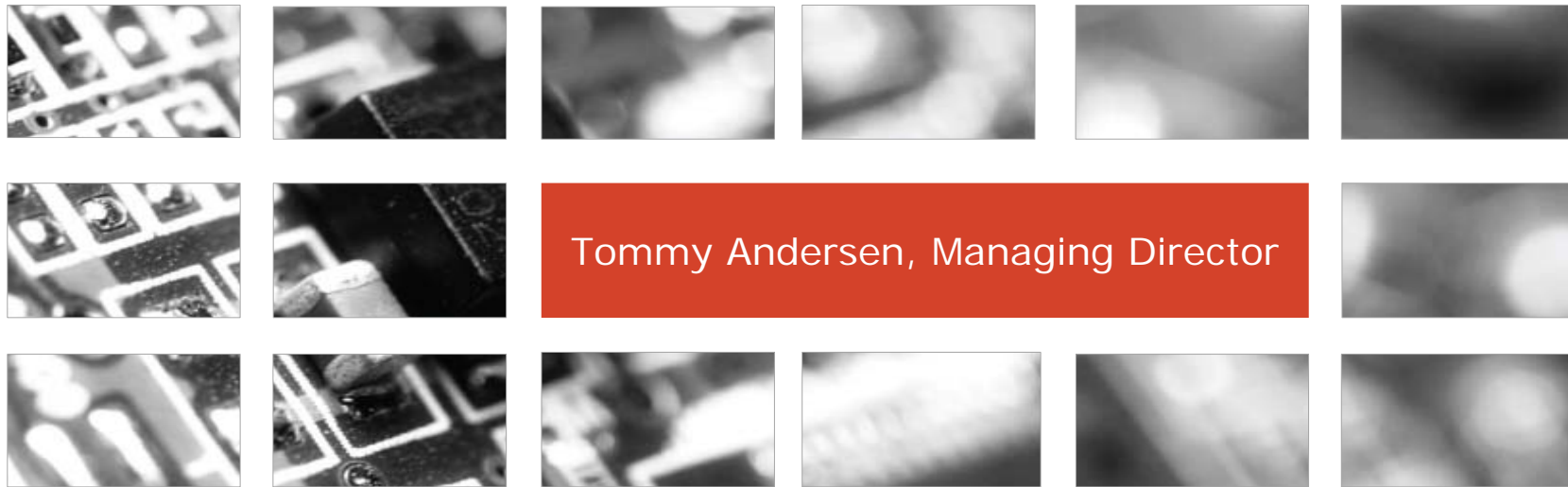


ARTEMIS



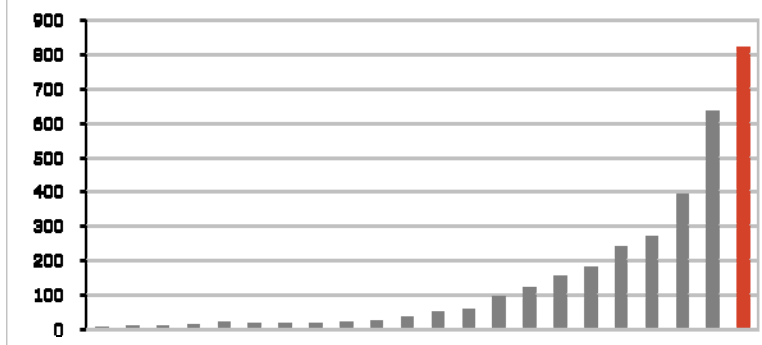
MAIN FIGURES



FACTS ABOUT DATA RESPONS



REVENUE 1986-2008 (MNOK)

