

COMET COMPANY PROFILE

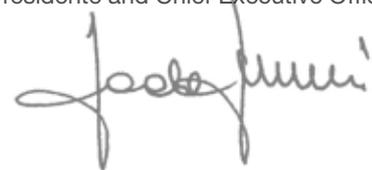


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*Courage, far-sightedness,
product and service
excellence: these are the
foundations
of Comet's Future.*

Paolo Bucchi
Presidente and Chief Executive Officer

A handwritten signature in black ink, which appears to read "Paolo Bucchi".

Comet Spa, a World Player that continues to grow



COMET TODAY

Comet Spa is an international business founded on the strength of a world-renowned brand. With 3 production sites, many branches and numerous distributors, Comet works in more than 80 countries around the globe.

In addition to Italy, where the company has consolidated its position of absolute prestige, Comet is particularly active in the European and international markets; with most of its turnover produced here, Comet is one of the leading continental businesses in the sector.

Continuous technological innovation of products and processes and the internationalisation of its sales network have also helped the company's constant growth in turnover over the years.

Comet Spa is an international excellence that enjoys the appreciation of the whole sector, earning a reputation as one of the leading world players.



COMET WORLDWIDE

Comet's role as a global benchmark is assured by its strong and influential presence in the main markets: it directly controls its sales policies in the most strategic continental countries right through its own branches.

COMET MEMBER OF EMAK GROUP

Comet is member of the Emak Group, a Corporate Company quoted at the Milan Stock Exchange with a global turn-over more than 400 million euro.



COMET, READY TODAY TO WIN TOMORROW'S CHALLENGES

Total customer satisfaction is the foundation of Comet's mission.
This is achieved through the development of clear strategic guidelines for:

