

Cutting-edge solutions in expansive niche segments

Q1 report 2010/2011

Dr. Jan-Olof Brüer, President and CEO Sectra AB

September 7, 2010

World leading products that make
healthcare more efficient and
government communications more secure.



What is Sectra?

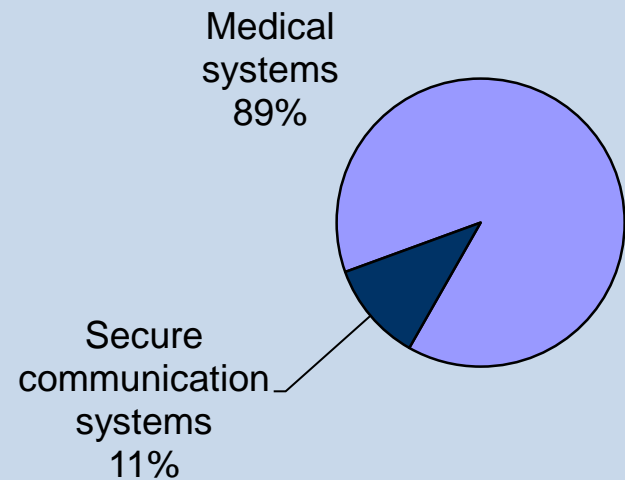
- High tech products in niche segments with a large global potential.
- Vision to become the worldwide market leader in selected niche markets.
- From a strong position in Scandinavia international operations now represent a majority of the company revenues.

Growing, future
billion dollar markets.



Sectra in brief

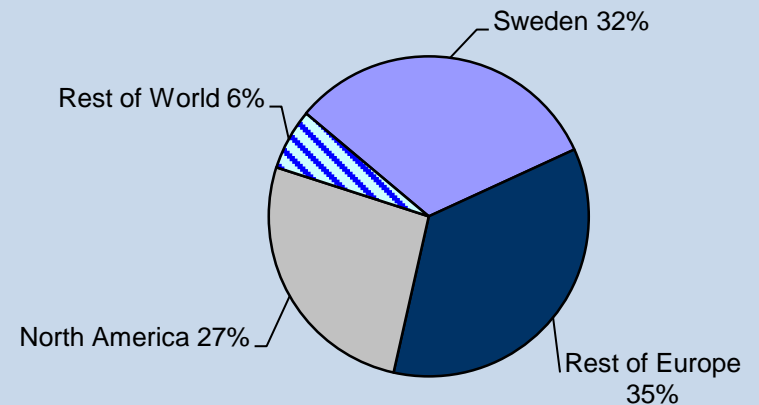
- **30** years in business
- **2** expansive niche segments
- **612** employees
- Offices in **12** countries
- Some **20** partners on selected markets
- Customers in > **50** countries



Net sales by segment
Running 12 month July 31, 2010

Geographic markets

- Largest markets Sweden (32%) and the US (26%).
- International market revenues 68%.



Net sales by geographic market,
Running 12 month July 31, 2010

Example of Sectra products

Sectra PACS™



Sectra MicroDose
Mammography®



Sectra Tiger® XS



Sales strategy

- Direct sales in selected markets and segments.
- Strategic partnerships with companies having local or regional sales and service organizations.



New market entries

- Japan through partners
- Middle East through partners
- Canada



Customers in more than **50** countries.

