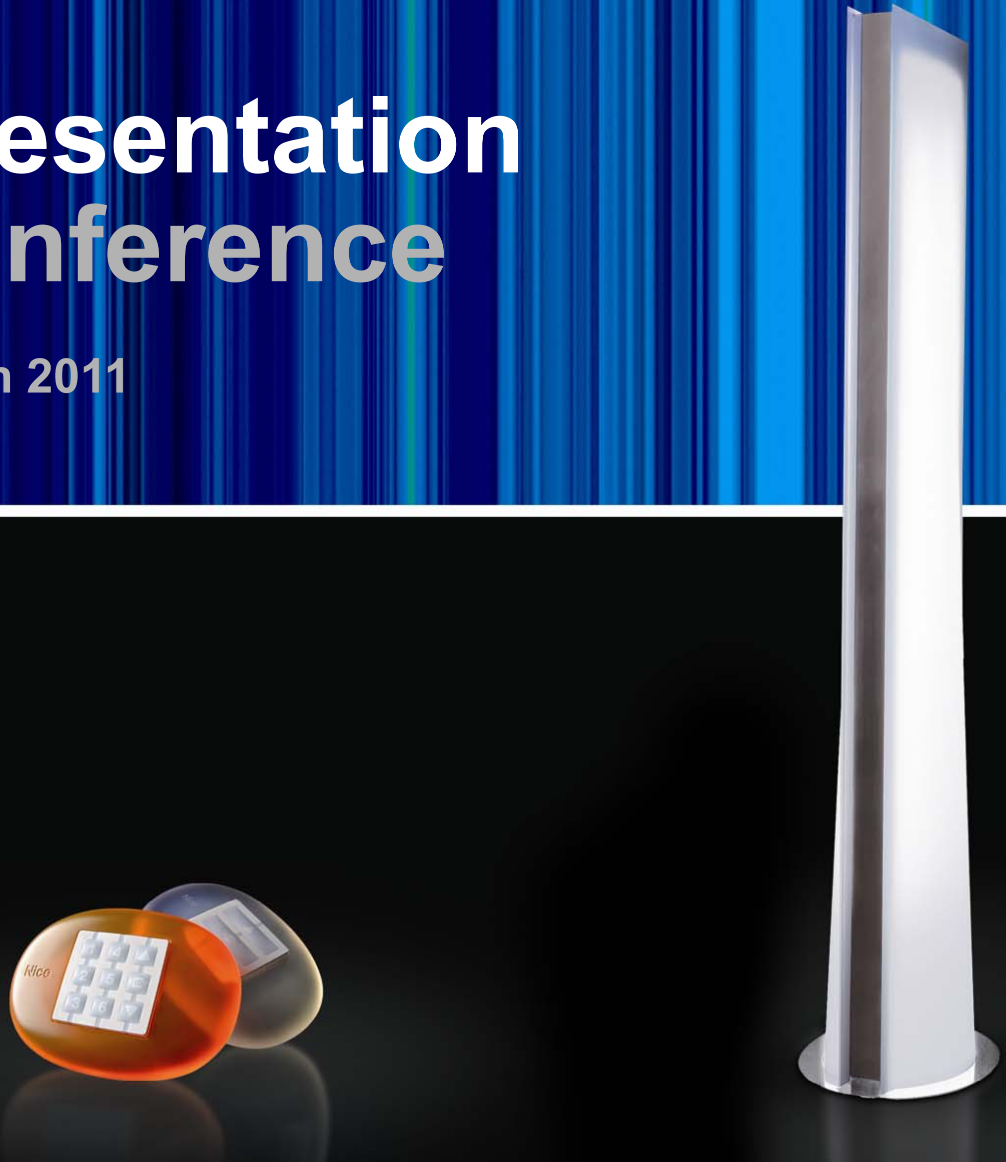
Nice Presentation
Star Conference

Milan, 23rd March 2011



Agenda

- Company Overview
- Business Model
- New Products
- Financial Overview: 2010 Results

Company Overview

What We Do

Designing a Nice World

Improving the quality of life by simplifying everyday movements.

Nice offers the comfort of going in and out in total freedom, with practical products and an emotional design.

With Nice, transmitters become objects to show.

The Nice Values

Nice

Be Nice

Think Different

Be Reliable

Strategy Evolution - The History

1993

Founding

Control Electronics for Gate & Door Automation

1995

Gear Motors for Gate & Door Automation

First Branch in France

Strategy Evolution - The History

2000

Tubular Motors for Blinds & Shutters

2003

Mhouse, the first line for the D.I.Y. Market

Strategy Evolution - The History

Nice

2006

Listing in STAR Segment of Italian Stock Exchange

Strategy Evolution - The History

2007

The New Headquarters

Moovo, a new line for the D.I.Y. market

2008

New Market Segments:

Wireless Alarm Systems

Industrial Doors

2009

NiceHome System Launch:

