



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



INVESTMENT CASE

Jon Jayal
Chief Executive Officer

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

Part of Quixant Group



Densitron Business Overview

Simon Jones
Managing Director

Martyn Gates
Product Director

OVERVIEW OF DENSITRON

1972 Densitron is over 45 years old

Longstanding

72 Colleagues globally

16 USA

10 Sales

16 Taiwan

22 Engineering

12 Japan

40 Sales Support

28 Europe

Wide Reach

Customer / Prospect Mix

29% Broadcast

20% Medical

17% Industrial

14% Test & Measurement

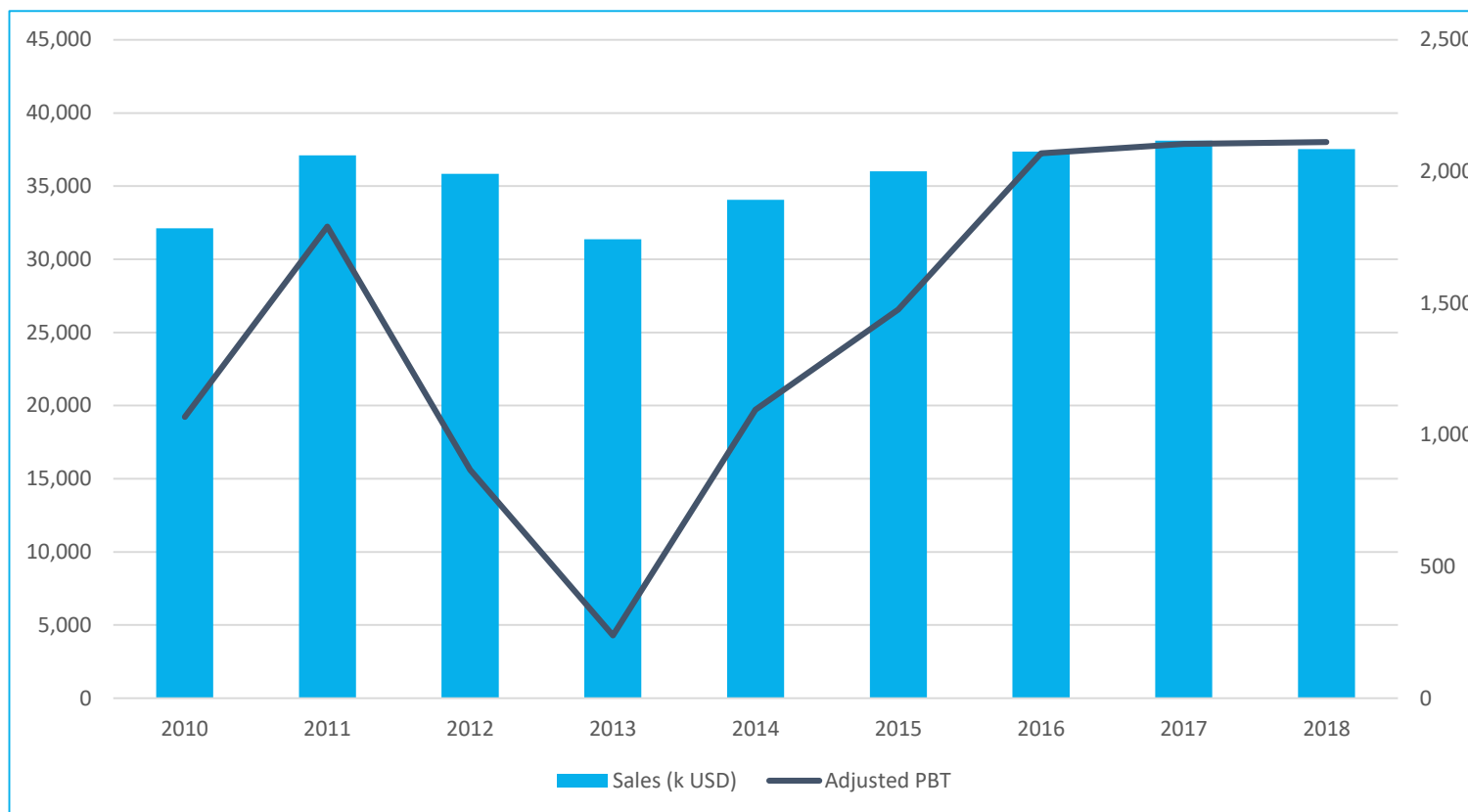
11% Other

9% Transport

Diversified

Densitron is the gateway for Quixant to replicate the success of gaming in other vertical markets

