

COMPANY PRESENTATION

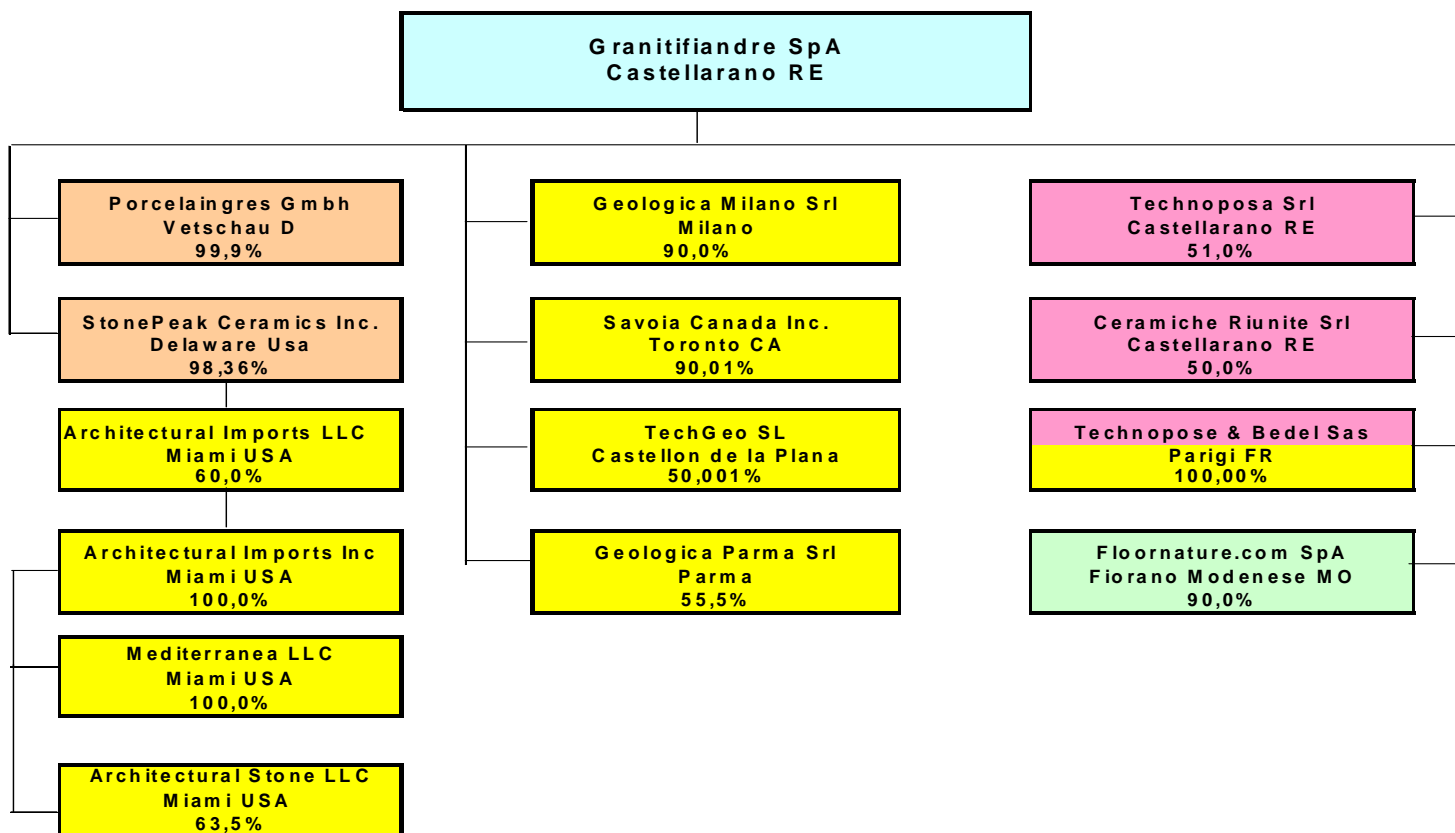


**LUGANO SMALL & MID CAP
INVESTOR DAY**



I Edizione
Splendide Royal Hotel
28 settembre 2010

Structure of the GranitiFiandre Group



Key:

Parent company - industry
Industry
Commercial activity
Services and installation activity
E-commerce activity

GranitiFiandre S.p.A.

