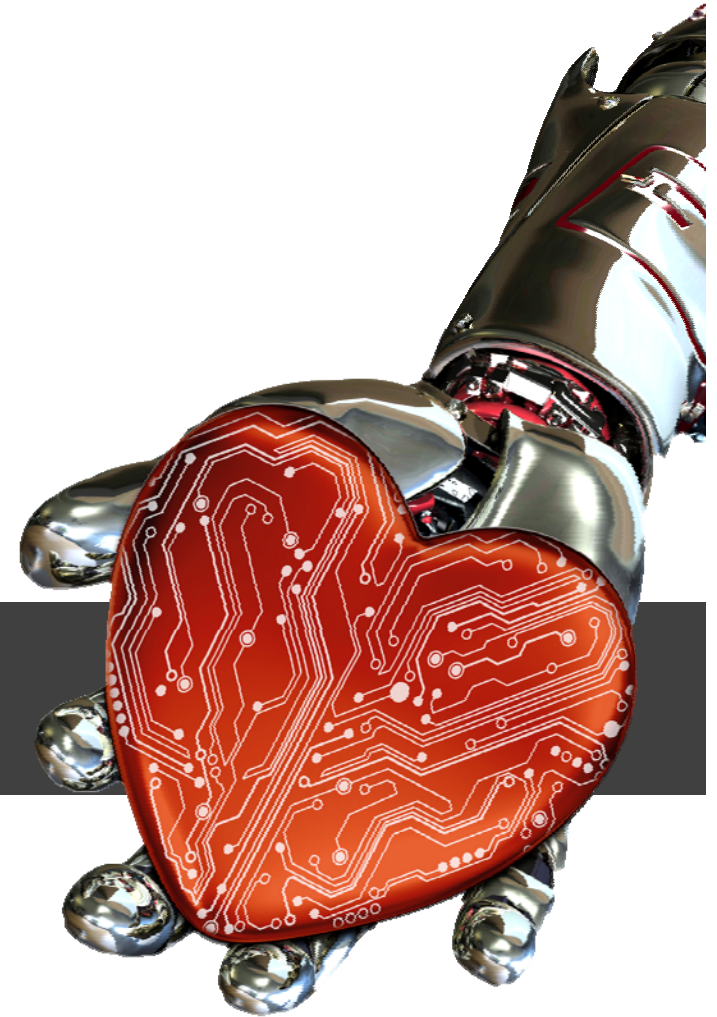


--> 1<sup>st</sup> QUARTER 2016

Kenneth Ragnvaldsen, CEO

April 14, 2016 Oslo



# AGENDA



## HIGHLIGHTS

FINANCIALS

BUSINESS SEGMENTS

MARKET

OUTLOOK

Q&A

## --> HIGHLIGHTS

Solid **INTERNATIONAL** development – **70 %** of total revenues

Revenue impacted by **WEAK** market conditions in Oil&Gas, Maritime and associated sectors (NORWAY).

Strong **MOMENTUM** in the Services segment

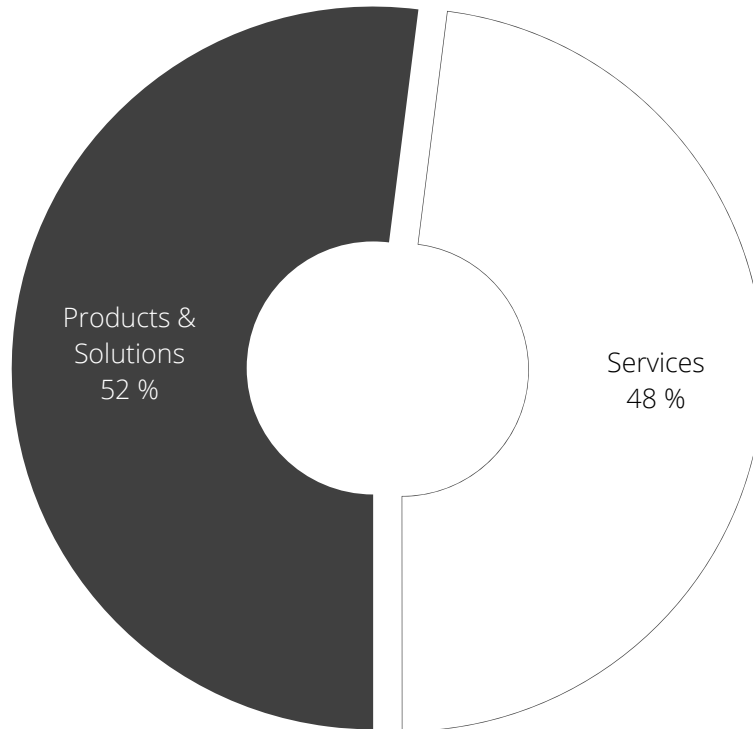
Several **SIGNIFICANT CONTRACT** signings gave record high Q1 order intake and order backlog

