

ALT IUM L I M I T E D

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Altium Technology Presentation

Sydney, Australia - 17 November 2015 - Electronics design software company Altium Limited (ASX:ALU) today delivered the attached Technology Presentation. The presentation was delivered by Altium's CEO Aram Mirkazemi and Chief Products and Operations Officer Henry Potts.

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ENDS

About Altium

Altium Limited (ASX: ALU) is an Australian multinational software corporation that focuses on electronics design systems for 3D PCB design and embedded system development. Altium products are found everywhere from world leading electronic design teams to the grassroots electronic design community. With a unique range of technologies Altium helps organisations and design communities to innovate, collaborate and create connected products while remaining on-time and on-budget. Products provided are Altium Designer®, Altium Vault®, CircuitStudio®, CircuitMaker®, PCBWorks®, the TASKING® range of embedded software compilers and Octopart® the search engine for electronic components and industrial products. Founded in 1985, Altium has offices worldwide, with US locations in San Diego , New York and Boston, European locations in Karlsruhe, Amersfoort, Kiev and Zug and Asia-Pacific locations in Shanghai, Tokyo and Sydney. For more information, visit www.altium.com. You can also follow and engage with Altium via Facebook, Twitter and YouTube.

Altium's Vision and its Growth Strategy

Altium

Technology Presentation

17 November 2015

Sydney

Aram Mirkazemi
Henry Potts

Agenda

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1

Engineering Tools and the Rise of Intelligent Products

2

Intelligent Products Need Intelligent Tools

3

The Future of Engineering Software Industry

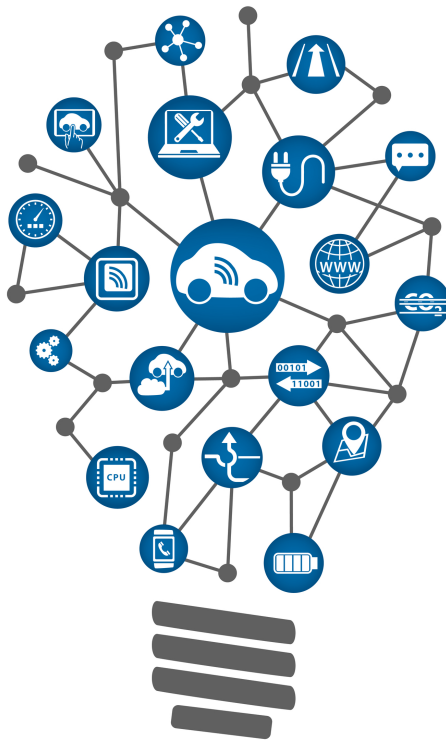
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Altium Uniquely Positioned

