



Corporate Presentation

January 2025

Our journey



Active in the Motion Control sector since the 1970s, Enzo Dal Pozzo and his wife Deanna founded **COMMERCIALE ELSA SRL** in 1982.



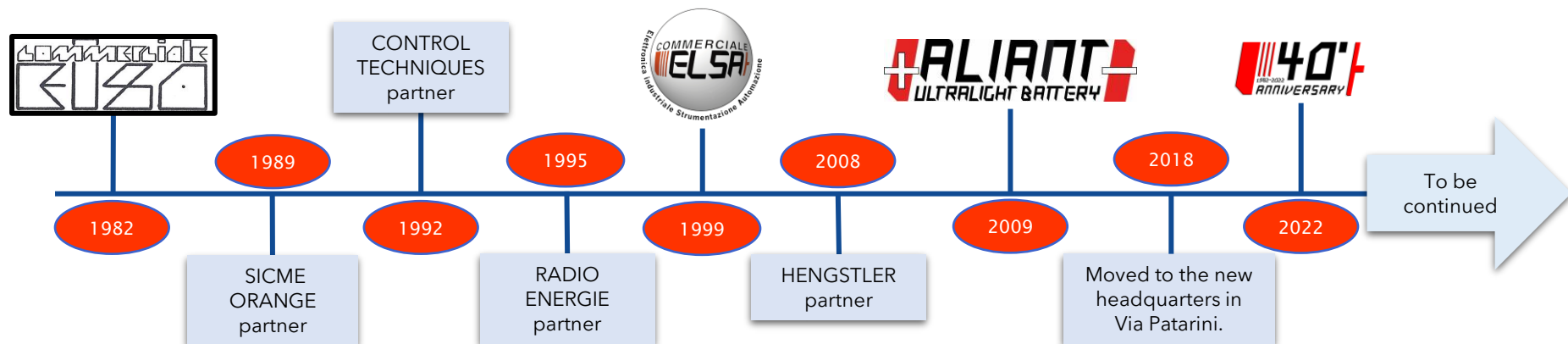
The company develops the proposal of solutions for industrial automation with a particular **FOCUS IN MOTION CONTROL**.

The main sectors in which significant experience and skills have matured are plastic, rubber, iron, steel, wire drawing and test benches.



The company is structured with a staff of over 40 collaborators to guarantee a pre and post-sales technical support service.

From the sizing of the drives, to commissioning, assistance and repairs.



Company



IN BRIEF

Founded in 1982 out of a cellar. Moved to new facility in 1989, then moved again to current headquarters in 2018.
A solid growth over last 7 years.



HEADQUARTER

3500 sqm FACILITY IN IMOLA (ITALY)
2000mq NEW FACILITY EXPANSION completed in 2024.



CURRENT TRENDS

Technology currently under development related to new products and new markets



AMONG TOP GROWING COMPANIES

Among top 500 growing companies in Italy
Leader della Crescita 2025
Il Sole 24 Ore & STATISTA

Il Sole
24 ORE
statista

**LEADER
DELLA
CRESCITA
2025**



STOCK EXCHANGE

Publicly Listed Company at EURONEXT GROWHT
MILAN since Sept 28° 2023



EURONEXT



Key people



Enzo Dal Pozzo
President



Founder of ELSA Solutions, 40+ years of entrepreneurial experience



Other experiences:



Davide Dal Pozzo
Chief Executive Officer



Advanced Study Program at the Massachusetts Institute of Technology, Bachelor of Science in Mechanical Engineering at Bologna



Other experiences:



Daniela Dal Pozzo
Finance Director



Master's degree from SDA Bocconi, Bachelor's degree in Business at Bologna



Other experiences:



At a Glance | ELSA Solutions

- ELSA Solutions is a company active in the motion control industry and is one of the Italian first movers in the special purpose batteries for industrial and mission critical applications (lithium ones and in hydrogen systems).