Q1 report

Number of mammography
system deliveries doubled

Development of Mammography product division

From lab to industry



KTH 2003-2004



Kista 2005-2007



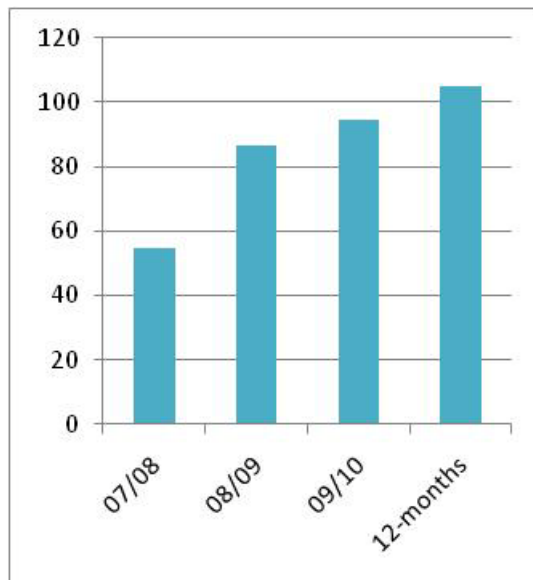
Solna 2008

Development of

Mammography product division

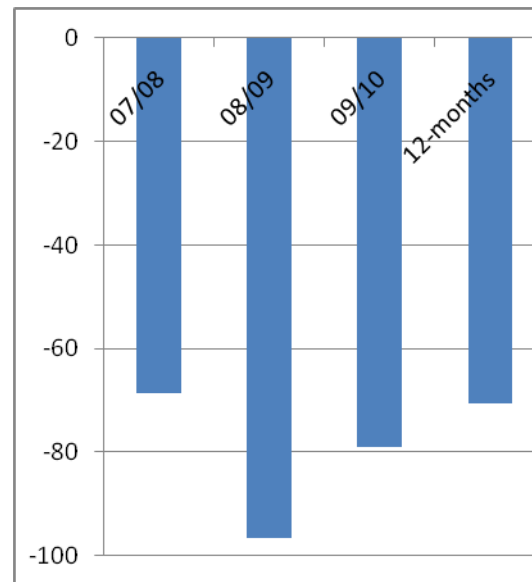
Net sales

SEK million



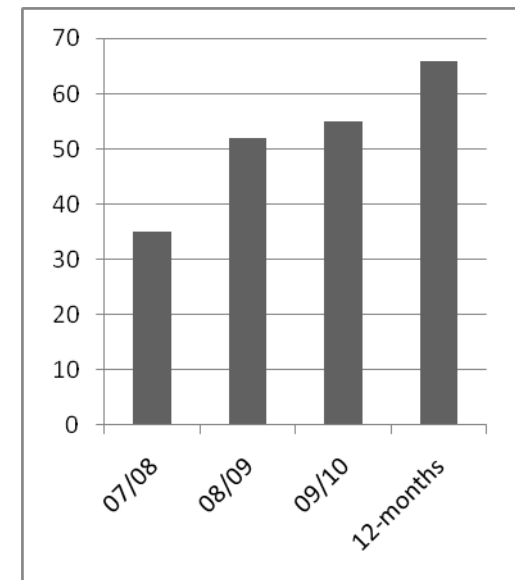
Operating profit

SEK million



MicroDose deliveries

Number



200+ MicroDose Mammography installations in 20 countries.

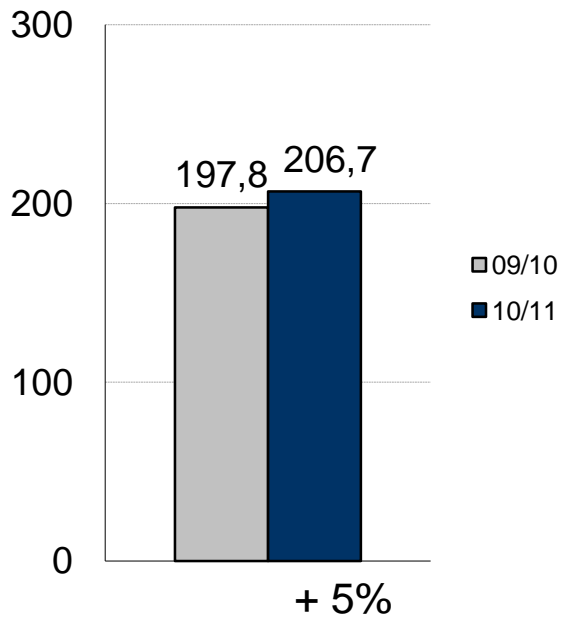
Segments

- **Medical systems**
Medical IT systems, Mammography Modality, Online services
- **Secure communication systems**
Secure voice encryption products and customer specific products.
- **Other operations:**
 - Mainly the Groups financing activities regarding customer projects and asset management.
 - Parent Company's internal debiting of Group-wide costs.

