

## **Mersen Investor Day: The Electrical segment in the Group's growth strategy**

**Paris, December 4, 2014** – Mersen (Euronext FR0000039620 – MRN), a global expert in electrical specialties and graphite-based materials, organized an Investor Day in Paris this morning. The event was an opportunity to review Mersen's strategic vision and present the Group's Electrical Segment in detail.

During the day, Mersen reiterated its objective of reporting close to €1 billion in revenue in 2018, with a recurring operating margin of more than 12% and a Return On Capital Employed<sup>1</sup> of 12% to 14%, assuming a favorable economic environment.

The Electrical Segment, which accounts for around 60% of consolidated business, operates worldwide and enjoys strong competitive positions in each of its markets. It derives around 60% of its revenue from a portfolio of mature products, in which Mersen intends to maintain its leadership and consolidate its margins. The remaining 40% comes from growth product segments, primarily related to energy efficiency and power quality, where the Group is committed to driving above-market growth through 2018 (i.e. between 8% and 11%).

"Mersen's medium-term growth strategy is ambitious," said Luc Themelin, Chairman of the Mersen Management Board. "It is structured around three key objectives: maximize growth potential in our markets, optimize our manufacturing facilities and maximize shareholder value. As part of this strategy, the Electrical Segment is helping us to weather the current economic environment. Over the medium term, it will make a significant contribution to our growth, in particular thanks to rising demand for energy efficiency and power quality solutions."

The presentations will be available at the end of the day on [www.mersen.com](http://www.mersen.com).

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<sup>1</sup> Operating Income before tax and extraordinary items/Capital Employer

## About Mersen

Global expert in electrical specialties and graphite-based materials, Mersen designs innovative solutions to address its clients' specific needs to enable them to optimize their manufacturing process in sectors such as energy, transportation, electronics, chemical, pharmaceutical and process industries.

With 6,400 employees in over 35 countries, Mersen achieved consolidated sales of €739 million in 2013.

*The Group is listed on NYSE Euronext Paris – Compartment B*

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