Security combines with Automation

Strategy Evolution - The History

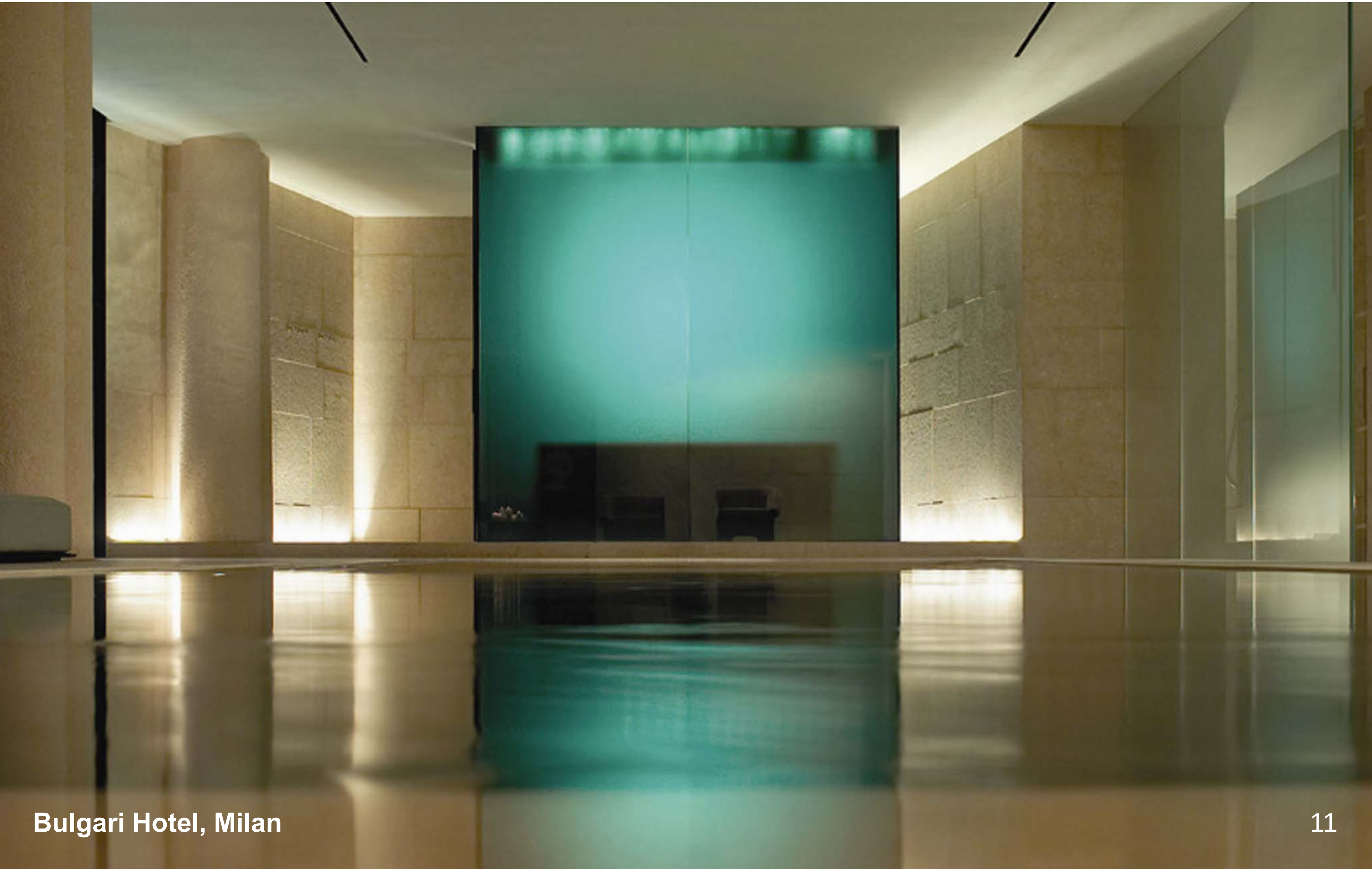
Nice

2010

Innovative Integrated Lighting Systems & Furnishings

FontanaArte

FontanaArte - References



Bulgari Hotel, Milan

FontanaArte - References

Nice

Dolce & Gabbana Showroom, Milan

FontanaArte - References

Piazza San Giovanni, Gubbio

FontanaArte - References

VQ Radisson Residence, Dubai Marina

FontanaArte - References

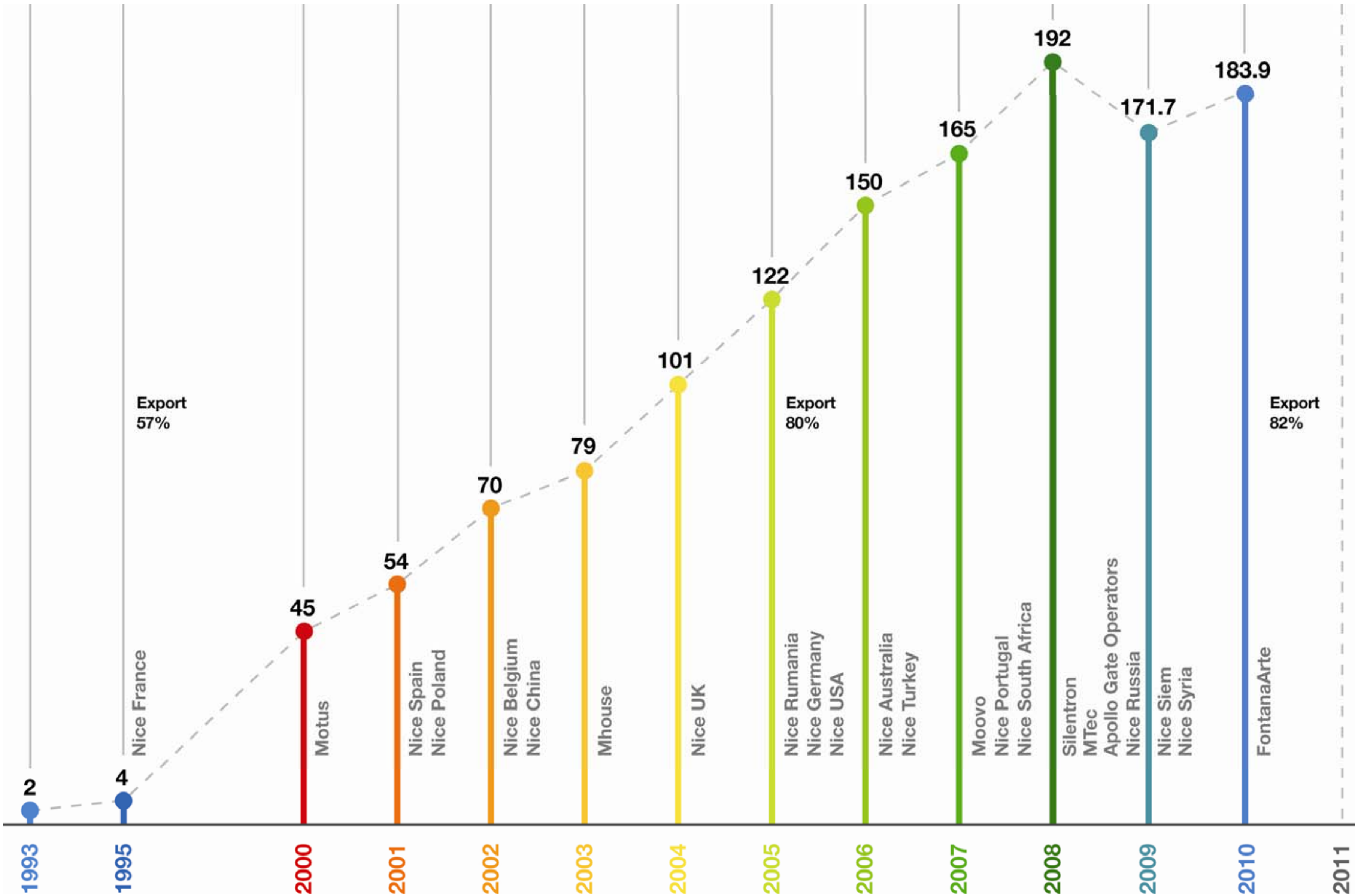
Auburn University, USA

FontanaArte - References

Nice

