



## **Ducati Motor Holding: presentation to the financial community of the main information about the Industrial Plan 2008-2010**

**Bologna, January 16<sup>th</sup>, 2008** – Ducati Motor Holding S.p.A. (Borsa Italiana S.p.A.: DMH), the leading manufacturer of high performance motorcycles, with regard to the last press release issued yesterday, January 15<sup>th</sup>, informs that today at 11.00 am, in Milan at the Four Seasons Hotel, the main details of the Company's Industrial Plan 2008-2010 and the preliminary data of the revenues and of the net financial position of the Company with reference to the fourth quarter 2007 will be disclosed to the financial community.

The following are the strategic objectives and the financial targets that will be disclosed and discussed during the presentation:

- strategic objectives:
  - o strengthening of leadership in the premium segment of sport bikes;
  - o focus on development and management of product's life-cycle;
  - o focus on price premium, margins and internal efficiency to improve financial results;
  - o develop the distribution network and expand the customer base;
  - o exploit brand's potential to increase the accessories and apparel businesses and licensing revenues;
  
- financial targets:
  - o registrations of motorcycles will increase at 10% CAGR (Compound Annual Growth Rate), from 40.761 bikes in 2007 to 54.000 in 2010;
  - o revenues will increase about 10% CAGR in 2010 compared with 398 mln in 2007;
  - o EBITDA will increase up to 20% of revenues in 2010 compared with 13% of 2007;
  - o Ratio debts/equity will change from 5% in 2007 to a positive cash in 2010;
  - o ROE will become about 15% in 2010.

Please note that the diagrams and charts contained in the slides attached herewith are intended exclusively to indicate the expected trend and should not be considered as an accurate information in quantitative terms.



*Founded in 1926, Ducati builds racing-inspired motorcycles characterized by unique engine features, innovative design, advanced engineering and overall technical excellence. The company produces motorcycles in six market segments which vary in their technical and design features and intended customers: Superbike, Desmosedici RR, Monster, Multistrada, SportClassic and Hypermotard. The company's motorcycles are sold in more than 60 countries worldwide, with a primary focus in the Western European, Japan and North American markets. Ducati has won fourteen of the last seventeen World Superbike Championship titles and more individual victories than the competition put together. Since 2003 it has also taken part in the MotoGP World Championship and in 2007 it won both the Constructors' and Riders' world titles. For more information about the Company, please visit our web site at <http://www.ducati.com>*

**For further information, please contact:**

Paolo Poma  
Director Investor Relations  
Ducati Motor Holding S.p.A.  
Via Cavalieri Ducati, 3  
Bologna 40132, Italy  
e-mail: [paolo.poma@ducati.com](mailto:paolo.poma@ducati.com)  
Main Tel: +39 051 6413111  
Direct Tel: +39 051 6413213

or

Ad Hoc Communication Advisors  
Giorgio Zambelletti - Matteo Cidda  
Tel 02 7606741 / Fax 02 76017251