



**Laird:** a global leader in the supply of products and technology solutions used in network infrastructure, wireless connectivity, displays and industrial controls

- **Multi customer**
- **Multi market**
- **Multi capability**



### OPERATING DIVISIONS

#### Performance Materials

Designs & supplies a full range of EMI shielding materials, handset metal products, thermal management solutions & signal integrity products, providing critical protection for a wide range of electronic devices.

#### Wireless Systems

Designs & supplies a range of customised, high specification wireless antennae, machine-to-machine wireless modules which can include micro processors and embedded software & software enabled wireless control systems.

- **9,000 employees**
- **49 engineering, manufacturing & sales facilities including 20 R&D sites and a Corporate Research Laboratory**

#### Laird PLC Management

Nigel Keen, Executive Chairman

Jonathan Silver, Finance Director

#### Contact Information

100 Pall Mall  
London  
SW1Y 5NQ

<http://www.laird-plc.com>

#### Listing Information

Listed: London Stock Exchange

Ticker: LRD.L

Sector: Technology Hardware & Equipment

# The business we are in

## Markets and applications

- IT/Datacomm/Telecomm
  - Connectivity for laptops, netbooks, tablets, PCs and servers
  - Routers for internet applications
  - Telecomm base stations
- Transportation
  - Antennae for automotive electronics e.g. AM/FM radio, satellite radio, cellular
  - Tracking devices for haulage, GPS
  - Intelligent transportation systems
  - Electric vehicles
- Industrial & Instrumentation
  - Wireless control systems
  - Remote data handling
  - LED lighting
- Consumer
  - Electronic devices e.g. iPad, Gaming consoles
  - Flat screen TVs
- Handsets
  - Smartphones



## Products

- EMI
  - Board level shields
  - Fabric over foam
  - Fingerstock
  - Conductive elastomers
- Thermal
  - Thermoelectric assemblies
  - Thermal interface materials
  - Board level substrates
- Signal Integrity
  - Ferrite cable cores
  - Chip inductors
- Wireless M2M/Telematics
  - M2M modules
  - Antennae
  - SDARS/GPS
- Industrial remote control
  - Wireless control systems for rail, mining, industrial
- Infrastructure antennae
  - Wireless (WLAN)
  - RFID



# Performance Materials division

## EMI Shielding

### Products

- Fabric-over-Foam
- Fingerstock
- Board level Shields
- Conductive Elastomers

### Markets

- Supplying to the IT, Consumer and Automotive sectors
- Largest product line



## Thermal Solutions

### Products

- Thermal interface materials
- Gap Filler/thermal insulators
- Board level Substrates

### Markets / Klüber

- Supplying to the IT, telecoms, automotive, consumer, medical and military sectors
- Klüber (temperature control systems) acquired March 2011



## Signal Integrity

### Products

- Toroids
- Cable cores
- Ferrites

### Markets

- Supplying to the IT, Consumer and Automotive sectors
- Products used in Near Field Communication (NFC)



# Wireless Systems division

## Telematics/M2M

### Products

- Antennae Systems
- Wireless Modules
- “M2M” (Machine to machine)

### Markets

- Supplying to the Automotive, infrastructure and retail sectors
- Mobile connectivity driving growth



## Industrial Remote Control

### Products

- Wireless controls
- Data management
- Industrial communication

### Markets

- Supplying to the rail, industrial and mining sectors
- Combining hardware and software/two-way data



## Infrastructure Antennae

### Products

- WLAN
- RFID
- Bluetooth®
- Non-handset antennae

### Markets

- Supplying to the infrastructure, municipal, telecoms/data and security sectors
- Asset management tracking and WiFi



