



Architect of an Open World™

## First quarter revenue and 2009 outlook

Didier Lamouche – Chairman & CEO

Philippe Lederman – CFO

April 30, 2009

**LIBERATE IT**

# Agenda

- 1st quarter 2009 highlights & key events
- 1st quarter business performance  
revenue & orders
- Bull's value proposition
- 2009 outlook

# 1st quarter 2009: highlights

## → Excellent order intake and top line performance in Q1

- Focus on sales execution has paid off:
  - Orders increased +23.9%
  - Revenue grew +6.5% (+8.4% at constant currency)

## → Momentum & turnaround in Hardware & Systems confirmed

- Orders +33% with outstanding success for open server range and HPC offer
- Revenue +28.7%; all strategic offers are growing

## → Sustained activity in Services & Solutions

- Orders increased 24.7% with strong growth in France and emerging markets
- Revenue growth at +4% outperforms market once again

## → Bull's positioning providing resilience, differentiators fueling growth

- Activity is holding strong in France, emerging countries – weakness in UK and Spain
- Orders grew in organizations\* representing >85% of total
- Revenue grew in organizations\* representing >90% of total

\* excludes US: Medicaid activities were divested in 2008



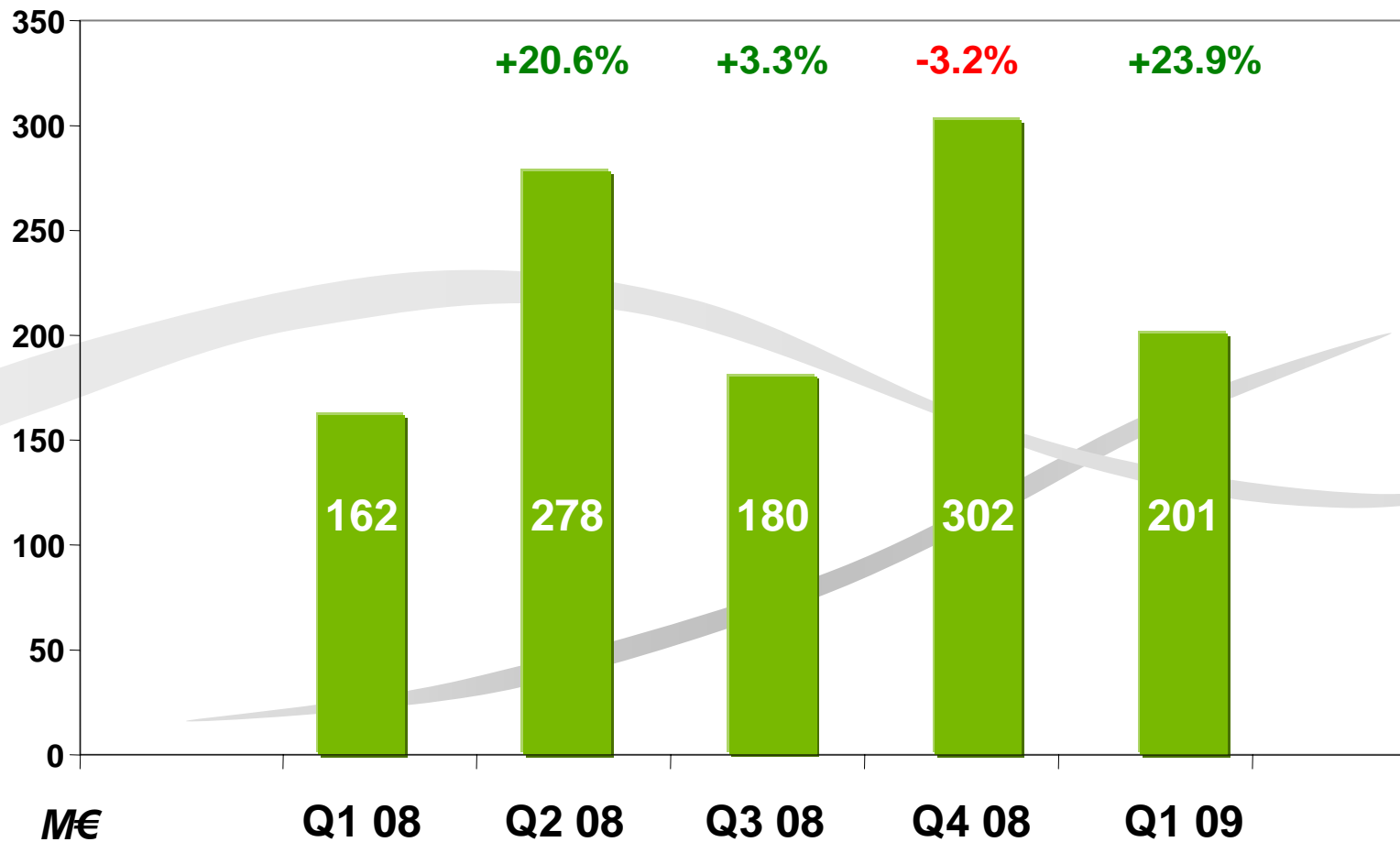
# 1st quarter 2009: key events summary

	January	February	March
HPC	With a second Bull supercomputer ordered by Jülich, Bull will deliver an integrated computing platform of more than 300 Teraflops, taking a lead-position among Europe's supercomputers		
Bio Data Center™ and storage		Bull and GlassHouse Technologies joined forces to deliver storage assessment services throughout Europe. Under the terms of the agreement, Bull will use GlassHouse Technologies methodologies and tools within a new consulting practice in Bull's StoreWay business unit	
Services, security and Open Source	OPT has selected Bull to launch innovative telecommunications services. Bull extends the deployment of Comptel Dynamic OSS, at the heart of the telco's information systems	Moroccan Post Office has chosen Bull to automate its International Mail center in Casablanca	Bull has launched the 'Essential Open Source solutions': 20 operational solutions, to reduce software related costs and increase enterprises' competitiveness