The Group

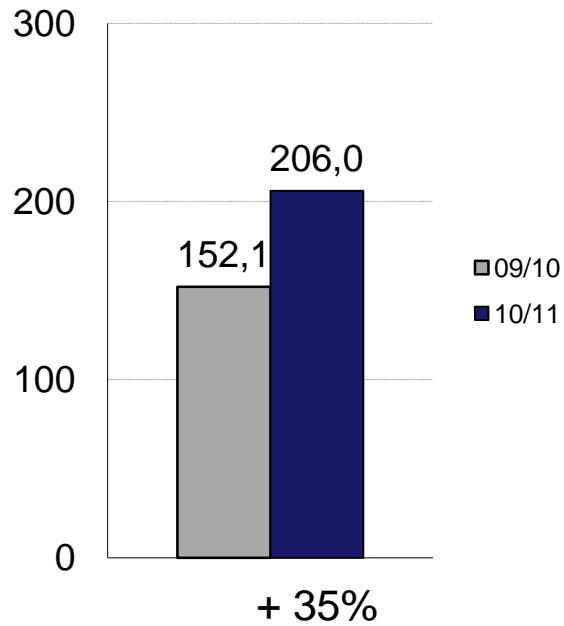
Net sales Q1

SEK million



Order bookings Q1

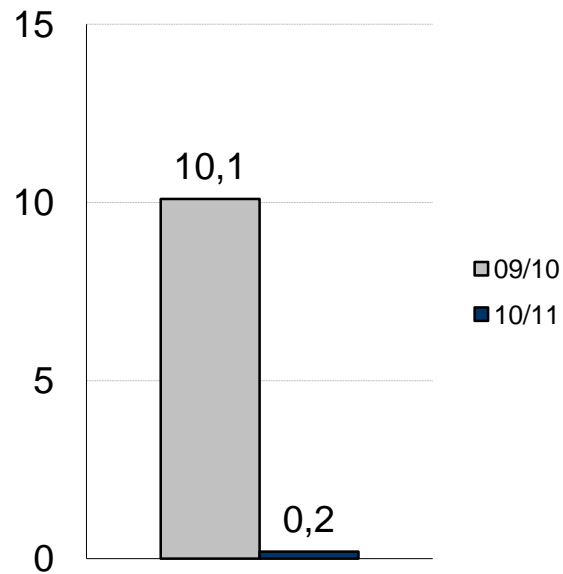
SEK million



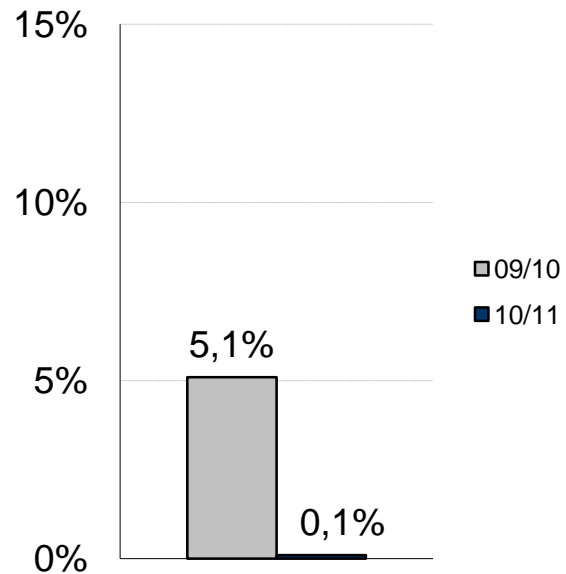
The Group

Operating profit Q1

SEK million