The market leader of full-body, top-of-the-range stoneware porcelain.



Sales and marketing strategy

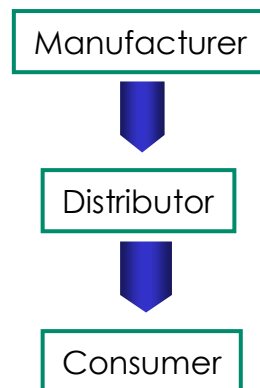
Granitifiandre with over 150 sales promoters can visit up to 10,000 decision makers per year all over the world

Sound marketing policy designed to strengthen its brand image and to build stable relationships with the key decision makers

Strong vertical integration for a "turn-key" service

Key account division, that it's an absolutely advanced solution for the companies of the sector.

Standard channel



Main Key accounts



Last Openings: Toronto, Tokyo, Chicago



Worldwide references

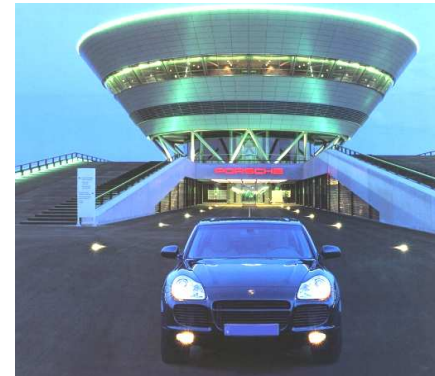


Provo Town Mall,
Utah (USA)

H. Crowne Plaza,
Geneve,(CH)



Porsche, Leipzig (D)



Brentwood Mall,
Vancouver (Canada)



Lacoste (Berlin)



Mugello Circuits (Florence)



Imp. War Museum (UK)



Worldwide references



Ferrari Dealer (Shanghai)



Mirafiori Motor Village (Torino)



SIEEB Tsinghua University campus (Beijing - China)

Worldwide references



ACTIVE for The Hall Marco Biagi,

Il Resto del Carlino Bologna, (Italy)



Lisbon Airport (Portugal)



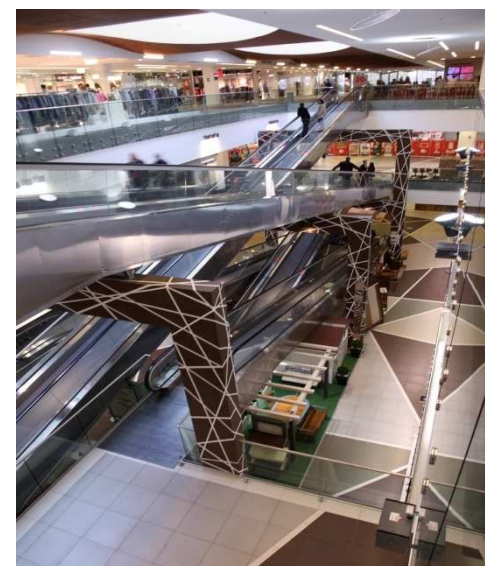
Star Gate (Dubai, E.A.U.)



IBM Headquarter (Frankfurt)



**Lufthansa Training Centre
(Germany)**



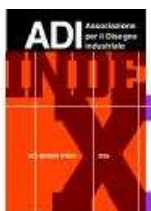
Shopping Mall, Bassano (Italy)

OUR COMMITMENT TO THE EXCELLENCE

PATENTS



DESIGN AWARDS



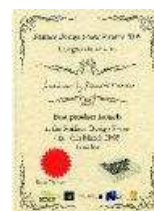
GEODIAMOND
was selected for
"Compasso d'Oro"
award by
ADI Design Index



PLATINUM
wins the
"AIT Award"
as product of high
architectural quality



LUMINAR
was awarded
"Floor Tile of the Year"
by The Tile
Association



LUMINAR
was awarded
"Best Product Launch"
at the Surface Design
Show 2008 in London



CRYSTAL
awarded by Zlote Villa
review as
"Best Ceramic Product 2008"



