Introduction

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Summary

MEAS Overview

• Publicly traded on NASDAQ: MEAS
• Design/manufacture wide variety of sensors serving virtually all end markets; global footprint with infrastructure in NA/EU/Asia
• Products measure a broad range of physical characteristics, and are designed into medium/high volume OEM products.
• Focus on highly engineered, application specific solutions, where our product breadth/technology, willingness to customize and low cost operating model provide us strategic advantage.
• Excellent growth through FY08, FY09 negatively impacted by global economic crisis; supplementing organic growth and expanding addressable market with synergistic acquisitions continues to be a core strategy.

• **Vision**: *be the supplier of choice to OEMs and select end-users for all of their physical sensing needs*
Company History

1983  Company founded as engineering consulting firm. Develops silicon glass/gaging process for low-cost, low power peizoresistive bridge

1985 – 1995  Company develops low cost load cell, which leads to entry into digital bathroom scale market; leading provider to OEMs and retailers. IPO on AMEX in 1988.

1998 – 2000  Company embarks on series of acquisitions designed to increase size/breadth of sensor division; acquires piezo film group from AMP, IC Sensors from P+E, Schaevitz Sensors from TRW

2002 – 2003  Rapid growth leads to financial mis-steps; company is restructured under Guidone. Post-restructuring, board makes strategic decision to migrate to pure-play sensor company and divest consumer business. Moves to NASDAQ under ticker MEAS.


2009  Today, MEAS is a leading, global sensor supplier to OEMs and end-users, with sales in excess of $200 million to 65 countries worldwide. Migrating all sales under one brand: MEAS.
FY08 Acquisitions

- Visyx
  - Excellent progress on our fluid property sensor technology
  - Received prototype funding and commitment with several major diesel engine manufacturers (expect to begin production in 4th quarter FY10)
  - Applications included monitoring oil quality for heavy truck to optimize pan changes and fuel monitoring in support of NOx emission reduction

- Intersema
  - In full production with new electronics (ASIC)
  - Integration on MEAS ERP is complete
  - Sales are largely tied to consumer demand and as a result are down (global recession)
MEAS Strategy

• Vision: *be the supplier of choice to OEMs and select end-users for all of their physical sensing needs*

• Strategy
  • Broaden technology portfolio to:
    • Cover more of our customer’s sensing needs;
    • Bundle multiple sensing technologies into multi-parameter modules
  • Focus on moderate volume, highly customized markets (e.g. medical, industrial); support high volume markets (auto, consumer) where we bring a unique, defensible product/technology
    • Compete on technology breadth, willingness to customize and cost
  • Drive shareholder value through
    • Solid Growth - organic and through strategic acquisitions
    • Maintain strong balance sheet and excellent cash management
    • Leverage fixed costs and expand operating margin
    • More efficient use of capital (capex and working capital)
Core Product Portfolio

Pressure Sensors & Transmitters
- Bonded Foil
- Piezoresistive MEMS
  - Si strain gage (microfused)
  - MEMS die/oil filled

Position Sensors (linear & rotary)
- LVDT/LVIT, RVDT/RVIT
- AMR (GMR) Components
- Magnetic Encoders
- Inclinometers

Vibration Sensors
- Piezoresistive MEMS
- Piezoelectric PVDF
- Piezoelectric ceramic

Humidity Sensors & FPS
- Capacitive components & modules
- Combo sensors (RH+T, RH+T+P, FPS)

Temperature Sensors
- NTC sensors & probes
- Ni RTD
- Thermopile (non-contact,
Sales and Applications

Sales by Market and Region

Sales by End Market
- Engine & Vehicle
- General OEM
- Medical
- Mil/Aero
- T&M

Sales by Region
- Asia
- EMEA
- North America

Key Applications by Product Line

Pressure/Force
- Industrial paint sprayer
- Drink dispenser/flow control
- Infusion pump/backflow

Position
- Transmission fluid level
- Electronic parking brake/level
- Gas fuel pump/meter

Vibration
- Auto safety/crash testing
- Activity sensor/pacemaker
- Health & uptime monitoring (HUMS)

Humidity/Gas
- Windshield fogging prevention
- Diesel engine management/emissions
- Mass air flow

Temp
- Patient monitoring (skin + invasive)
- HVAC “smart” control (non-contact)
- Seat heaters

Piezo Film
- Traffic/speed data
- Ultrasonic digitizing
- Anti-tamper panels/security
Worldwide Resources

2,210 employees worldwide
306 U.S., 532 Europe, 1,372 China

- Fremont, CA
- Hampton, VA
- Toulouse, France
- Shenzhen, China
- Les Clayes-sous-Bois, Druex, and Fontenay, France
- Dortmund, Germany
- Galway, Ireland
- Bevaix, Switzerland (Intersema)
- Chengdu, China
- Shenzhen, China

Manufacturing and R&D
Global headquarters
Regional headquarters