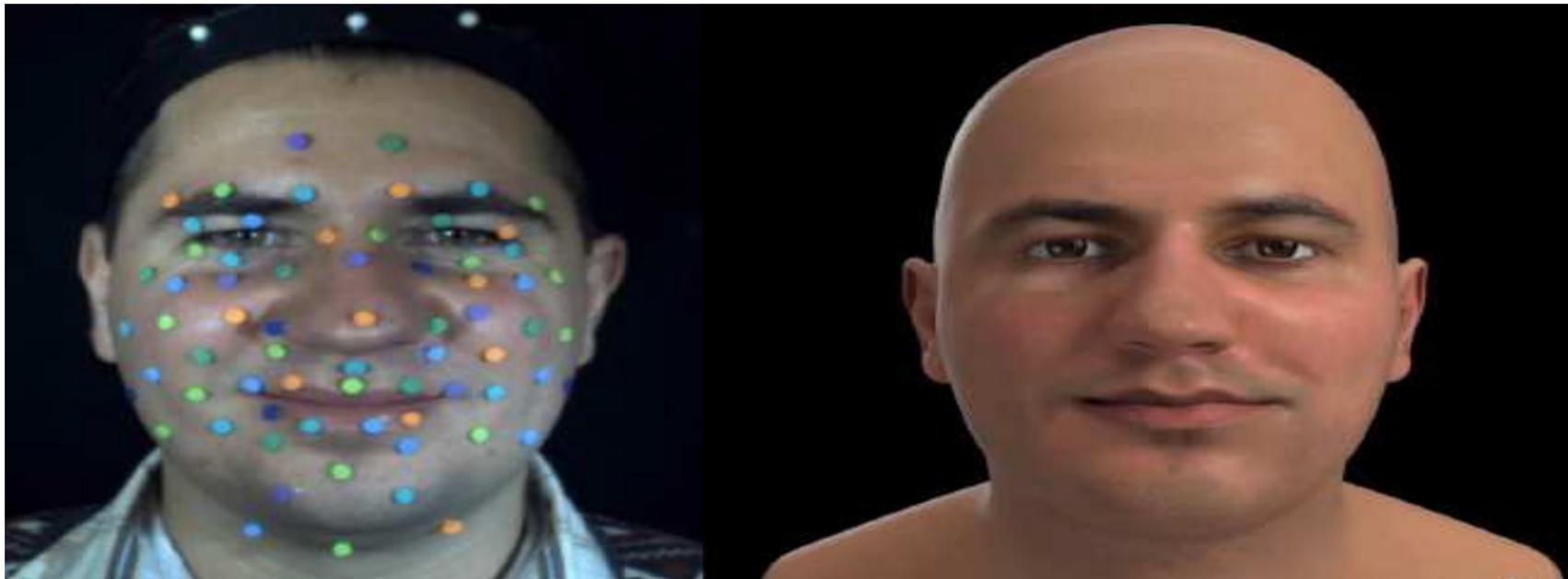
Vision & Mission

We Are Helping To Make Roads Safer



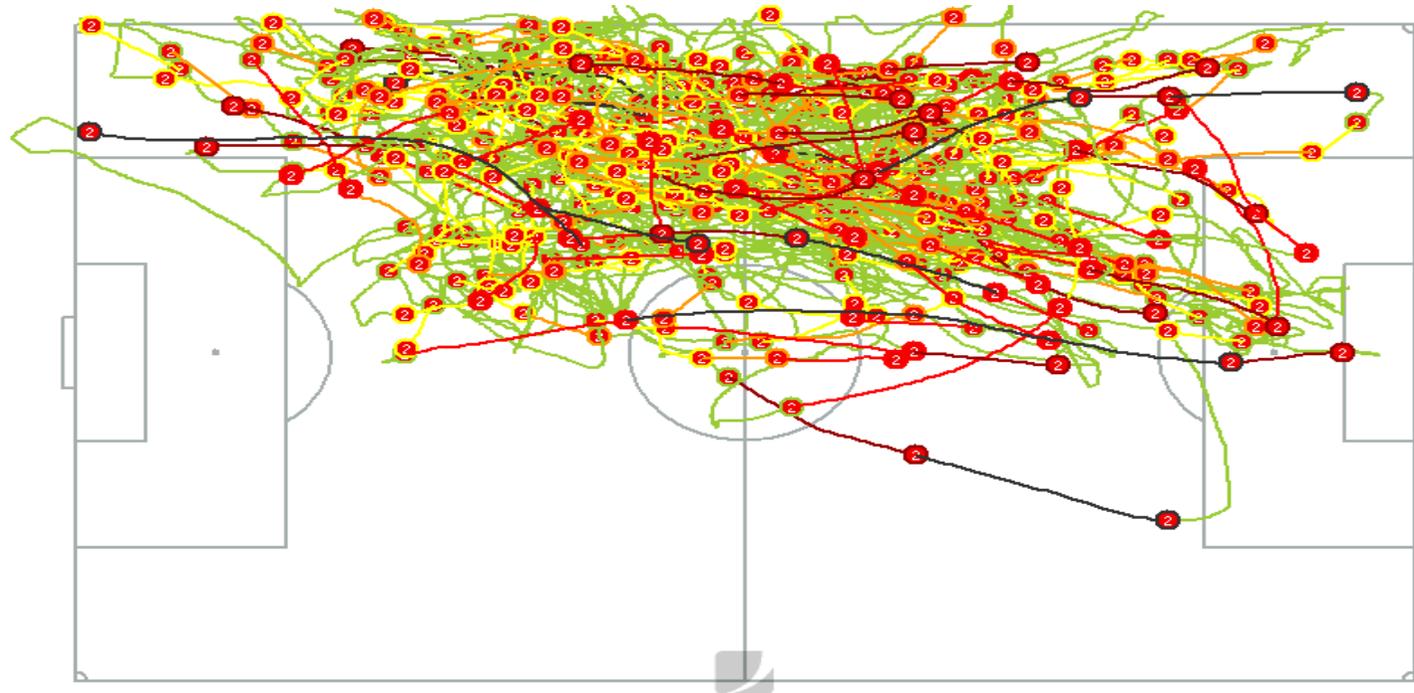
Vision & Mission

We Are Helping To Make Animated Movies More Realistic



Vision & Mission

We Are Helping To Analyze Sports Events



Vision & Mission