GeoStyle – Top of the range SERIE 100



SERIE 100 AIMED TO USE **100% OF RECYCLED MATERIALS**

EXTREME: TECHNOLOGY OF THE FUTURE

an innovative large format of **150x75 cm** for high architectural content floor and walls



GranitiFiandre selected for Shanghai Expo 2010

GranitiFiandre has been chosen by the Foreign Affairs Ministry as **official partner** at the Universal Exposition of Shanghai 2010, for the realisation of the Italian Pavillion: more than 200 nations will take part in this relevant worldwide event from May 1st to October 31st. A further sign of the Granitifiandre Made in Italy excellence.



Commissariato Generale del Governo
per l'Esposizione Universale
di Shanghai 2010

GranitiFiandre partner of the Government Commission for Shanghai 2010 Expo

*The best from the Italian industry at the Shanghai Expo 2010.
GranitiFiandre, worldwide leader in the production of top range porcelain slabs for prestigious paving and wall coverings, participates to the realization of the Italian Pavilion with its most innovative materials.*

Rome, 13th March 2009 – The General Government Commission for the Shanghai 2010 Universal Exposition announces an important agreement with the company GranitiFiandre, worldwide leader in the production of porcelain slabs for prestigious coverings, that will offer an essential contribution to the construction of the Italian Pavilion for the 2010 Universal Exposition.

GranitiFiandre will realize the paving of the building, designed by Arch. Gianpaolo Imbrighi, with its most innovative materials, that in the perfect integration with the Pavilion's aesthetics, ideally enhance its architectural value.

"We are very glad that our Pavilion, a symbol with its materials and avant-garde technologies of the innovation abilities and of the Italian productive system, can number, among the most significant contributions to its realization, the excellent know how by GranitiFiandre, a company that represents a Made in Italy diamond point" and had far back affirmed in the whole world extraordinary economical, industrial and managerial abilities, has commented Beniamino Quintieri, General Government Commissioner for the Shanghai Expo.

Professor Beniamino Quintieri
General Government Commissioner
for the Shanghai Expo

General Government Commission for the Shanghai 2010 Universal Exposition
Foreign Ministry – P.le della Farnesina, 1 – 00194 – Rome
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www.expo2010italia.gov.it

ACTIVE 1st september 2010
SUSTAINABLE DESIGN NOW
INTERNATIONAL CONFERENCE

Padiglione Italiano, Shanghai Expo 2010



ACTIVE ^{1st september 2010} SUSTAINABLE DESIGN NOW

INTERNATIONAL CONFERENCE



Arch. Maki Fumihiko



Arch. Cui Kai



Arch. Furuichi Tetsuo



Arch. Doojin Hwang



Arch. Vo Trong Nghia



Prof. Zheng Shiling



Arch. Massimo Roj



Mr. Graziano Verdi

ACTIVE CLEAN AIR & ANTIBACTERIAL CERAMIC

ACTIVE: THE NEW PRODUCTION METHODOLOGY

Applied to ceramics that reduces polluting agents present in the air by up to 70%. The effects of which are attested by the Tile Council of North America and the Bologna Ceramic Centre that gives Fiandre porcelain stoneware slabs self-cleaning and antibacterial properties and helps combat pollution



ACTIVE™
CLEAN AIR & ANTIBACTERIAL CERAMIC

Sono universalmente noti e ampiamente documentati i positivi effetti di riduzione dell'inquinamento atmosferico e dell'azione antibatterica del **TiO₂ biossido di titanio**, come dichiarando anche da Jennifer Aniss, ricercatrice scientifica del TCNA (Tile Council of North America).

Fiandre e Ite Ceramica hanno ideato e realizzato un nuovo procedimento che massimizza tali benefici effetti sulle superfici ceramiche per l'ambiente e i passanti: con il risultato del Centro Ceramico Bologna e del TCNA.
www.active-ceramic.com, www.floornature.com

The positive effects of **TiO₂ dioxide** in the reduction of atmospheric pollution and its antibacterial action are universally acknowledged widely documented, as stated also by Dr. Jennifer Aniss, research scientist for the TCNA (Tile Council of North America).