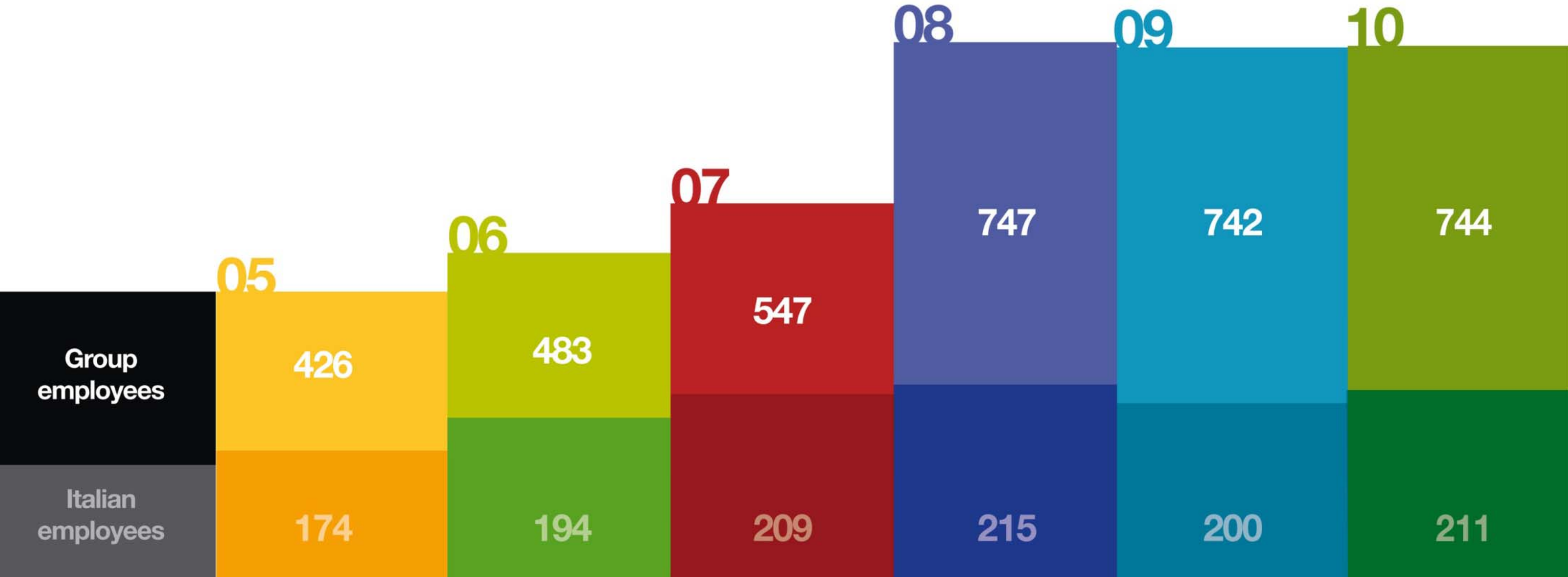
La Triennale Incheon, Korea

The Nice Consolidated Sales



Company Overview

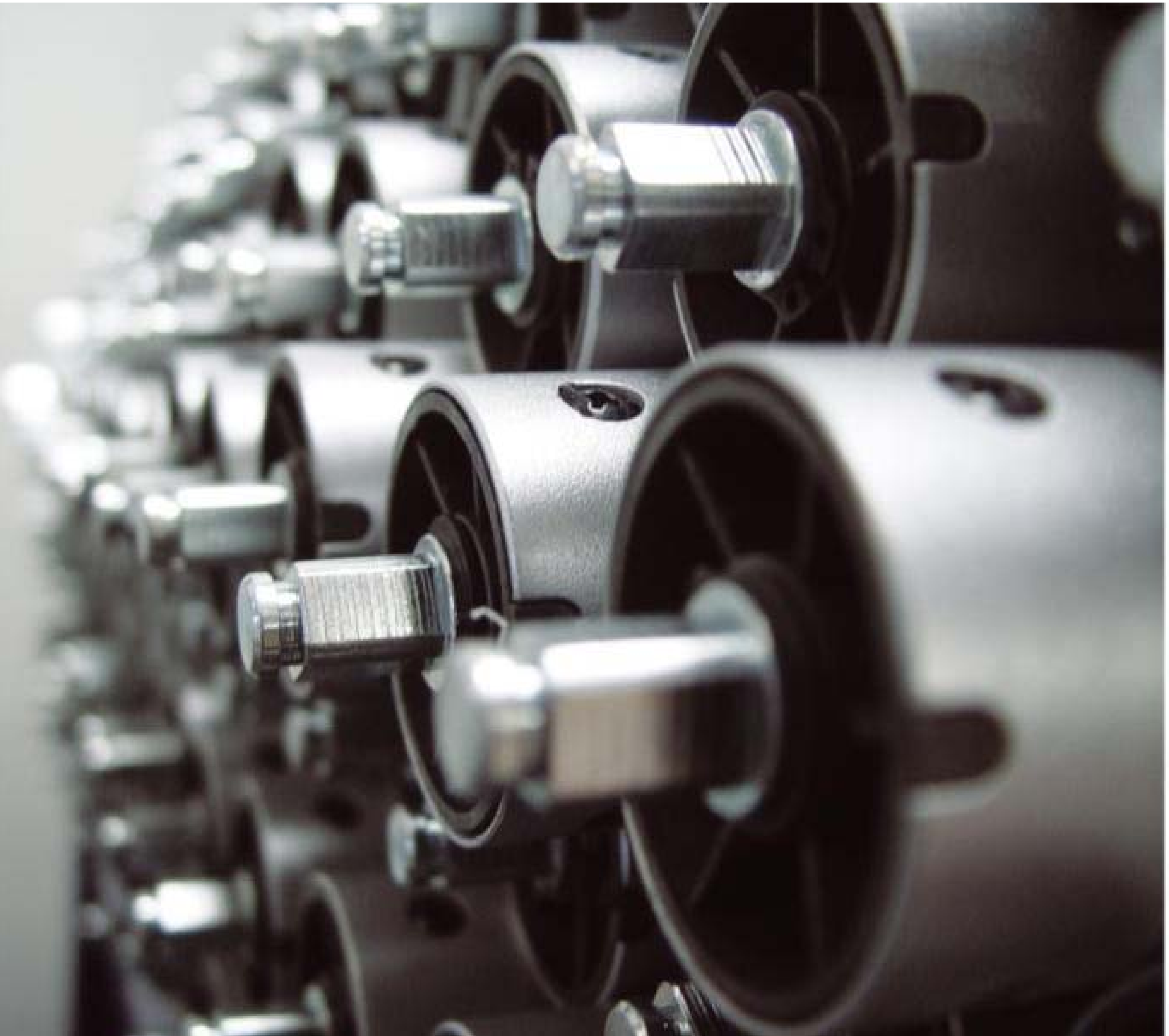
The Nice People - Average Figures/Year



Nice, Simply Unique

Efficient Business Model	Flexible Distribution System	Strong International Focus	Wide, Complementary Product Mix
Distinctive Design Capabilities	Unique Technological Innovation	New Technological Product Range	Investments in Innovation
Careful Protection Policy	Distinctive Brand Identity	Investments in Marketing	Social Responsibility Attitude