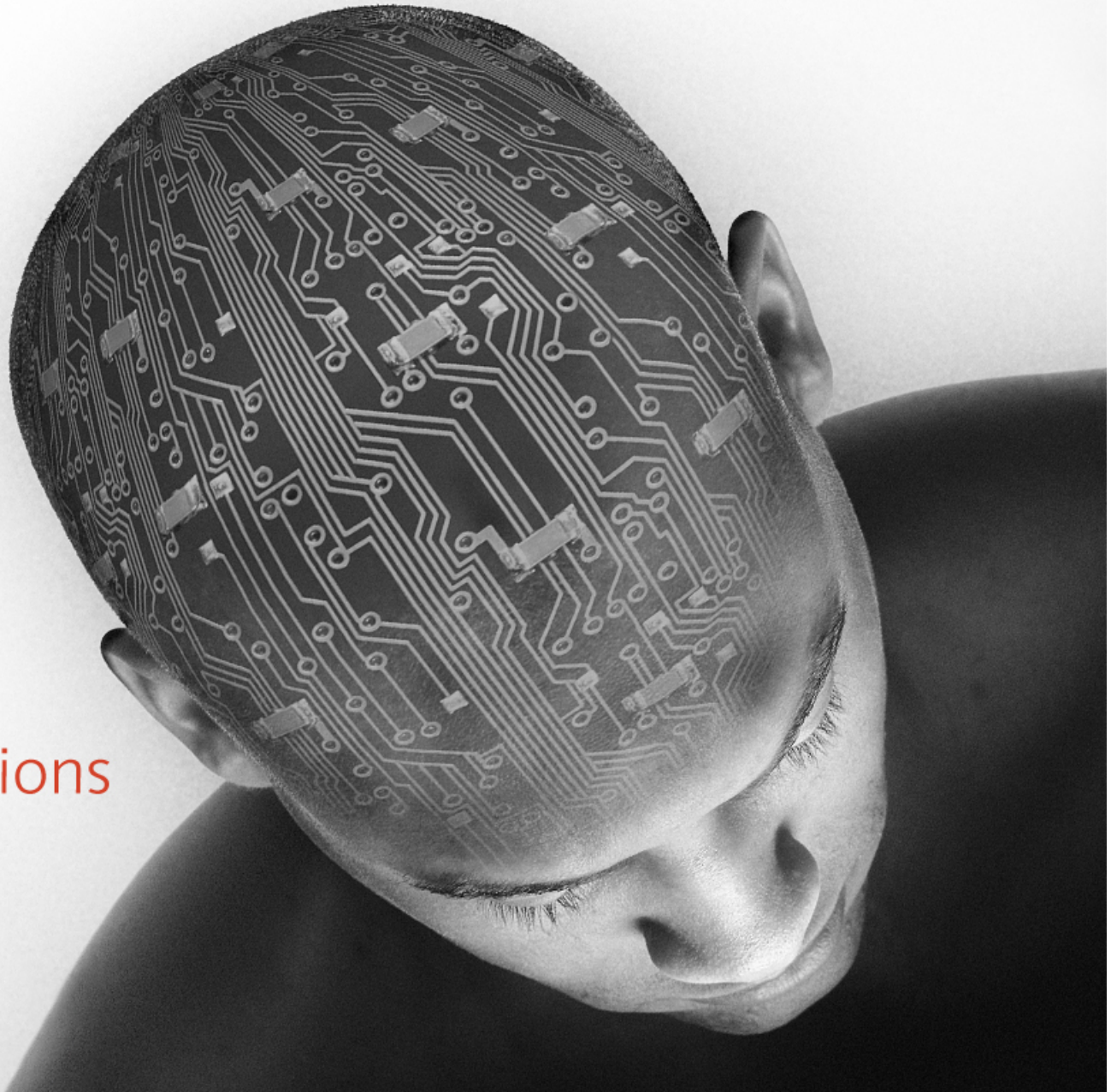


FAST FACTS

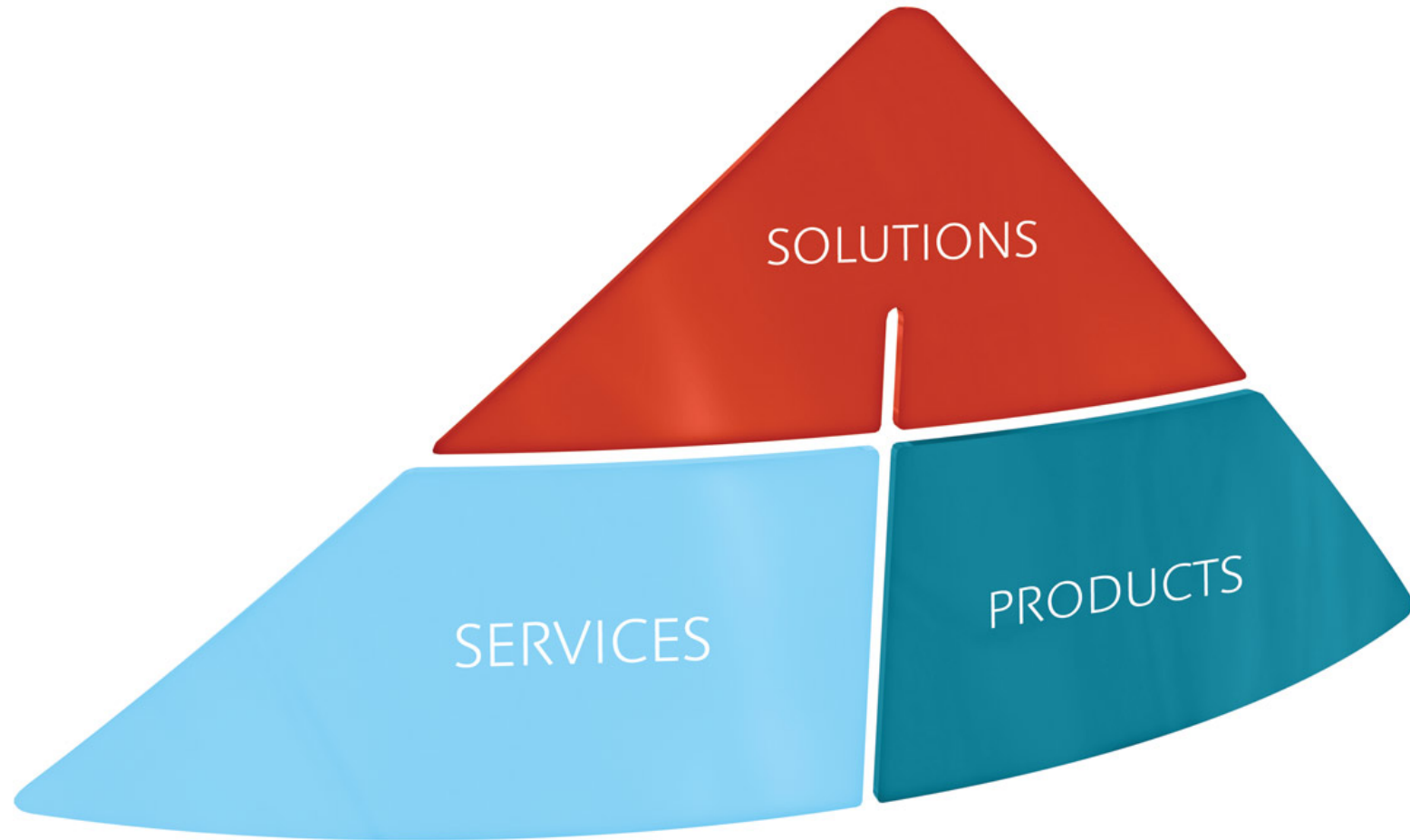
- Established in 1986
- Listed on the Oslo Stock Exchange in 2002 (Ticker: DAT)
- ISO certified (ISO 9001:2000)
- Employees Q4 2008: **511**