We Are Helping To Make High Speed Trains Safer



Vision & Mission

We Are Helping To Recycle Trash More Effectively



Where We Are Going

Strategic Goals

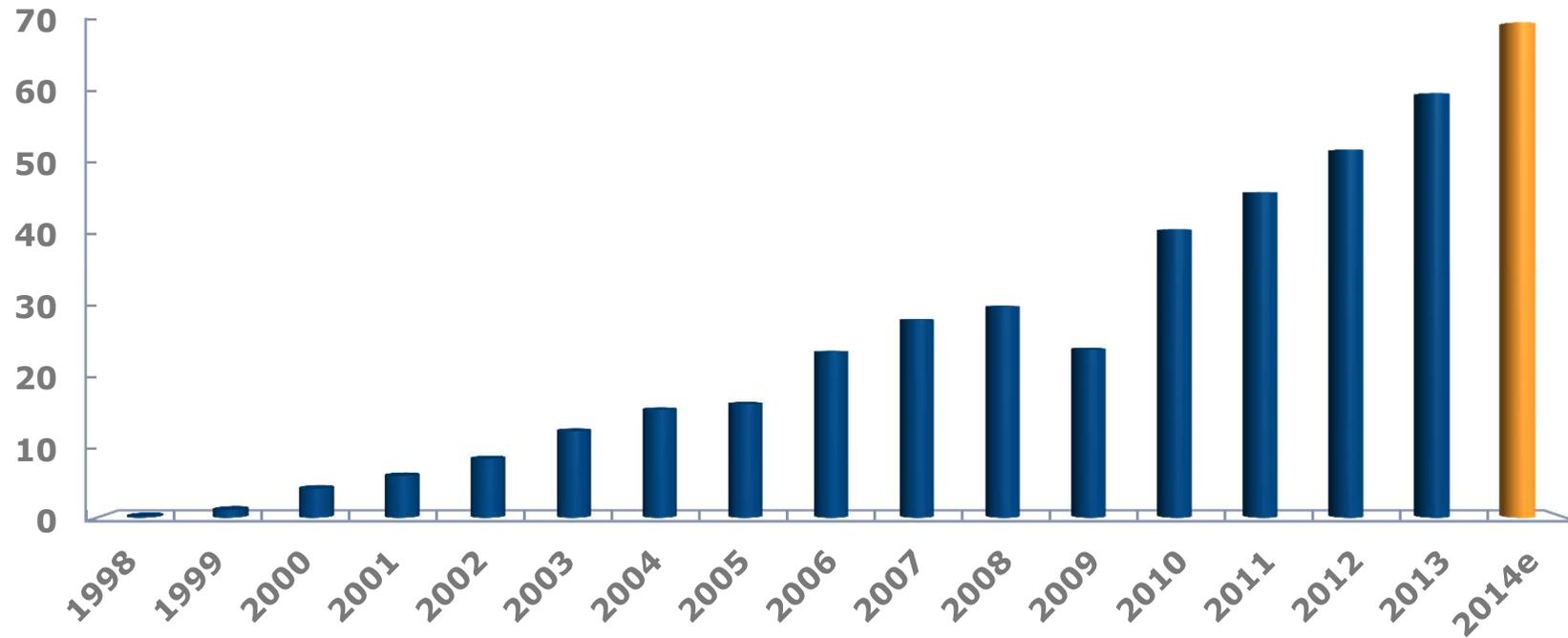


*medium-term goals 2018



What We've Achieved

Camera CAGR > 20%



*in € mill.