Fiandre and Ite Ceramica have designed and created a new procedure that maximizes these beneficial effects on ceramic surfaces for both floors and walls, endorsed by the Centro Ceramico of Bologna and the TCNA.
www.active-ceramic.com, www.floornature.com

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ARCHITECTURAL SURFACES
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www.granitfiandre.com

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via Giuseppe Nuvoli, 111
41042 Fiorano Modenese (MO) Italy
www.iteceramica.com



That means 1.000 mq **ACTIVE** = 20 trees in terms of reduction on NOx

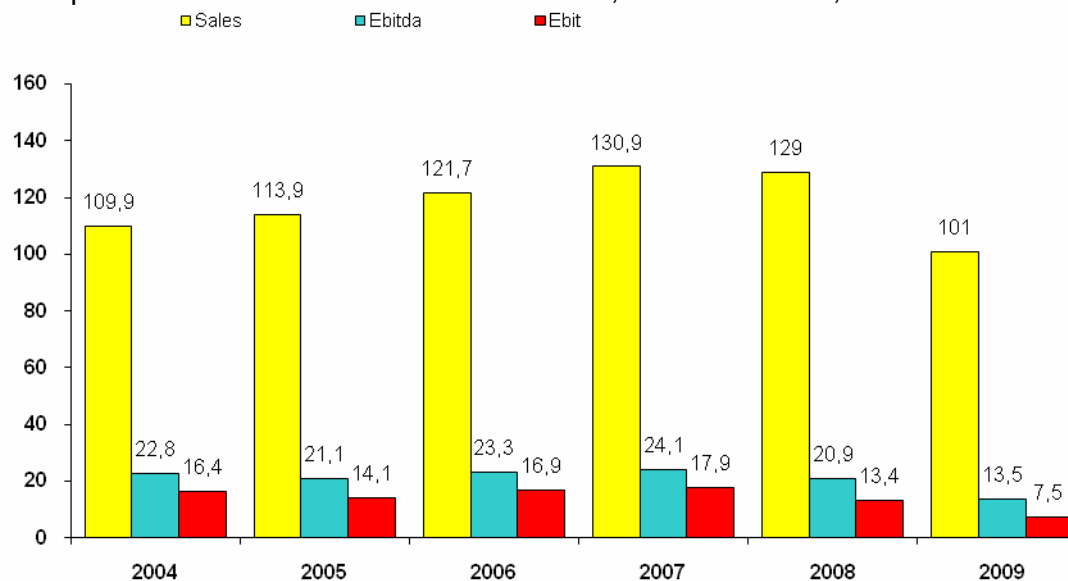


GranitiFiandre S.p.A.: P & L account 1° Half, 2010

- The parent company GranitiFiandre S.p.A. - the largest company within the Group, recorded sales in the first half of 2010 of Euro 49.7 million.
- Ebitda in the first half of 2010 amounted to Euro 6.1 million with a sales margin of 12.3%.
- The Ebit amounted to Euro 3.1 million reporting a margin of 6.2%.
- The net profit in the first half of 2010 was Euro 3.5 million with a margin of 7.0%. Furthermore the net financial position strongly improved (Euro 35.7 million at June 30, 2010 compared to Euro 41.9 million at December 31, 2009 and Euro 46.7 million at June 30, 2009).
- Granitifiandre S.p.A. forecasts sales in the second half of 2010 in line with 2009 with continued strong operating margins and an improvement in the net result.

"GranitiFiandre S.p.A." First half of 2010

(mln Euro)	2010 (6 months)	2009 (6 months)	Value
SALES	49,7	52,1	-2,4
EBITDA	6,1	7,6	-1,5
EBITDA % on sales	12,3%	14,6%	
EBIT	3,1	5,1	-2
EBIT % on sales	6,2%	9,8%	
Net Profit	3,5	2,8	0,7
Net profit % on sales	7,0%	5,3%	



“Porcelaingres GmbH”, Italian Style Made in Germany



Porcelaingres GmbH: P & L account, 1^oHalf 2010

Sales: in the first half of 2010 amounted to Euro 15.4 million, unchanged compared to Euro 15.5 million in 1H 2009. The performance in the first half year is considered positive within the context of the ongoing economic uncertainties and the harsh winter in Germany which slowed down building works in the first months of the year.