data  **respons**
EMBEDDED SOLUTIONS

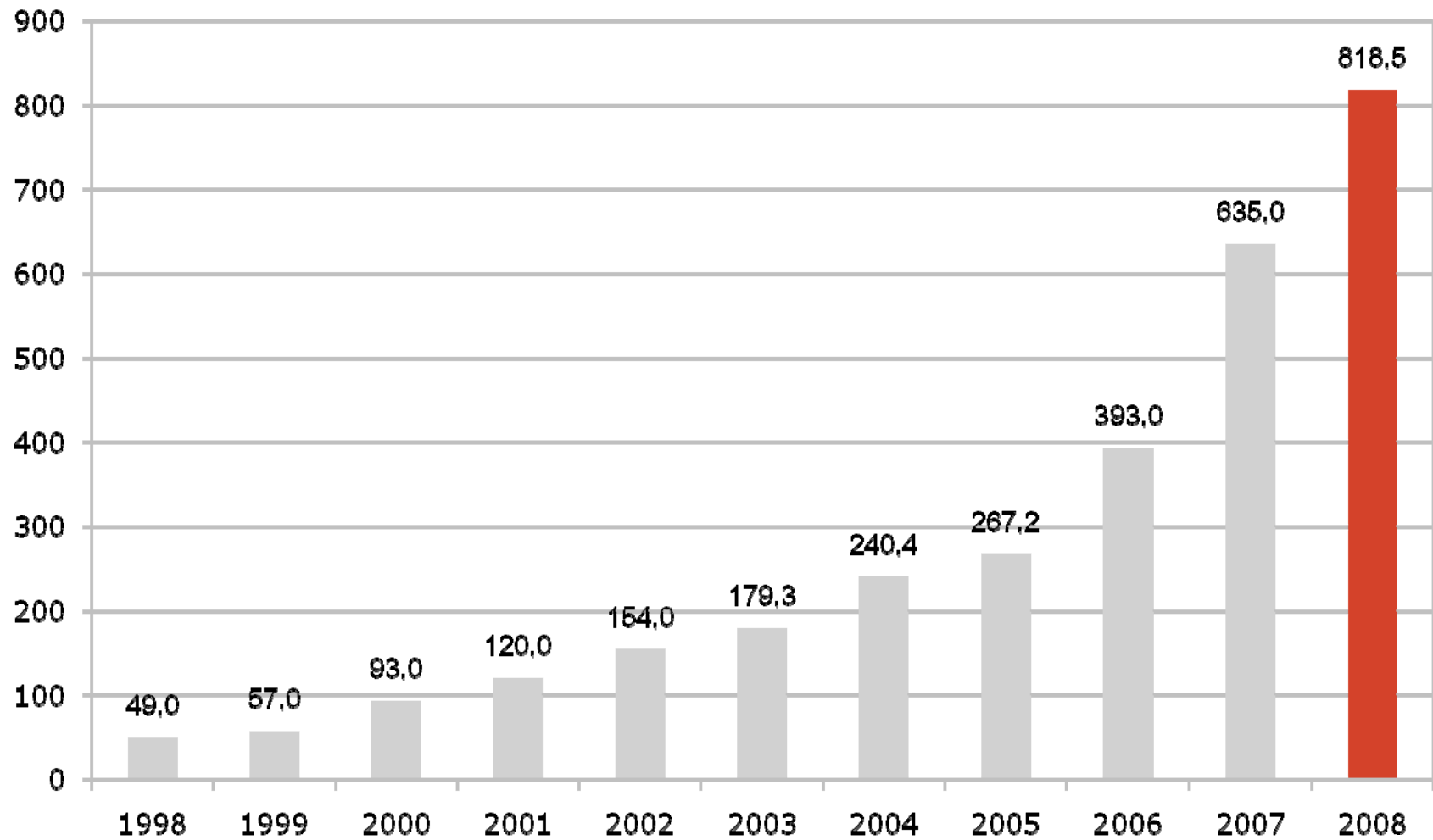
we know
embedded solutions



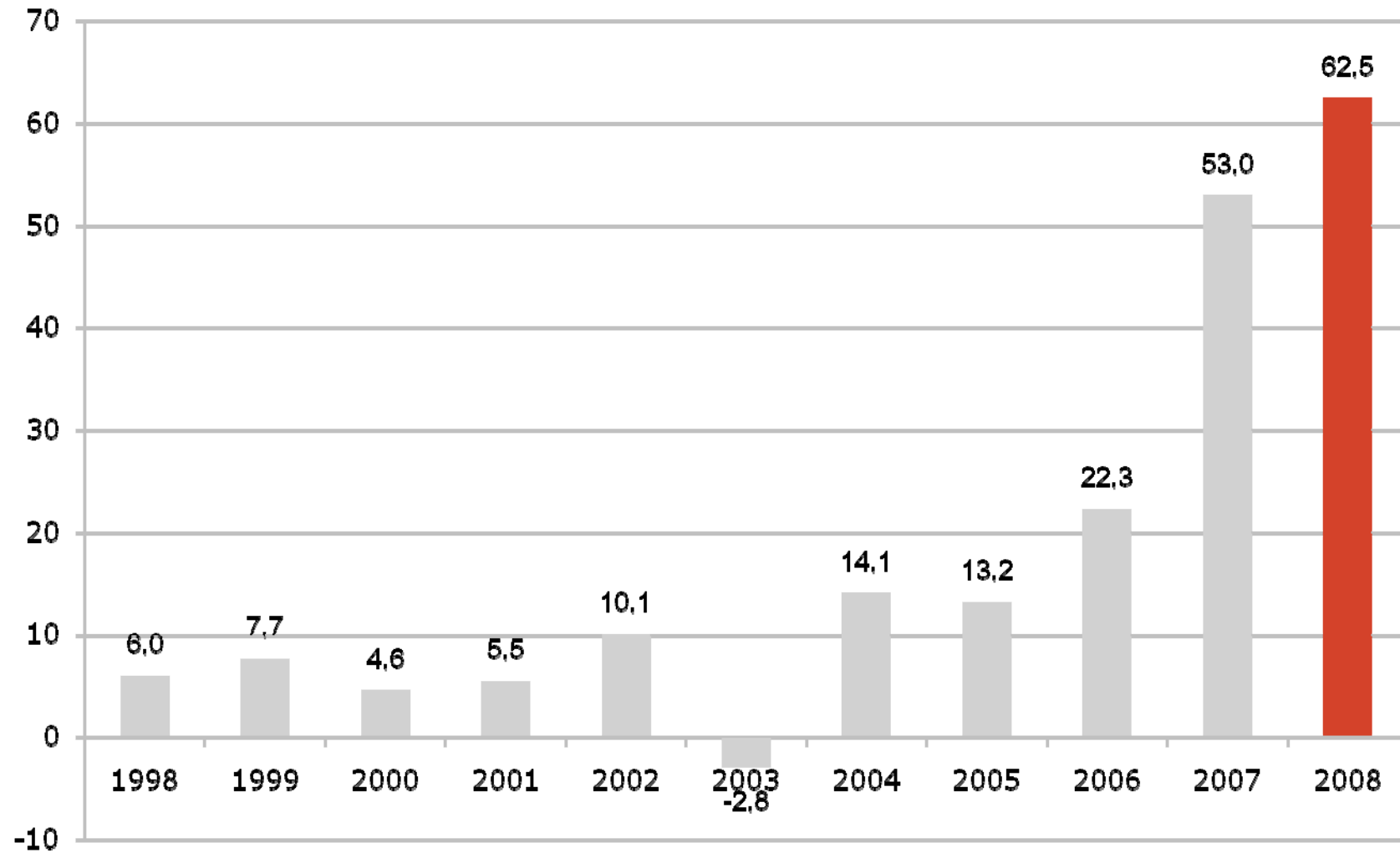
BUSINESS MODEL



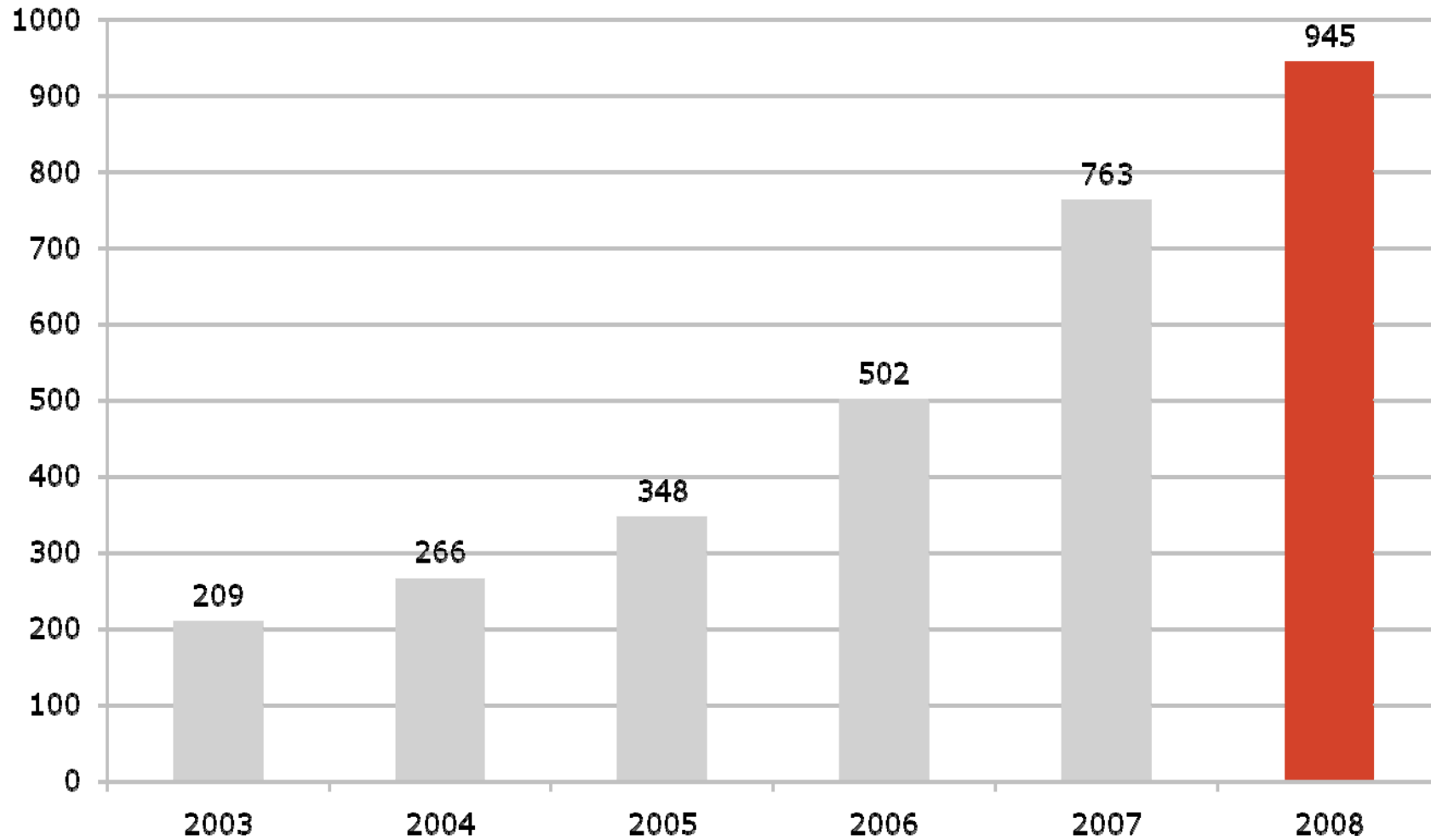
OPERATING REVENUES PER YEAR



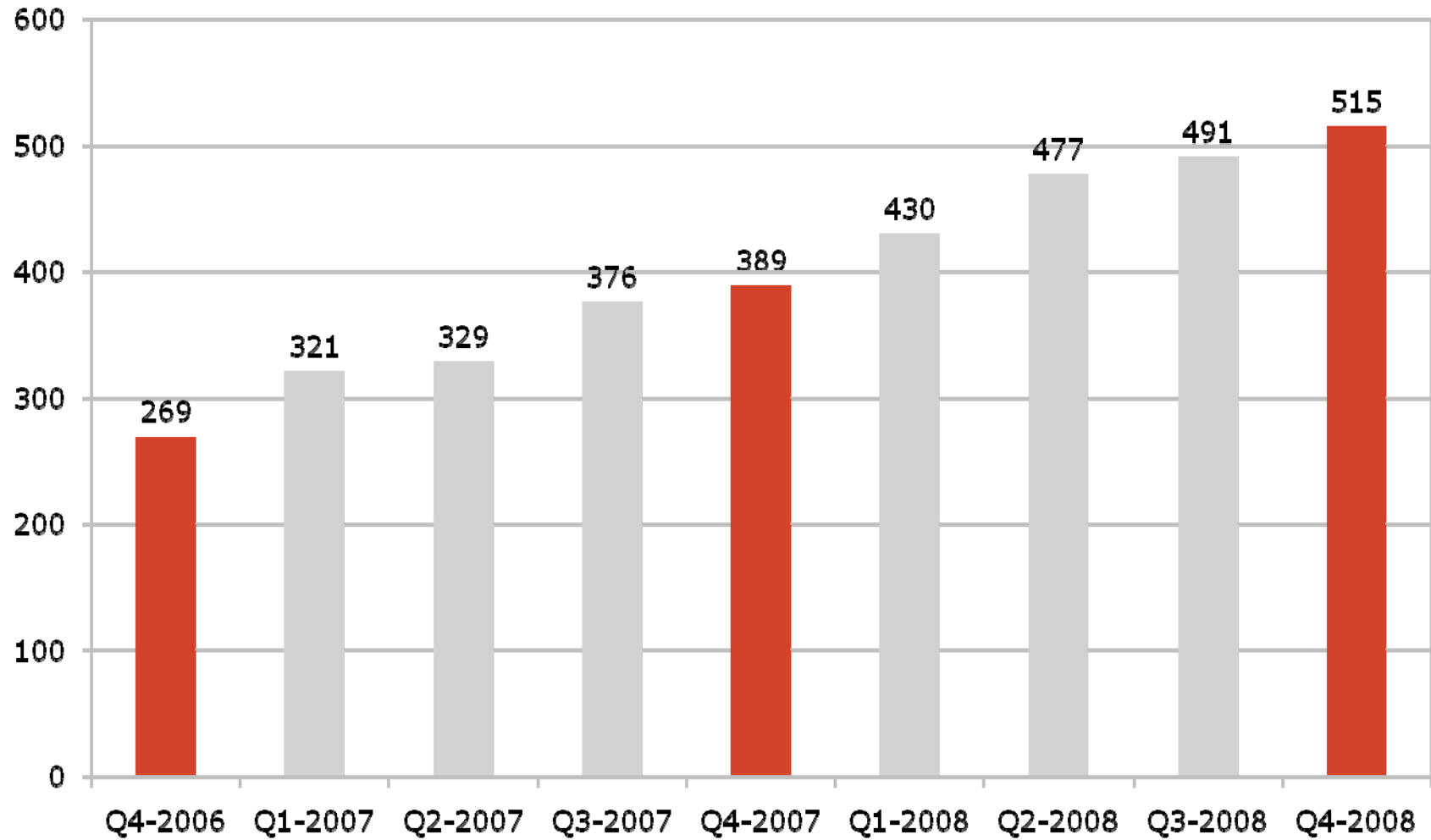
EBITDA PER YEAR



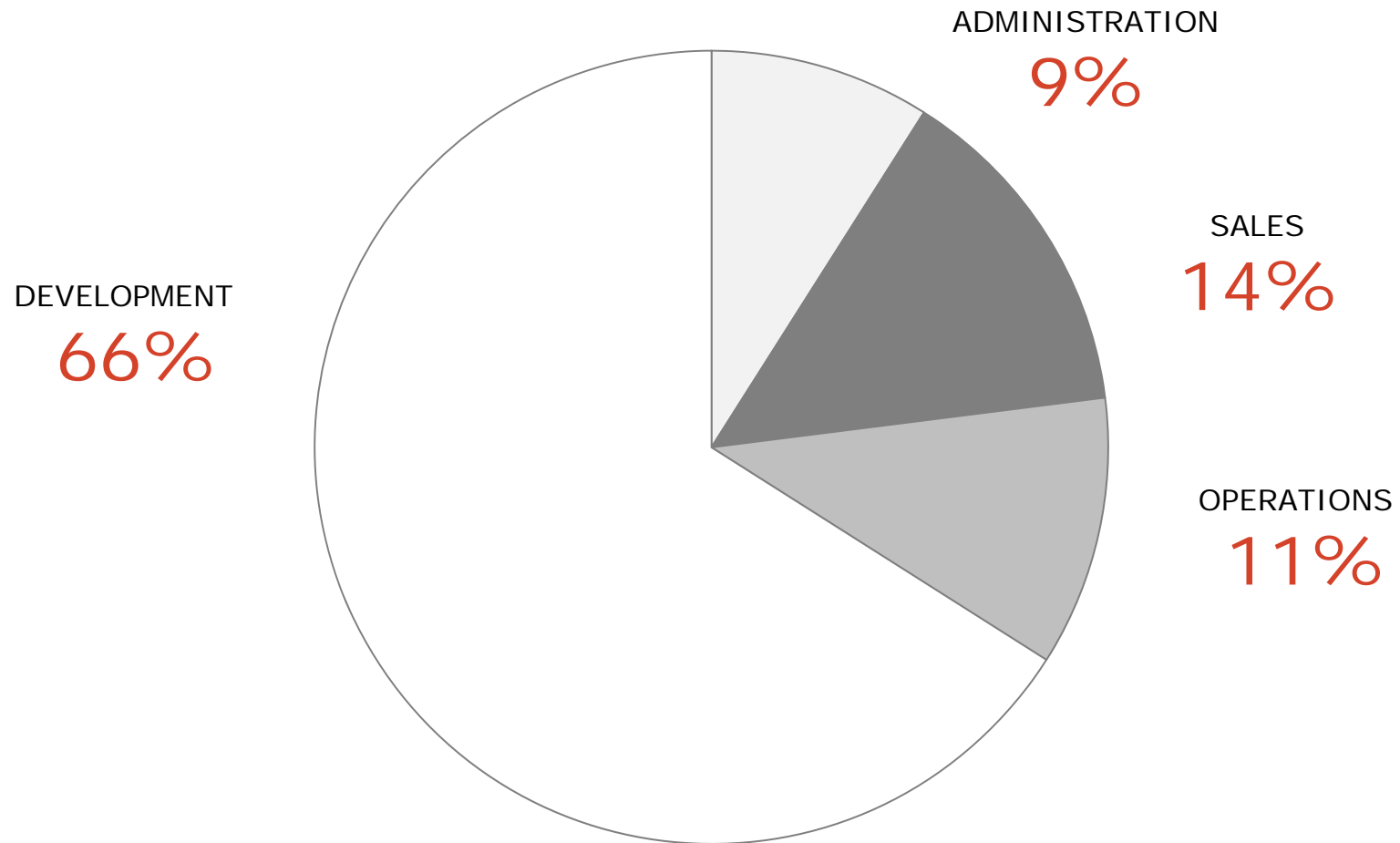
ORDER INTAKE PER YEAR



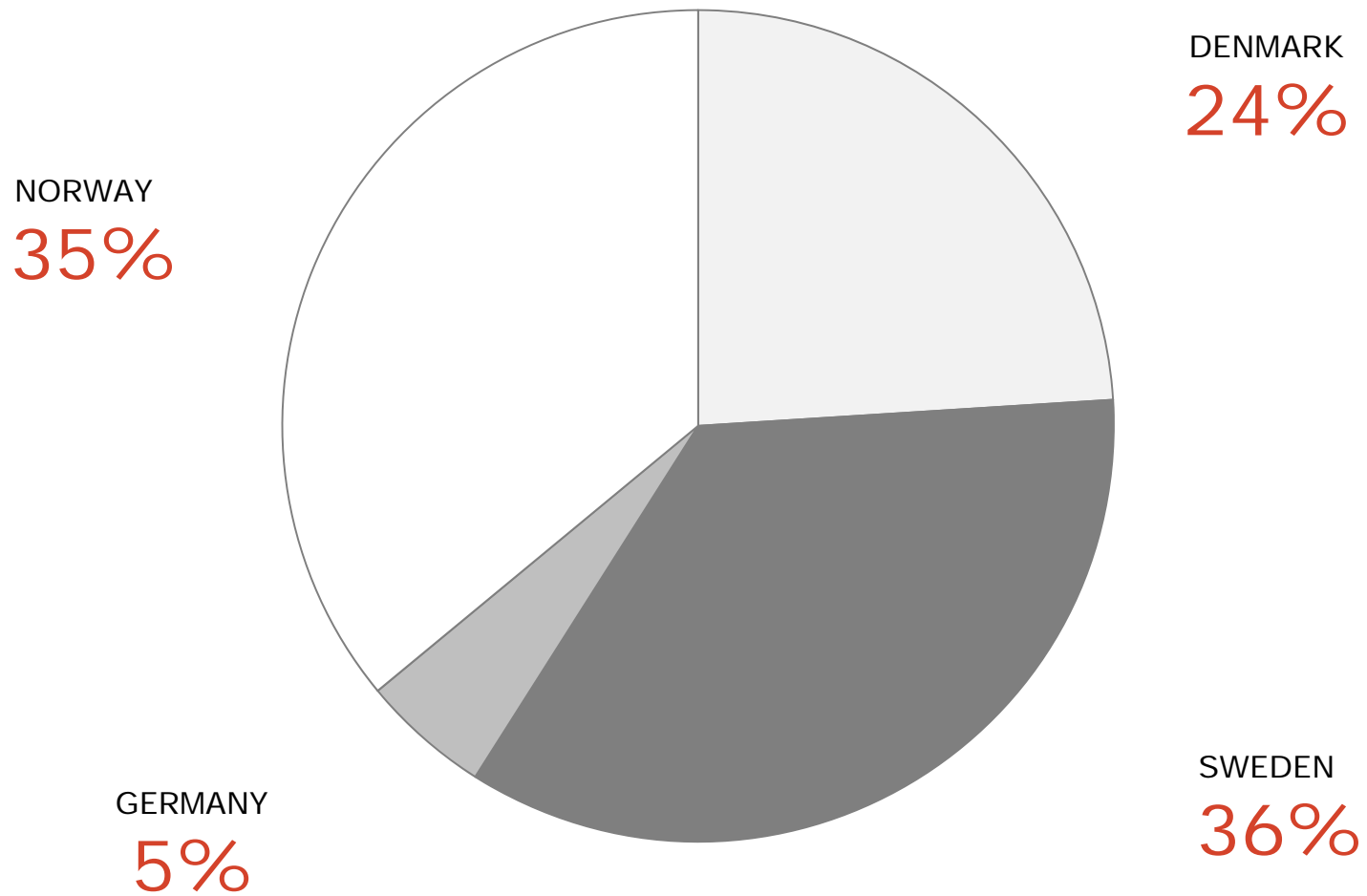
ORDER BACKLOG BY END OF 2008



EMPLOYEES PER DIVISION



REVENUE PER COUNTRY



DATA RESPONS DENMARK



ASKER BERGEN **COPENHAGEN** HELSINKI GOTHENBURG KARLSRUHE KONGSBERG LINKÖPING LUND ÖREBRO

HERLEV (1999)

- Design Center Øst (DCØ)
- Consultants
- Development Environments
- ISO 9001:2000 Integration Center

SKANDERBORG (2006)

- Design Center Vest (DCV)
- Consultants
- Cooperation with DCØ

SØNDERBORG (2004)

- Sales office Syd
- Consultants
- Cooperation with DCØ and DCV

OSLO SANDVIKA **SKANDERBORG** SKULLERUD STAVANGER **SØNDERBORG** STOCKHOLM TAIPEI VÄSTERÅS

SOLID INDUSTRY EXPERIENCE



DEFENCE



Different industries are distinguished by their own requirements.

TELECOM



MEDICAL



Data Respons has developed solid industry experience over time.

