Laird Technologies
Tom Cochran, President
London, 2011
Laird Technologies Today

Wireless Systems Division

- Telematics & Wireless M2M
- Infrastructure Antenna Systems
- Industrial Remote Control (Cattron)

Performance Materials Division

- Signal Integrity Products
- EMI Solutions
- Thermal Solutions
Diverse Markets and Applications

- Balanced customer base
- Leading business portfolio of legacy businesses and recent acquisitions
- Global production predominantly in low cost areas

* Excluding Handset antennae and Mechanisms
Multi-capability Business Model

- Ability to continuously develop new technology and products
- Large range of products
- Bespoke solutions

- 40 sites globally
- Local support
- In-house tooling and automation capabilities

- Long-term Customer relationships
- Rapid prototyping
- World class supply chain and logistics

- Opportunities to cross-sell across product families
- Diversified base
- Recognized as a Leader, by Leaders
Leading Edge Technologies

One of our core capabilities is our state-of-the-art Research and Development

- Corporate Research Lab in Bangalore, India
- Advanced material and product development
- Rapid prototyping and product realization
- Over 600 Engineers and Technologists
- Over 700 patents issued, over 700 pending

World class testing facilities

- Advanced product life cycling
- In depth material analysis
- Full suite of RF and electrical testing
- RoHs certified – ISO/IEC 17025-2005
Sales Channel / Customer relationships

- Tier 1 & 2 OEM’s - Blue-chip
  - Regional and global
  - Mixed models - own manufacturing and partners

- ODM’s and EMS’s
  - Understanding relationships is critical
  - They are a tier 1 customer

- Tier 3 & 4 Customers & Distribution
  - Geographical based
  - Most standard – medium level of customization

- Complexity is increasing
- Global scale and capabilities are critical
- Responsiveness is critical to success
Serving Industry Leaders
Laird Technologies Solutions

- Development from existing legacy businesses and acquisitions
- Customization is the norm, with shorter design cycles
- Integrated solutions: specialty components to complete systems
- Advanced materials science is fundamental in driving solutions
- Supplying solutions that are critical to device/system performance
- High level of Engineering required - material based and RF/software
- More “value-add” in devices
- Recurring revenue stream from complete systems
Market Trends – Drivers for Growth

- Increased electronic content in devices – more EMI
- More bandwidth and heat management requirements
- Inexorable trend to wireless connectivity
- Increased proliferation of electronic devices and applications
- “Green” initiatives
Laird Technologies in 2011

- A good performance in H1
- Complementary set of businesses

- Customers have tighter control of inventories since 2008-9
  - Short visibility of orders
- Headwinds to be mitigated
  - Macro-economic environment
  - Commodities
  - Wage inflation

- Positioned well
  - Focused on execution
  - Solid new business pipeline

Goals

- Revenue CAGR 10%
- Increasing return on sales (15%)

Strategy

- Building strong businesses in growing markets
- Focus on R & D
- Utilize global footprint

Execute

- Product & solution roadmaps
- Lean Enterprise
- Focused on service