Activities

- The Company operates through two lines of business:



carries out activities as a **system integrator** of industrial automation systems, offering solutions and components management and motion control of mechanical systems



operates as an OEM and ODM in the field of **special purpose batteries**, especially **lithium** and **hydrogen**.



Clienti

- ELSA Solutions targets the B2B channel through 4 types of customers:



Manufacturer

manufacturers of OEM components or industrial goods



End user

users of industrial goods developed by manufacturers



Distributors

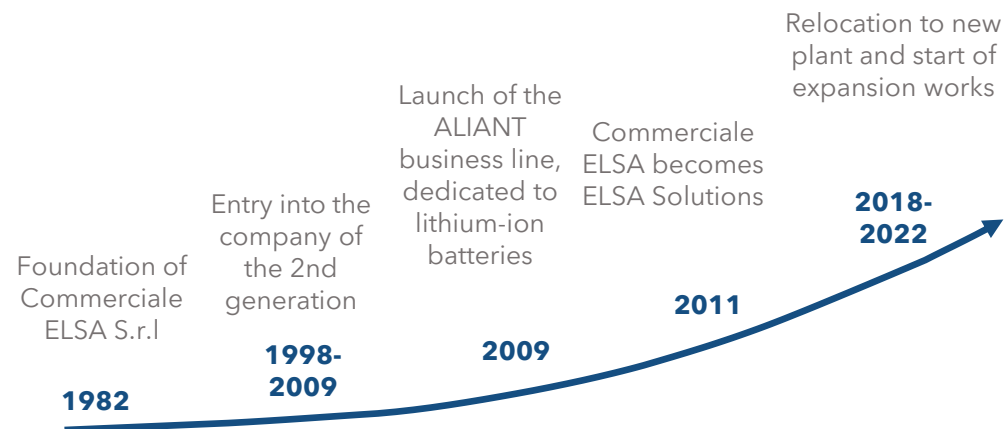
Resellers/distributor s of motion control components or storage systems



Service Provider

Aftermarket operators, active on spare parts and maintenance

Milestones



Company Highlights



Historic *double-digit* growth and good future prospects



Fast product and project development



Offering specialized solutions thanks to the proprietary know-how



Business lines



- ELSA Solutions operates as a **system integrator** of industrial **automation systems** (Motion Control), dealing with the distribution of electronic and electromechanical components.
- With **expertise** in the field of **mechatronics**, E-MOTION **designs, assembles and configures** (on premise and remotely) **complete medium and large power systems** (between 15 kW to 1,000 kW).
- In addition, E-MOTION offers **technical consulting for the integration of systems within business processes**.

Activities

- ELSA Solutions operates as an original equipment manufacturer (**OEM**) and original design manufacturer (**ODM**).
- The line is active in the field of **special purpose systems and batteries for industrial use and mission critical applications** (heavy duty, continuity, emergency, off-grid stationary).
- ELSA Solutions is one of the **first movers in Italy in the field of lithium-ion batteries and hydrogen systems**.

- E-MOTION targets plant and machinery manufacturers in **heavy industry** and end users in the process industry.

EMOTION Markets

- PAPER / CARDBOARD
- AUTOMATION
- STEEL/METALWORKING
- GLASS/MARBLE/POTTERY
- PLASTIC/RUBBER
- OTHER*

End markets

- ALIAANT mainly targets the following areas:



Start & Light Injection -> cars and motorcycles in motorsport;



Industrial / Motive -> GSE, automated guided vehicle (AGV), telehandlers, forklifts;