OFFSHORE



INDUSTRY



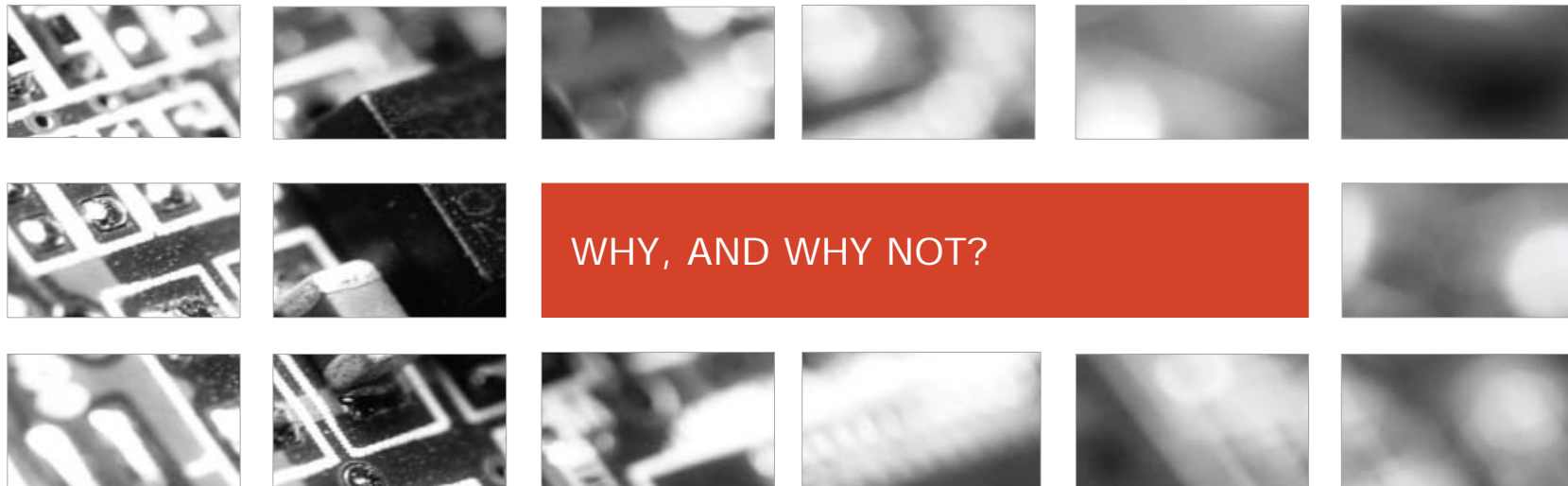
TRANSPORT



ENERGY



ARTEMIS, EU PROJECTS



1: \$\$\$\$\$\$... ££££££ ... €€€€€€ !!!



PARTICIPATION IN ARTEMIS SHOULD BRING
REAL AND IDENTIFIABLE ECONOMIC OUTCOME
OR ADVANTAGES TO OUR BUSINESS !



