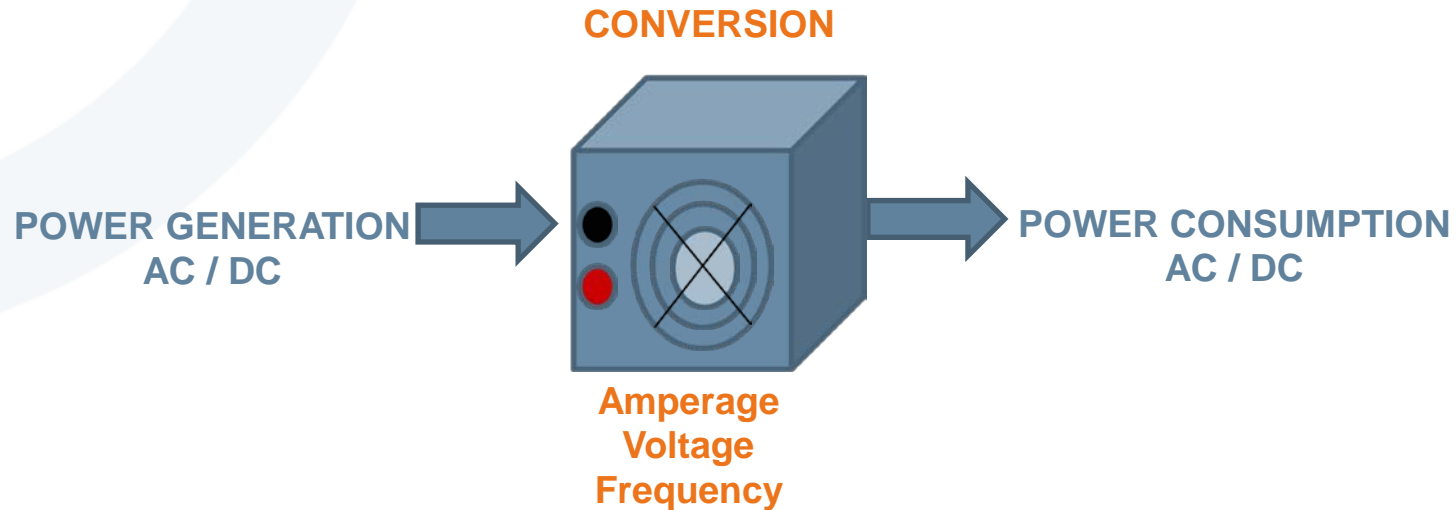




DRIVING ENERGY EFFICIENCY

with power electronics

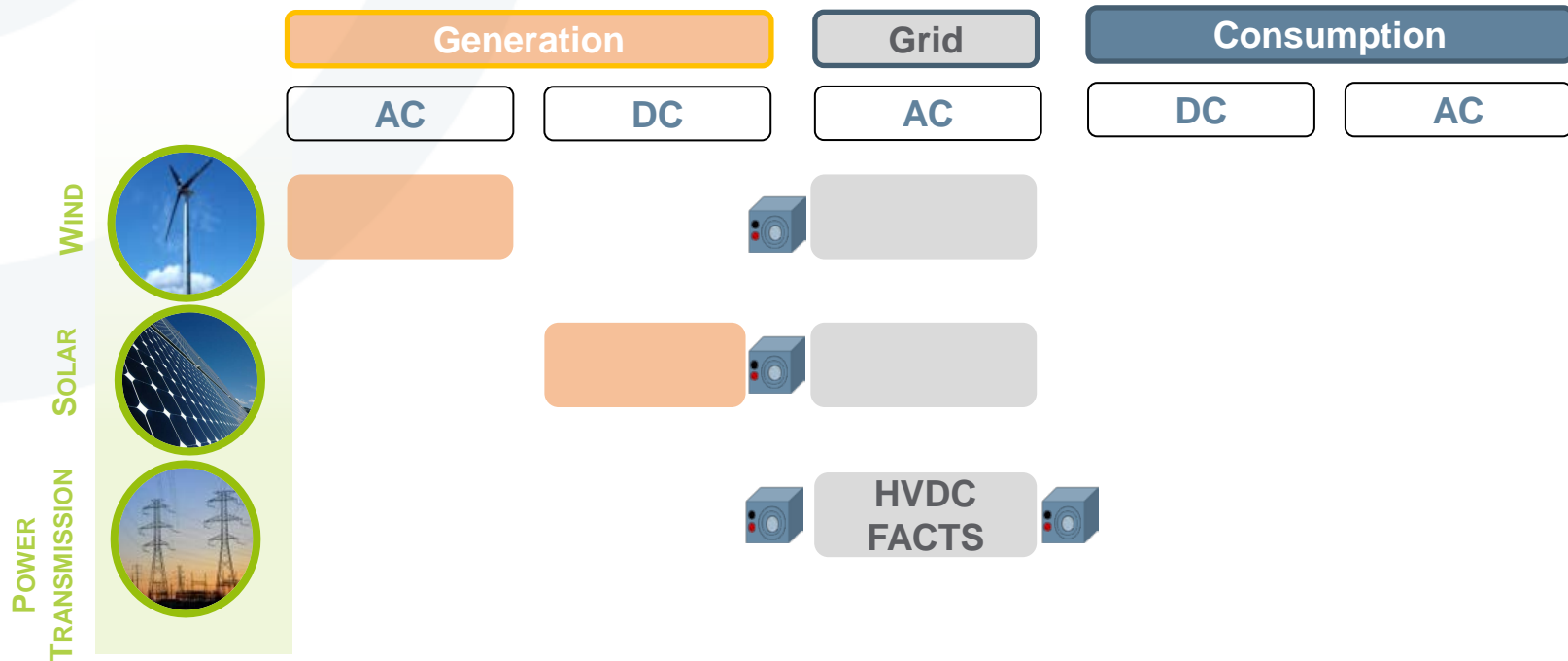
POWER ELECTRONICS REFERS TO THE “CONVERTING OF ELECTRICAL POWER”



- **BASIC FUNCTION:** to convert electric energy **as efficiently as possible**
- **CONVERSION:** in a form that the most divergent **applications and users require**

Mersen focus: high-end applications (power)
not on consumer electronics & low power suppliers