Efficient Business Model

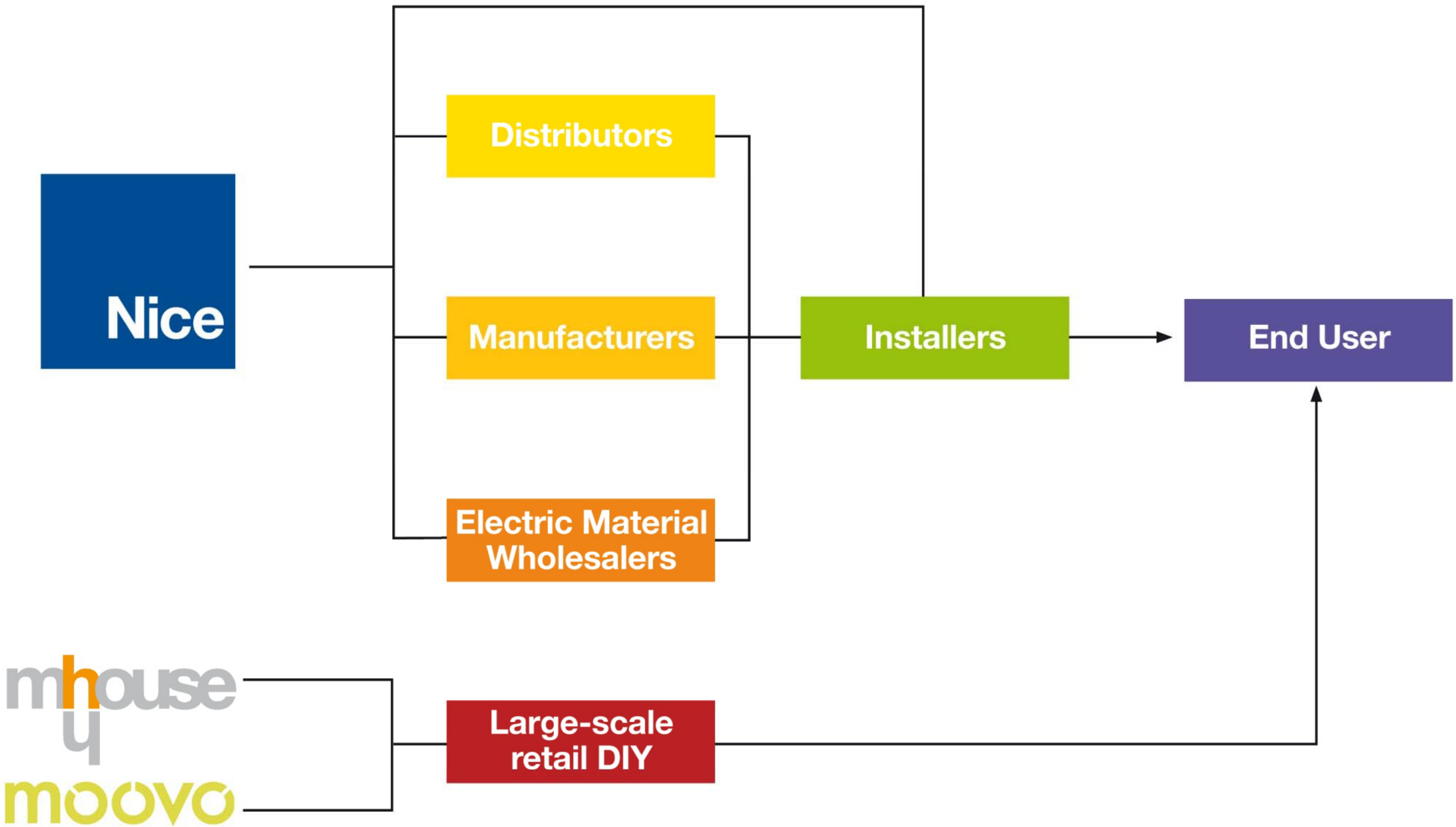


Production Completely in Outsourcing

Strict Quality Controls

Know-how kept Confidential In-house

Flexible Distribution System



Strong International Focus

Wide, Complementary Product Mix

A simple gesture is all you need
to make the whole house move

Distinctive Design Capabilities

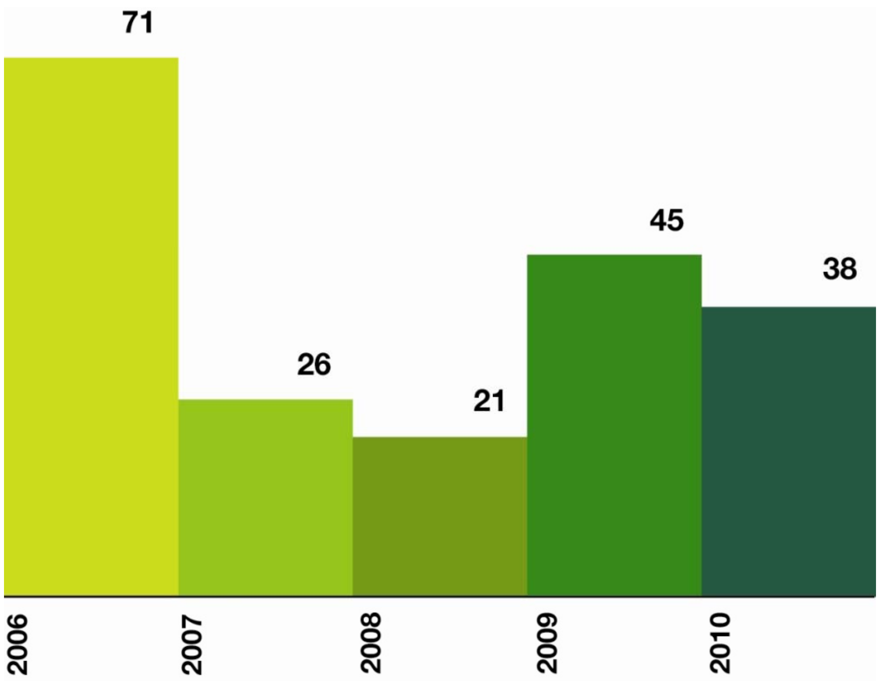
Nice

2000 “International Design Gallery” Expo 2000 Hannover	2001 Best of Category “Design for the Environment” XIX Compasso d’Oro	2002 Permanent Collection at The Museum of Design	1999, 2003, 2005 “Intel Design Award”	1999, 2003, 2005 “ADI Design Index”	2005 “Trophée d’Argent” Trophée du Design Batimat	2006 “Innovation Prize” R+T Stuttgart	2007 “Innovation & Design Award” LivinLuce	2008 “Grandesign Etico International Award”