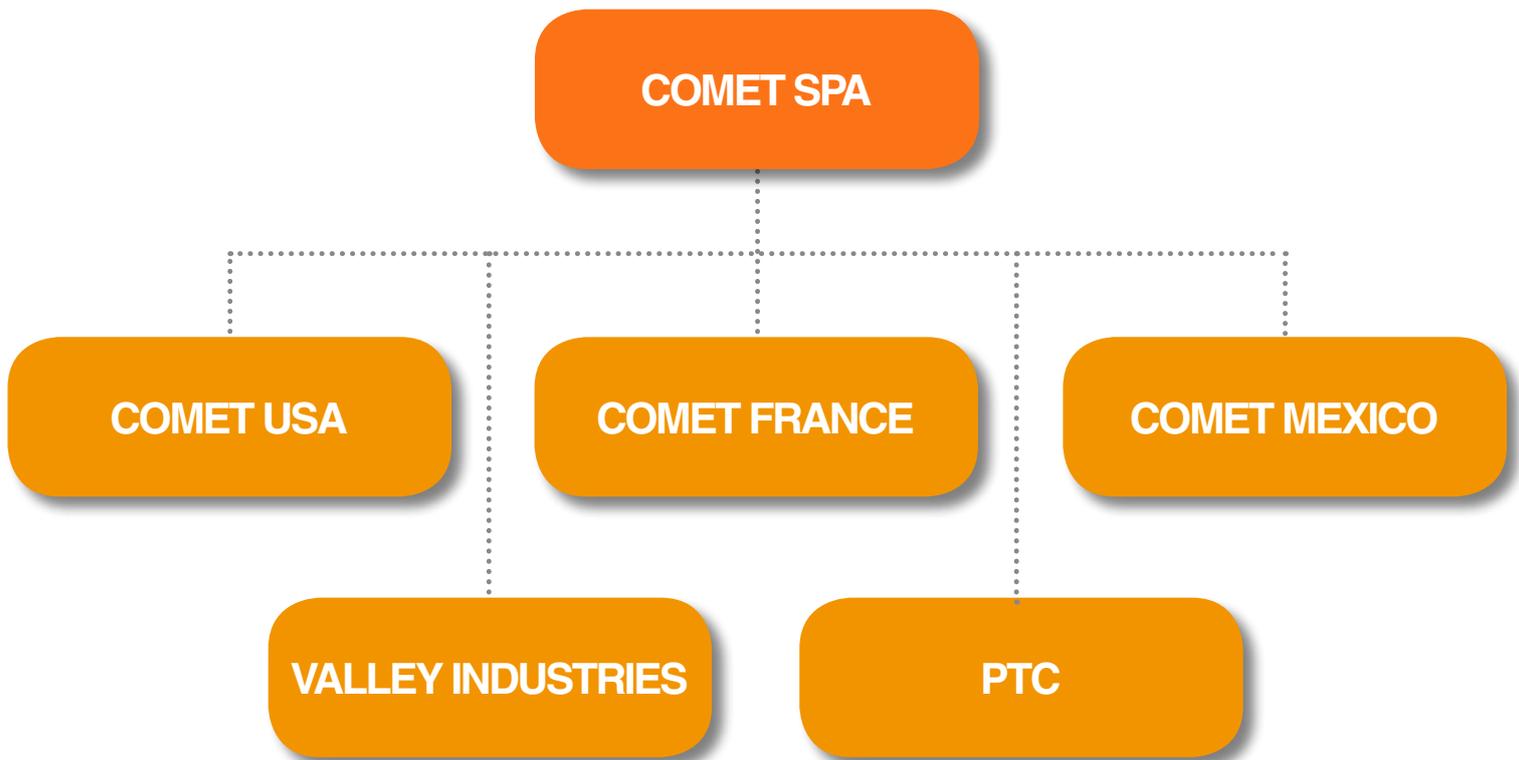
Increasing competitiveness

Product innovation

Constant improvement of quality and service.

Innovation is the main route to staying ahead of and satisfying the needs of the end customer, successfully interpreting the rapid evolutions of technologies and standards.

Comet Group



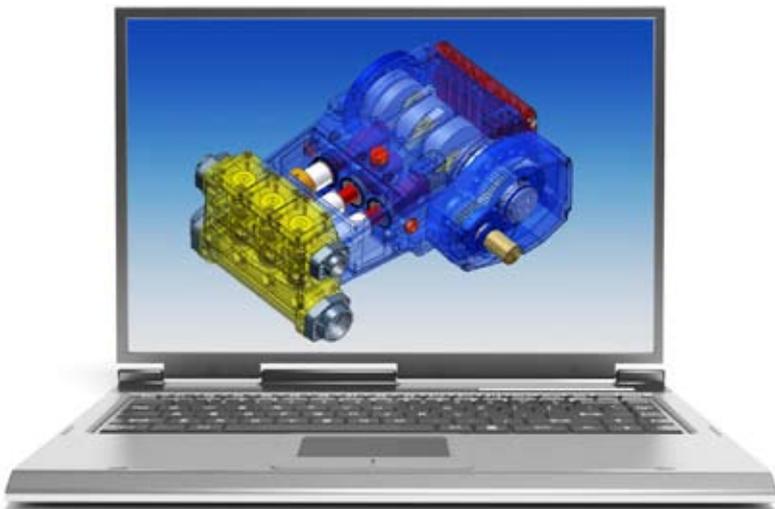
NEW ACQUISITIONS TO BETTER MEET NEW MARKET DEMANDS

Bearing witness to Comet spa's continuous growth are the acquisition of important industrial business and the constant focus on innovation and new market demands.

The acquisitions of HPP, PTC and Valley Industries, all achieved in recent years, have been made with the objective to face the worldwide changes with excellent know-how and demonstrate the dynamism and solidity of Comet Group.



Comet's mission: to create value



COMET SPA AIMS TO BE ONE STEP AHEAD OF CUSTOMER EXPECTATIONS

Comet is ready to face the challenge of the global market, proud of being able to hold its own in an increasingly competitive field.

The constant pursuit of total quality has become the Comet mission in this new and more demanding international context.

Aiming to strengthen its well-earned leadership, Comet Spa has implemented a 360° expansion plan involving market strategies, production processes and the distribution network.

Comet core businesses



Our customers are spread across the globe, in three product segments which represent our core businesses: every year we produce 70,000 diaphragm and piston pumps for Agriculture, 97,000 piston pumps for Industry and 63,000 high pressure cleaners for the Cleaning sector.



