



...creating value...

# Welcome to Linomedia & LinoGroup

- » **Linomedia is a Digital Printing Systems Integrator, covering with Digital Printing solutions the South East Mediterranean region**
  - » **...in Greece**
    - » Linomedia s.a. in Athens, mother company and headquarters of LinoGroup
    - » LinoSmart Technology Center in Lavrion
    - » Linomedia Northern Greece branch office in Thessaloniki
    - » Specialised «LinoPartner» companies
  - » **...in the neighbouring countries**
    - » Linomedia Cyprus in Nicosia, Cyprus
    - » Linomedia Turkey in Istanbul, Turkey
      - » also covering Turkish-speaking countries
    - » Linomedia Bulgaria in Sofia, Bulgaria
    - » Linomedia Serbia in Belgrad, Serbia & Montenegro
    - » Linomedia Romania in Bucharest, Romania
  - » **...with local presence in the rest areas of activity**
    - » covering FYROM and Albania through Linomedia Northern Greece and local partners
    - » covering Malta through headquarters
- » **An organisation expected to be in full maturity within the next 1-2 years**



# Corporate Mission & Vision

- » «... our aim is to offer solutions of the highest quality and state-of-art technologies to the professionals of printed communication...»
- » «... our target is to understand and complement any customer need that creates development opportunities for his company...»
- » We have a clear vision: to become and stay the leading Printed Communication System Integrator in the region
  - » in quality of personnel
  - » in quality of solutions
  - » in quality of services
  - » in market acceptance
  - » in new technologies positioned
  - » in financial strength
- » Our image in the market:
  - » highly motivated professional team,
  - » market driven, service oriented,
  - » international vision and expertise,
  - » professional solutions/products,
  - » system integration approach,
  - » offering full support in consumables & applications



# Overview of Group products & activities

- » **Linomedia S.A. and LinoGroup is addressing in general the market of processing, producing, printing and transmitting information and image**
  - » **indicative sector segmentation:**
    - » commercial printing, digital printing, large format printing, e-printing,
    - » in-house/corporate printing, security printing, copy shops, packaging, label printing,
    - » prepress and image processing, signage, publishing, advertising, photography
- » **Linomedia undertakes specialized and integrated projects (feasibility study, development, realization and support) of «production models» for companies of private and public sector.**
- » **Especially, in the field of digital printing, Linomedia develops solutions & applications for state-of-art digital printing technologies.**
- » **The activities of Linomedia are segmented in five business units:**
  - » **Publishing (CTP) & Prepress Systems**
  - » **Production Color Digital Printing Systems**
  - » **Production Monochrome Digital Printing Systems**
  - » **Large Format Digital Printing Systems**
  - » **Offset Printing & Finishing Systems**
- » **In all Business Units our offering includes hardware/equipment, software (Digital Printing Applications), consumables and services**
- » **Among those activities, the ones related with Digital Printing are those with strategic importance for the group.**



# Major Corporate Milestones

- » **1997: Establishment of Linomedia s.a.**
  - » Main Markets Graphic Industry & Digital Printing
- » **1998: Digital Printing business unit formed**
- » **1999: Print Finishing business unit formed**
- » **2000 (June): ISO 9002 Certificate by Lloyds Registry**
- » **2001: LINOMEDIA CYPRUS Ltd established**
- » **2001: Linomedia N. Greece established**
- » **2002: LinoSmart s.a. Technology Center established**
- » **2003: LINOMEDIA A.S. in Turkey established**
- » **2003 (December): ISO 9001/2000 Certificate by TUV Hellas**
- » **2003 (December) : strategic investment from XEIKON & PUNCH**
  - » Major International Technology Group / Digital Printing Technologies
- » **2004: expansion in Balkan countries with local offices/partners**
- » **2005: Linomedia Bulgaria Ltd. Established**
- » **2005: Linomedia Ltd. (Beograd) established**
- » **2005: Linomedia Romania Srl. established**