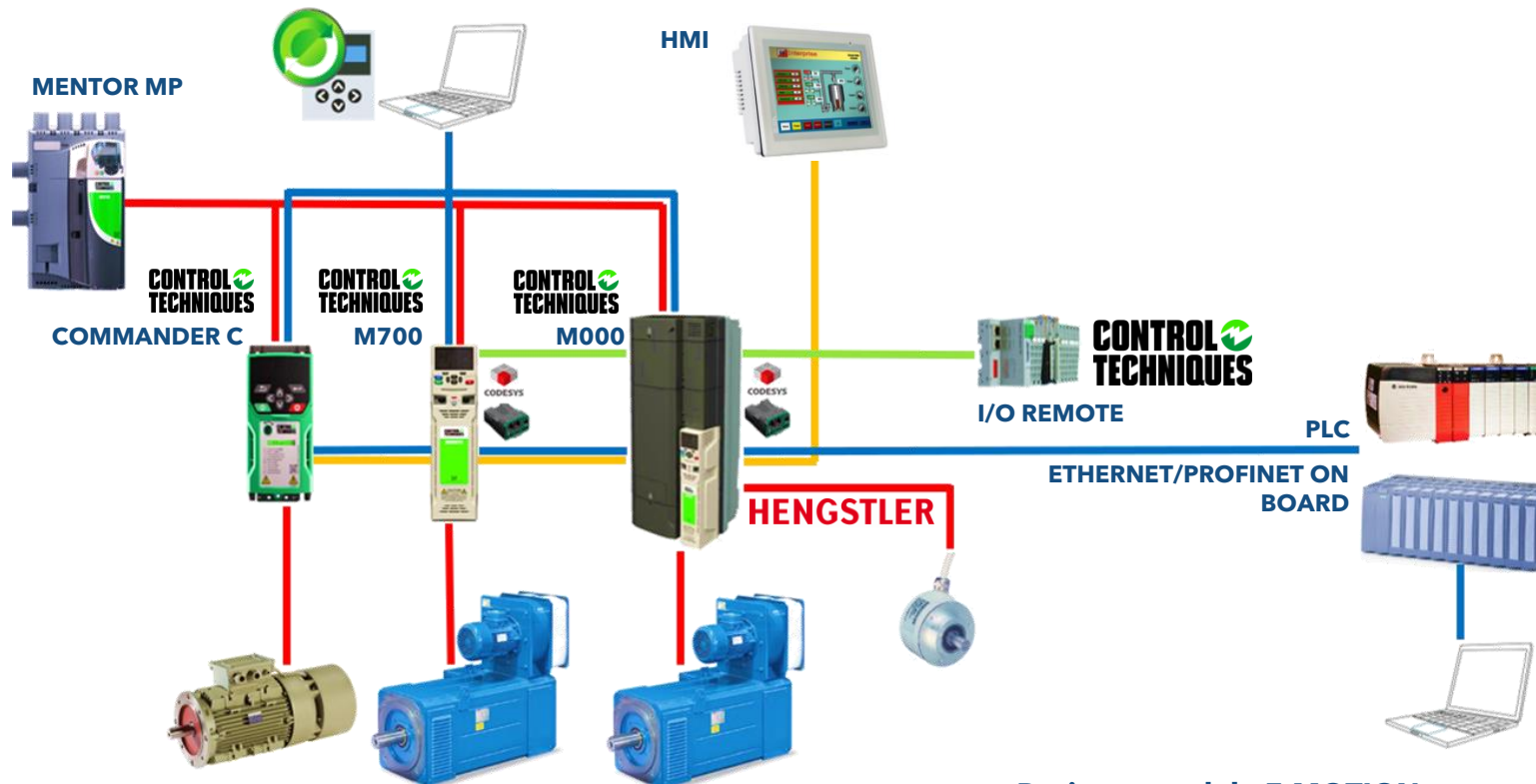
Industrial / Stationary -> UPS, ESS, Telecom.

- AGRICOLTURE
- CONSTRUCTION MACHINERY
- AGV / LGV FORKLIFT
- STREET CLEANING
- STORAGE
- MARINE
- OTHER*

Offering specialized solutions...