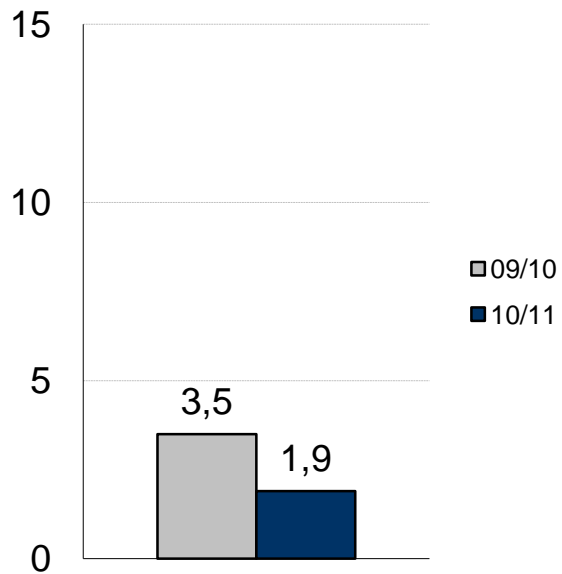
Operating margin Q1



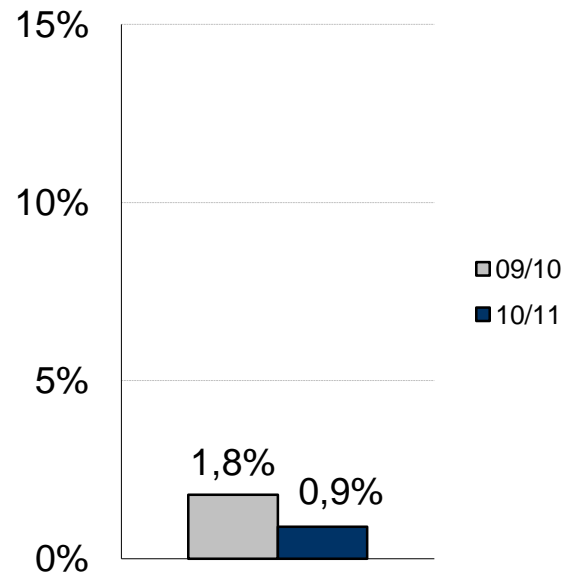
The Group

Profit after financial items

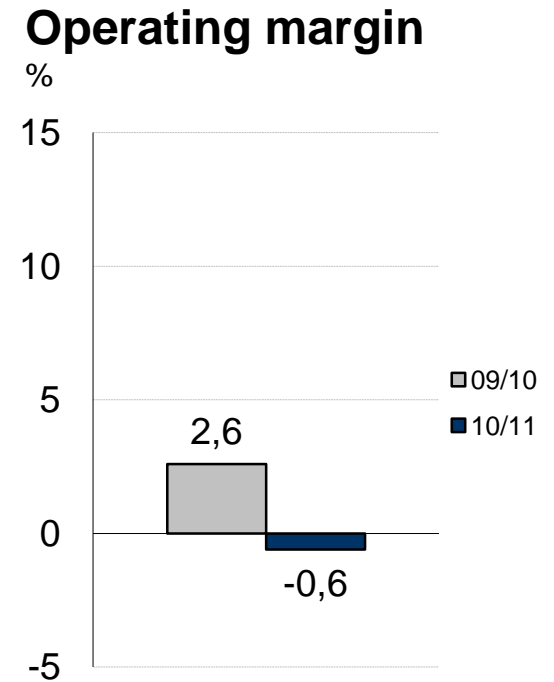
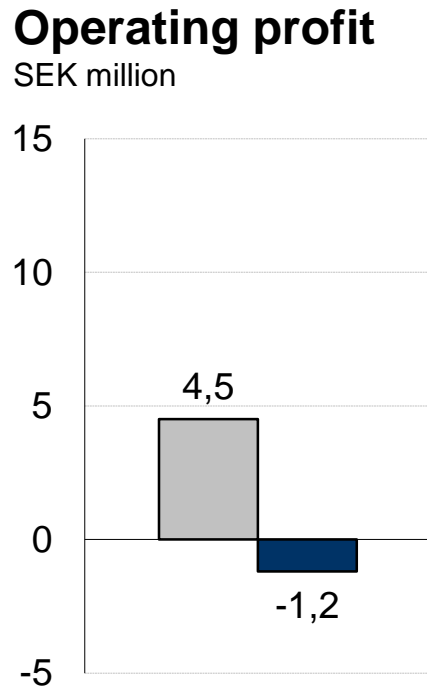
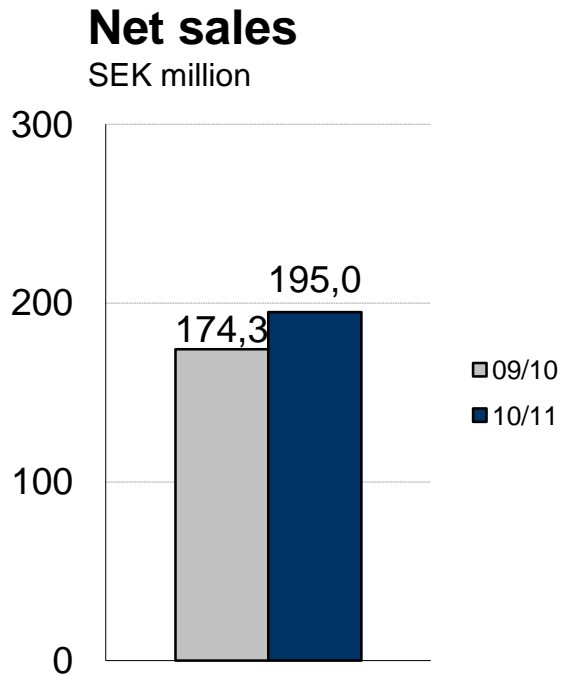
SEK million