Business Model

Unique Technological Innovation

New Products



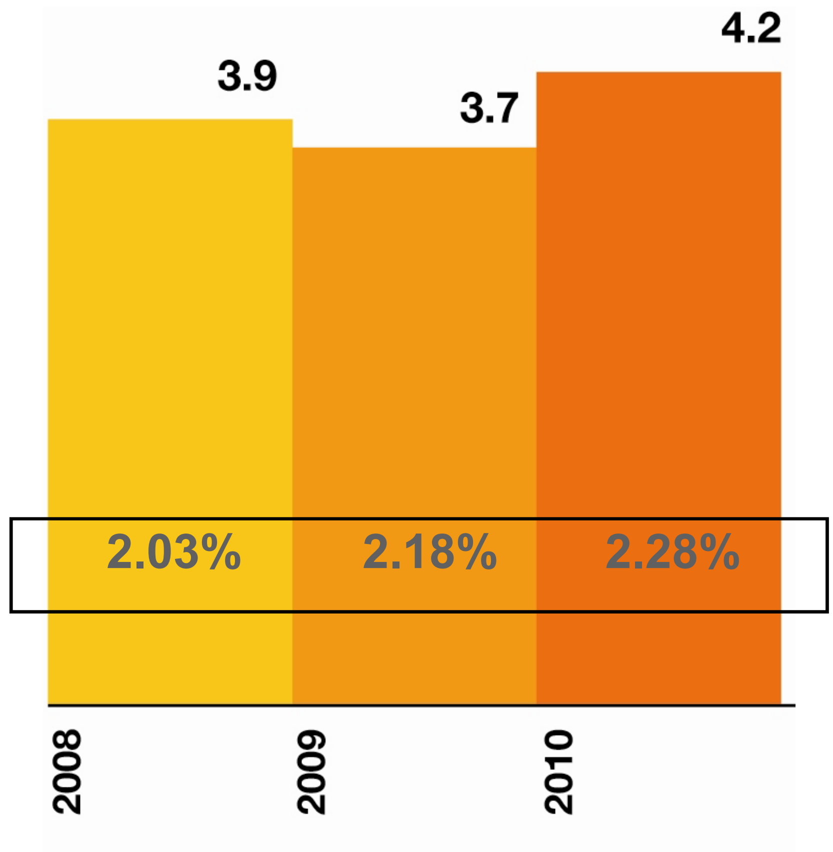
New Technological Product Range

NiceHome System:
Integrated Management
of Home Alarm & Automation Systems

Security combines with Automation

Investments in Innovation

R&D Expenses
as % of Net Sales



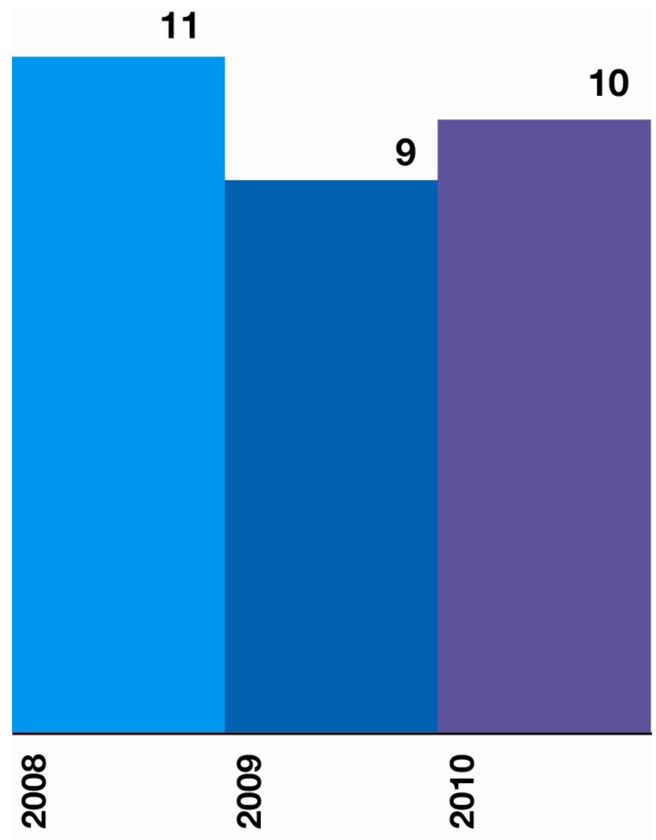
Business Model

Careful Protection Policy

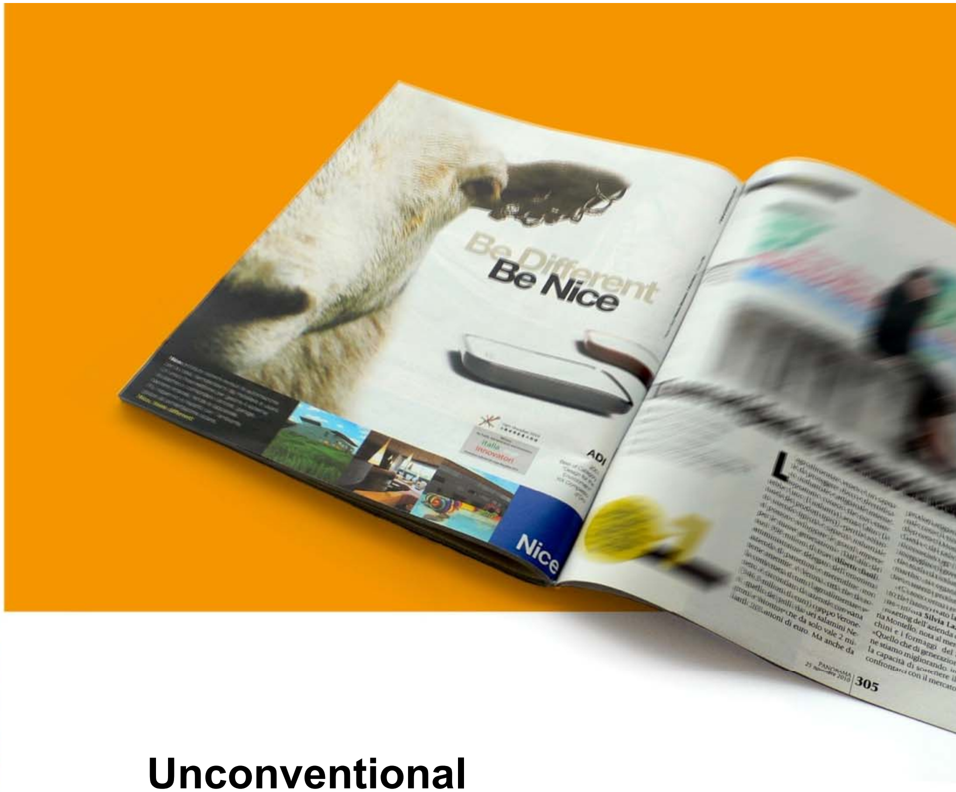
Nice

Careful Patent Policy
to protect **R&D results**

New Patents



Distinctive Brand Identity



Unconventional Communication focused on Nice Philosophy and Strenght

Social Responsibility Attitude: Nice F.e.e.l.

Nice

Nice F.e.e.l.
is a project to promote and develop activities which give people with motor difficulties greater freedom in movement and more individual autonomy

FEEL

FOR EVERYONE
EVERYWHERE
LIBERTY

The Nice Care for Ecosustainable Design

Nice

Nice strengthens its commitment towards the promotion of Ecosustainable and Ecocompatible Design

New products

New Products

The Nice Era @ Equip'Baie, Paris

Nice

New Products

The Nice Era Range

The Nice Parking Systems

2010 Results Highlights

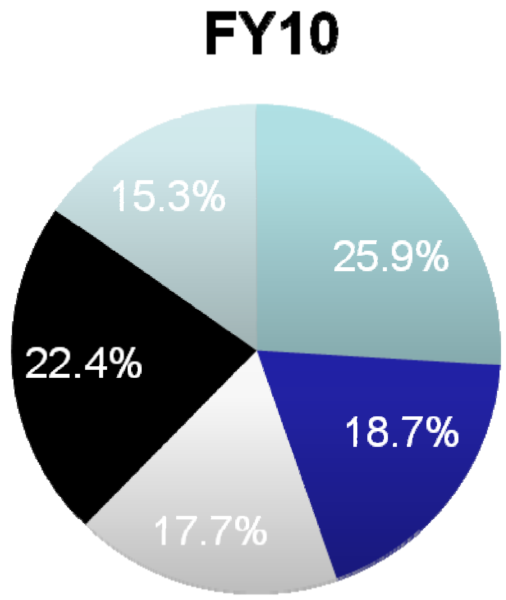
Nice

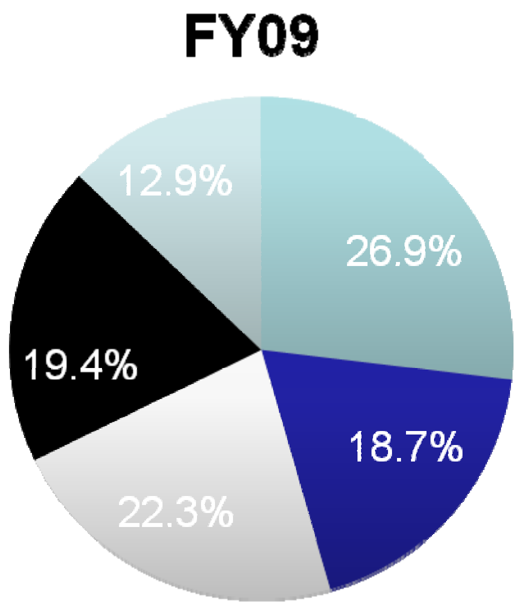
- Consolidated Sales: **€ 183.9m** (+7.1% vs. 2009)
- Gross margin: **62.1%** (vs. 61.5% in 2009)
- EBITDA margin: **25.6%** (vs. 25.3% in 2009)
- Group Net Income margin: **15.9%** (vs. 15.6% in 2009)
- Operating Free Cash Flow: **€ 26.6m** (vs. € 41.6m in 2009)
- Positive NFP: **€ 35.2m** (vs. € 43.7m as of 30 Dec09)