High power line configuration



Business model - E-MOTION

- 1 Technical sales meeting
- 2 Application study
- 3 Sizing and component selection
- 4 Commissioning and testing

End markets

Steel/Metallurgical



Plastic/Rubber



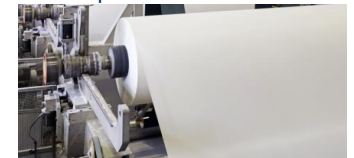
Waste recycle



Glass/Ceramics



Paper/Cardboard



Wood



DC Drives & Motors

Electrical machinery that converts electrical energy into mechanical energy for industrial applications in the process industry



Inverter

Wide range of industrial AC inverters



Accessories

Converters, gearboxes, battery chargers, soft start, SDM



AC motors

Asynchronous and vector motors



Brushless & special motors



Transducers

Encoder

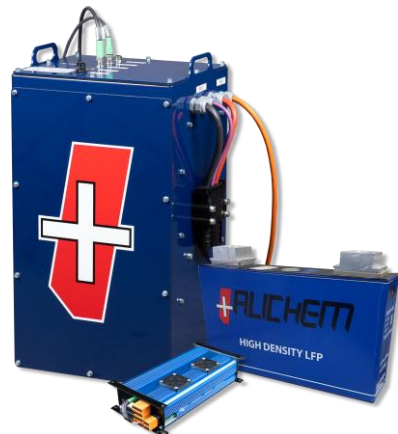
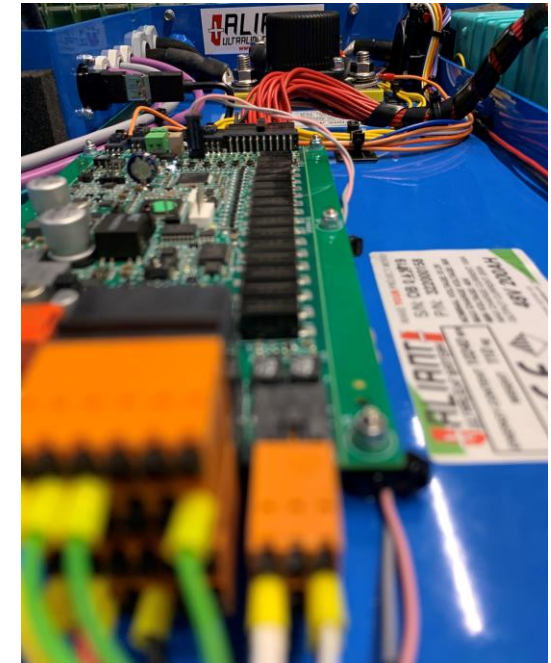
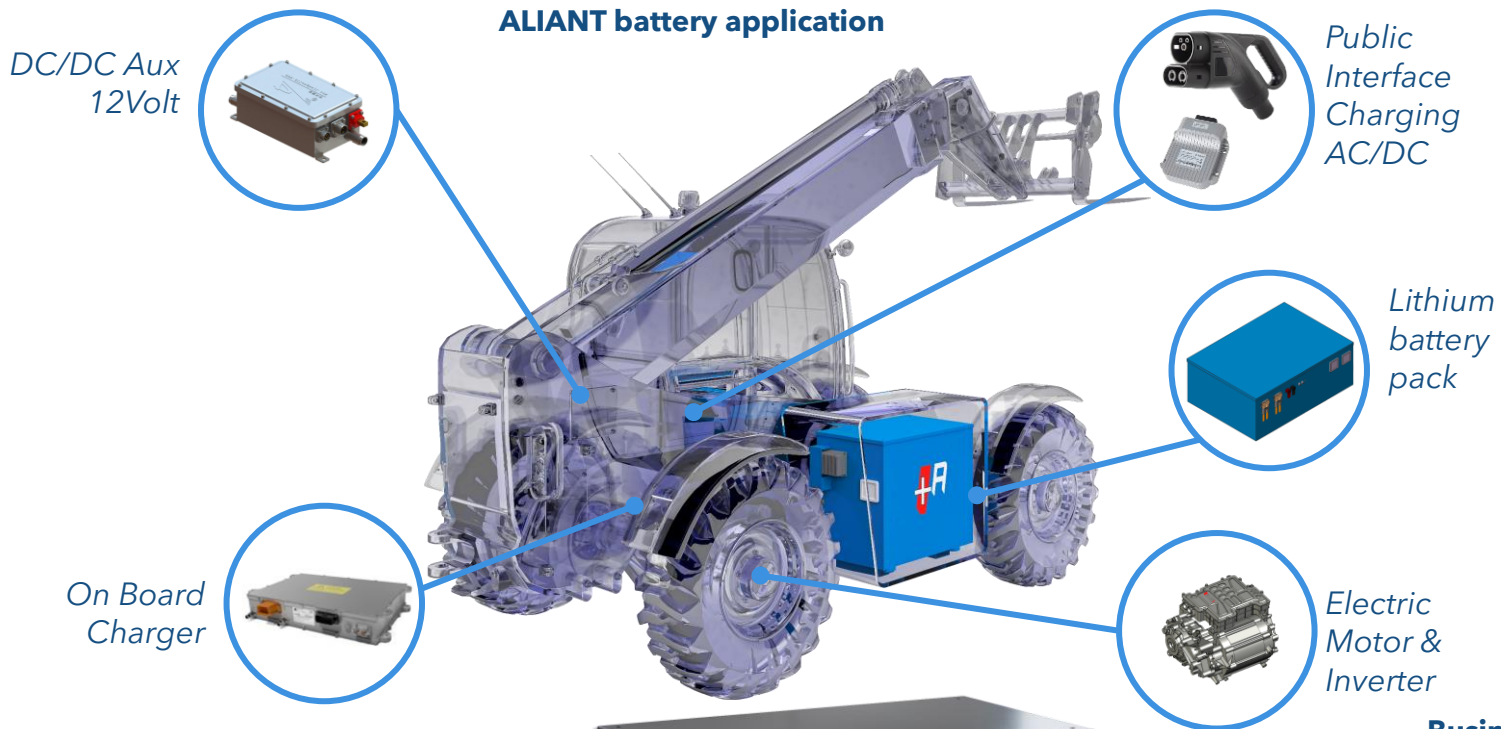