# AGENDA

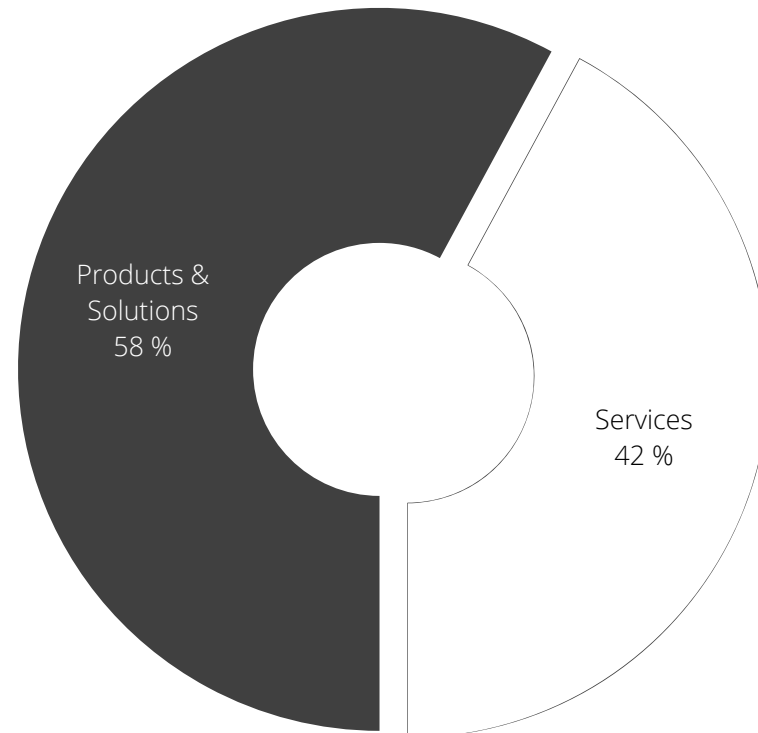
HIGHLIGHTS  
↓  
**FINANCIALS**  
BUSINESS SEGMENTS  
MARKET  
OUTLOOK  
Q&A

# → REVENUE BUSINESS SEGMENTS

Quarter

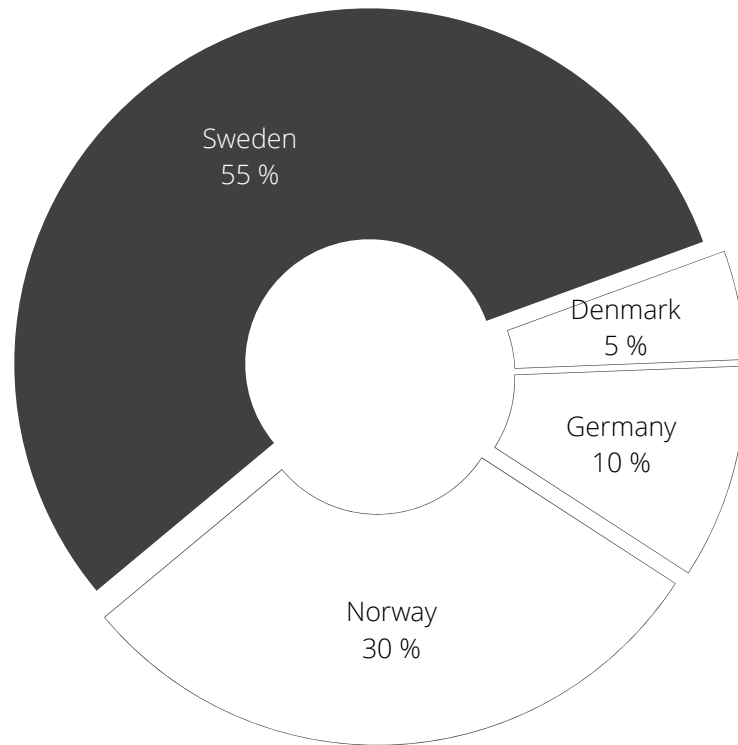


2015

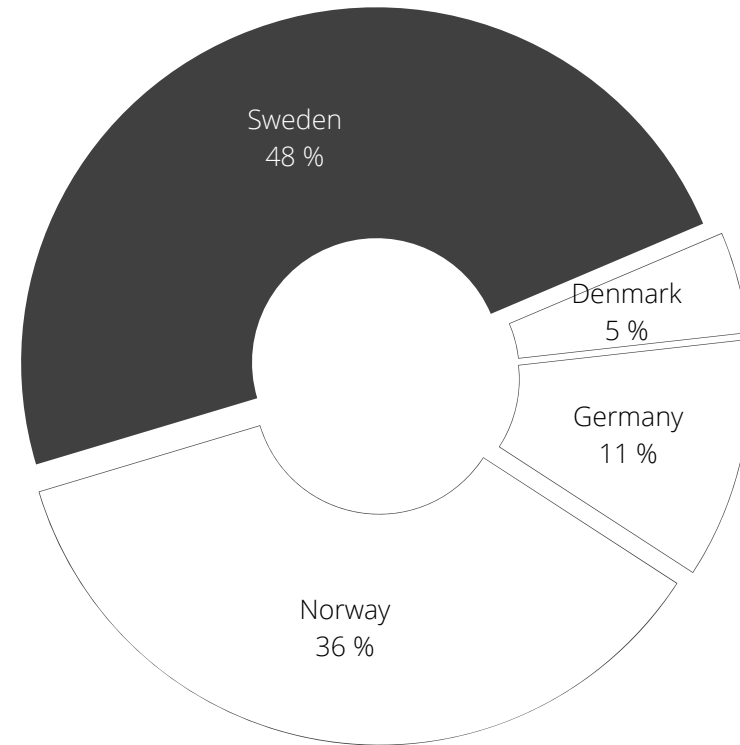


# ---> REVENUE PER COUNTRY

## Quarter

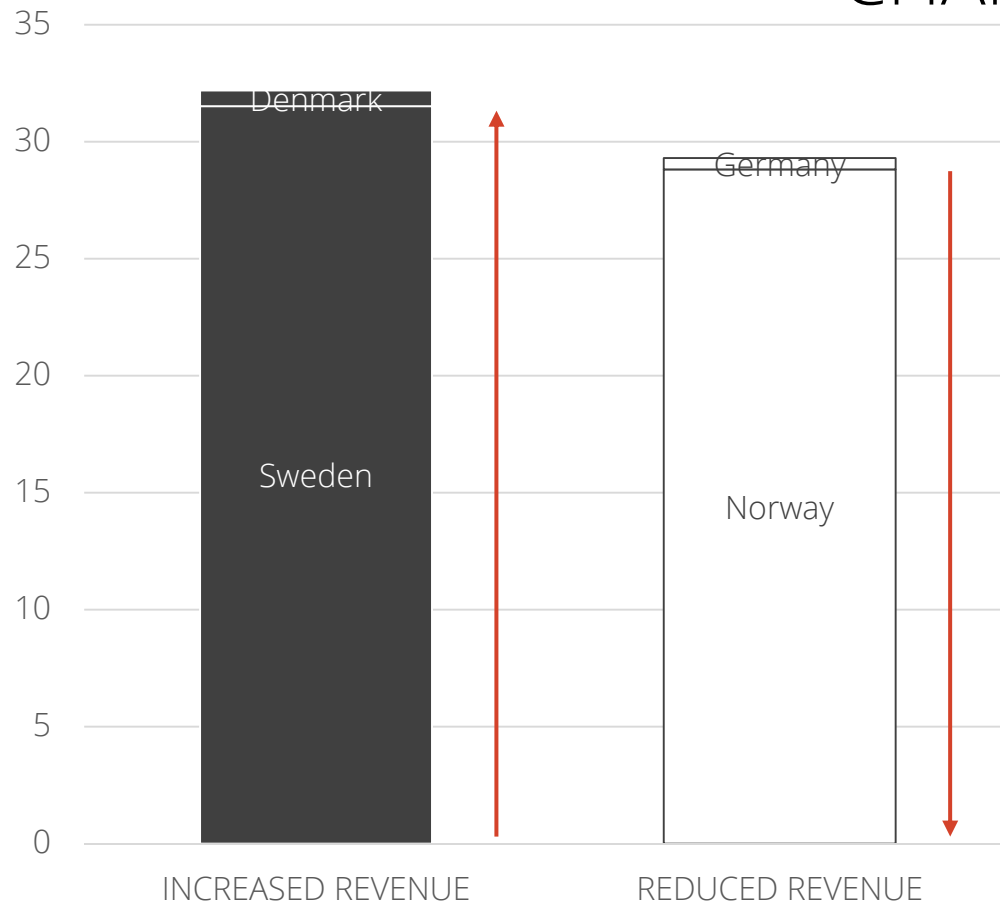


## 2015



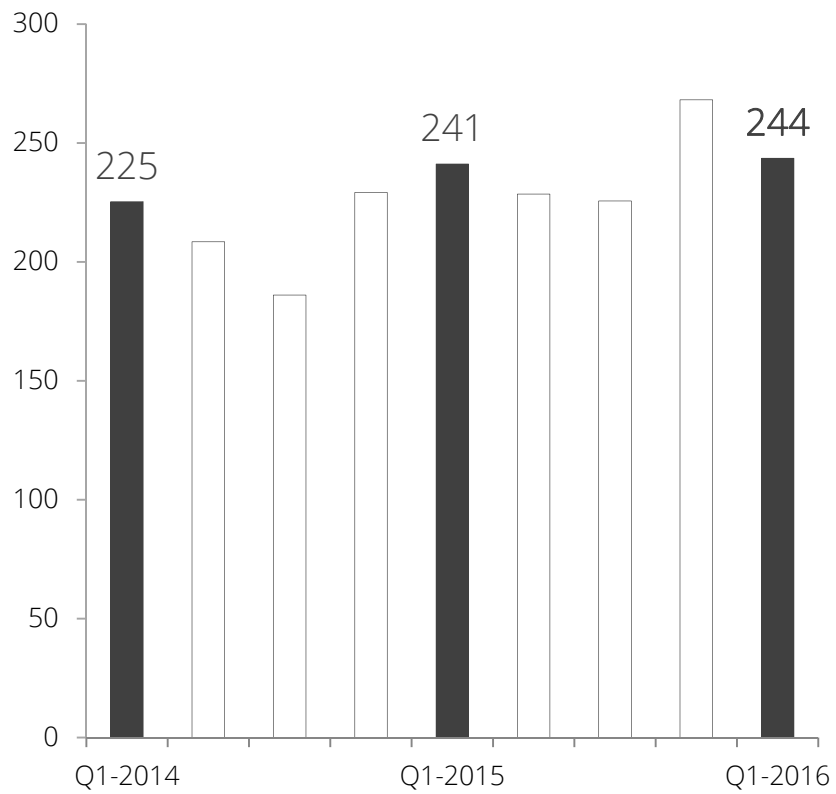
# REVENUE

## CHANGE BY COUNTRIES

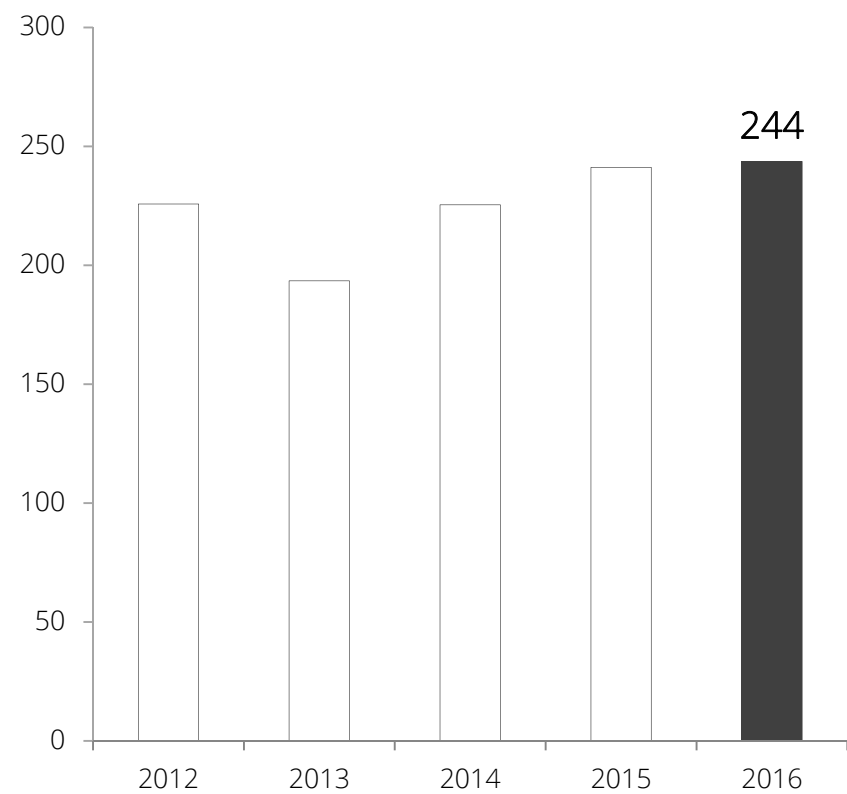


# --> REVENUE

## Quarter

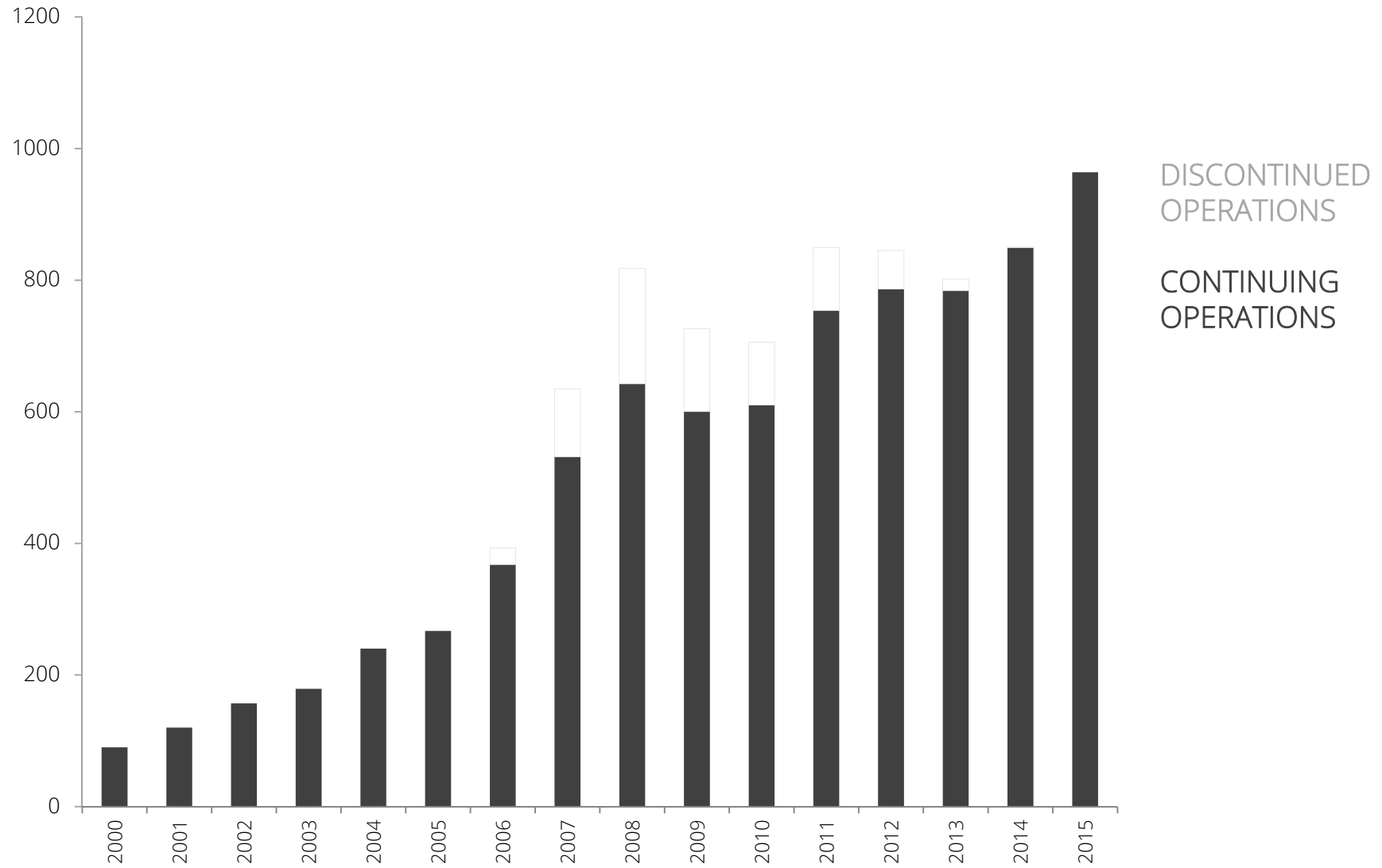


## Q1



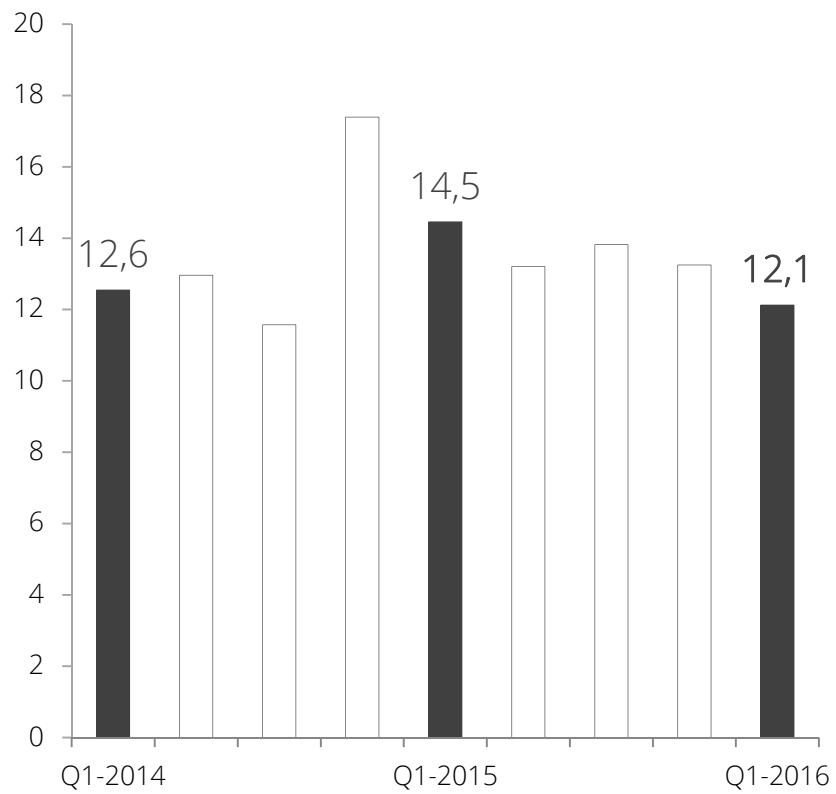


# → REVENUE PER YEAR

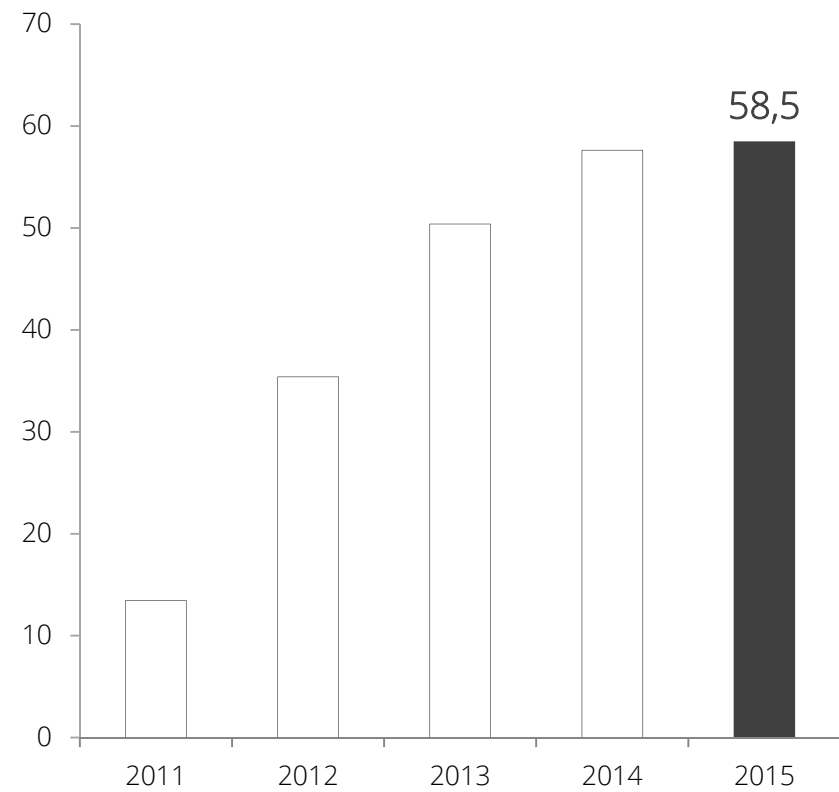


# --> EBIT

## Quarter

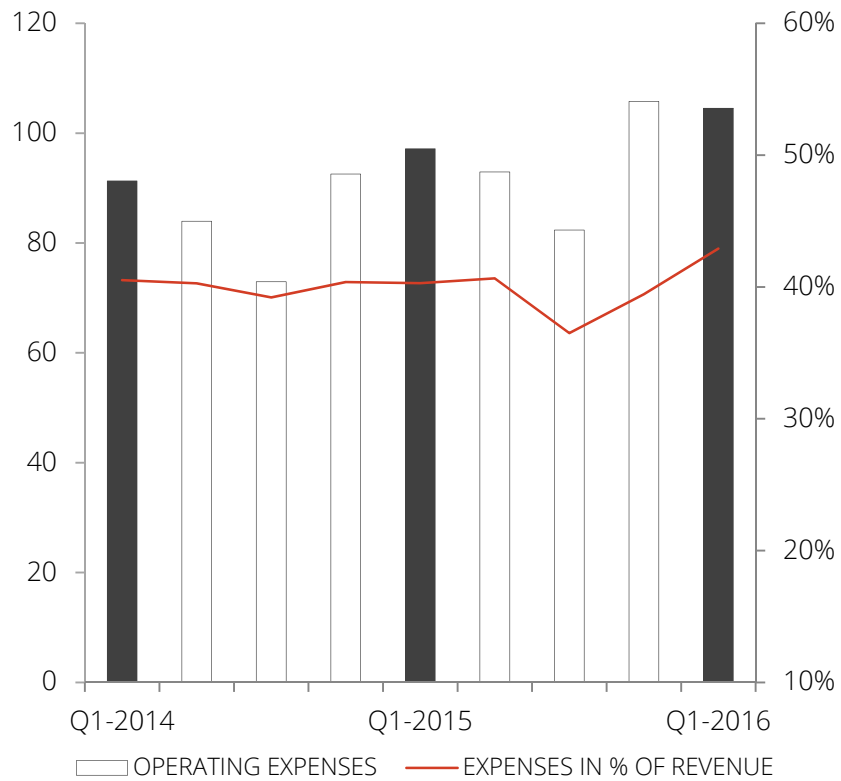


## Year

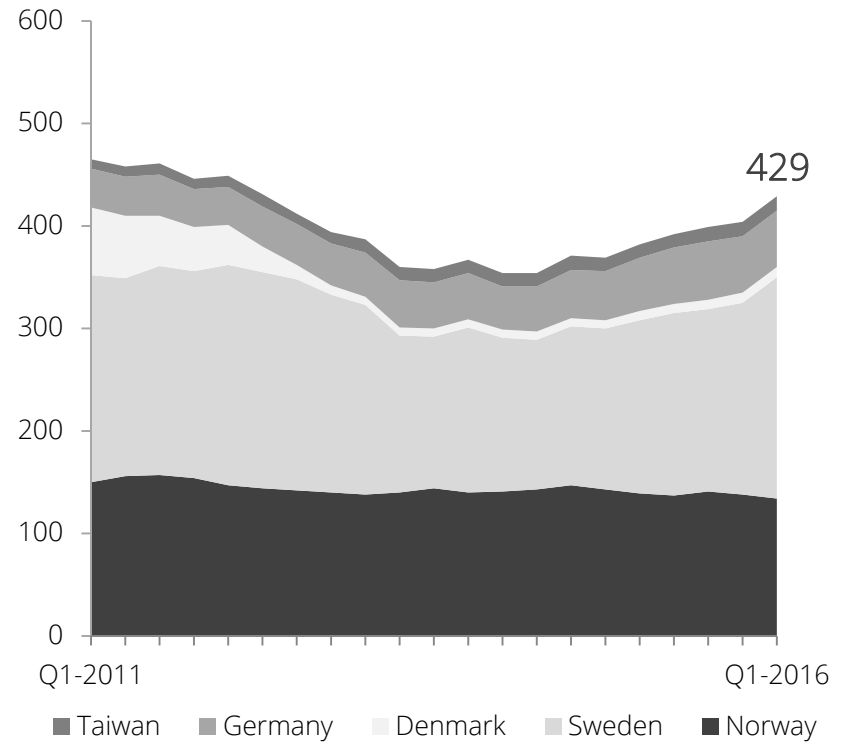


# OPERATING EXPENSES

## Operating expenses



## Employees

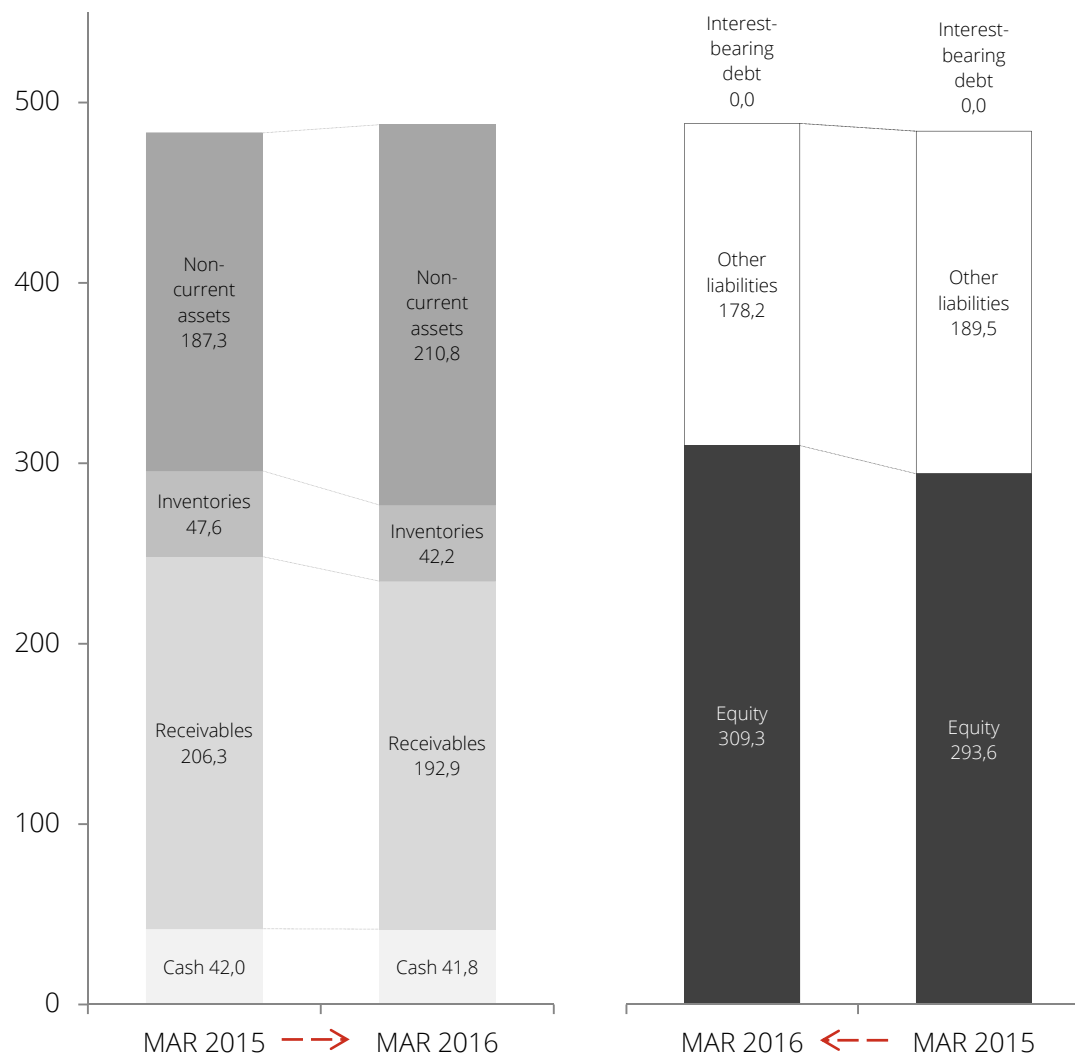


# → INCOME STATEMENT

NOK MILLION	Q1 2016	Q1 2015	%
<b>Revenue</b>	<b>243.6</b>	<b>241.2</b>	<b>1 %</b>
Cost of goods sold	125.9	128.7	
Payroll expenses	89.8	82.3	
Other operating expenses	14.8	14.8	
EBITDA	13.2	15.3	
<b>EBIT</b>	<b>12.1</b>	<b>14.5</b>	