Profit margin



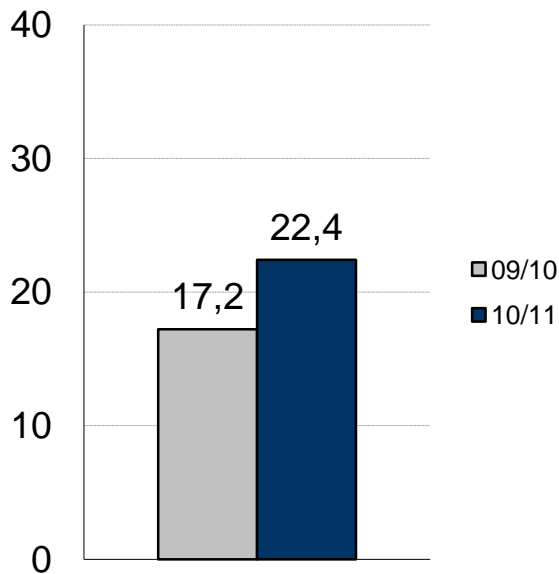
Medical systems



Secure communication systems

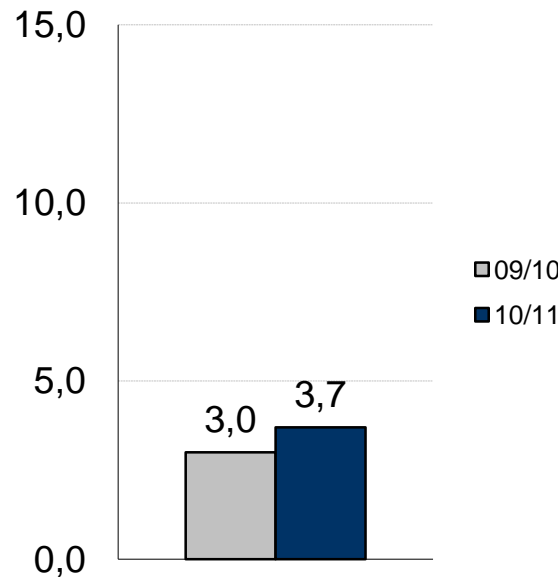
Net sales

SEK million



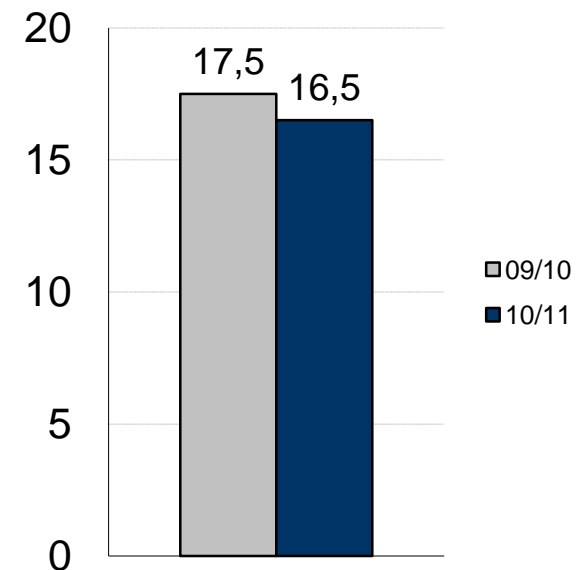
Operating profit

SEK million



Operating margin

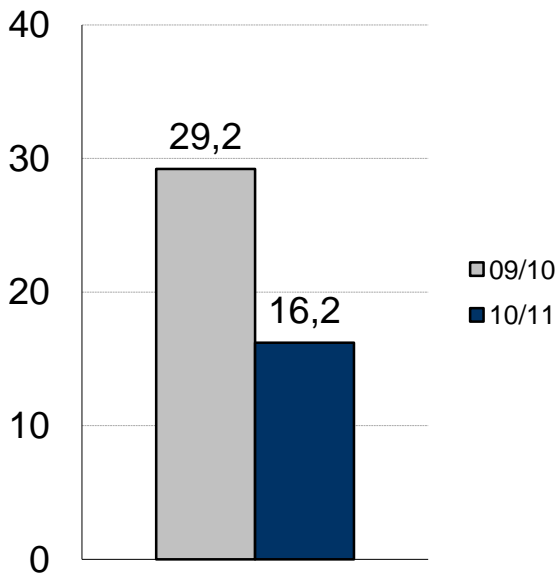
%



Other operations

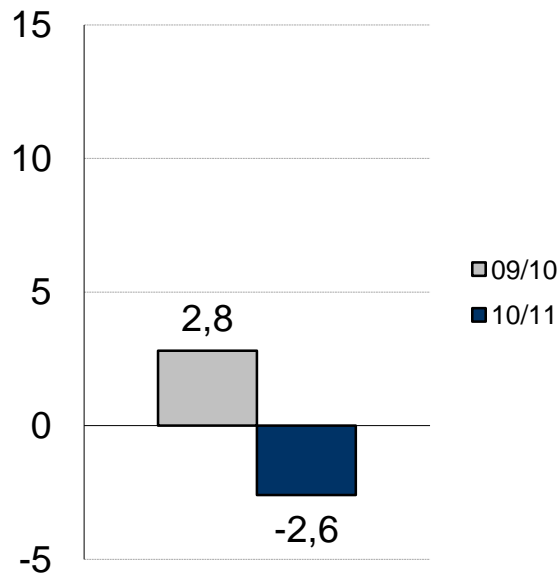
Net sales

SEK million



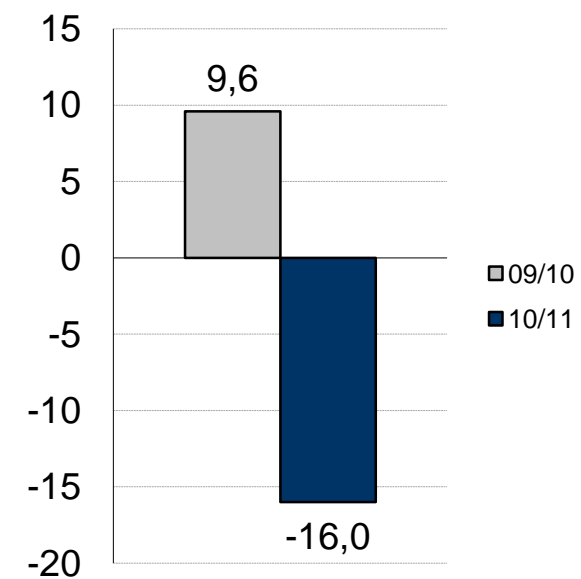
Operating profit

SEK million



Operating margin