Tachogenerators



Offering specialized solutions...

- ALIAANT products are **specialized solutions** co-engineered with OEM clients according to end-market application, in the process of electrification.



Business model - ALIAANT

Commercial phase

Out bound
(Sales team-generated new customers)

In bound
(Direct contact by existing customers)

R&D phase

Project development

ca. 4 weeks

Prototyping

ca. 8/12 weeks






Production phase

Start of Production (SOP)

ca. 18/24 months

Repetitive orders, and opportunities for growth on other product lines

Lithium batteries

EK Series Automation batteries	E Series Power Supply batteries	EA/EY Series Stationary batteries	NEK Series Batteries for marine services and propulsion	YLP/XR Series Starter batteries
Traction batteries designed for: aerial platforms, road sweepers, electric buses, telehandlers, AGVs/LGVs, earthmovers, mini cranes and mini excavators	Ultralight batteries designed for scooters, toys, bikes, UPS and telecom	Ultralight batteries designed for portable devices, small storage systems, industrial cleaners, AGV shuttles, alarm units	Low and high voltage batteries for marine storage systems (sail & motor yachts and commercial ships)	Batteries used in motorbike racing (SBK and MOTOGP), quads, ATR and snowmobiles
				

Hydrogen systems

- **H2FCB (Hydrogen fuel cell battery systems)** with power between 30 kW and 250 kW – System integrating **hydrogen fuel cells** and **lithium batteries** for an energy storage solution without any CO2 emissions (**100% carbon-free**).
- Systems designed for E-mobility for industrial applications and stationary power generation (standard solution incorporated in containers)