Profit before taxes	10.5	13.4	
<i>Earnings per share (NOK)</i>	<i>0.15</i>	<i>0.17</i>	

NOK MILLION	2015	2014	%
<b>Revenue</b>	<b>963.6</b>	<b>849.2</b>	<b>13 %</b>
Cost of goods sold	526.9	450.8	
Payroll expenses	315.5	282.1	
Other operating expenses	62.7	58.7	
EBITDA	58.5	57.6	
<b>EBIT</b>	<b>54.7</b>	<b>54.5</b>	
Profit before taxes	48.5	50.4	
<i>Earnings per share (NOK)</i>	<i>0.87</i>	<i>0.78</i>	

# ---> FINANCIAL POSITION AT MARCH 31



- NO INTEREST-BEARING DEBT
- NET CASH POSITION NOK 42 million
- INVENTORIES reduced by NOK 5.4 million
- RECEIVABLES increased by NOK 13.4 million
- EQUITY RATIO 63 %

# ---> FINANCIAL POSITION

<b>ASSETS</b> (NOK MILLION)	<b>31.03.2016</b>	<b>31.03.2015</b>
Intangible assets (goodwill)	190.2	176.1
Deferred tax assets	11.0	3.7
Machinery, equipment and other non-current assets	9.6	7.5
<b>Total non-current assets</b>	<b>210.8</b>	<b>187.3</b>
Inventories	42.2	47.6
Receivables	192.9	206.3
Cash and cash equivalents	41.8	42.0
<b>Total current assets</b>	<b>276.9</b>	<b>295.9</b>
<b>Total assets</b>	<b>487.7</b>	<b>483.2</b>

<b>EQUITY AND LIABILITIES</b> (NOK MILLION)	<b>31.03.2016</b>	<b>31.03.2015</b>