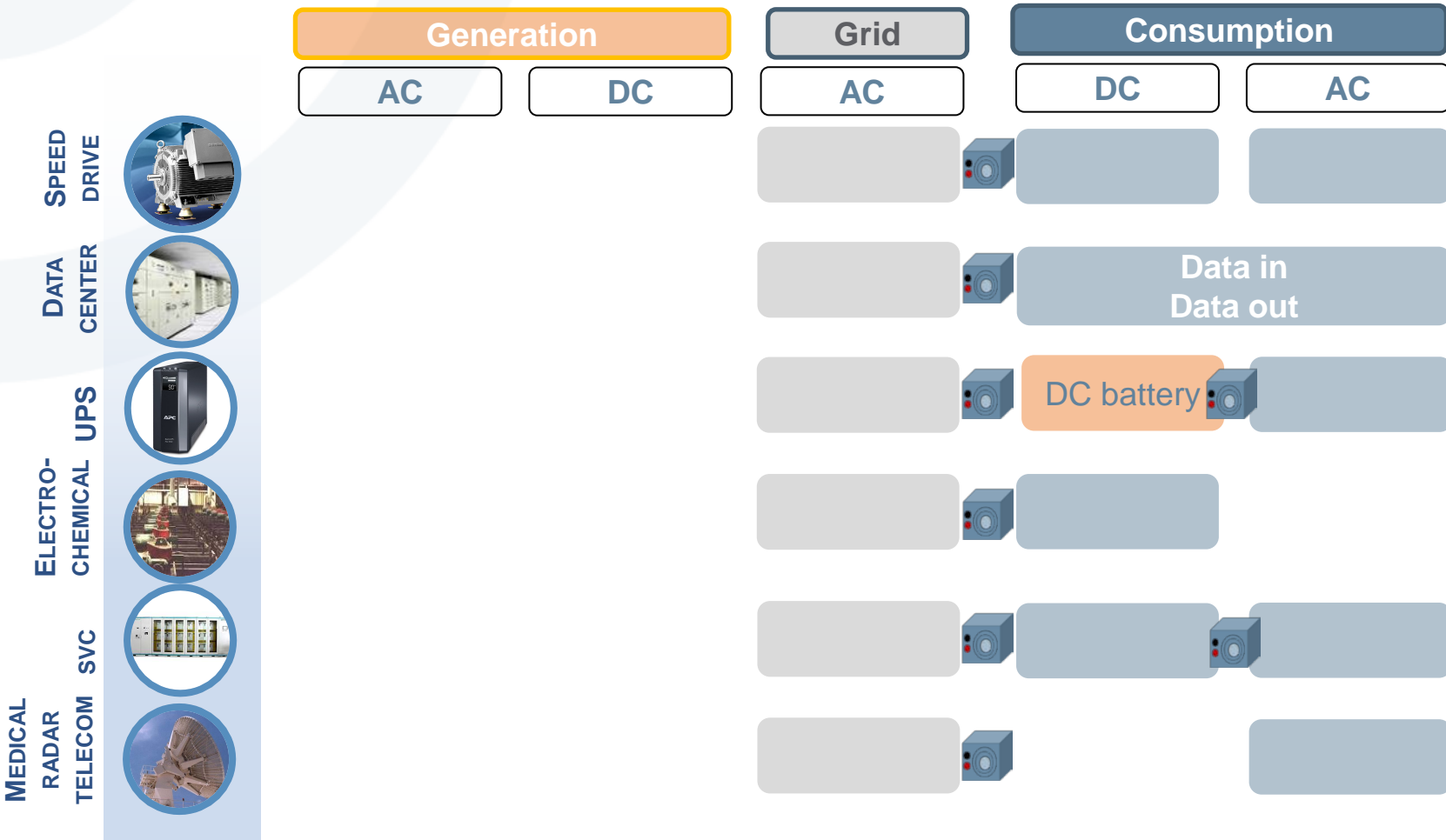
WHERE POWER NEEDS TO BE CONVERTED? ENERGY MARKET



Market drivers

- > ALTERNATIVE ENERGY
- > URBANIZATION
- > GRID EFFICIENCY

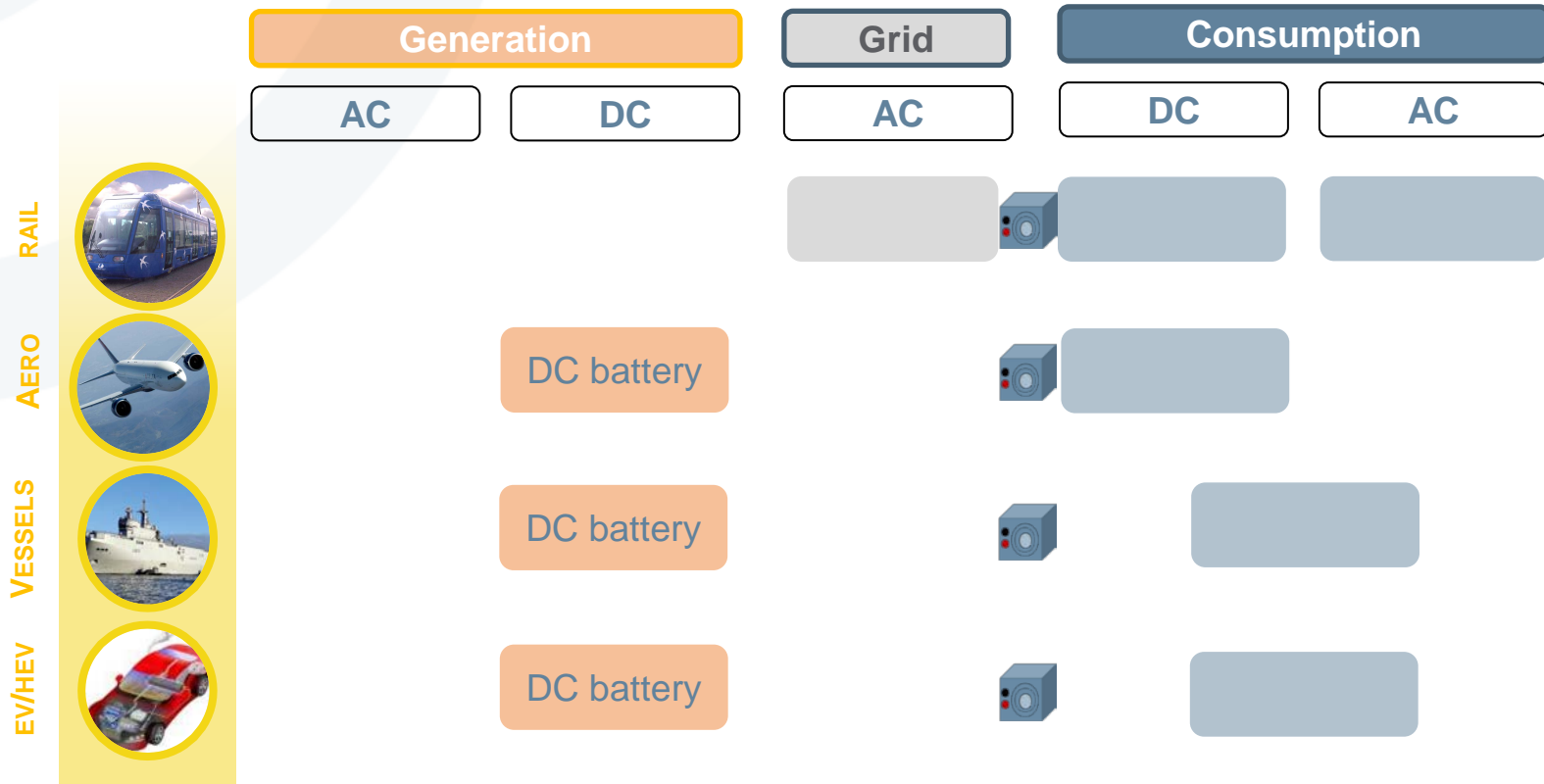
WHERE POWER NEEDS TO BE CONVERTED? INDUSTRIES/COMMERCIAL/IT



Market drivers

- › REDUCE TOTAL COST OF OWNERSHIP
- › ENERGY EFFICIENCY
- › DATA STORAGE, CLOUD COMPUTING

WHERE POWER NEEDS TO BE CONVERTED? TRANSPORTATION



Market drivers

- URBANIZATION & TRAFFIC CONGESTION
- REDUCE WEIGHT
- MOBILITY NEEDS
- LESS CO₂

MERSEN, IN THE HEART OF THE INVERTER



Laminated busbar
(low inductance / high current density)

Semi-conductor
Fuse

Air Cooling
Device

Power transistor (IGBT)

Mersen in semiconductor
manufacturing process

GROWTH SUSTAINED BY TECHNOLOGY GAINS & DRIVERS

Higher efficiencies by systems energy savings (thermal management)