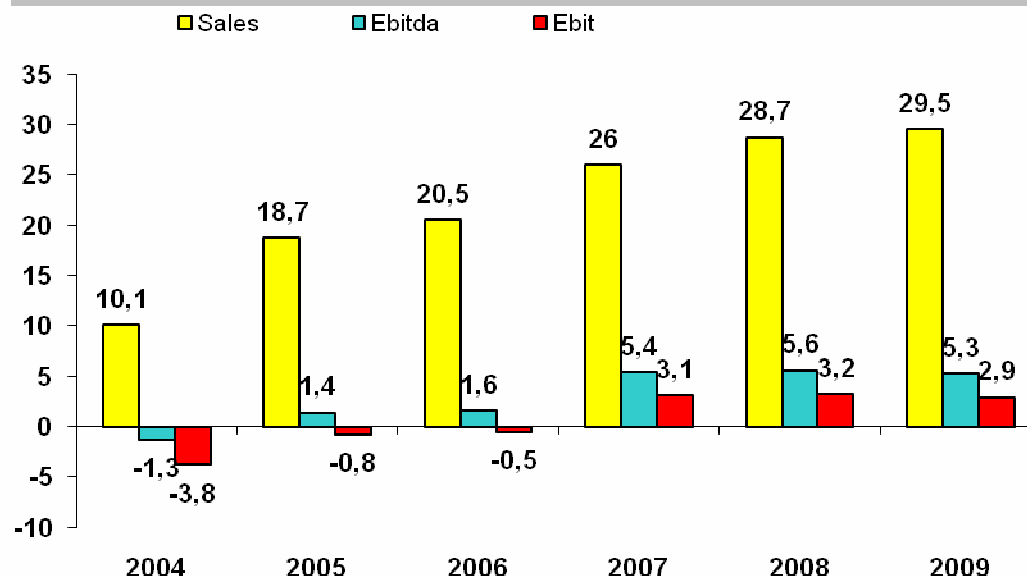
Ebitda: margins were positive, despite the presence of significant commercial and promotional investments, with Ebitda in the first half-year of Euro 2.9 million and a margin of 19.1%.

Ebit: in the first half-year was Euro 1,6 million with a sales margin of 10,6%.

Outlook: the expectations for the second half of the year are positive thanks to the improving profitability indicators on 2009 and the first signs of recovery in the German economy.

"Porcelaingres GmbH" First half of 2010

(mln Euro)	2010 (6 months)	2009 (6 months)	Difference Value
SALES	15,4	15,5	-0,1
EBITDA	2,9	2,6	0,3
EBITDA % on sales	19,1%	16,8%	
EBIT	1,6	1,4	0,2
EBIT % on sales	10,6%	8,7%	



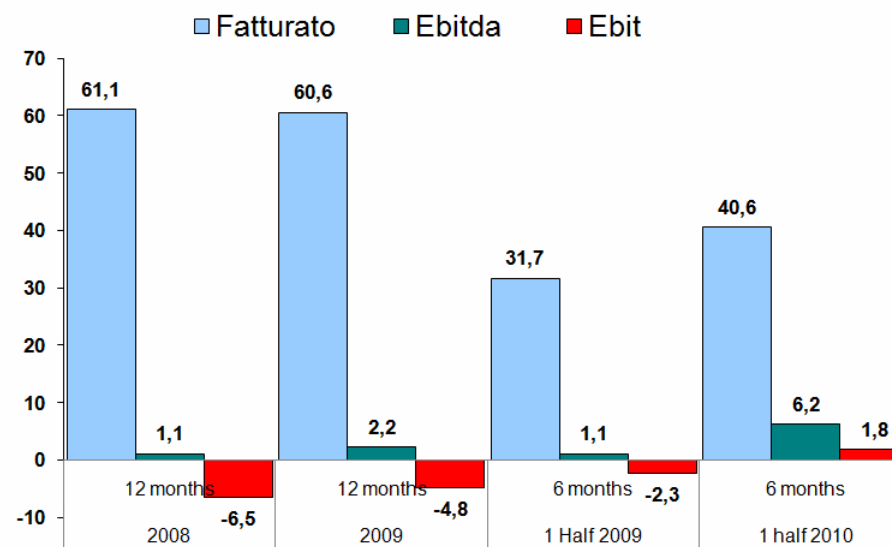
StonePeak Ceramics Inc.- Italian Style Made in USA