Equity attributable to owners of the parent	281.2	272.7
Non-controlling interests	28.1	20.9
<b>Total equity</b>	<b>309.3</b>	<b>293.6</b>
<b>Non-current liabilities</b>	<b>5.8</b>	<b>4.2</b>
Current interest-bearing loans	0.0	0.0
Accounts payables	80.6	89.4
Other current liabilities	91.8	95.9
<b>Current liabilities</b>	<b>172.6</b>	<b>185.3</b>
<b>Total equity and liabilities</b>	<b>487.7</b>	<b>483.2</b>

# → CASH FLOW

<i>NOK MILLION</i>	Q1 2016	Q1 2015
Cash flow - operating activities	4.5	1.6
Cash flow - investing activities	-0.6	-2.1
Cash flow - financing activities	-0.2	-0.1
Net cash flow from the period	3.8	-0.7

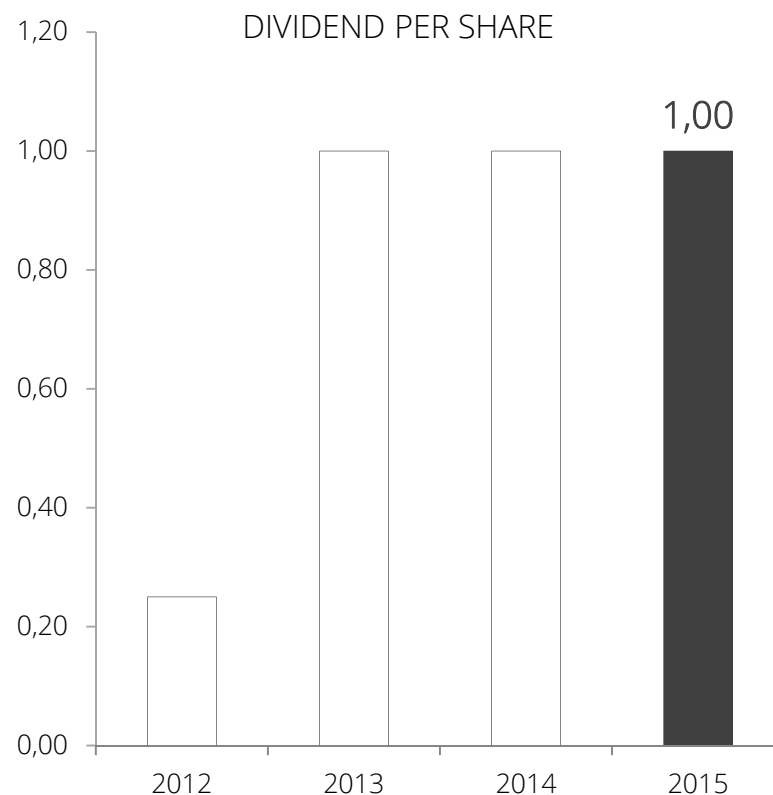
<i>NOK MILLION</i>	2015	2014
Cash flow - operating activities	49.4	51.4
Cash flow - investing activities	-6.3	-1.8
Cash flow - financing activities	-45.8	-50.9
Net cash flow from the period	-2.7	-1.3

## → DIVIDENDS



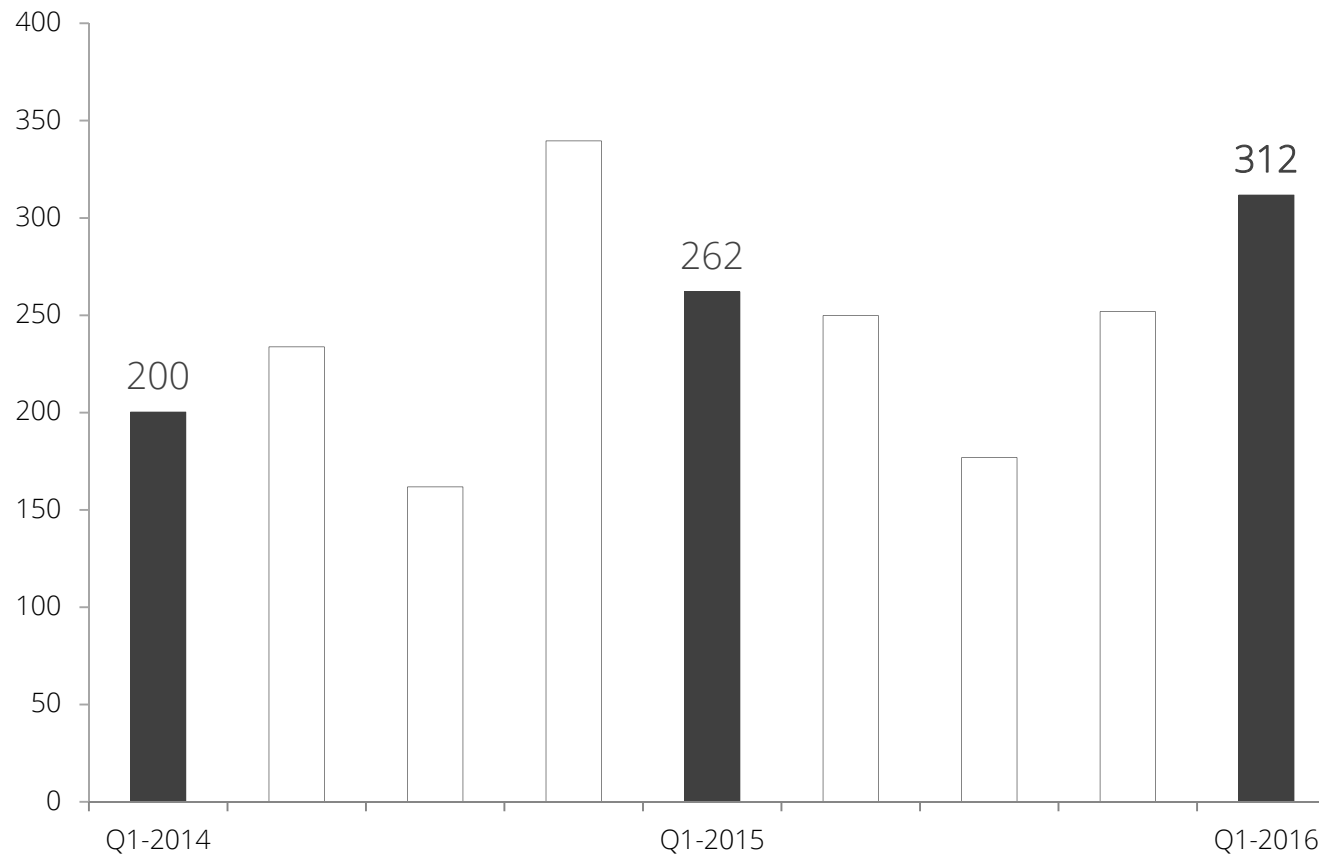
The Board of Directors have proposed a dividend of **NOK 1.00 PER SHARE** for 2015.

Following the resolution by the annual general meeting on **Thursday April 14, 2016** the DAT share will trade ex dividend on April 15, 2016.