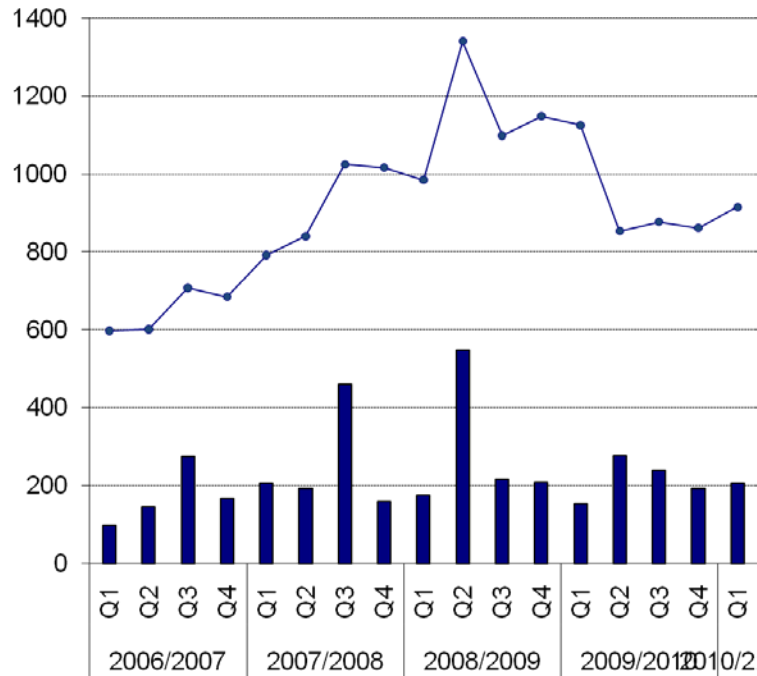
%



Five year charts

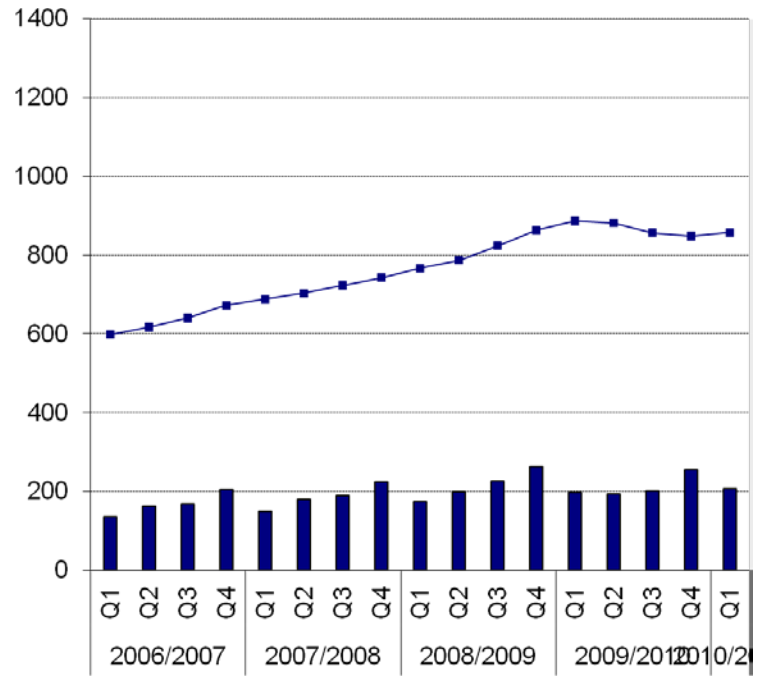
Order bookings

SEK million



Net sales

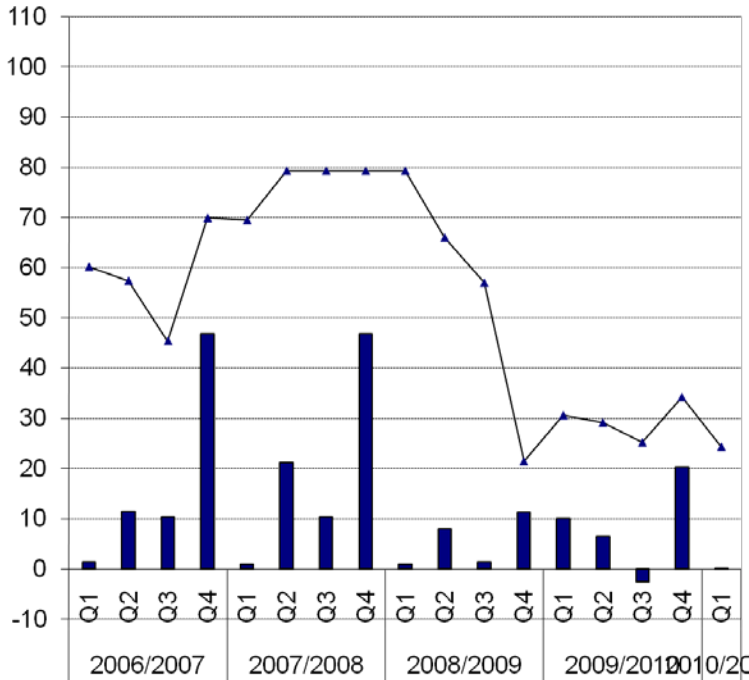
SEK million



Five year charts

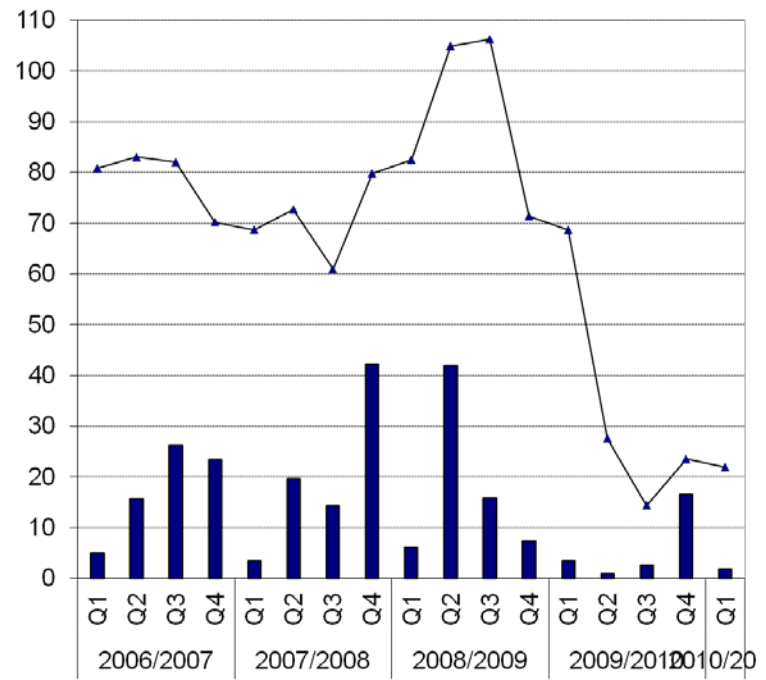
Operating earnings

SEK million



Earnings after financial items

SEK million



A selection of highlights from the first quarter

Q1 Highlights

Mammography hits the road down under

- Orders from 3 major breast screening programs in Australia secured.
- Sectra the market leader for breast imaging PACS in Australia.



Sectra MicroDose Mammography – installed at numerous clinics in 17 European countries as well as in Australia, New Zealand and Japan.

Q1 Highlights

Linking geographically spread healthcare clinics

New orders secured:

- Region Skåne in Sweden extend the use to 6 hospitals.
- Skaraborg Hospital, a group of 4 Swedish hospitals.
- A hospital chain of 4 hospitals in the most densely populated region in Norway.