€m	FY 10		FY 09		Δ %
Net Sales	183.9	100.0%	171.7	100.0%	7.1%
Gross Profit	114.2	62.1%	105.6	61.5%	8.2%
EBITDA	47.0	25.6%	43.5	25.3%	8.2%
Group Net Income	29.2	15.9%	26.8	15.6%	9.0%
Operating Free Cash Flow	26.6		41.6		
Net Financial position	35.2		43.7		

Net Sales Breakdown By Region

Nice





France Italy EU 15 Rest of Europe Rest of World

€m	FY10	FY09	Δ %
France	47.7	46.1	*3.4%*
Italy	34.4	32.0	*7.3%*
EU 15(1)	32.6	38.2	*(14.8%)*
Rest of Europe	41.2	33.2	*23.9%*
Rest of World	28.1	22.1	*27.2%*
Net Sales	**183.9**	**171.7**	***7.1%***

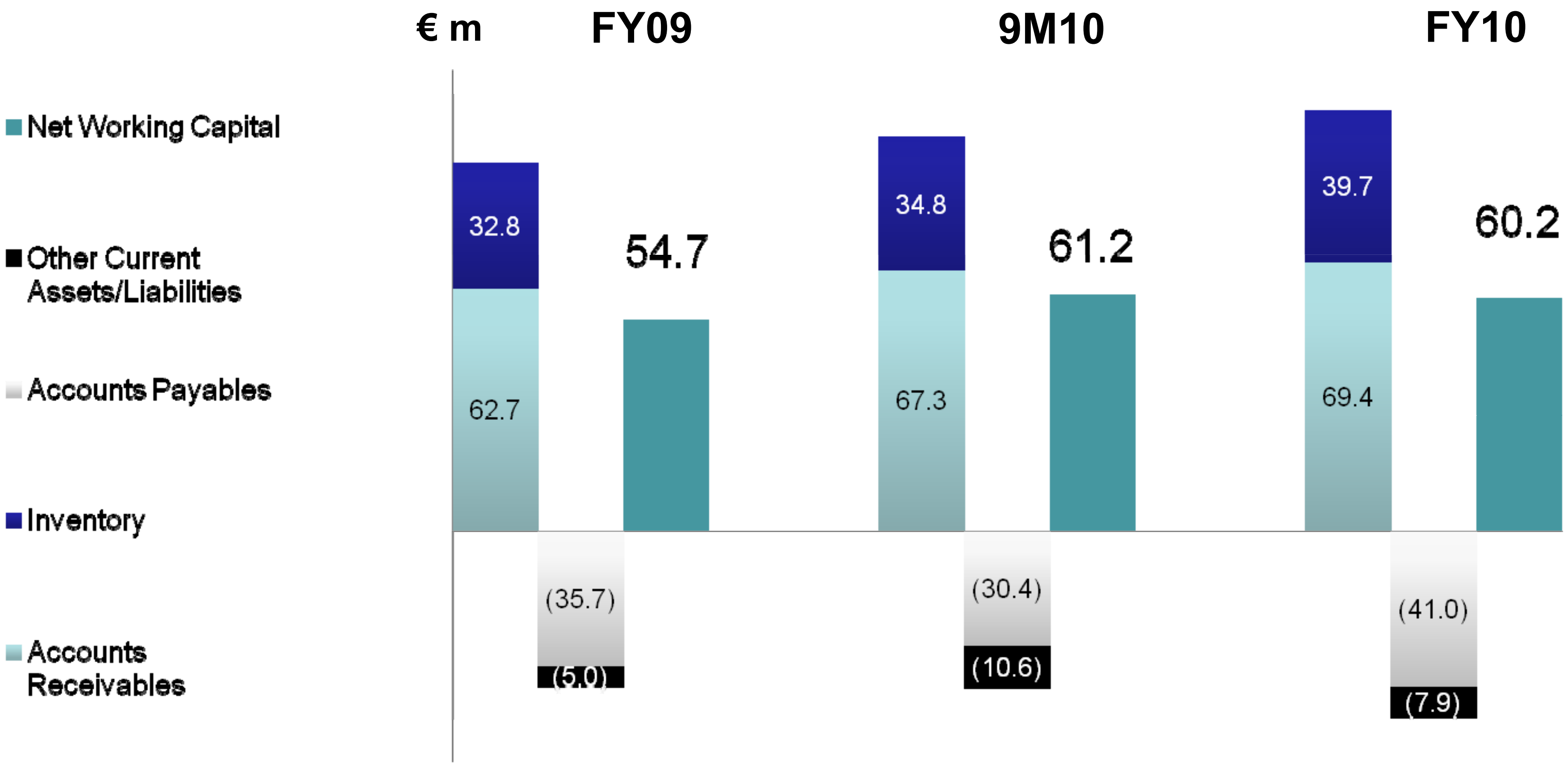
(1) Excludes Italy and France

Profit & Loss

Nice

€m	FY10	%	FY09	%
Net Sales	**183.9**	***100.0%***	**171.7**	***100.0%***
COGS	(69.7)	*(37.9%)*	(66.1)	*(38.5%)*
Gross Profit	**114.2**	***62.1%***	**105.6**	***61.5%***
Industrial costs	(5.1)	*(2.8%)*	(3.9)	*(2.3%)*
Marketing costs	(6.7)	*(3.6%)*	(5.0)	*(2.9%)*
Commercial costs	(8.4)	*(4.6%)*	(7.7)	*(4.5%)*
General & adm. costs	(18.9)	*(10.3%)*	(18.1)	*(10.6%)*
Personnel costs	(28.1)	*(15.3%)*	(27.3)	*(15.9%)*
Total operating costs	**(67.2)**	***(36.5%)***	**(62.1)**	***(36.2%)***
EBITDA	**47.0**	***25.6%***	**43.5**	***25.3%***
D&A	(4.7)	*(2.6%)*	(4.3)	*(2.5%)*
EBIT	**42.3**	***23.0%***	**39.2**	***22.8%***
Interest income / (exp)	1.8	*1.0%*	(0.1)	*(0.0%)*
Profit before Tax	**44.1**	***24.0%***	**39.1**	***22.8%***
Taxes	(14.7)	*(8.0%)*	(12.4)	*(7.2%)*
Net Income	**29.4**	***16.0%***	**26.7**	***15.6%***
Minorities	0.2	*0.1%*	(0.1)	*(0.1%)*
Net Group Income	**29.2**	***15.9%***	**26.8**	***15.6%***
Tax Rate	*33.3%*		*31.8%*	