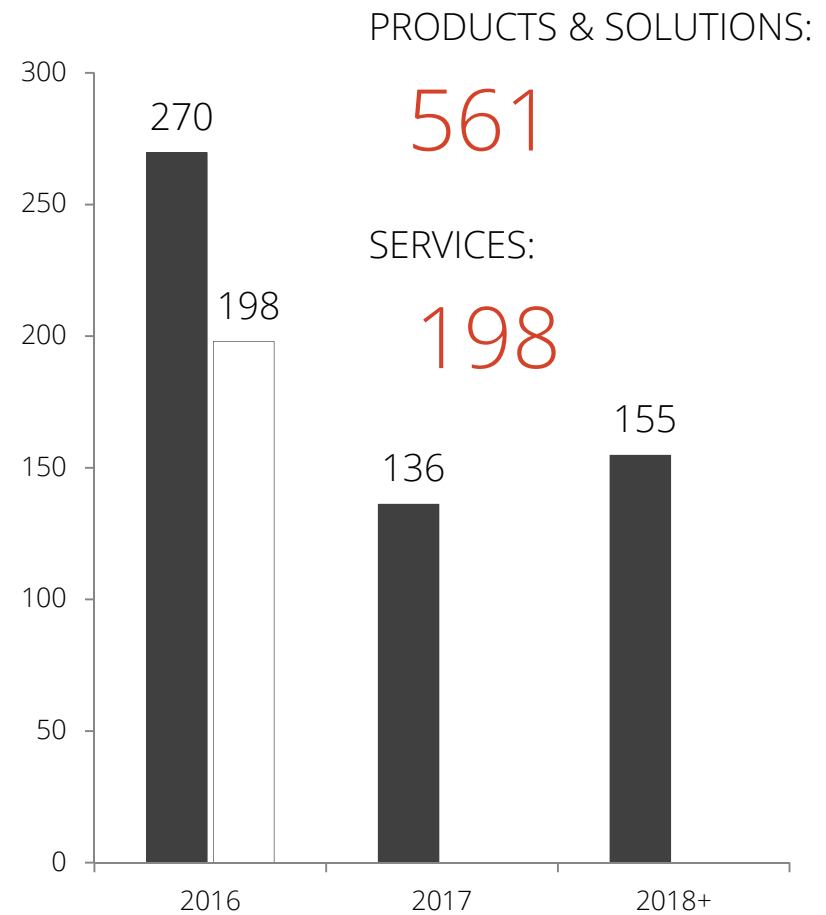
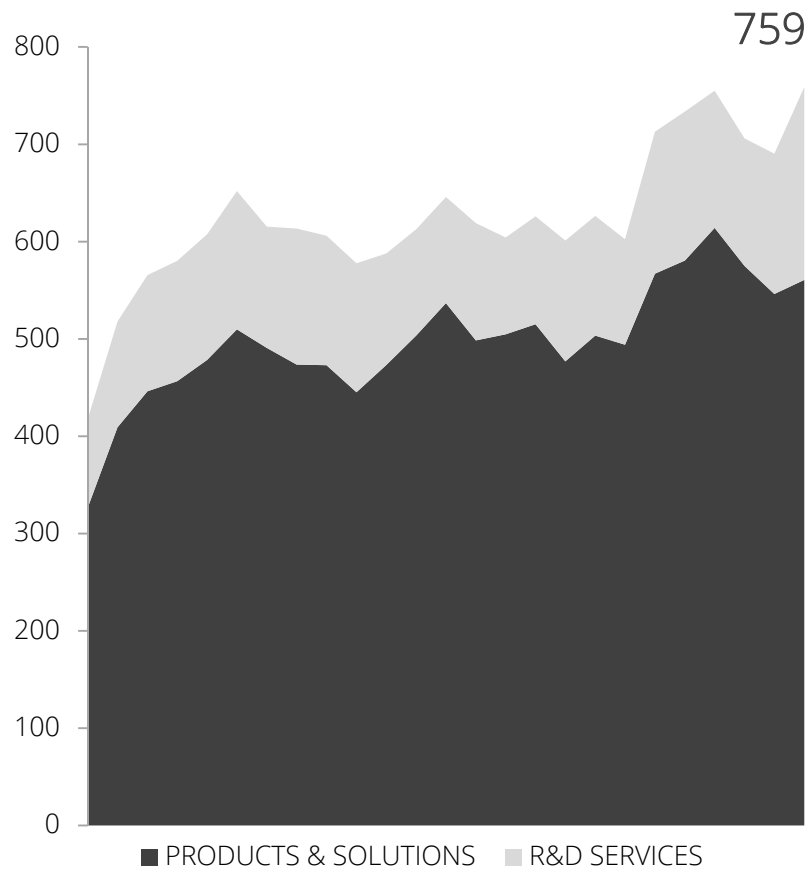




# --> ORDER INTAKE



# ---> ORDER BACKLOG



# AGENDA

HIGHLIGHTS

FINANCIALS

↓ BUSINESS SEGMENTS

MARKET

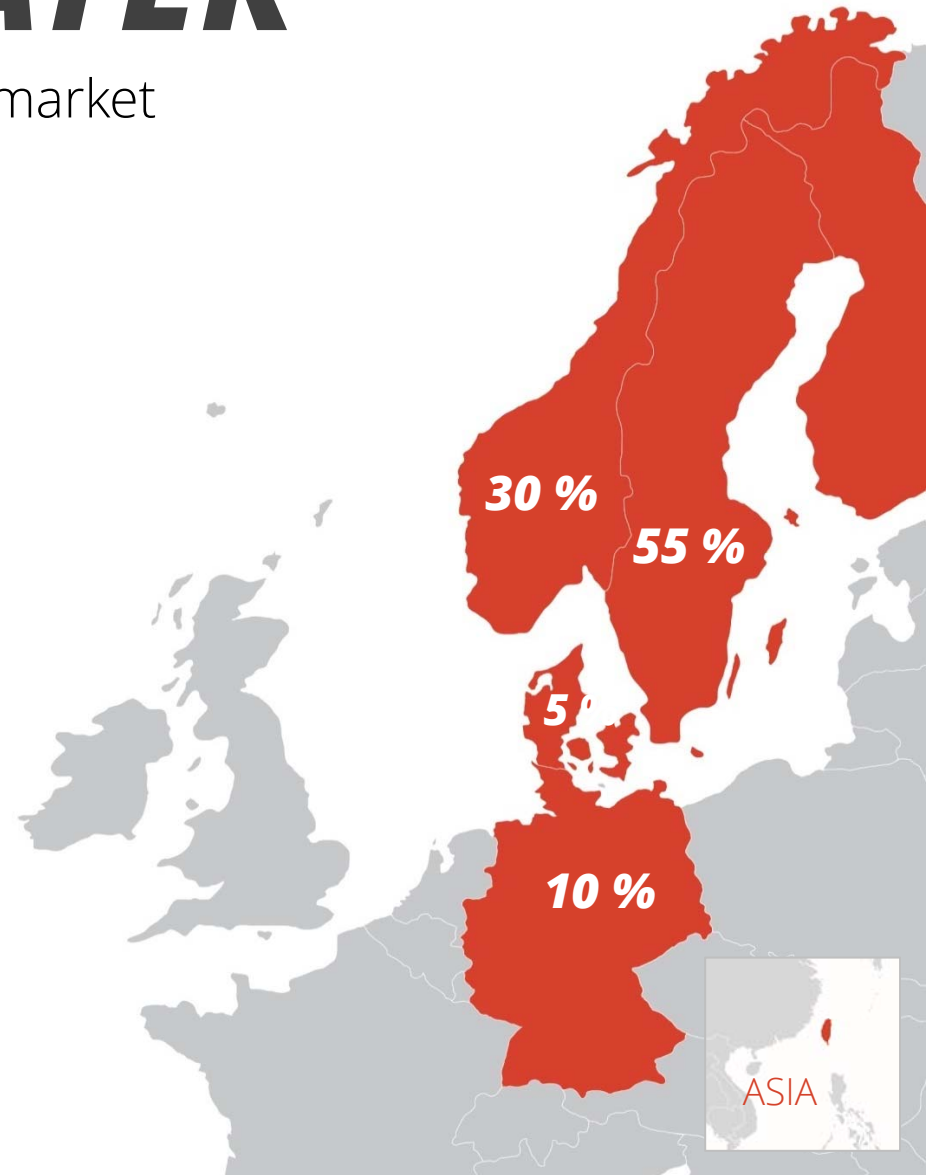
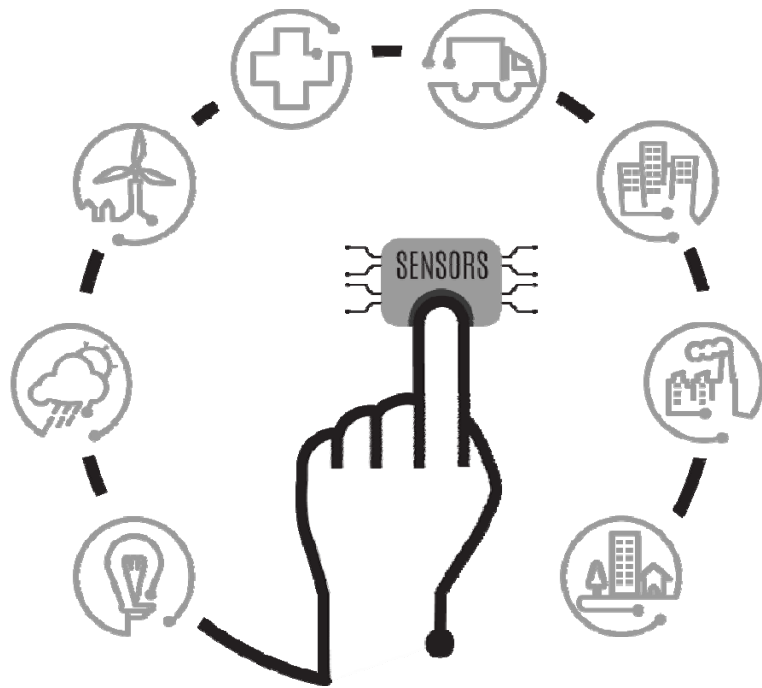
OUTLOOK

Q&A

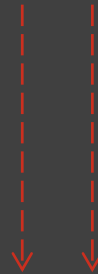
# LEADING PLAYER

-in the embedded solutions and IoT market

▶ MARKETS



-----> **PRODUCTS & SOLUTIONS**  
-----> **R&D SPECIALIST SERVICES**



# **SYNERGIES**

GO-TO-MARKET MODEL  
CROSS SALES AND MARKETING  
FULL-SERVICE AND COMPLETE SUPPLIER  
TECHNOLOGY AND KNOWLEDGE SHARING

--> PRODUCTS & SOLUTIONS

# PRODUCTS & SOLUTIONS





## --> VITAL FACTORS FOR INDUSTRIAL PRODUCTS

- ▶ **Reliability** - 24h operation 365 days
- ▶ **Real-Time-Operating** – no process disturbance
- ▶ **Predictability** – the system must behave as expected
- ▶ **Rough environments** – shock, vibration, humidity, salt spray ++
- ▶ **safety** – keeping workers and site safe is top priority
- ▶ **Cyber security** – safeguarding from cyber attacks and sabotage
- ▶ **Long Life Time** – scalable and upgradable for 5 – 20 years