StonePeak Group: P & L account, 1° Half 2010

"StonePeak Group" First half of 2010

(mln Dollars)	2010 (6 month)	2009 (6 months)	Changes
SALES	40,6	31,7	8,9
EBITDA	6,2	1,1	5,1
EBITDA % on sales	15,3%	3,5%	
EBIT	1,8	-2,3	4,1
EBIT % on sales	4,4%	-7,3%	



- Sales of the StonePeak Group in the first half of 2010 amounted to USD 40.6 million compared to USD 31.7 million in the first half of 2009 – **strong sales growth of 28% on the same period of the previous year.**
- The Ebitda in the first half year was USD 6.2 million with a sales margin of 15.3%, while in the first half of 2009 was USD 1.1 million. The half-year Ebit was a profit of USD 1.8 million, with a margin of 4.4% and a net profit was also recorded in the first half of 2010, USD 3.2 million with a revenue margin of 7.8%.

Outlook: the second half of 2010 will also see an increase in sales volumes on the second half of 2009, with the objective to consolidate profits.

GranitiFiandre Group: Profit and loss account

GranitiFiandre Group First half of 2010			
(mln Euro)	2010	2009	
	(6 months)	(6 months)	Changes
SALES	99,4	95,2	4,2
EBITDA	13,8	11,4	2,4
EBITDA % on sales	13,9%	12,0%	
EBIT	6	4,9	1,1
EBIT % on sales	6,0%	5,1%	
Result before taxes	8,1	4,0	4,1
PBT % on Sales	8,2%	4,2%	
Net Result before minority interests	6,1	0,4	5,7
Net Result of the Group	5,8	0,5	5,3

1° Half of 2010

Overall revenues in the first half year rose 4.4% on the same period of 2009, with growth of 10% in the second quarter alone. The Group - despite the continued difficulties in the global economy – **increased market share, improved all profit indicators and continues to reduce the net debt through the creation of significant cash flows.**