*Development
Goals*

INDUSTRIAL AUTOMATION SOLUTIONS

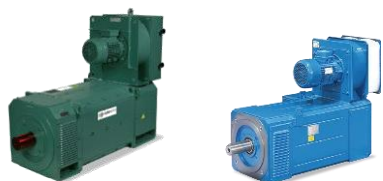
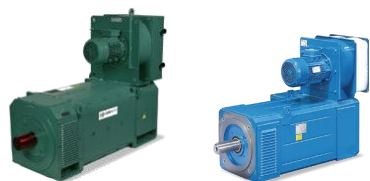
STEEL MACHINERY

PLASTIC & RUBBER

WASTE RECYCLE

GLASS / CERAMICS

PAPER & CARDBOARD



Complete Systems & Equipments

DC Motion Systems

AC Vector & Brushless Motors, Drives, Feedback



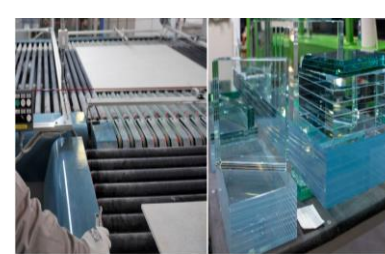
Steel/Metallurgical

Plastic/Rubber

Waste recycle

Glass/Ceramics

Paper/Cardboard



LITHIUM BATTERIES

CONSTRUCTION MACHINERY	HEAVY DUTY MACHINERY	AGRICULTURE MACHINERY	STREET CLEANING MACHINES	MARINE
Specialized Taylor Made solutions for construction machinery and heavy duty systems	High-Power Lithium Batteries for Heavy-Duty applications	High performance batteries for agriculture machines	Custom batteries and charging infrastructures for operating machines	BESS systems for propulsion and auxiliary service of marine vessels
Low Voltage Series 24/96V	High Voltage Series 350/650V	Complete 48/650V Series for Full Electric & Hybrid solutions	Complete 48/650V Series compatible with recharge from public infrastructure	Modular solutions to allow max development flexibility

Ecosystem

eMOBILITY STRATEGIC SUPPLIERS

Lithium cells



Battery chargers



INDUSTRIAL STRATEGIC PARTNERS

Power Electronics & E-Motors



SICME ORANGE1



Sensors



RADIO-ENERGIE
OUR EXPERIENCE, YOUR FUTURE

ENGINEERING CHAINS

Research Centers / Labs



Mobile products



CURTIS

BUSINESS PARTNERS

Marine systems



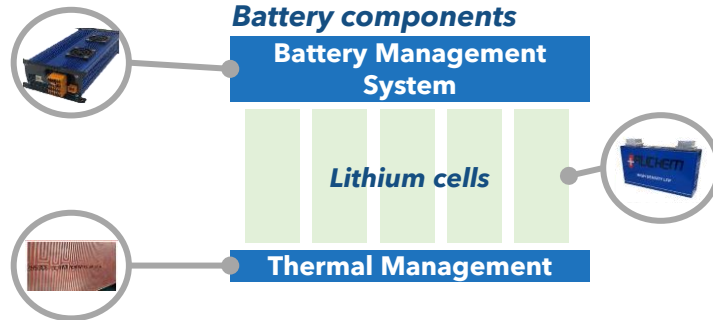
Market Developers and Distributors



Market outlook

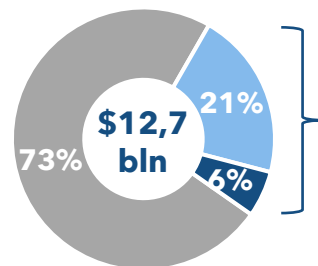


- ALIANTE business line is specialized in **LiFePO4 batteries** production (Lithium-Iron-Phosphate, LFP), which represent approx. The **28-29%** of the whole **Lithium-Ion** market (lithium-ion batteries).