# COMPETITIVE

## ADVANTAGES



**INDUSTRY  
KNOWLEDGE**  
DEMANDING  
ENVIRONMENTS



**VALUE ADD  
SERVICE**  
TEST &  
QUALITY



**STANDARD  
TECHNOLOGY**  
COMPLETE  
SOLUTIONS



**COST  
EFFECTIVE**  
GLOBAL  
VALUE CHAIN

## --> HIGHLIGHTS PRODUCT & SOLUTIONS

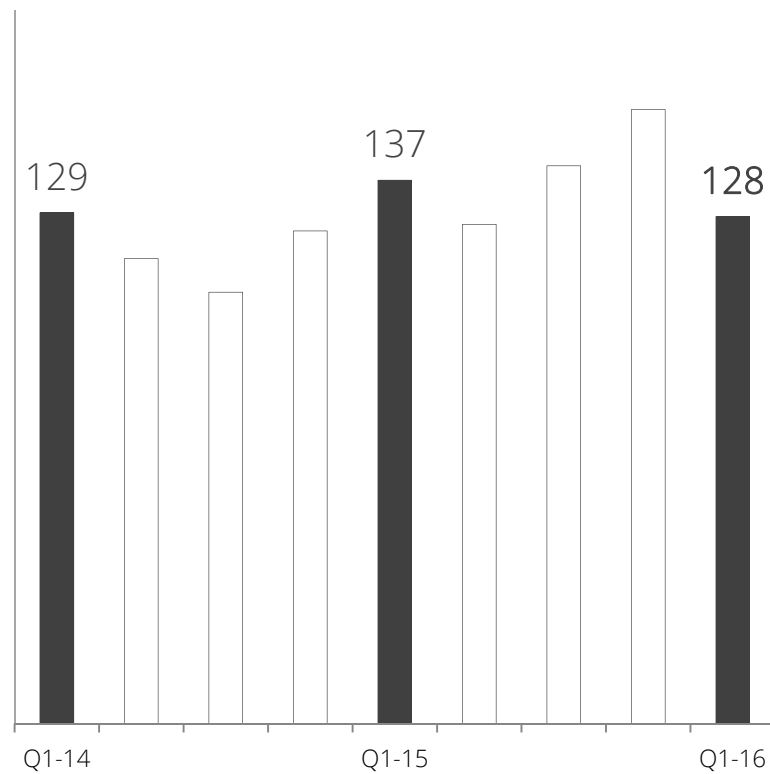
Revenue impacted by **weak market conditions** in Oil&Gas, Maritime and associated sectors (NORWAY).

**SOLID** development in International operations, especially Sweden

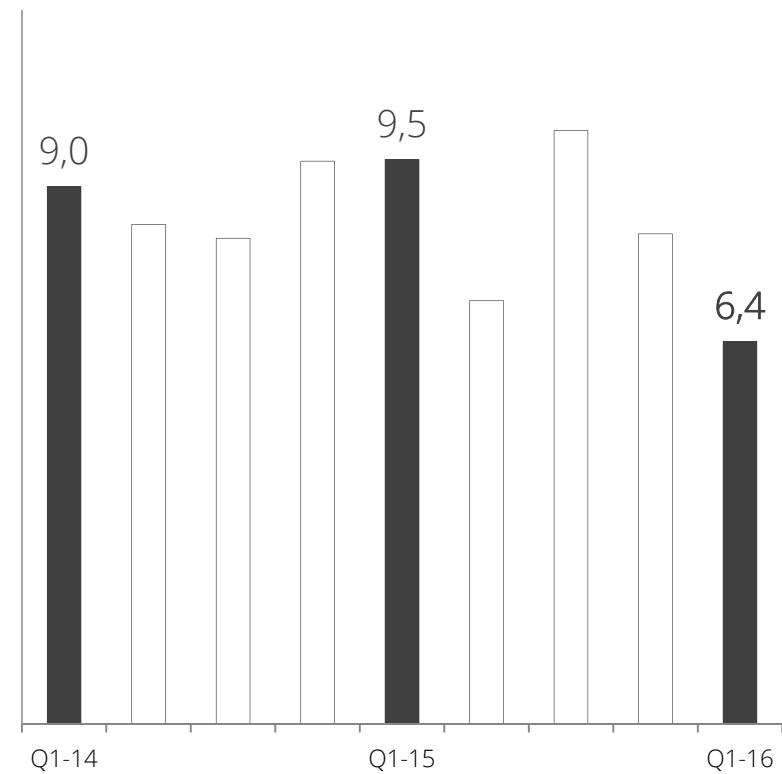
**CHANGE** in customer mix towards other markets and geographical regions impacts profitability

# → KEY FIGURES PRODUCT & SOLUTIONS

## REVENUE



## EBIT\*



\*EBIT before group cost

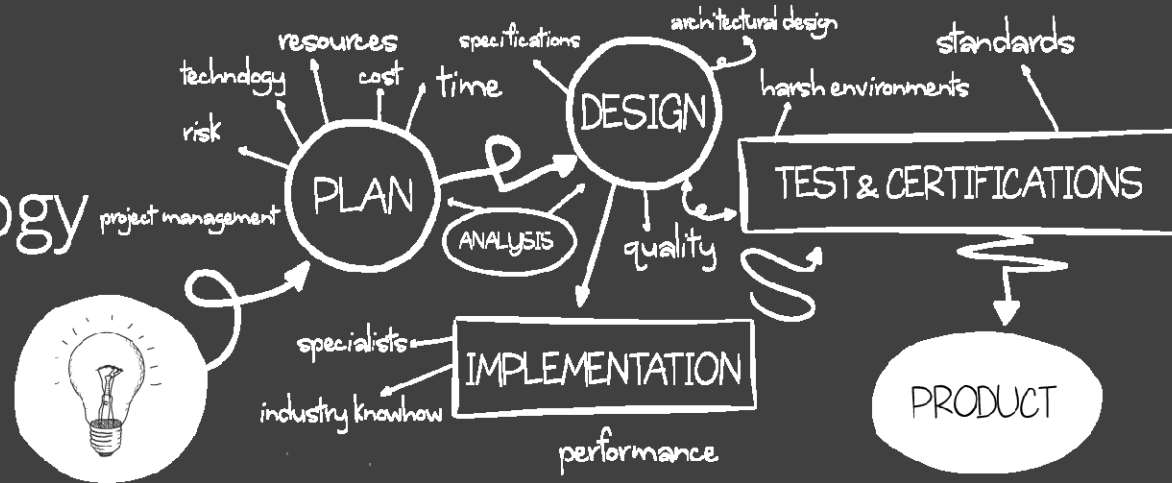
# ---> KEY FIGURES PRODUCT & SOLUTIONS

<i>NOK MILLION</i>	Q1 2016	Q1 2015	%	2015	2014	%
Revenue	128	137	-7 %	559	480	17 %
EBIT*	6.4	9.5		37.2	36.9	
EBIT margin*	5.0 %	6.9 %		6.6 %	7.7 %	
Order intake	142	151		538	531	
Order backlog	561	581		546	567	
Employees	138	137		141	133	

*\*EBIT before group cost*

--> R&D SERVICES

We make  
the technology  
you need!



## ---> R&D SERVICES

- ▶ FROM IDEA TO IMPLEMENTATION
- ▶ CONSULTANCY, SPECIALISTS, R&D PROJECTS
- ▶ STRATEGIC COLLABORATION PARTNER
- ▶ TOP SELECTED TALENTS & SPECIALISTS
- ▶ DYNAMIC METHODOLOGY

**500**  
SPECIALISTS

# YOUR INNOVATION TOOL

**APPS COMPUTERS** PANELS IO TOUCH DISPLAYS **SW** SYSTEMS  
JAVA PLATFORMS DDS COMMUNICATION **SENSORS** HW OS  
WIRELESS C++ **CONNECTIVITY** DIGITALIZATION  
**APPLICATION** SECURITY POWER architecture DRIVERS LINUX  
PROCESSORS FPGA **IOT AGILE** AUTOMATION GATEWAYS  
ATLASSIAN, STACK

## CORE COMPETENCIES

- ▶ SOFTWARE DEVELOPMENT
- ▶ SYSTEM DESIGN
- ▶ EMBEDDED SOFTWARE DEVELOPMENT
- ▶ INTERACTION DESIGN
- ▶ PROJECT MANAGEMENT
- ▶ ELECTRONIC & HW DEVELOPMENT
- ▶ MECHANICAL DESIGN
- ▶ TEST & QUALITY



# TECHNOLOGY TRANSFER

## INTERRUPT INSIDE



datarespons

## INTERRUPT INSIDE



datarespons

## INTERRUPT INSIDE



datarespons

datarespons  
EMBEDDED SOLUTIONS



## --> HIGHLIGHTS R&D SERVICES

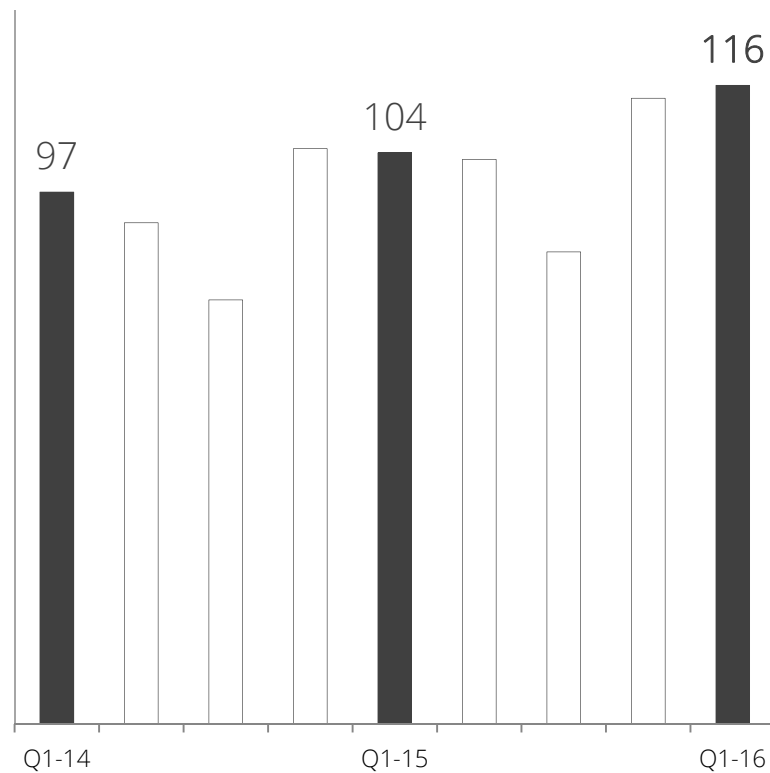
**SOLID DEMAND** from key markets and customers gave 12 % growth

Good market conditions, high utilization and **INCREASING CUSTOMER BASE** in Sweden