GranitiFiandre Group: Consolidated net financial position

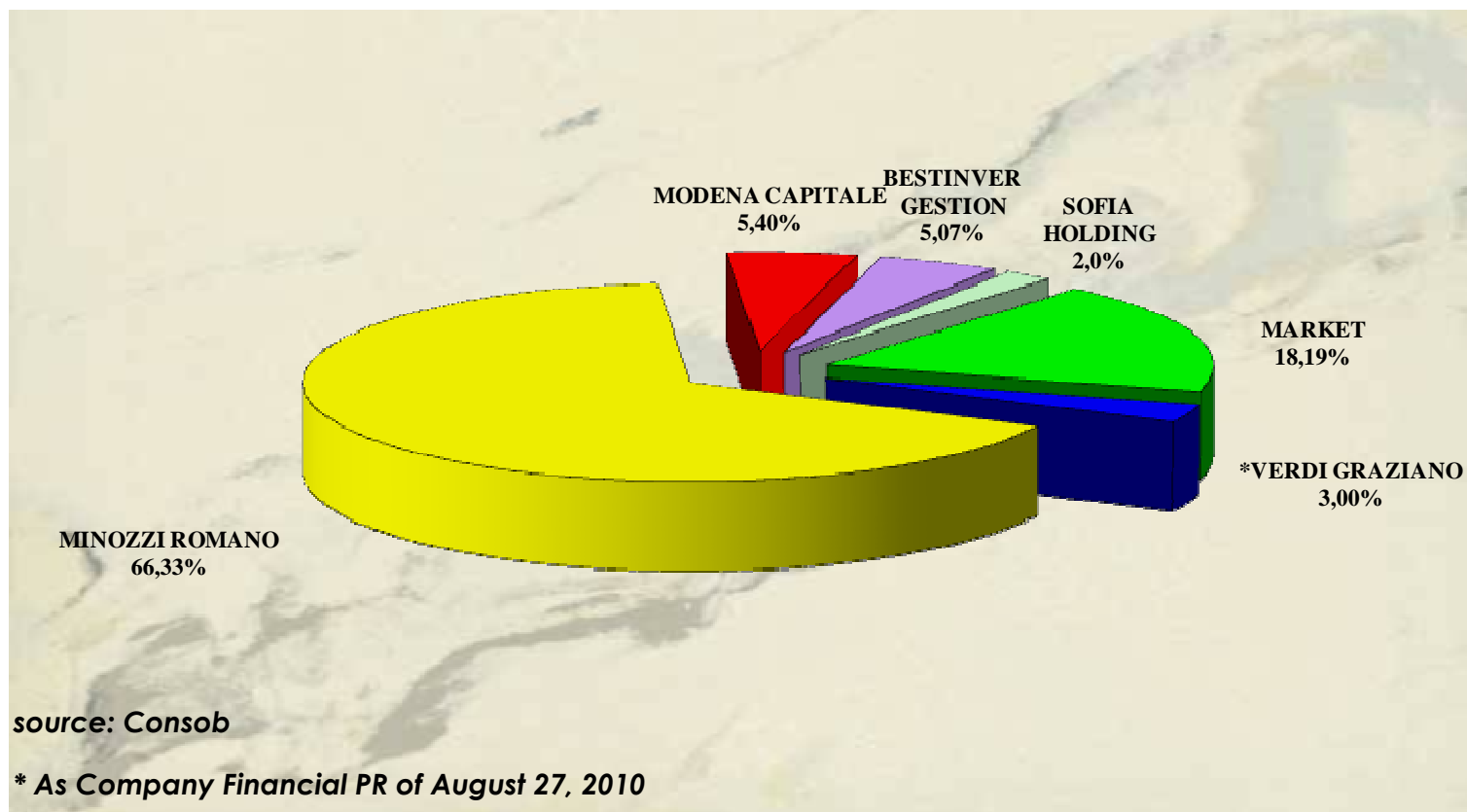
Description	30/06/10	31/03/10	31/12/09	30/06/09
Cash and cash equivalents	21,871	11,427	15,181	16,251
Securities and short-term financial receivables	250	250	200	267
Related party loans - short term	(13,554)	(13,503)	(13,454)	(13,349)
Short-term bank payables & other lenders	(45,871)	(43,579)	(42,526)	(48,170)
Net short-term financial position	(37,304)	(45,405)	(40,599)	(45,001)
Medium/long term bank payables	(181)	(176)	(156)	(148)
Medium/long term - other lenders	(46)	(52)	(68)	(50)
Related party loans - long term	(1,061)	(999)	(904)	(840)
Medium/long term net financial position	(1,287)	(1,227)	(1,128)	(1,037)
Net financial position	(38,591)	(46,632)	(41,727)	(46,039)

The net financial position improved by over Euro 3 million, with net debt of Euro 38.6 million at June 30, 2010 compared to Euro 41.7 million at December 31, 2009. This improvement on June 30, 2009 is greater still – reducing Euro 7.4 million from Euro 46.0 million.

In the second quarter of 2010 alone the free cash flow generated by the Group was over Euro 8.0 million.

Shareholders structure

As at September 13, 2010





Thanks for your attention

A graphic for the Lugano Small & Mid Cap Investor Day. It features a large, dark brown curved shape on the left side. The text 'LUGANO SMALL & MID CAP INVESTOR DAY' is written in bold, orange, sans-serif capital letters. Below this, the 'IR TOP' logo is displayed, consisting of the letters 'IR' in orange and 'TOP' in white on a dark brown background, with 'Investor Relations' written in small orange text below. To the right of the logo, the text 'I Edizione', 'Splendide Royal Hotel', and '28 settembre 2010' is written in a dark grey, sans-serif font.

**LUGANO SMALL & MID CAP
INVESTOR DAY**

IR TOP
Investor Relations

I Edizione
Splendide Royal Hotel
28 settembre 2010