Comet Values: growing responsibly



LEADERSHIP AND TEAM WORK, THE ROOTS OF COMET'S SUCCESS

Constant staff motivation, skill and passion for the product and for the job: these are the essential elements behind the Comet brand's image and reputation in the market place.

All activities targeting the market, customers and suppliers have always been geared to the best possible commercial balance in order to maintain the high image of respectability, fairness and good faith that the Comet Spa brand enjoys.

The open areas of our production departments and offices demonstrate the ethics and integrity on which activities at all levels are based, promoting communication and boosting creativity and the group's sense of belonging.

RESPECT FOR THE ENVIRONMENT: COMET DREAMS OF A SUSTAINABLE WORLD

For Comet, respect for the environment is becoming increasingly important in all its activities.

The target it has set itself is to help build a greener, better future, by protecting the environment today.

For Comet, this means greater commitment to creating a sustainable world.

COMPANY ETHICS

In the new worldwide competitive economic system, Comet Spa represents a set of competent and aware people who carry out a multitude of activities aiming to assure the success of the company's products and services.

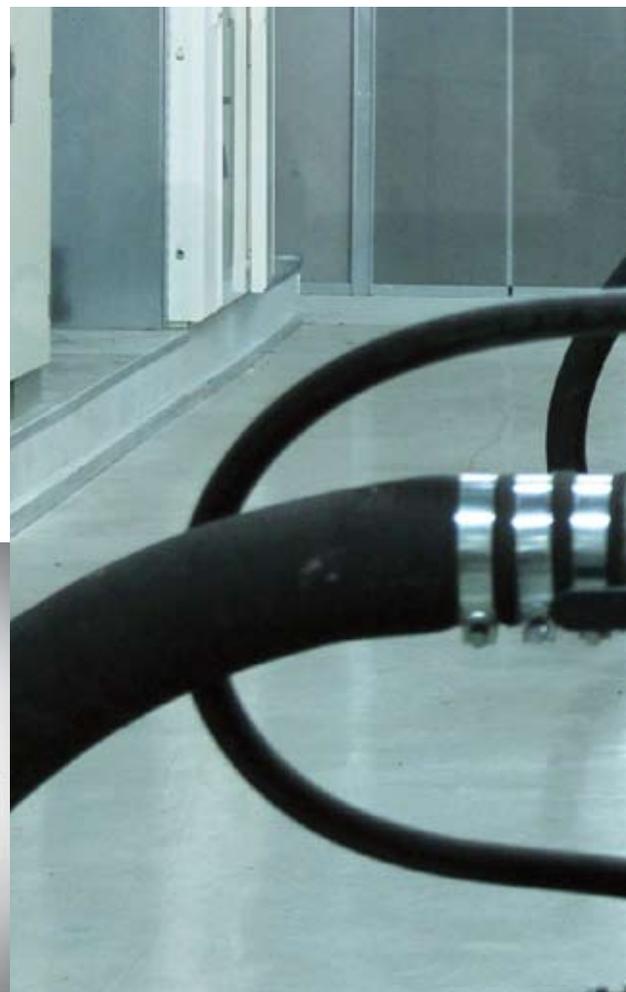


**At Comet,
team work greatly
increases personal
motivation.**

RESEARCH AND DEVELOPMENT OF NEW PRODUCTS TO SATISFY THE NEEDS OF BOTH MARKET AND CUSTOMERS

In terms of innovation, Comet's mission is to understand the needs of the market and its customers.

In order to stay ahead of the evolutions in demand and supply the possible solutions as quickly as possible, Comet Spa constantly monitors market expectations.