Working Capital



Working Capital / LTM Net Sales	***31.9%***	***33.6%***	***32.7%***

Free Cash Flow

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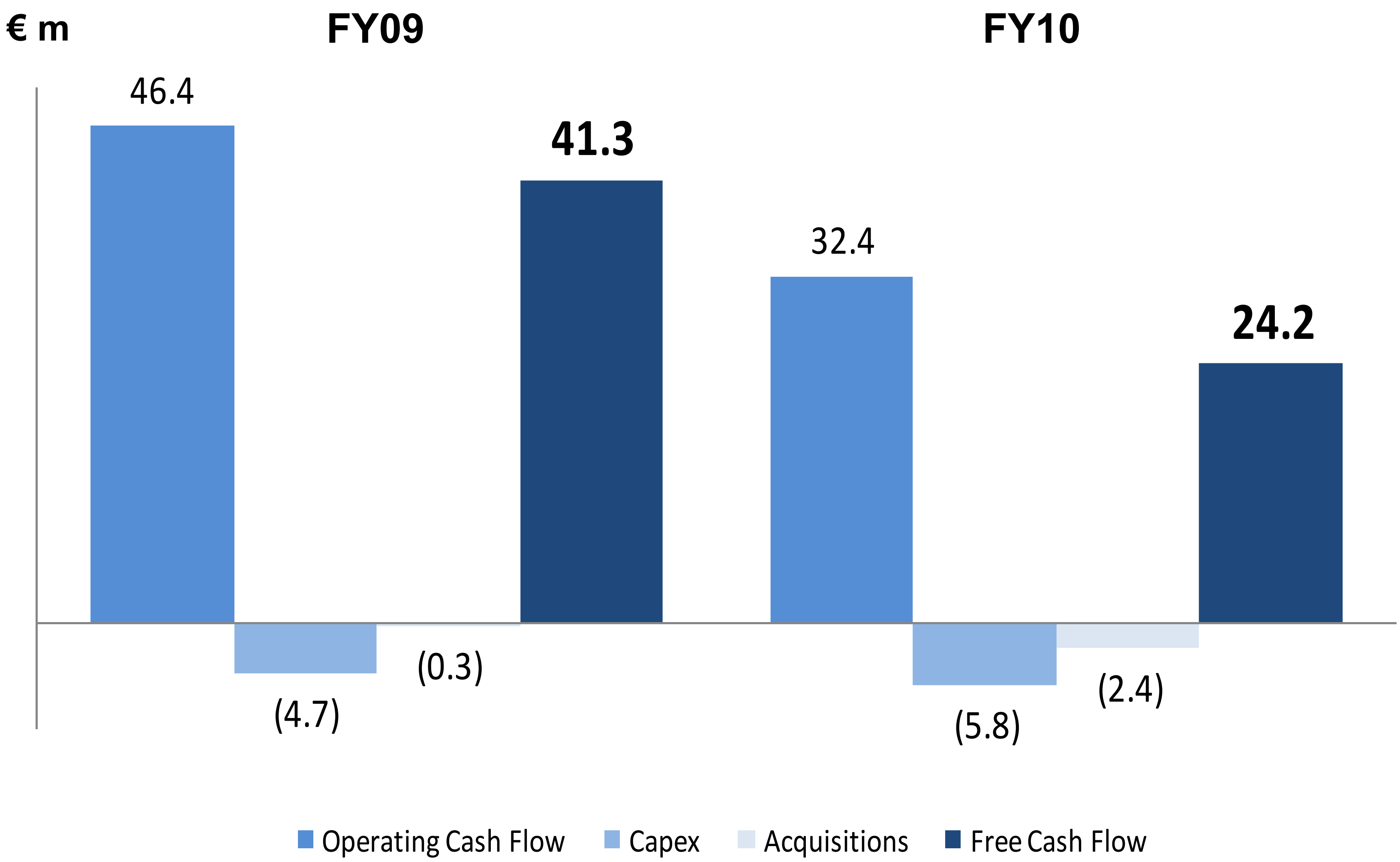


Balance Sheet Statements

Nice

€m	FY10	9M10	FY09
Intangible assets	48.2	33.7	32.3
Tangible assets	30.5	15.8	16.1
Other fixed assets	6.3	5.2	5.9
Fixed Assets	**84.9**	**54.7**	**54.3**
Trade receivables	69.4	67.3	62.7
Inventory	39.7	34.8	32.8
Trade payables	(41.0)	(30.4)	(35.7)
Other curr. assets / (Liab.)	(7.9)	(10.6)	(5.0)
Net Working Capital	**60.2**	**61.2**	**54.7**
% on sales	*32.7%*	*33.6%*	*31.9%*
Severance and other funds	(10.0)	(4.6)	(4.4)
Net Invested Capital	**135.1**	**111.3**	**104.6**
Shareholders' equity	169.3	162.7	147.6
Minorities	1.0	0.8	0.7
Total Shareholders' Equity	**170.3**	**163.5**	**148.3**
Cash & cash equivalents	(61.1)	(56.5)	(55.2)
Total debt	25.9	4.3	11.5
Net Debt	**(35.2)**	**(52.2)**	**(43.7)**
Net Capital Employed	**135.1**	**111.3**	**104.6**

Cash Flow Statements

Nice

€m	FY10	9M10	FY09
Net profit	29.4	22.7	26.7
D&A and other non cash items	5.6	5.1	6.1
Change in Net Working Capital	(2.6)	(7.6)	13.6
Operating Cash Flow	**32.4**	**20.2**	**46.4**
Capex	(5.8)	(3.5)	(4.7)
Operating Free Cash Flow	**26.6**	**16.8**	**41.6**
Acquisitions	(2.4)	0.0	(0.3)
Free Cash Flow	**24.2**	**16.8**	**41.3**
Net Financial Position of the acquired companies	(17.5)	0.0	0.0
Remaining debt for Acquisitions	(6.1)	0.0	0.0
Other	(1.6)	(0.8)	(0.9)
Dividend paid out	(7.5)	(7.5)	(5.8)
Subtotal	**(32.6)**	**(8.3)**	**(6.6)**
Variation of Net Financial Position	**(8.5)**	**8.5**	**34.7**
Initial Net financial Position	**43.7**	**43.7**	**9.0**
Final Net Financial Position	**35.2**	**52.2**	**43.7**

The Path Ahead

Nice

2011: The Opportunities

- Ongoing investments thanks to high profitability and solid financial position
- Specific important investments in 2011 in R&D area

Further International Expansion

- Reinforcing process of Nice commercial presence in some specific areas

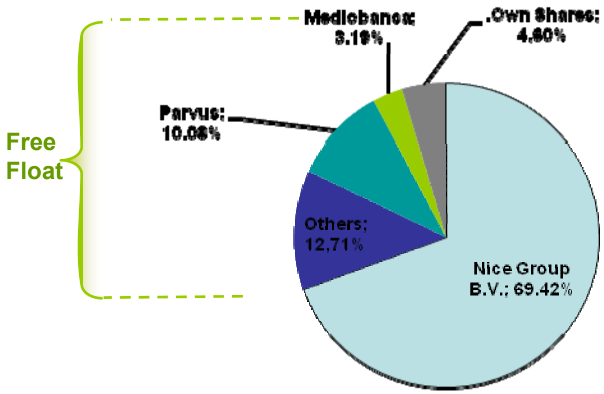
Further Actions

- FontanaArte business developments
- Final launch third generation of products presented at Equip'Baie: 2nd semester 2011

The Group Structure

Nice

Shareholding(1)