# LinoSmart Technology Center

- » **LinSMART s.a. Center of Research and Digital Printing Technologies**
  - » Wholly owned subsidiary of Linomedia s.a. (100%)
  - » Established end of 2002
- » **Located in Lavrion in Lavrion Technology Park**
  - » Park operated by National Technological University of Athens
  - » Companies have to be high-tech, innovative, R&D oriented
- » **Projects realised so far...**
  - » Consulting Services for Athens 2004 OC in security document design & production
  - » Digital Newspaper-On-Demand Solution development
  - » Specialised Design for Greek Army and NATO (mobile digital printing)
  - » Converting Unit for «XEIKON» media & media testing facility
  - » Benchmarking and Disaster Center
- » **Company is operating under privileged conditions for the State Investment Law 3299/2004**
  - » A feasibility study has been submitted for financing for development of special R&D labs for Media & Color Profiling (45-50% financing)
- » **Total of 11 employees**
  - » Mainly Technical, R&D and engineering staff
    - » supported by Linomedia's Service and Marketing departments



# Group Strategic Development 2005 - 2007

- » The aim is a well-structured group of companies, active in a wider region and addressing a market of more than 150 million people with a strong potential for further expansion
- » The majority of those markets are now «emerging» and this is presenting an ideal opportunity for long-term presence there
- » Furthermore, with Linosmart Technology Center, we have technological strength and flexibility to adapt to diversified needs and present steady growth in turnover and profitability
- » We constantly improve our solutions offering in our «key» business
  - » System integration : hardware & software + consumables + services
  - » Expansion in new, dynamic, sectors of the market
  - » We are developing in Linomedia s.a. our «knowledge support» (=a team of product managers)
- » Linomedia 's strategic development plan is built on the following main guidelines:
  - » New Product Development & Product Enhancement
  - » Regional Expansion of the Sales & Support network
    - » in S.E. Mediterranean and Balkans
  - » Applications Development
    - » by use of Digital Printing & Finishing technologies



# Group Strategic Development 2005 - 2007

- » **Linomedia's target to further enhance our product line will be supported by investment in Linosmart Technology Center.**
- » **Through the Technology Center, Linomedia will**
  - » **improve the range of solutions offered, especially in the field of integrating different technologies and equipment with media**
  - » **develop innovative & specialised digital printing applications**
  - » **introduce new and innovative solutions to the different markets**
  - » **increase penetration in the «digital media» market by converting and profiling different media for digital presses, inkjet plotters, solvent plotters.**
  - » **improve personnel know-how**
  - » **test new products prior to market launch (test/beta-site operation).**
  - » **incorporate activities of Applications & Showroom department of Linomedia.**
- » **The operation of Technology Center will improve performance**
  - » **in quality of solutions,**
  - » **response time to market trends,**
  - » **know-how**
  - » **quality of personnel in whole LINO GROUP.**
  - » **strengthen the position of the group in all markets and activities.**



# Group Strategic Development 2005 - 2007

- » **LINOGROUP has expanded in region with subsidiaries of same activity with Linomedia S.A.**
- » **Our strategic planning, incorporates following actions:**
  - » **Development of a Regional Center in Thessalonici, N.Greece.**
  - » **Development of a Logistics Center in Athens & Thessaloniki, Greece, through which we will move all consumables and parts to customers in Greece and the other countries.**
  - » **Strengthening of our subsidiary in Istanbul (Linomedia Turkey) and establishment of local branches in Ankara and Ismir.**
  - » **Strengthening of our subsidiary in Cyprus (Linomedia Cyprus) in combination with country's adoption in the European Union.**
  - » **Reinforcement of activities of our operations and subsidiaries in Bulgaria, Serbia-Montenegro and Romania, as well as the establishment of local partnerships in those countries to further improve Digital Printing sales.**



# Group Strategic Development 2005 - 2007

- » Last but not least, our business plan includes an investment in Development of Specialised Digital Applications.
- » This investment will be organised by utilising the establishment of Linomedia in Lavrion Technology Park of N.T.U.A., and will develop the following key activities:
  - » Research and development of innovative, specialised digital printing applications
  - » Development of a «digital media» conversion and profiling facility to support all digital customers of the company on special media and applications
  - » Develop infrastructure to handle requests for benchmarking
  - » organise and present to the various markets of activity new concepts like: special media, security digital printing etc.
- » The above actions, focused around Digital Printing,
  - » will strengthen and secure the position of Linomedia Group as the «Digital Printing Partner» for all customers in the region.
  - » will boost sales and profits of the companies of the group in existing as well as new markets through improved products and know-how and the quality in personnel and approach.