Higher power density at systems levels (new material developments)

Customized packaging of systems (integration of more components and functions)

Systems embedding: modular integration, higher reliability

Requires power components manufacturer and system integrators to provide new innovative solutions

MERSEN: A UNIQUE POSITIONING



LARGE OEMs REQUIRE THE EXPERTISE OF HIGH PERFORMANCE POWER ELECTRONICS SUPPLIERS TO KEEP UP WITH THE MARKET



EFFICIENT DESIGN CAPABILITIES

2 High Power test Labs

Europe

- › High power and low power
- › IEC testing

USA

- › High power and low power
- › Surge testing
- › UL approved for third party testing

Simulation means

- › Thermal, Electrical
- › On-line access

Worldwide Power Electronics specification and qualification capabilities

- › Local technology-dedicated design center
- › Power electronics specification team

AN INTERNATIONAL PRESENCE ALIGNED WITH THE MARKET



MERSEN BUNDLE OFFER, A KEY DIFFERENTIATOR IN THE MARKET

SUPERIOR ABILITY TO TARGET THE MARKET

At the right place :

- International presence
- Relationship with OEM
- Search for “hidden champions”

At the right time



With the right solution:

- Power Electronics Specification team
- Dedicated local design offices

LEVERAGING THE ELDRE ACQUISITION MARKET

New staged entry point

In development process at existing customers

New customers

Where Mersen's cooling devices & fuses not applicable or in tough competition



New field of technological development

T (°C) – V
Battery management failure modes

New geographical development

Asia

LEVERAGING THE ELDRE ACQUISITION FACTS

A **fair acquisition price** resulting from Mersen capability and culture to provide a strategic future to family-owned businesses