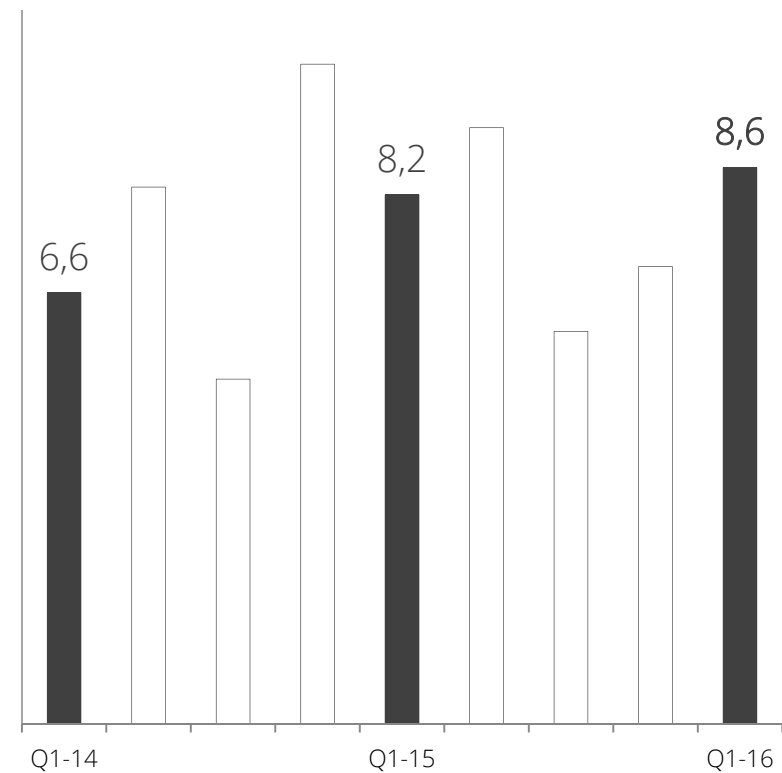
Lower activity in Oil and Gas and associated sectors **IMPACTS UTILIZATION** in Norway, but promising backlog going into Q2.

# → KEY FIGURES R&D SERVICES

## REVENUE



## EBIT\*



\*EBIT before group cost

# ---> KEY FIGURES R&D SERVICES

<i>NOK MILLION</i>	Q1 2016	Q1 2015	%	2015	2014	%
Revenue	116	104	12 %	407	370	10 %
EBIT*	8.6	8.2		30.9	30.9	
EBIT margin*	7.4 %	7.8 %		7.6 %	8.3 %	
Order intake	169	111		403	405	
Order backlog	198	153		144	146	
Employees	286	240		258	231	

\*EBIT before group cost

# AGENDA



HIGHLIGHTS

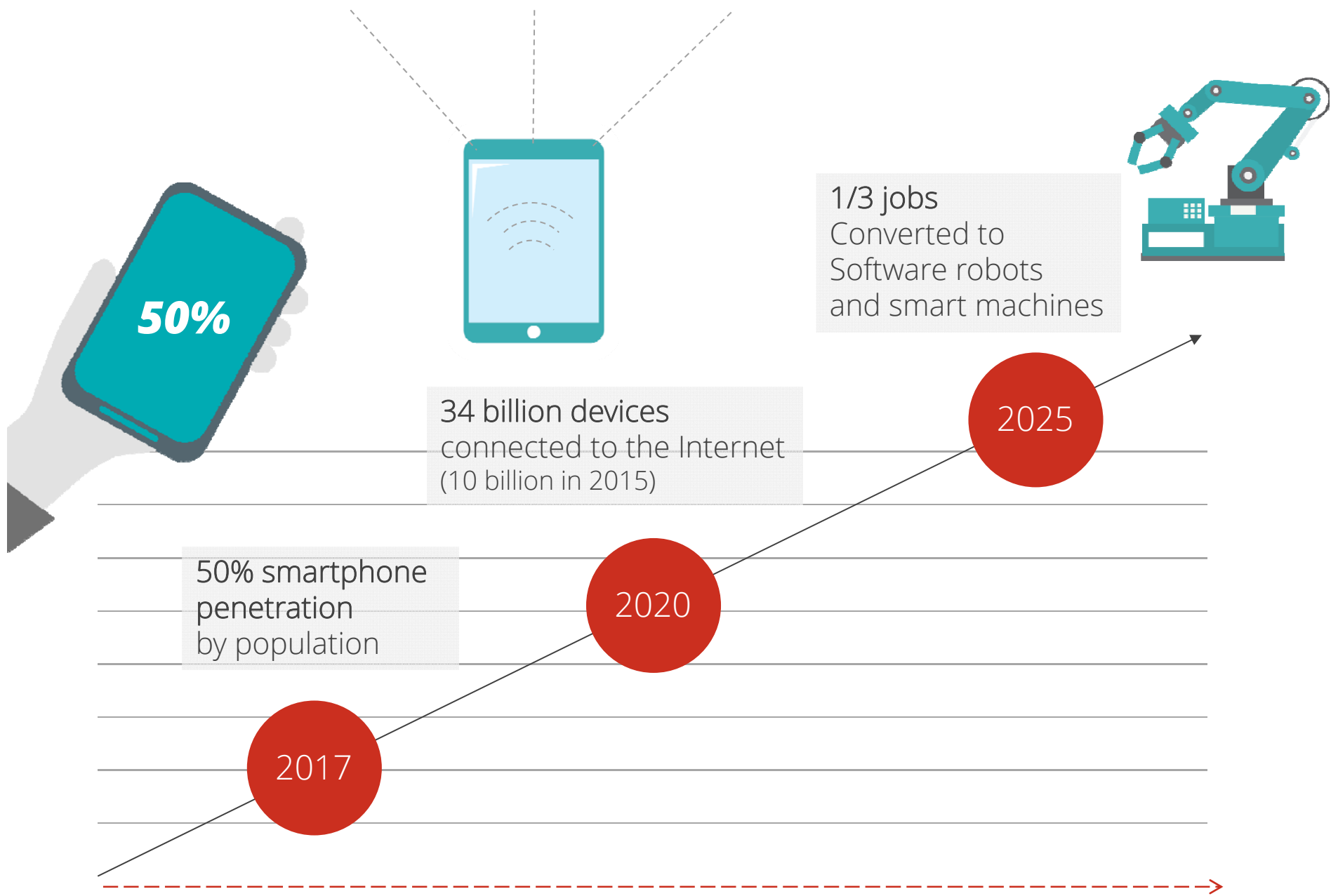
FINANCIALS

BUSINESS SEGMENTS

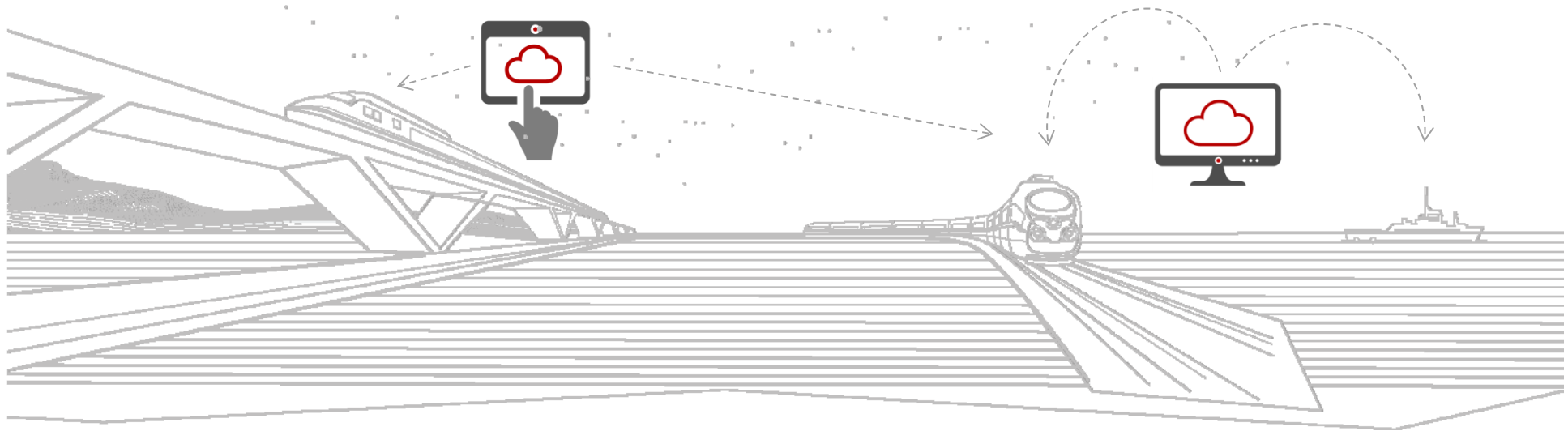
**MARKET**

OUTLOOK

Q&A

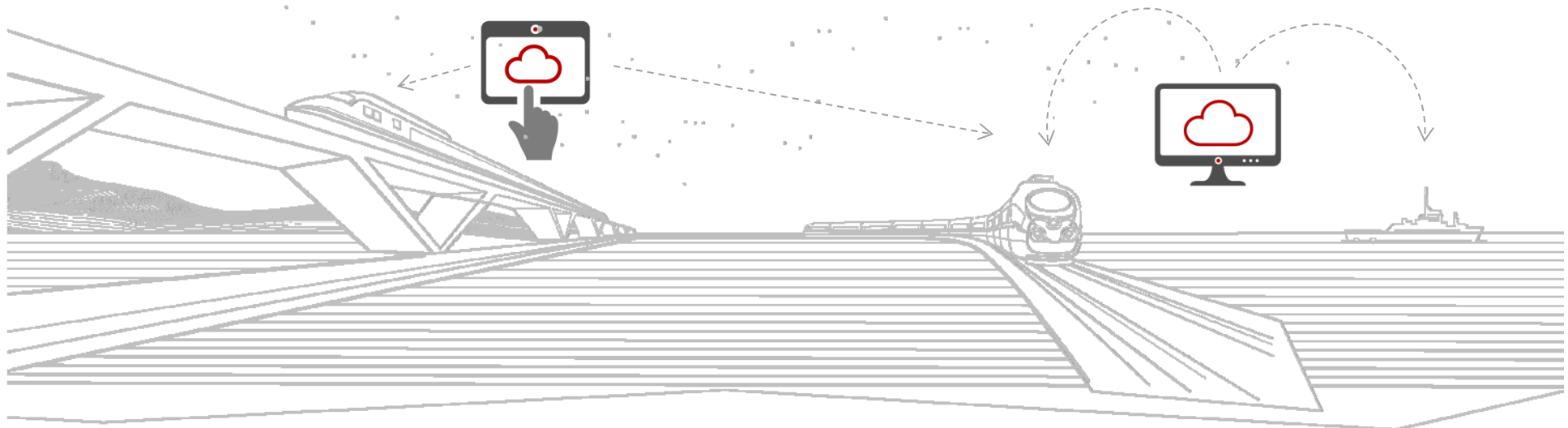


- ▶ The need for more intelligent and cost effective products, more **mobility**, increased **automation/robotising** and the **digitising** of the society are driving forces in all our markets.