What We've Achieved

Ranked Number One

- On an annual basis, more Basler digital industrial cameras are shipped worldwide than any other brand



How We'll Get There

Strategy, Market Position



Today

- Some participation in High-End
- Strong foothold in Mainstream
- Fast-growing share in Entry-Level

How We'll Get There

Strategy, Market Position



Tomorrow

- Maintain position in High-End
- Expand position in Mainstream
- Expand position in Entry-Level

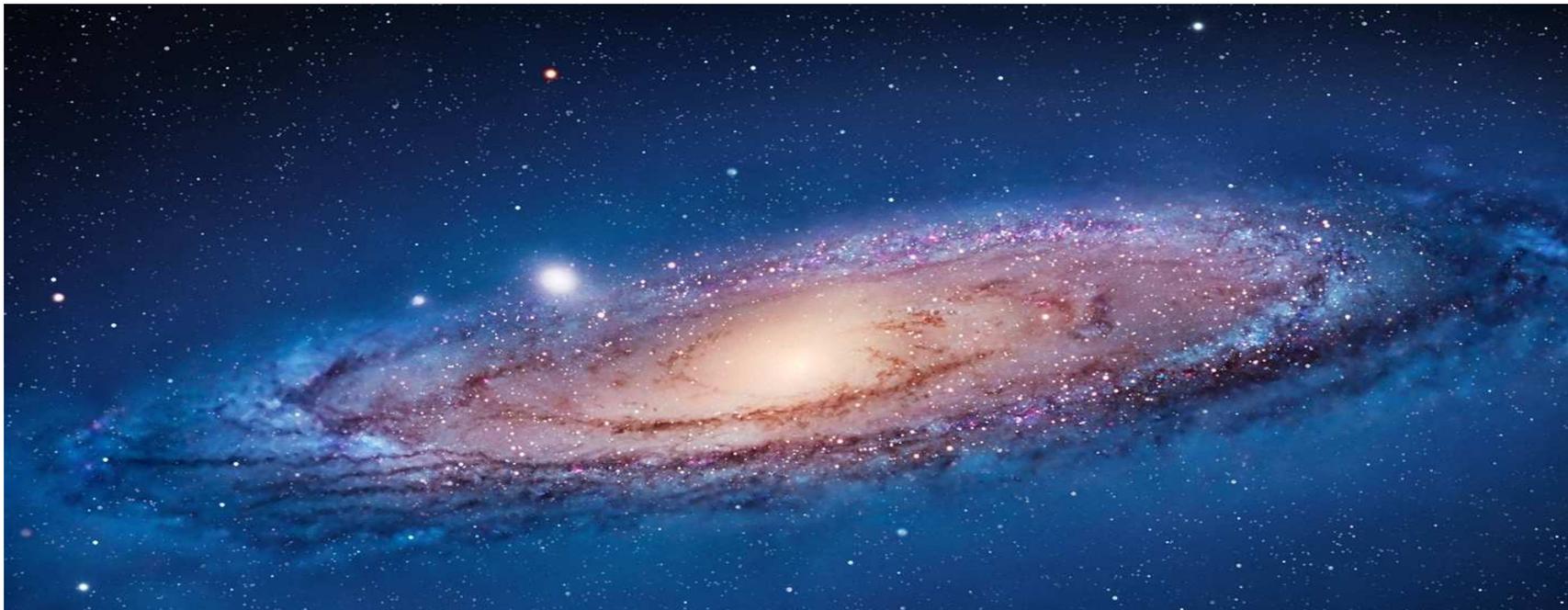
How We'll Get There

Exploit Existing Markets & Applications



How We'll Get There

Explore New Upcoming Markets & Applications



How We'll Get There

Our Cameras Helping To Make Autonomous Construction Machines?



How We'll Get There

Our Cameras Helping To Make Kiosks Easier To Use?



How We'll Get There

Our Cameras Helping To Automate Self-Checkout Systems?



Outlook

... nach dem Spiel ist vor dem Spiel!



Outlook

Our big goal: Winning the Camera WorldCup!



Ask Questions

Get Answers

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