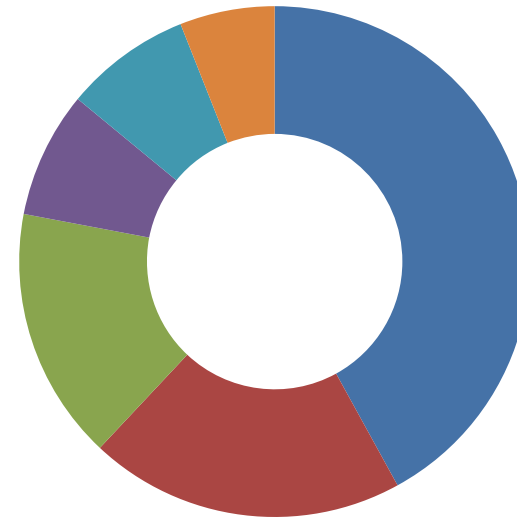
# Breadth is strength

REVENUE BY MARKET SEGMENT



- IT / Datacomm
- Industrial & Instrumentation
- Handsets
- Transportation
- Other
- Consumer

REVENUE BY PRODUCT SEGMENT



- EMI Shielding
- Thermal
- Industrial Controls (Cattron)
- Telematics / Wireless Modules
- Other Antennae
- Signal Integrity Products

Based on 2010 pro forma revenue of £414 million, excluding Handset Antennae and Mechanisms and assuming Cattron and Klüver contributed a full year



# Company evolution

**Diversified  
industrial group**

Expansion through:

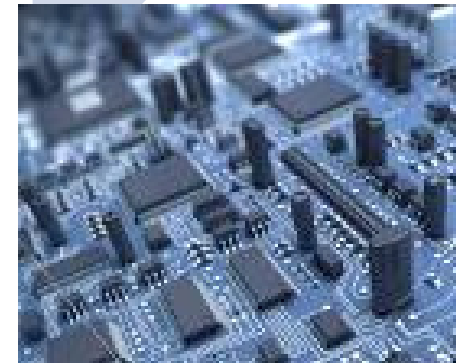
- Geographic scale
- Investment in new technologies
- Entry to new markets through acquisitions
- Product convergence

**Focused electronics &  
technology company**

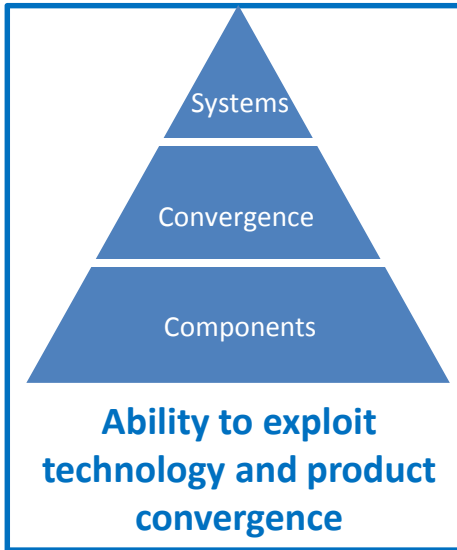
- In high growth markets
- Unique capabilities
- Providing complete technology solutions
- Broad customer base

Emerging applications will require:

- More heat solutions
- Increasing trend to wireless connectivity
- Rapidly changing designs
- Provision of technology



# Multi capability



**GLOBAL LEADER IN EMI SHIELDING**

**LEADING MARKET POSITIONS IN THERMAL, TELEMATICS AND CONTROLS**

Leading position in specialist growth markets

Deep, broad relationships with industry leaders

“Our focus on operational excellence is a key component of our success, from supplying our customers ‘just in time’ to being the lowest cost Supplier”

Exceptional customer focus with rapid response times



Recognised by GM as “Supplier of the Year” in 2010

Established brand name, recognised for reliability



# CSR & Sustainability

Our operational excellence is allied to corporate social responsibility...



FTSE4Good

Member of FTSE4Good since 2004

- Beryllium-free Recyclable Clean Copper™ gaskets
- EcoGreen™ halogen-free gaskets
- Thermoelectric generator assemblies that convert waste heat to energy



Product stewardship



All manufacturing sites  
ISO 14001 & HSAS 18001  
certified in 2010



RoHS Testing Lab – ISO/IEC 17025-2005 certified



Committed to supply base compliance with the Electronic Industry Citizenship Coalition



Six Sigma/Continuous Improvement Programme delivered gains of approx. \$14m in 2010



Global Code of Conduct & Ethics Hotline