2: EMBEDDED IS BECOMING RECURRING



CUSTOMER A

EMBEDDED SOLUTIONS

Existing Product A

Potential Product B

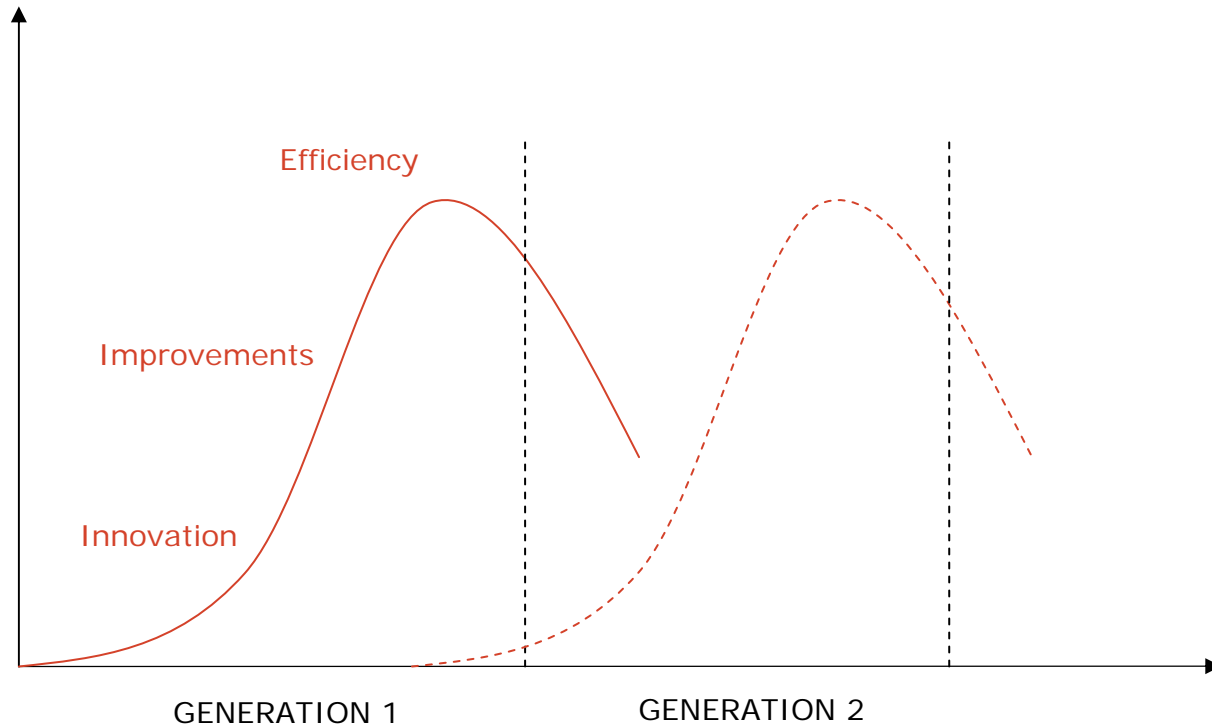
Potential Product C

Potential Product D

Potential Product E

Potential Product F

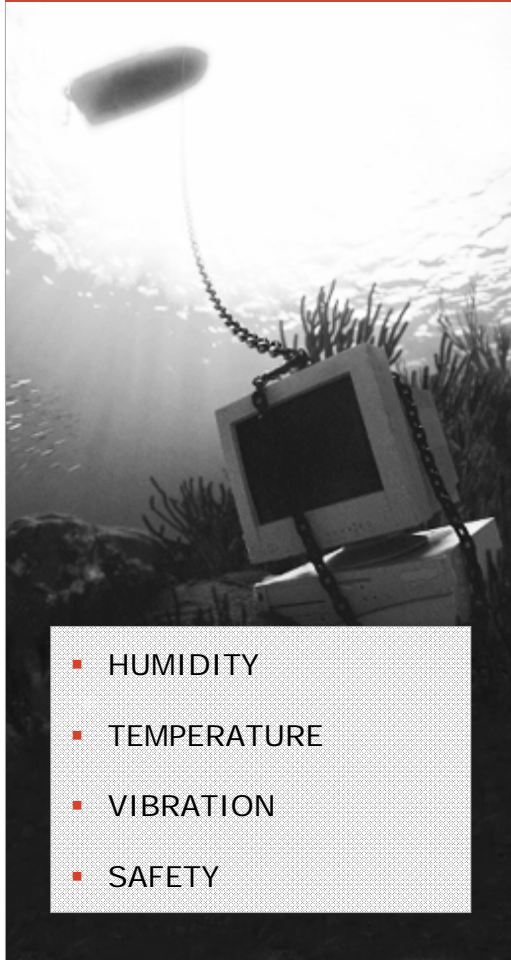
Potential Product G



3: CUSTOMISATION AND STANDARDIZATION



EXTREME CONDITIONS



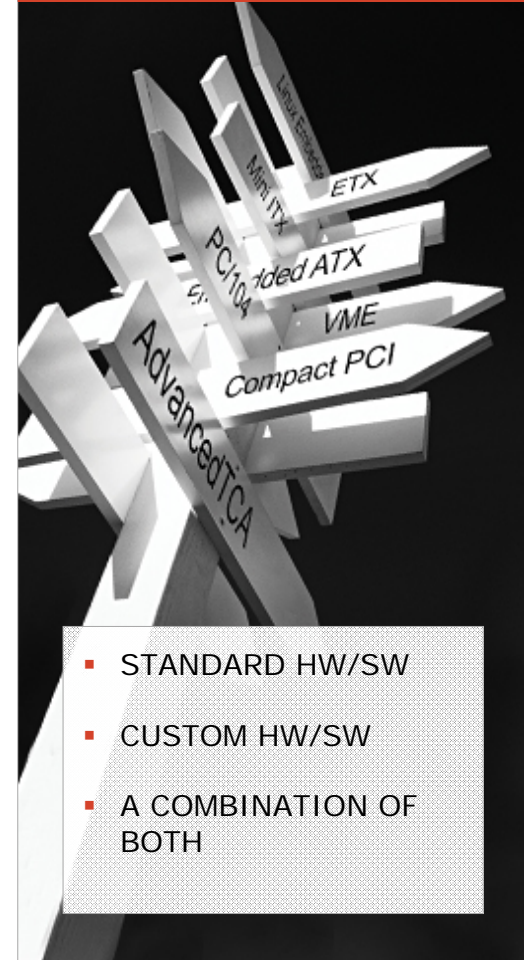
- HUMIDITY
- TEMPERATURE
- VIBRATION
- SAFETY

CUSTOM SPECIFICATION



- PHYSICAL SIZE
- PERFORMANCE / COM
- LOW POWER DEMAND
- EMC

CHOICE OF TECHNOLOGY



- STANDARD HW/SW
- CUSTOM HW/SW
- A COMBINATION OF BOTH

4: WE'RE NOT A BIG FISH ...



TYPICAL LARGE CLIENT



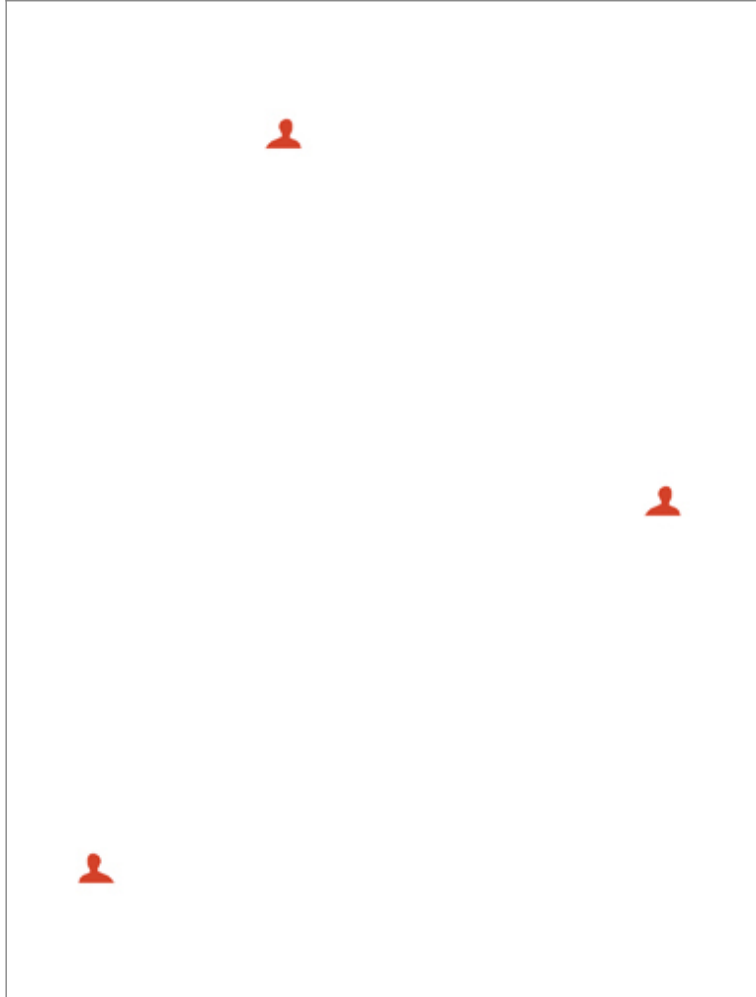
DATA RESPONDS



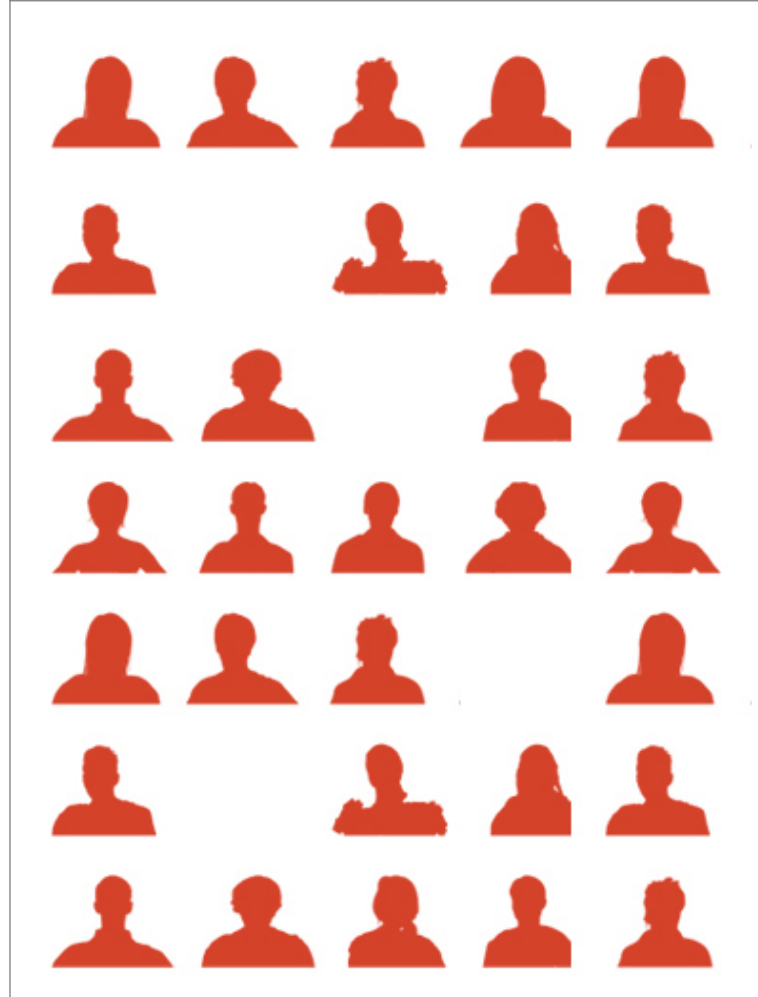
... BUT A BIG FISH IN A LARGE POND!