DENSITRON HISTORICAL FINANCIAL PERFORMANCE



Pre Acquisition

Post Acquisition

A profitable, stable business – poised for profitable revenue growth



Densitron

Part of Quixant Group

Transformation and Growth

Simon Jones
Managing Director

Martyn Gates
Product Director

Densitron 2.0

Part of Quixant Group



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

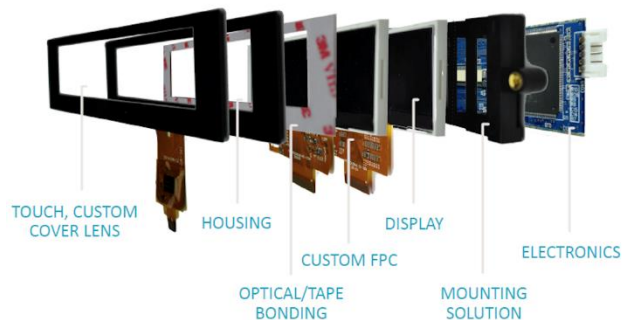
Efficient sales support functions

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

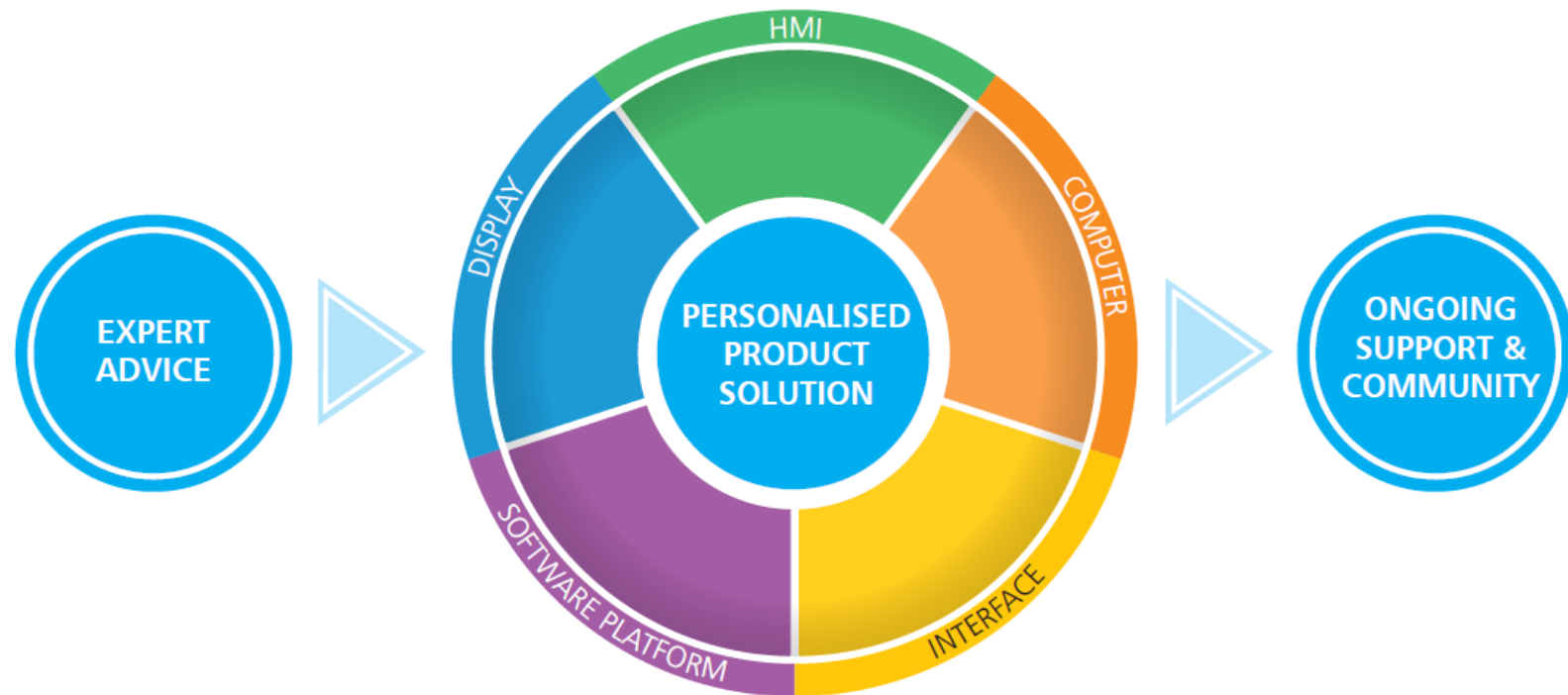


BUILDING 1:MANY IN BROADCAST



BUILDING 1:MANY IN BROADCAST

Our Approach



BUILDING 1:MANY IN BROADCAST

Car Configuration Example



ECOSPORT

Recommended OTR Price Range from
£17,850 †



ALL-NEW FOCUS

Recommended OTR Price Range from
£18,305 †



C-MAX

Recommended OTR Price Range from
£22,300 †



TOURNEO CONNECT



KUGA



☐ Keyless Entry
£250 (RRP) †



