4th July 2019

DENSITRON PRESENTATION

Simon Jones
Densitron Managing Director

Martyn Gates
Densitron Product Director

Jon Jayal
Chief Executive Officer
WELCOME AND AGENDA

• DENSITRON INVESTMENT CASE

• DENSITRON BUSINESS OVERVIEW

• DENSITRON TRANSFORMATION AND GROWTH
DENSITRON – A SYNERGISTIC ACQUISITION

Gaming market centric
Strong product development and innovation discipline
Robust Taiwanese manufacturing and sourcing operation
US and UK sales team footprint

Exposure to all industrial vertical markets
Sales focus collaborating with partner suppliers to deliver custom solutions
De-centralised sourcing and small Taiwanese operation
Widespread global sales network
A CONDUIT FOR LAUNCHING NEW VERTICAL BUSINESSES

Quixant continues to be successful in gaming but is concentrated to one market

In which other verticals could the formula applied in gaming be replicated?

How can our IP be used to the benefit of other markets?

Where is Densitron exposed to opportunities already which it couldn’t capitalise on due to lack of investment?

Densitron has the experience and customers to expose Quixant to opportunities in other verticals
SIMON JONES, MANAGING DIRECTOR
MARTYN GATES, PRODUCT DIRECTOR

Simon Jones

- Economics, City
- Corporate Strategy – KPMG, Capgemini
- Growth and Operational Discipline GM – Saint-Gobain, Dyson
- Tech Startups and Turnaround
- Tech Enthusiast

Martyn Gates

- Broadcast sector specialist and engineer
- Successful track record in electronic technology product development
- Leading hardware and software engineering teams
- Introducing innovative products to global technology markets
Densitron Business Overview

Densitron
Part of Quixant Group

Simon Jones
Managing Director

Martyn Gates
Product Director
OVERVIEW OF DENSITRON

1972 Densitron is over 45 years old

72 Colleagues globally

Customer / Prospect Mix

29% Broadcast
17% Industrial
11% Other

16 USA
16 Taiwan
12 Japan
28 Europe

10 Sales
22 Engineering
40 Sales Support

Densitron is the gateway for Quixant to replicate the success of gaming in other vertical markets
DENSITRON HISTORICAL FINANCIAL PERFORMANCE

A profitable, stable business – poised for profitable revenue growth

Pre Acquisition

Post Acquisition
OUR PLAN TO TRANSFORM AND GROW

1:1 to 1:Many
Nurturing our core business, while building and scaling growth products

Building 1:Many in Broadcast
Focus on solving Human Machine Interface challenges in Broadcast

Pride in Sales
Scale and focus our approach to sales

Operational Discipline
Efficient sales support functions
1:1 TO 1:_MANY

Core Business

Sector Agnostic

1:1

Custom Solutions

Protect and Nurture

Growth Business

“Densitron 2.0”

Vertical Focus

1:Many

Product Ecosystems

Invest and Grow
Our Approach

EXPERT ADVICE

PERSONALISED PRODUCT SOLUTION

DISPLAY

SOFTWARE PLATFORM

HMI

INTERFACE

COMPUTER

ONGOING SUPPORT & COMMUNITY
Car Configuration Example

ECOSPORT
Recommended OTR Price Range from £11,090

ALL-NEW FOCUS
Recommended OTR Price Range from £18,305

C-MAX
Recommended OTR Price Range from £22,300

TOURNEO CONNECT

KUGA

PERSONALISED PRODUCT SOLUTION

HMI

DISPLAY

COMPUTER

SOFTWARE PLATFORM

INTERFACE

1.0L Ford EcoBoost 85PS 6 Speed Manual

1.0L Ford EcoBoost 100PS 6 Speed Manual
Why Customers Come To Densitron

1. **Accelerate your time to market** - our solutions work out of the box, allowing you to get straight to designing beautiful HMI and GUI rather than getting different components working together first

2. **Differentiating your product** – Our solutions are highly customisable, so you can differentiate against your competitors

3. **Reduce your costs** – Focus your engineers on the HMI application, not the HMI components, which means less expensive engineering resource needed to get to market

4. **Reduce your risks** – Densitron is a single supplier for the solution, we warrant the hardware and we are here to help if you need it

5. **Access our Expertise** – We have a robust knowledge of HMI applications which is available for our customers to access. Outsource.
Globally Co-Ordinated Specialists

“We have a specialist team focussed on the Broadcast sector, they work globally so we know our big customers better than they know themselves....”

Locally Connected

“Although we are global in reach, our customers know us in their language, in their timezone and in person”

Discipline and Focus

- Inside Sales, Account Management, Hunters
- New global incentive schemes focussed on winning new business & retention
- Salesforce.com implemented globally
- Rhythmic and disciplined sales leadership
DISCIPLINED OPERATIONS

**Globalised Product Development**
- Global product management – UK
- Rapid Design and Prototyping – Slovenia
- Software Development – Italy
- Hardware Engineering - Taiwan

**Rationalised Operations**
- European Logistics Hub
- Americas Logistics Hub
- European Customer Services

**Globalised Supplier Management**
- Procurement
- Quality
- Product Lifecycle Management
- Central Stocking

*All in Taiwan*
SUMMARY AND CLOSE

Jon Jayal
Chief Executive Officer
SUMMARY

• Densitron shows promising signs for **long term sustainable growth**

• Largely retained all **Core business** despite focus on new **Growth areas**

• **Synergies** evident between broadcast and gaming business

• **$4.5m order book in broadcast** announced in FY2018 results

• **High calibre management team** in place to deliver on the opportunity