Throughout the history
tools have played a vital
role in human progress

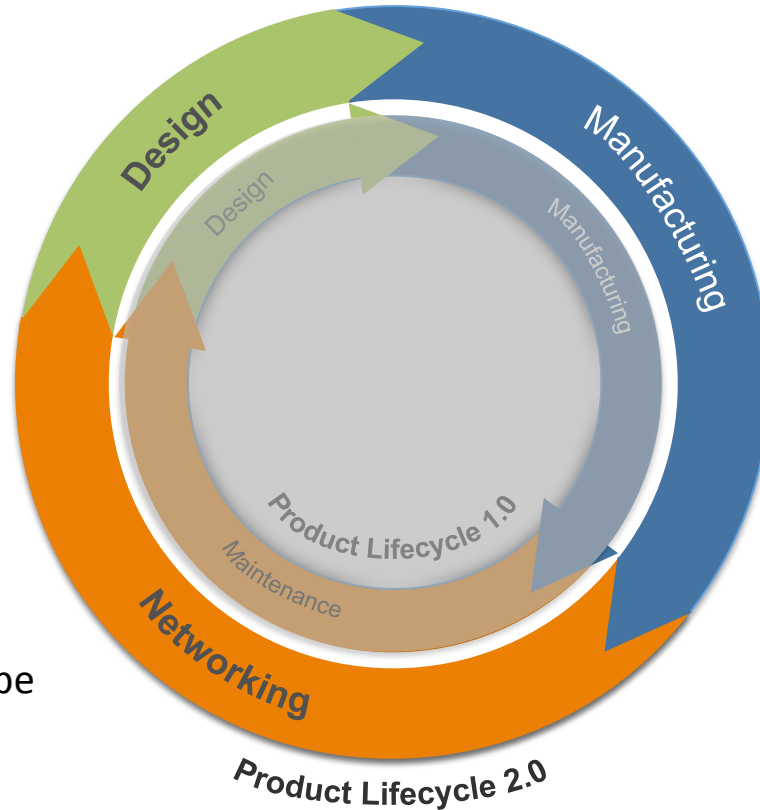


Engineering tools will be
critical for creation of Smart
Connected Products



The system level complexity drives the need for integration of existing technologies / tools into one coherent platform

The importance of “correct by construction” methodology in designing intelligent products cannot be overestimated



Traditionally the manufacturing phase has been the most dominant part of product life cycle

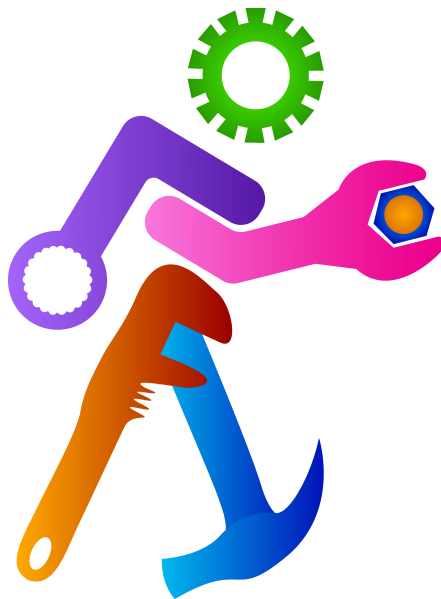
In future the most significant part of product life cycle will be post-manufacturing

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- 3 The Future of Engineering Software Industry
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Intelligent products without
intelligent tools and intelligent
infrastructure can spell disaster



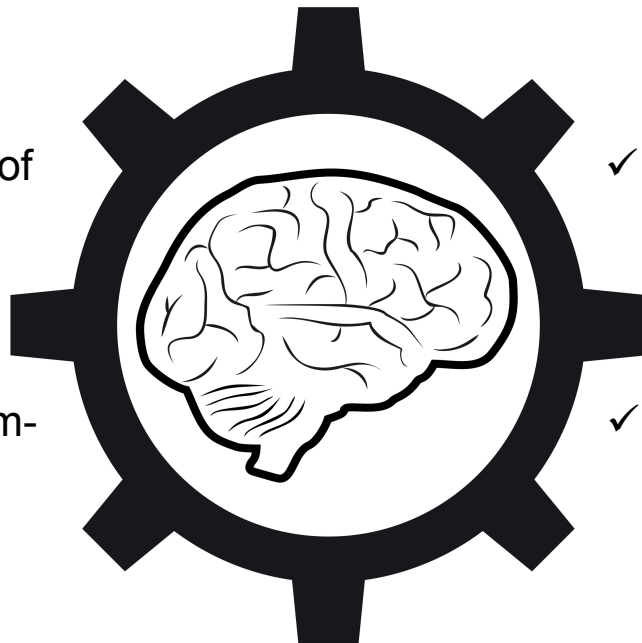
Ultimately, our ability to control
intelligent products is directly related
to the level of the intelligence that
exists in our design tools

Intelligent tools...

✓ Learn from experience (analytics)

✓ Operate at a higher level of abstraction (ease of use)

✓ Are context aware (system-level integration)

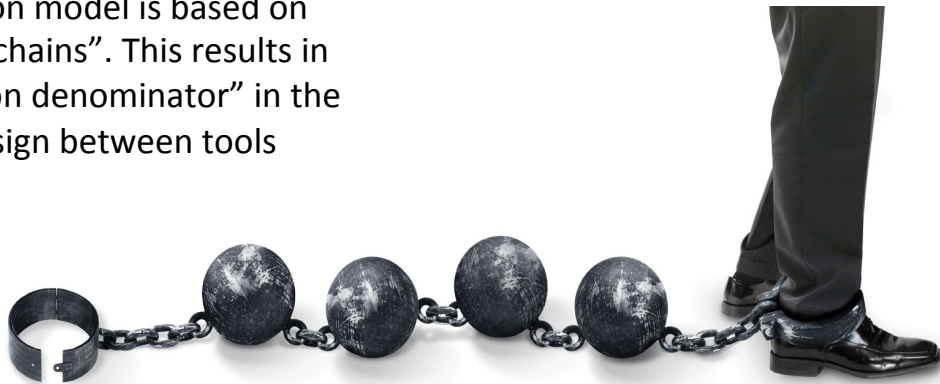


✓ Minimize the chances of errors (security & safety)