- The Lithium-Ion market is mainly composed (approx. 60%) by Nickel - Manganese - Cobalt (**NMC**) batteries, mainly high nickel content, followed by **LFP ones** (27%).
- The global LFP market is estimated to be worth approx. **\$ 12,7 bln** and growth is expected at **CAGR 2023-30** of **+16,5%**.

LFP market Breakdown for each application



\$ 3,5 bln
potential
reference
market for
ALIANTE

■ Automotive ■ Energy Storage ■ Industrial Applications

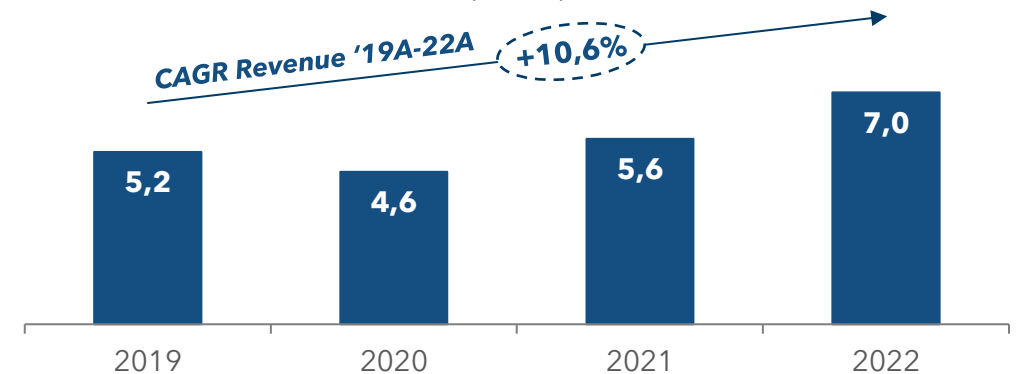
- According to estimates, the market share of LFP batteries is continuing to grow rapidly, which is to the detriment of NMC batteries, due to the following market factors:



Price instability - Electric Vehicles - Industrial Automation - Clean Energy

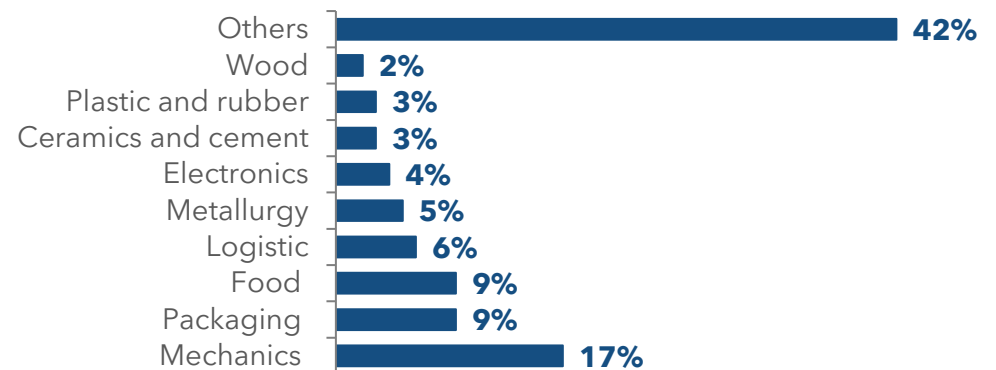
- E-MOTION business line operates in the **italian market of industrial automation systems**.
- In the 2022, the market has recorded a total value of ca. € 7 billion and an expected growth to a CAGR 2023-2028 of +7.0%

Value of the Italian market for industrial automation systems (€/mld)



- Industrial automation systems have various applications, for different industrial sectors: mechanics, packaging, food, logistics, etc.