We are involved from being **consultancy specialists** to a **complete solution** provider covering the entire process. We have extensive competence and knowhow from the **sensor level** to the final **app**





4.0

- ▶ Data Respons product and services portfolio - our technology expertise, know how and experience – are **in the middle** of the industrial digital revolution.





# STOCK EXCHANGE NOTICES

01/03/16 IoT contract of SEK 41 million  
16/03/16 Specialist Services contract of SEK 25 million  
17/03/16 Defense contract of NOK 13 million  
17/03/16 Oil&Gas contract of NOK 18 million  
21/03/16 Industrial and Automation contract of NOK 9 million

# OUR CUSTOMERS

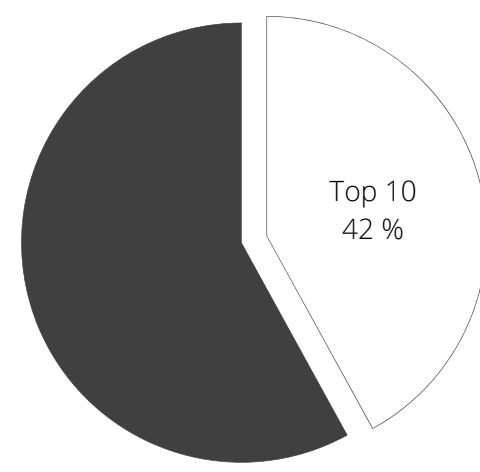
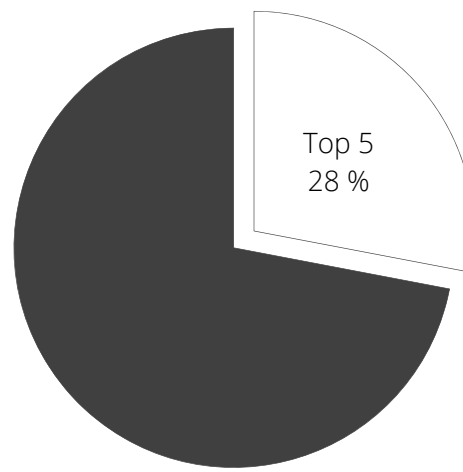
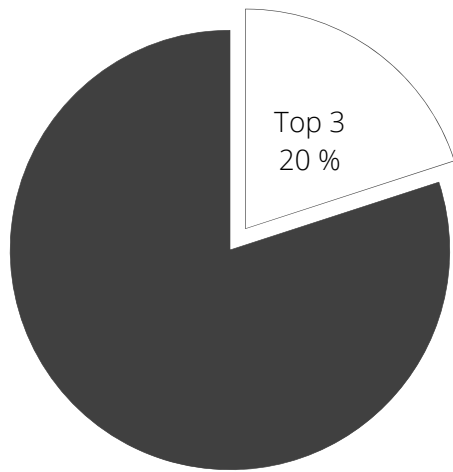


EMBEDDED SOLUTIONS

SPECIALIST CONSULTANCY

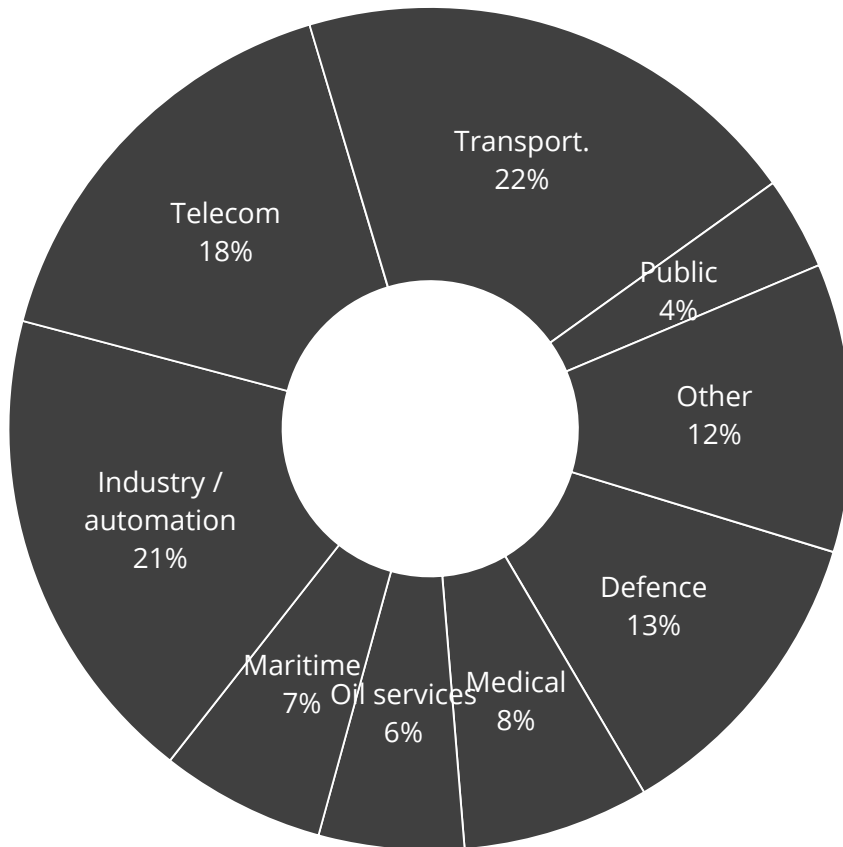


# ---> CUSTOMERS

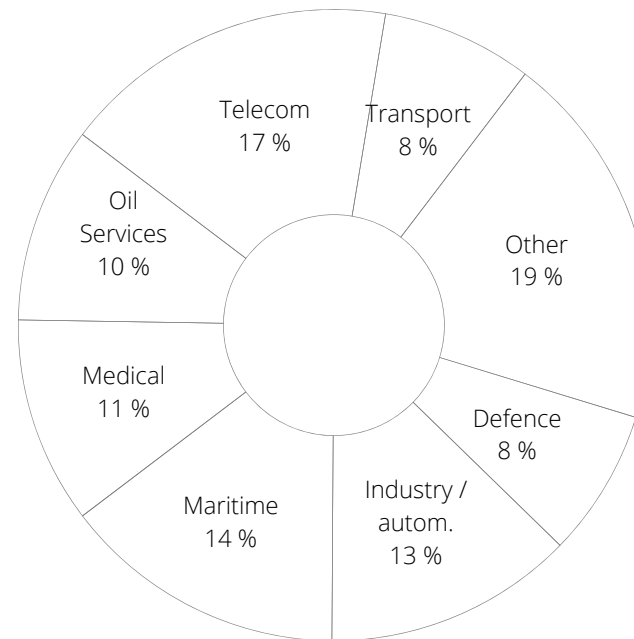


# REVENUE

## BY INDUSTRIES



Q1 2016



Q1 2015

# REVENUE

## CHANGE BY INDUSTRIES



# AGENDA

HIGHLIGHTS

FINANCIALS

BUSINESS SEGMENTS

MARKET

↓  
**OUTLOOK**

Q&A

## --> OUTLOOK

Improving overall market potential – we see opportunities in most of our key markets

Weak market conditions in Oil&Gas, Maritime and associated sectors (NORWAY)

Expect growth, improved profitability and positive operational cash flow



# A complete technology partner for smarter IoT solutions

Connectivity

Software  
& APPs

Displays  
& Panels

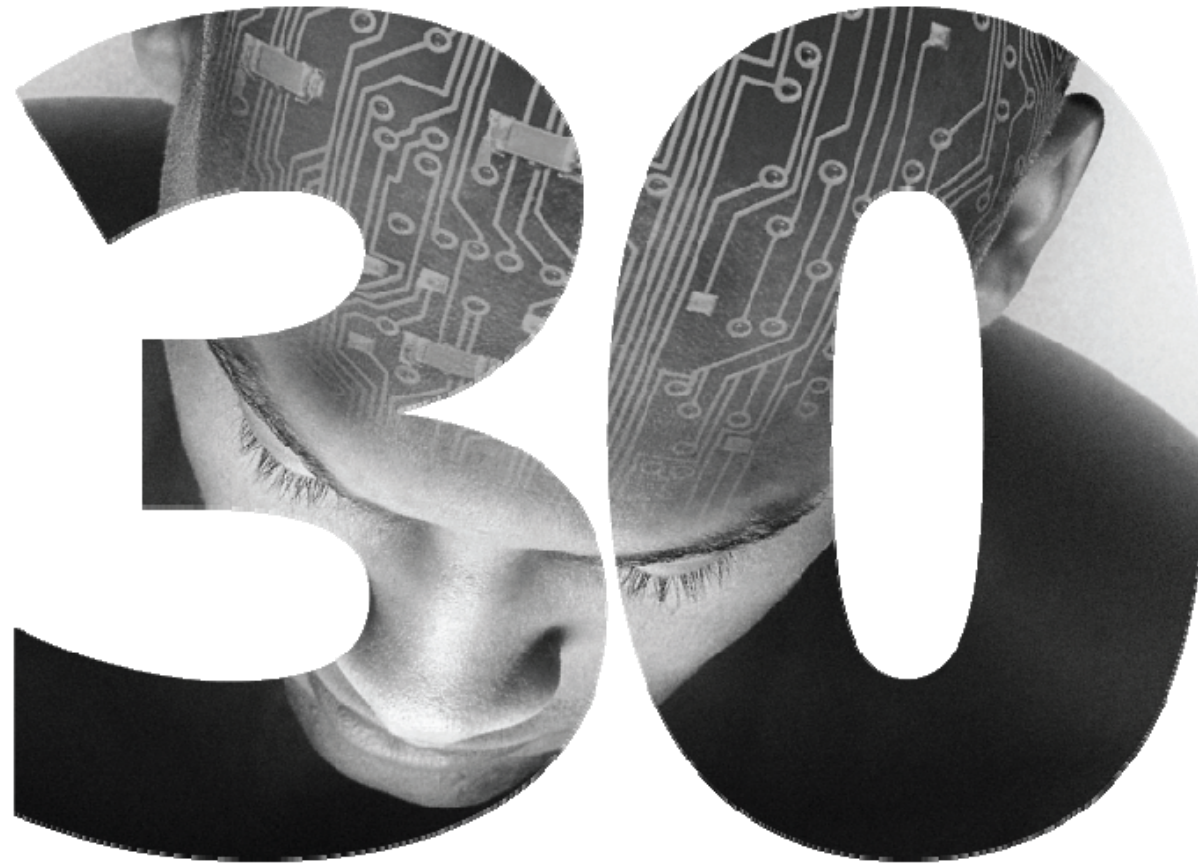
Automation

Industrial computers  
& servers



# AGENDA

HIGHLIGHTS  
FINANCIALS  
BUSINESS SEGMENTS  
MARKET  
OUTLOOK  
Q&A



YEARS of EXPERIENCE

1986-2016

**data**  **respons**  
EMBEDDED SOLUTIONS