✓ Search for knowledge intelligently (semantic search)

✓ Enable collaboration
(concurrency)

Current integration model is based on the idea of “tool-chains”. This results in the “least common denominator” in the abstraction of design between tools



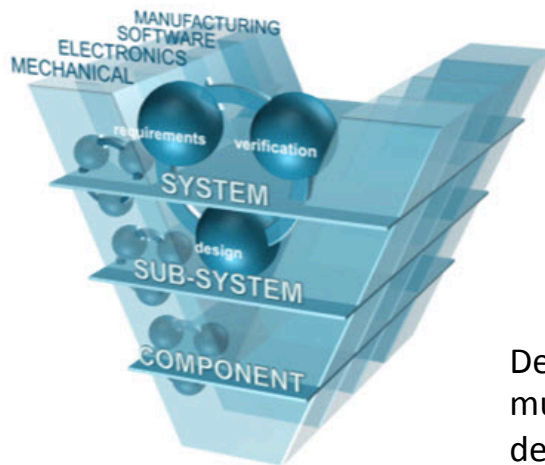
A “platform approach” will remove the heavy burden of integration and will enable engineers to focus on system-level challenges

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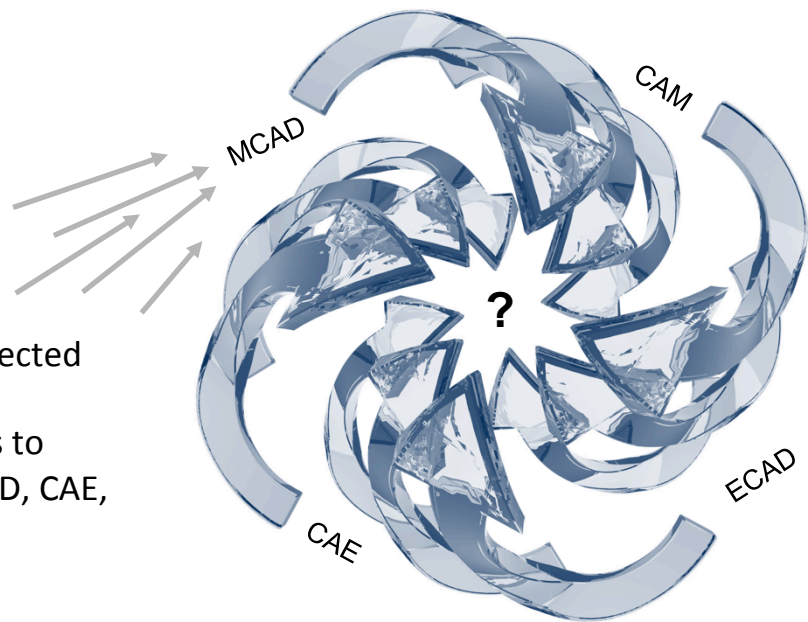
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The Future is Multidisciplinary...



The rise of smart connected devices (intelligent products) is requiring engineering disciplines to converge

Design tools need to play across multiple engineering disciplines to deliver system-level engineering to produce intelligent product



The rise of smart connected devices is requiring engineering disciplines to converge. ECAD, MCAD, CAE, CAM can no longer be separate worlds

This can create a possible roll-up of engineering software industry similar to how semiconductor vendors have acquired embedded software tool providers

Future Requires Agility...

