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**With The Economic Downturn Affecting The Automotive Industry,
NovaCast Technologies AB Is In The Right Place At The Right Time With
Their Tools And Dies Shortening Lead Time And Lowering Total Costs**

**Technology
Industrial Applications
(NCASB-STO)**

NovaCast Technologies AB

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**Hans Svensson
Chief Executive Officer and Director**

BIO:

Hans Svensson (MBA) has extensive experience from the leading positions he has held in small to middle-sized companies in Sweden. Hans Svensson, a true entrepreneur, has taken 7 companies public in Sweden, companies in which he was shareholder.

Hans Svensson owns 1.520.111 A-series shares and 513.712 B-series shares in NovaCast, which is 52% of the vote

shares and 15.7% of the capital share in NovaCast AB.

Company Profile:

NovaCast Technologies AB (est.1981) is located in Tyringe, Ronneby, Hästveda, and Gothenburg with main office in Tyringe.

NovaCast and its subsidiary Camito AB develop and market products and software aimed at more efficient and faster production processes in the automotive industry and its sub-contractors, mainly foundries and tool manufacturers.

Thanks to genuine, documented expertise in foundry technology, simulations and process control, NovaCast Foundry Solutions AB offers powerful software packages that basically cover the complete needs in a foundry, from methoding to process control and environmental control. NovaCast also offers fast and cost-effective systems for the production of automotive castings in compacted graphite iron.

Broad process expertise and knowledge-based computer systems are fully utilized at the Camito subsidiary, which produces refined cast products for the Tool&Die industry. Its customers are mainly in the automotive industry and its sub-contractors. Camito AB has developed and patented a method for melting together cast iron and tool steels into one solid piece. Camito can thereby offer products with considerably shorter lead-time and at lower costs.

Our subsidiary SwePart Verktyg is Scandinavia's leading die manufacturer. SwePart will provide the group with ex-

pertise within the whole value chain for the manufacture and sales of stamping dies. The knowledge acquisition will contribute to more quickly reaching a new standard based on the Camito process for the production of stamping dies to the automotive industry.

We have a world-wide network of representatives. Other markets are represented through our own resources or independent agents.

NovaCast has an installation base to date of 654 software licences at 430 foundries in 43 countries. Our customers represent over 60% of the world's casting products related to the automotive industry.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Svensson, you have a long history in a variety of businesses, what attracted you to NovaCast?

Mr. Svensson: First of all, it was the technology, then the deep knowledge in foundry technology in combination with computer technology and software developments. In addition to that was the markets and the possibilities in the market.

CEOCFO: Would you tell us about your product offering?

Mr. Svensson: We have two main business areas, one is the foundry technology where we develop software for simulations and process control for foundries throughout the world. The other business area is automotive, where we produce tool and dies for the automotive industry using the software technology to produce the tool and die in a much more efficient

way than traditionally. This means that we can offer tool and die casts for the automotive industry with shorter lead time and lower total costs.

CEO CFO: Would you give us an example of what happens with your software that makes it easier to produce?

Mr. Svensson: With our Camito technology, we have developed and also have been able to patent a technology where we cast iron and steel together in one pot melt and by doing so we can reduce a lot of hand-work in the production of the die shoes. This is a big step and a totally new technology in a very large industrial business area. It is our deep knowledge in foundry technology and software development that enables us to take this big step and we are now implementing this technology in the automotive industry.

CEO CFO: Is this patented?

Mr. Svensson: It is patent protected on a worldwide basis. And so is our technology for CGI production; Graphyte®

CEO CFO: What is competitive landscape like for you in the various segments?

Mr. Svensson: First of all the competition for Camito is to do it by hand and that takes weeks or months, versus what we can achieve in a few minutes in our foundry. The competitive edge is actually that we are reducing the lead time, and everybody understands what lead time reduction with maybe 30 or 40% in the automotive industry would mean, especially these days. It is a lot of money and we can release a lot of cash and improve

the cash flow for our automotive customers.

CEO CFO: What impact has the current economy had on your business?

Mr. Svensson: We are right in the middle of this, so a lot of our customers are struggling. On the other hand selling efficiency and time reduction, we notice a higher demand for our Camito technology in the tool and die area. The automotives are of course looking for this right now to improve their efficiency and lower their total costs. So we see something positive out of this economic situation.

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CEO CFO: Are people coming to you now, or are you out pounding the pavement, letting people know what you have available; what is the sales distribution model?

Mr. Svensson: The technology is right at the start of commercialization so we are entering the market right now. We have a couple of automotive groups as our customers like Volvo, Saab, and BMW. So far we are not very big with the new technology, but we have a lot of interest from the automotive groups.

CEO CFO: You have licenses in over 42 countries; are there other geographic areas where you would like to be active?

Mr. Svensson: Being a European company, so far, we have been supporting the European market with our Camito products, but with the software products for foundries, we are all over the world in 42 countries. For the tool and die industry it is mainly Europe, but we also have started looking in Asia and of course the US market being one of the biggest automotive markets in the world will be interesting for us in the future.

CEO CFO: What is the financial picture like at NovaCast today?

Mr. Svensson: We are a listed company and we are on the Stockholm Stock Exchange, NasdaqOMX small cap (NCASB). We have been a so called development company over our first couple of years, but we have now turned into a more commercial future. So we are right in the middle of commercialization.

CEO CFO: Why should potential investors pay attention to NovaCast Technologies?

Mr. Svensson: It is an interesting opportunity to be part in such a technology step that we will see happen now in the automotive industry and also it is a huge market even though the market has been depressed. The number of models is less than before, but still it is a huge global market. Our target is to introduce our technology as the standard in the tool and die industry and that could be very interesting.

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