☐ Openable Panorama
Roof
£995 (RRP) †



☒ 1.0L Ford EcoBoost 85PS
6 Speed Manual



☐ 1.0L Ford EcoBoost 100PS
6 Speed Manual



BUILDING 1:MANY IN BROADCAST

Why Customers Come To Densitron

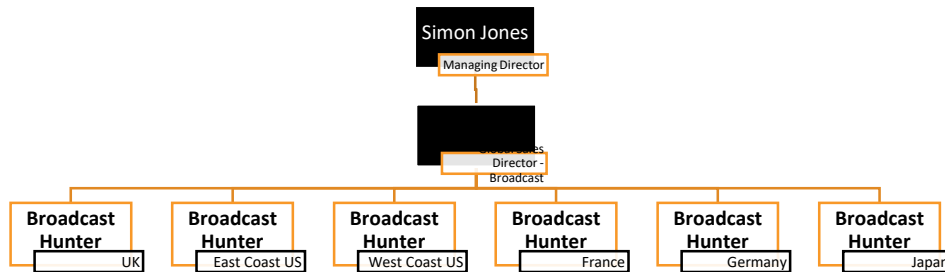
1. **Accelerate your time to market** - our solutions work out of the box, allowing you to get straight to designing beautiful HMI and GUI rather than getting different components working together first
2. **Differentiating your product** – Our solutions are highly customisable, so you can differentiate 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.



PRIDE IN SALES

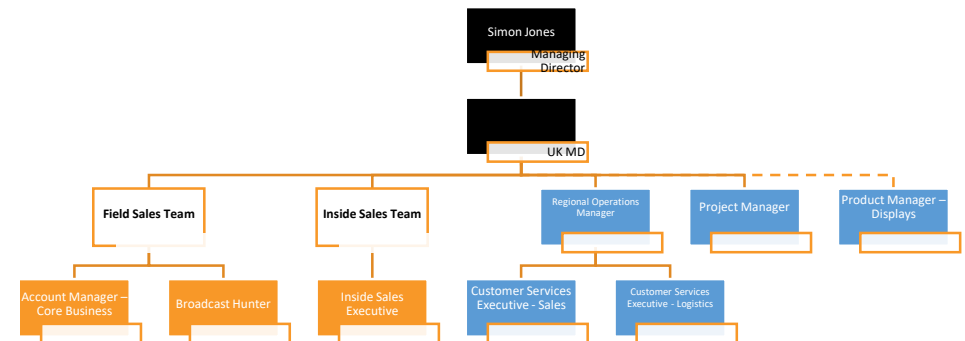
Globally Co-Ordinated Specialists

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



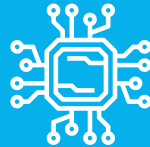
Locally Connected

“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



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