Agility and User-centric design tools are the way of the future as IOT moves engineering design needs to mainstream



Internet
of Things

A User-centric approach, such as Altium, is more likely to deliver this than a Corporate-centric methodology that exists in the current EDA incumbents

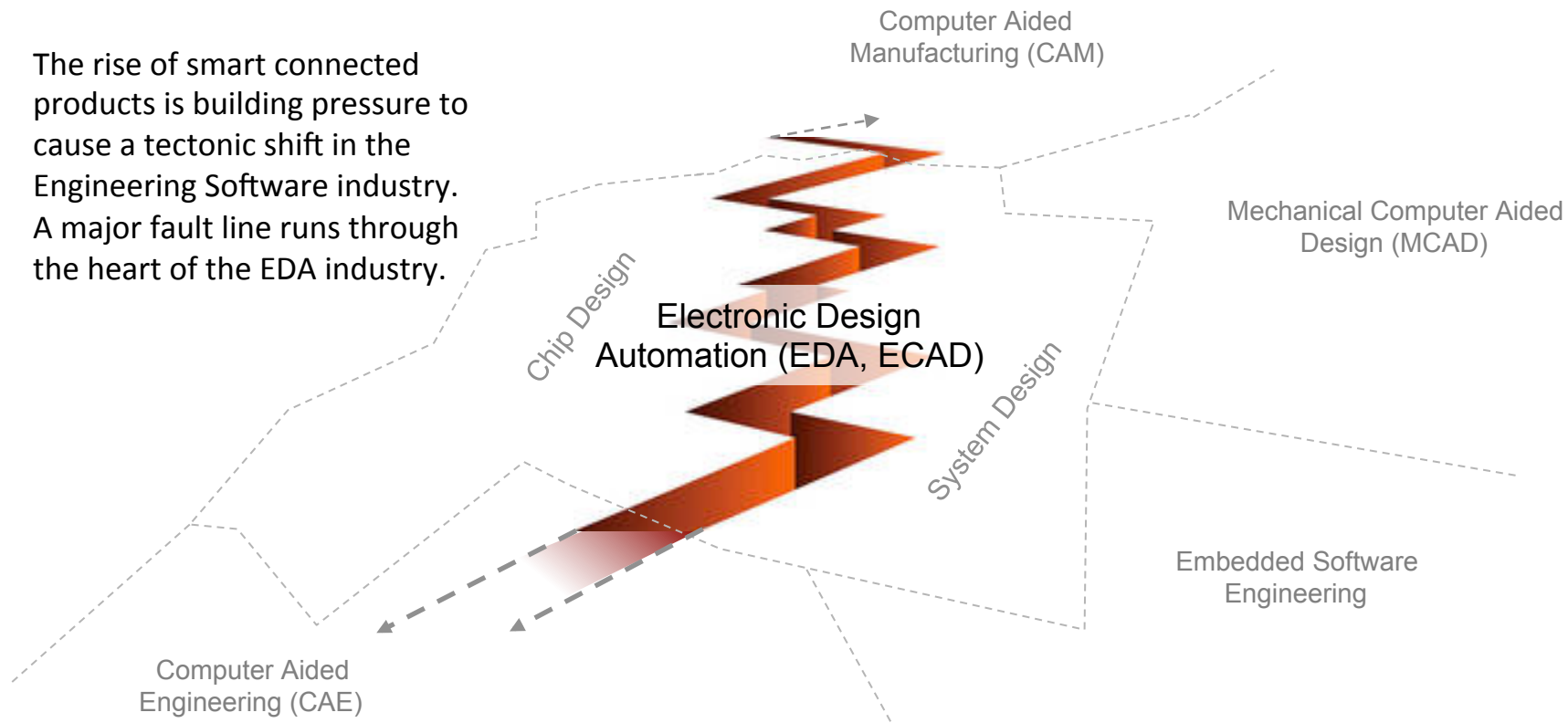
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- 4 **Altium Uniquely Positioned**

Emergence of Smart System Design Automation

The rise of smart connected products is building pressure to cause a tectonic shift in the Engineering Software industry. A major fault line runs through the heart of the EDA industry.



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These large EDA companies need to be fully or partially disassembled and reassembled to unlock value and to effectively participate in the emerging market around IOT

The Roadmap to Transformation

The forces for transformation cannot operate from outside and must also operate from within the industry



Financial forces alone cannot bring the transformation. Market forces must augment financial forces



Altium

Thank You