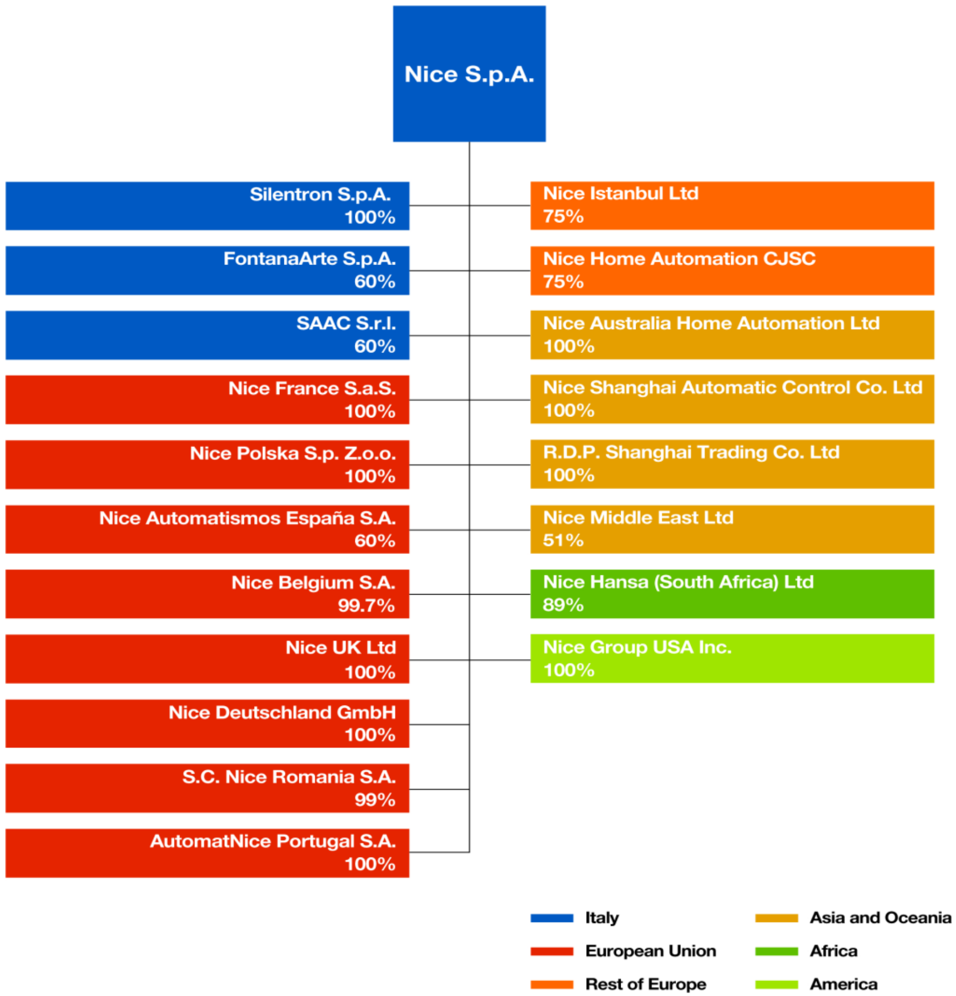


Board of Directors

Lauro Buoro - Chairman
Luigi Paro - Chief Executive Officer
Oscar Marchetto - Director
Lorenzo Galberti - Director
Davide Gentilini - Director
Frédéric Krantz - Director
Giorgio Zanutto - Director
Roberto Gherlenda - Director

Antonio Bortuzzo - Independent Director
Andrea Tomat - Independent Director
G. Tronchetti Provera - Independent Director

Group Structure

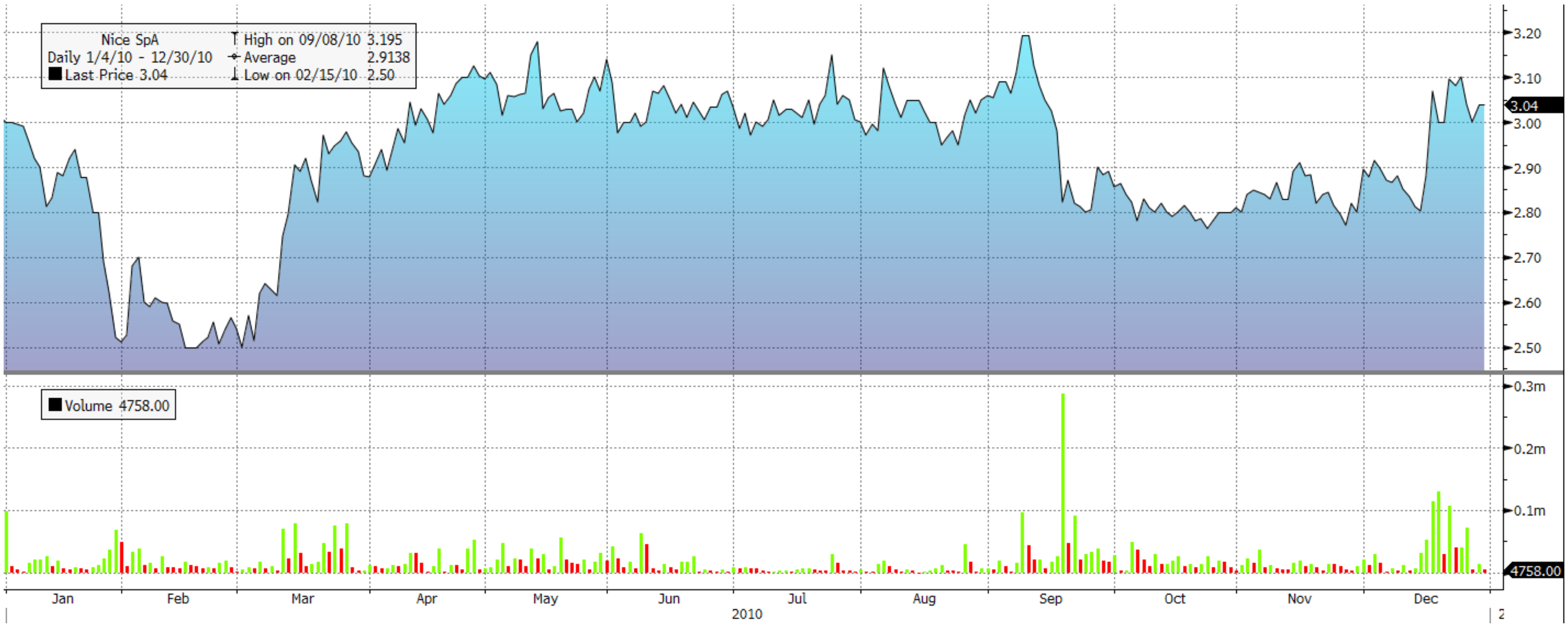


(1) *As of 30 September 2010*

Share Information

Nice

Stock Chart(1)



(1) *From 01/01/2010 to 30/12/2010. Source: Bloomberg*

Share Information

N. of shares outstanding: 116.000.000	**Market Capitalization: € 352.6m**
Ipo Price: € 5.70	**Italian Stock Exchange - STAR segment**
Price as of 30/12/10: € 3.04	**Specialist: Banca Leonardo S.p.A.**

Investor Relations Contact

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www.niceforyou.com

Nice

Home Automation

Thank you