A **smooth integration** with:

- › Progressive change from a family driven culture to a multinational culture
- › Local management reinforced and supported
- › Reinforcement of a Power Electronics Specification Team with Eldre key skills
- › Balanced industrial & marketing plan in China

A **relative contribution** in H1 2012 despite economic slowdown

An exciting pipeline of **new opportunities** and qualified projects with a potential for 2014 & beyond of accelerated growth

SUSTAINED STRATEGIC FOCUS



Reinforce leading position and remain in front position with current OEM customers



Capitalize synergies on Eldre's acquisition



Broaden our bundle offer beyond semiconductor fuses, cooling and busbars

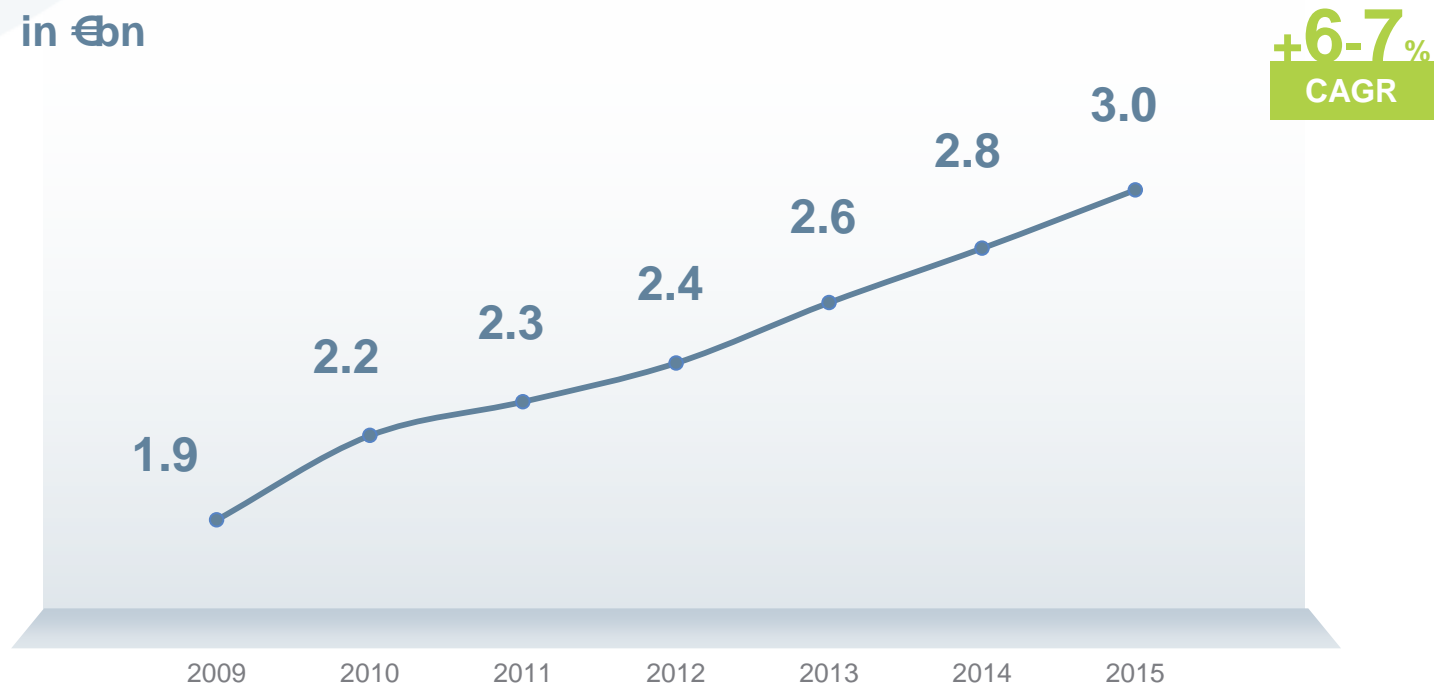


Maintain business leadership to support OEM customers' global footprint, including China

MERSEN'S OBJECTIVE: OUTPERFORM THIS SIGNIFICANT, GROWING MARKET

Key Components for power inverters
(fuses, cooling devices and laminated busbars)

in €bn



* Source: Mersen and Yole (2011) – Excluding EV/HEV projections