TYPICAL LARGE CLIENT



DATA RESPONDS

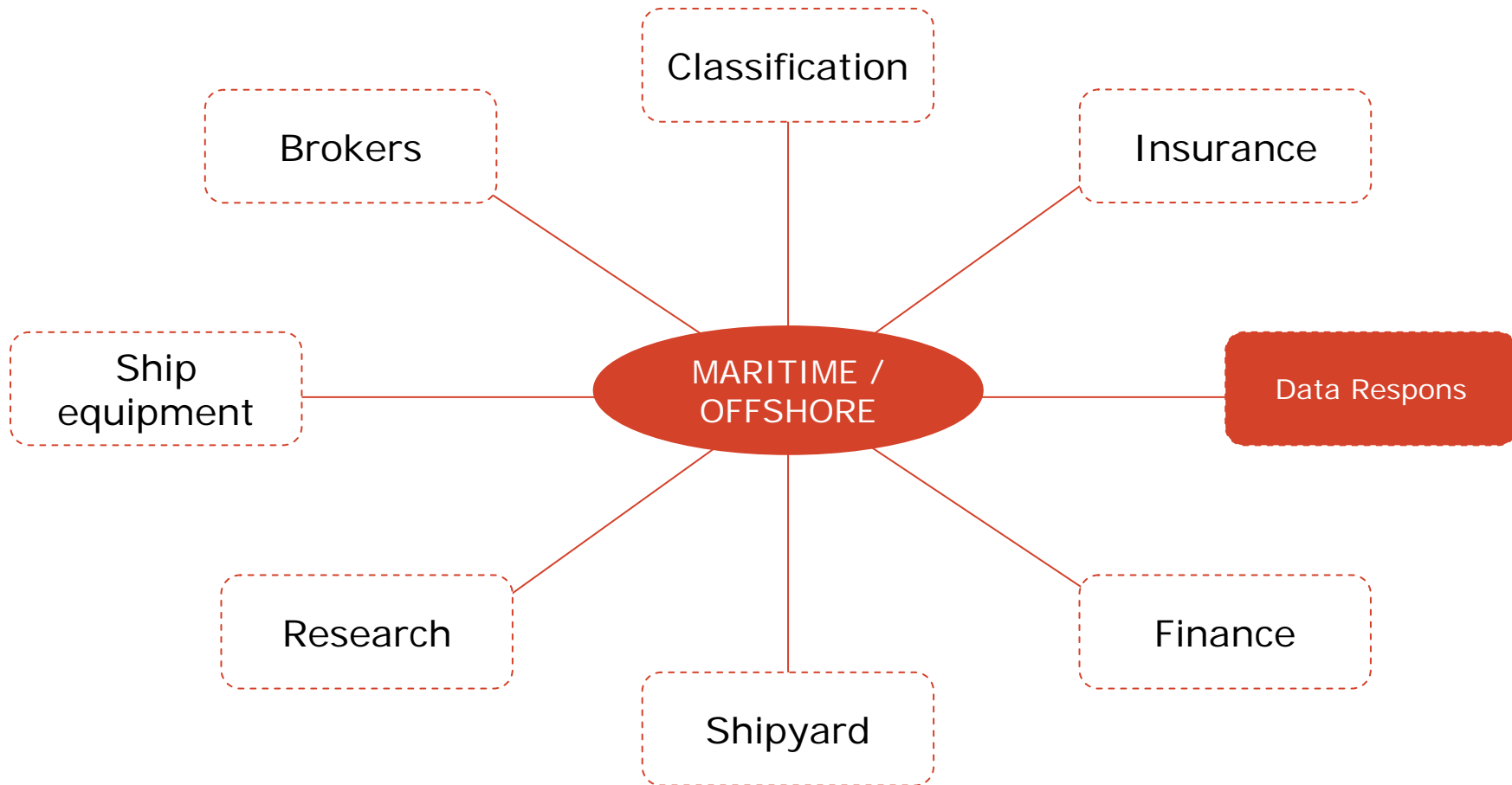




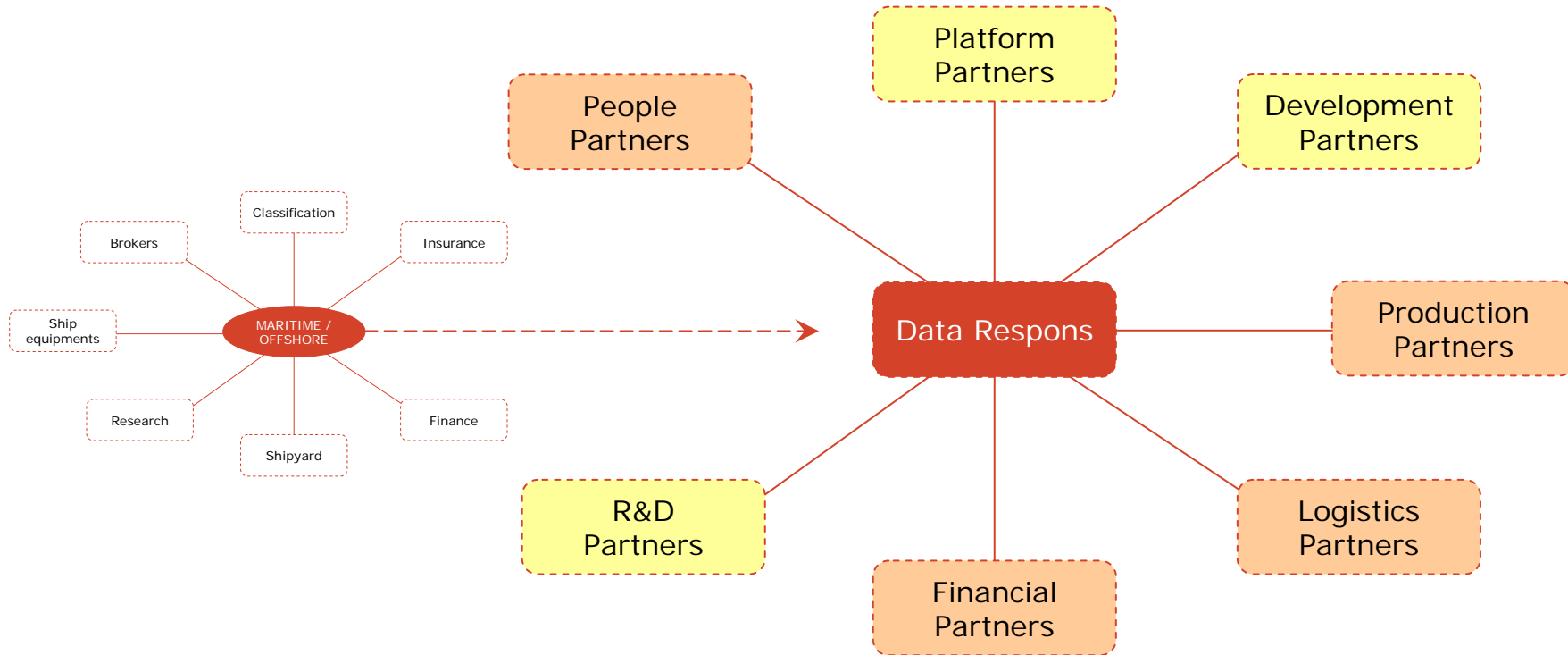
"SIZE MATTERS"

... BUT VIEW YOUR BUSINESS
IN THE RIGHT CONTEXT !

5: PERFECT FIT IN INDUSTRIAL CLUSTER ...



... AND IN SUBCONTRACTOR CLUSTER



MORE INFORMATION



data  **respons**