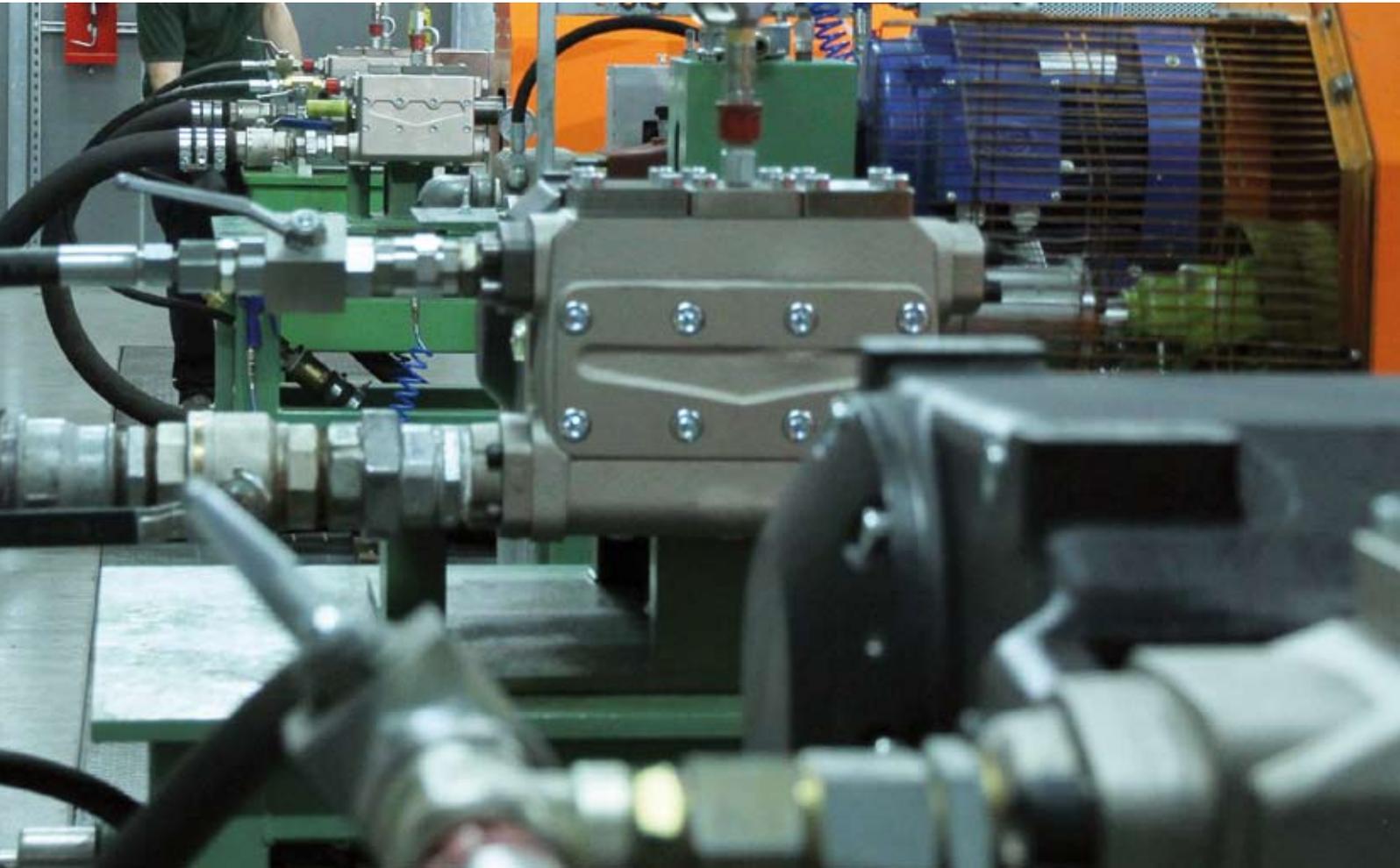
COMET CUSTOMER SATISFACTION, TO CHECK THAT PRODUCTS AND SERVICES COME UP TO EXPECTATIONS.

In line with the concept of the "extended product", the development of new solutions is based on the accurate identification of the reference target, designing products not merely for their own sake and for one's own business, but as the central nucleus of many services that customers can, and must, benefit from.

To assess how far Comet's products and services come up to market expectations, a customer satisfaction rating system has been developed, in order to highlight any areas for improvement.



Product excellence with the spirit of innovation



25%

MARKETING

10%

TRAINING

55%

RESEARCH & DEVELOPMENT

ABOUT 55% OF COMET SPA'S INVESTMENTS GOES INTO RESEARCH AND DEVELOPMENT AND THE CONSTANT IMPROVEMENT OF NEW PRODUCTS.