Breakdown of the Italian market of industrial automation systems by application sector



Skills

- Major skills are oriented to System Integration and System Design
- Current developments areas: Product Design and Power Electronics Design
- Service and After Sales assistance
- 2 Lab Testing Area dedicated to Emotion and Aliant business lines

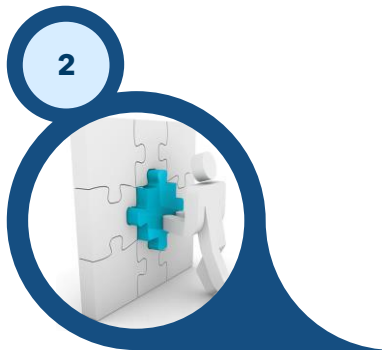


Product Design

Electrical and
Mechanical integrated
3D Design



Advanced Software
Simulation Tools

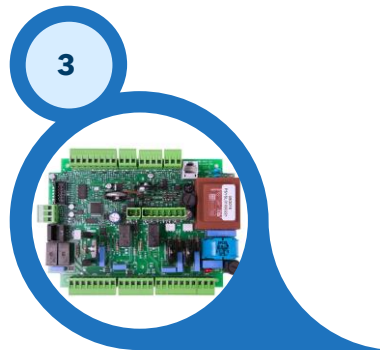


System Integration

Complete integration of devices,
servo, power applications



Development of PLC / PMS /
EMS integration software



Power Electronics

Design of Power Electronics
boards and components



Manufacturing



Service

After Sales Service and
Installation



Maintenance



Lab Testing

Testing and Validation
Type Approval
Regulatory Compliance \ Audit



- More than **50% of the raw materials** used in the production process are **renewable** or **recycled** and **more than 50% of the products marketed** are **recyclable**.
- The company has a proprietary **photovoltaic system** that in 2022 covered approx. **37%** of the energy used. The Company aims to become **self-sufficient** before the time set by the Green Deal.
- ELSA Solutions has commissioned **Bureau Veritas** to audit its direct CO2 emissions and obtained a product certification on the **Carbon Footprint**. The company has set itself the goal of achieving net zero by 2030.
- Thanks to the ISO 14067:2018 certification, every battery produced by ELSA Solutions can be accompanied by a **CO2 emission** certification.



Focus on Sustainability: ELSA Solutions and Treedom

ELSA Solutions proves its commitment to a sustainable future by collaborating with Treedom, an innovative platform that allows to **plant trees** and track their growth online.

Green mission:

- 1350 trees planted in Latin America and Africa, actively **contributing to CO2 offsetting**.
- Support to **reforestation** projects that generate environmental, economic and social benefits for local communities.

Integrated sustainability:

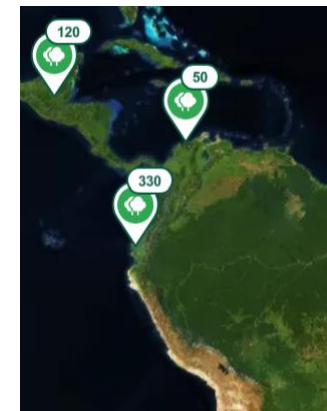
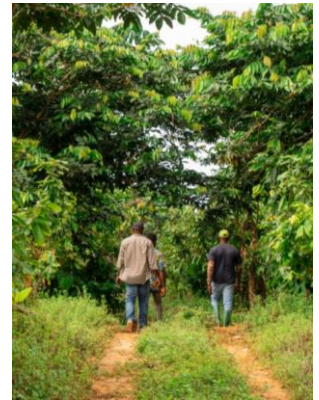
This initiative integrates with other sustainable practices of the company, including:

- Use of **renewable energies**.
- Adopting advanced IoT technologies to optimize resources and **reduce waste**.

Goal:

Promote a responsible business model, which is sensitive to the environment and people.

With Treedom, ELSA Solutions reinforces its mission to leave a **positive footprint** on the planet, making **sustainability** a concrete and tangible value.





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