Productivity without limits



Highlights after the end of Q1

Q2 Highlights

EU selects Sectra Tiger

- 4-year framework agreement signed with the Council of the European Union in Brussels
- An initial order has been placed, scheduled for delivery during the autumn of 2010.

The framework agreement realizes our goal of providing easy-to-use products for secure telephony to customers in all EU Member States



The Future

Growing,
future billion dollar
markets

New financial goals

- Profit margin > 15%
- Average growth > 15% over a 7-year period
- Equity/Assets ratio > 30%

Positioned in growing, future billion dollar markets.



SECTRA

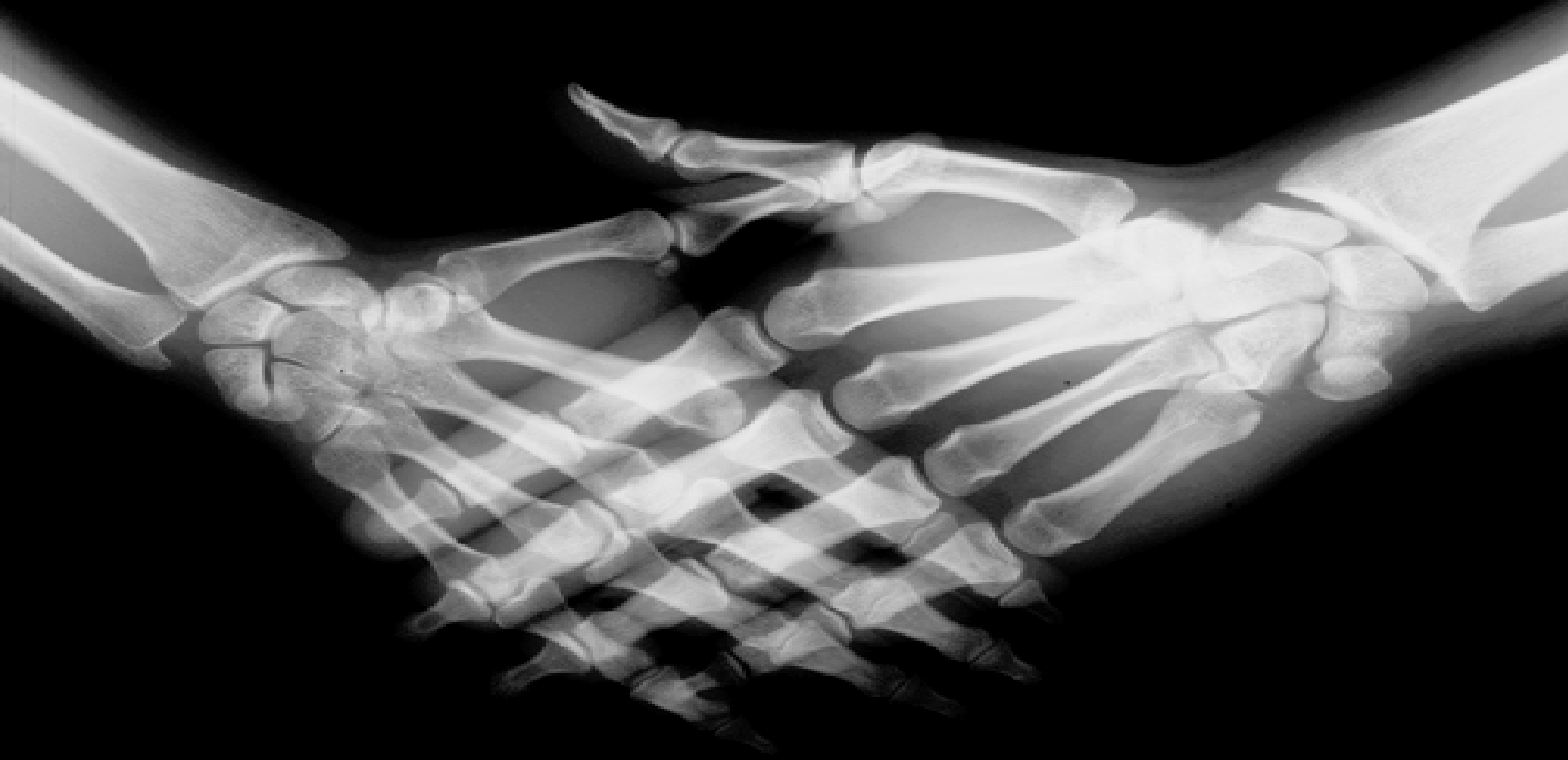
SECRET

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RESTRICTED

Keeping your secrets

SECTRA



More than just a handshake