Comet Spa puts about 55% of its investments into Research & Development with particular emphasis on "Total Excellence", understood not merely as product excellence but also as service excellence and continuous staff training.

A real innovation policy, clearly recognised by the market.

For Comet Spa, this offers great satisfaction, but also the stimulation to work towards the launch of several new products every year.

Winning the new challenges of global competition together



COMET STRONGLY BELIEVES AND INVESTS IN EMERGING MARKETS

With its deep-rooted know-how and skills, Comet Spa is able to win important challenges in the domestic and international markets, and is looking forward to continuing to compete openly with all leading global competitors.

COMET SPA - ITALIAN EXCELLENCE IN THE WORLD

The Comet Brand is known all over the world for the excellence of its product and for the high value of its customer service. All this helps towards creating a Comet product uniqueness, from design to production, from quick and secure distribution to all-round before- and after-sales assistance.

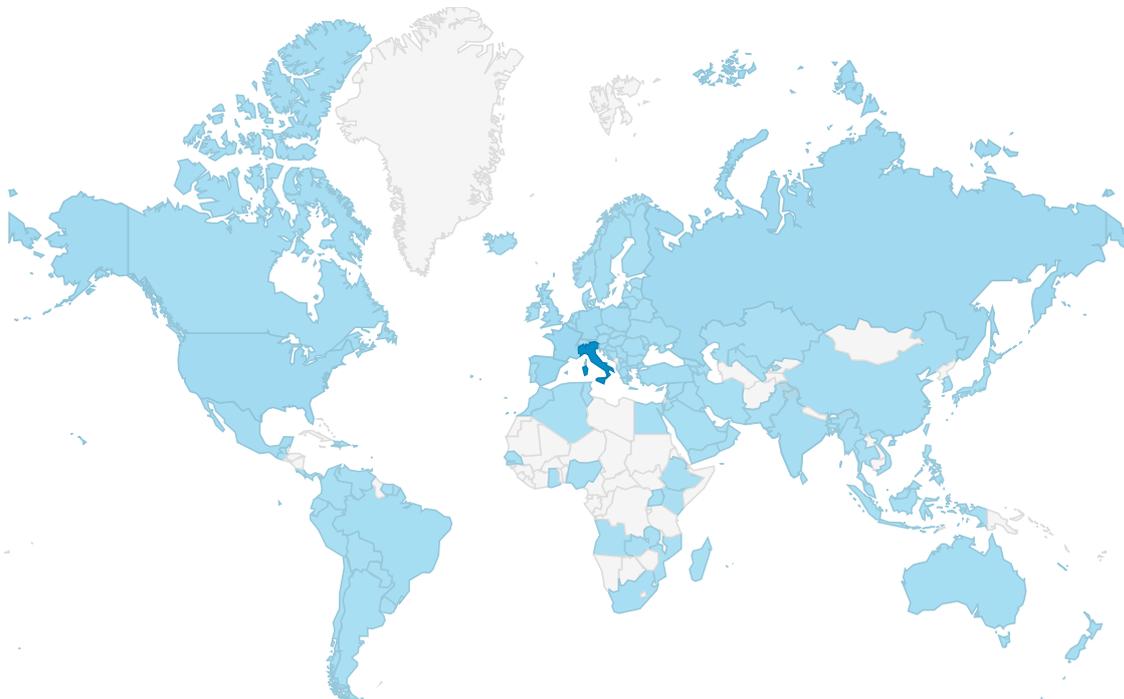
4 MILLION COMET PUMPS ARE WORKING EVERYWHERE IN THE WORLD

All over the world, the Comet brand stands for Italian excellence and the ability to successfully meet real market demands through concrete actions, courage, far-sightedness and product and service excellence.

One of Comet's founding missions is to strengthen its presence in emerging markets while maintaining a strong leadership among its customers in industrialised countries.

INTERNATIONAL GROWTH AND CREDIBILITY

The international relations Comet Spa has developed in recent years are based on credibility, loyalty and mutual esteem, which are fundamental to positive dialogue among people and world economic growth.



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Comet, Italian Excellence