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# 1st quarter 2009: orders

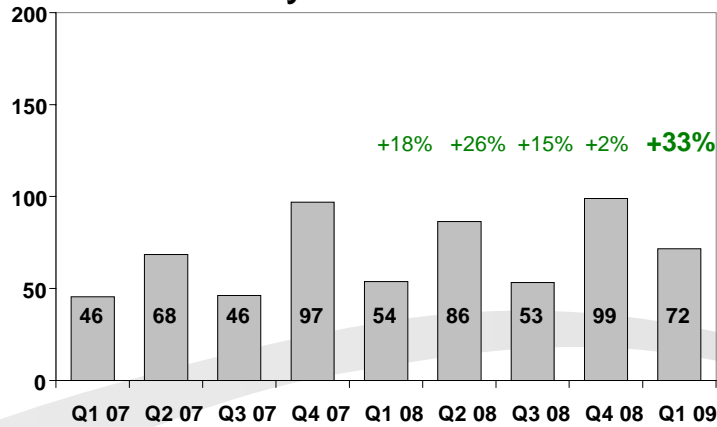


Order growth resumes in first quarter 2009

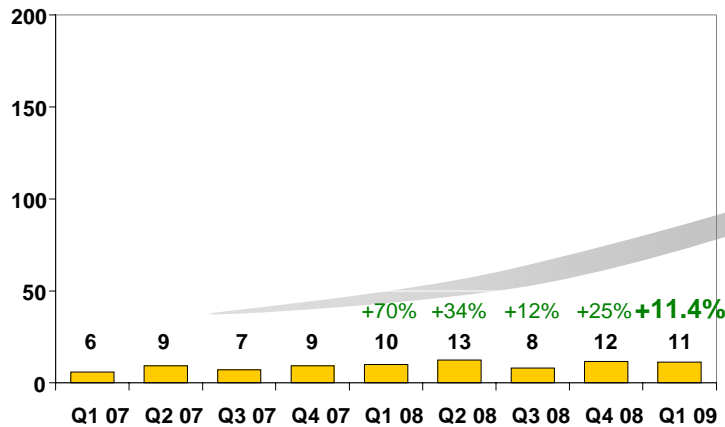
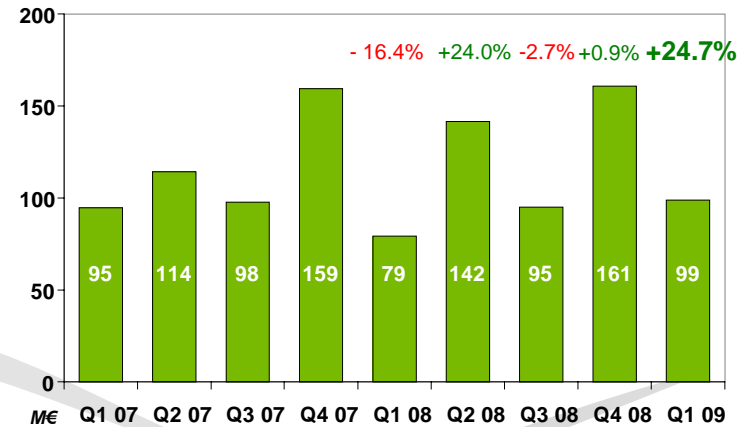


# 1st quarter 2009: orders by segment

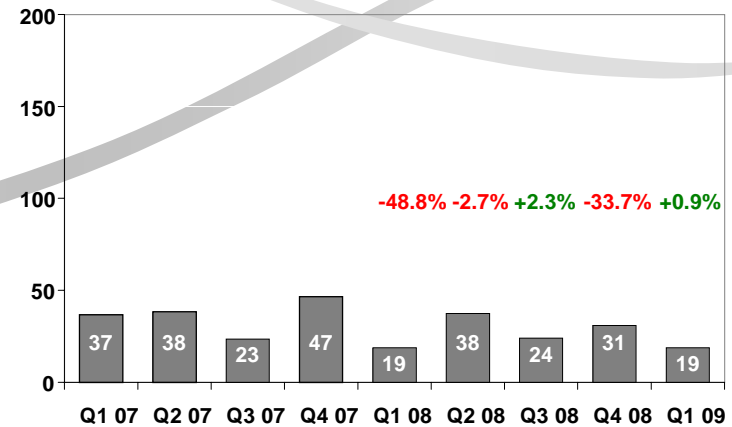
## HW & Systems Solutions



## Services & Solutions



## Maintenance & PRS

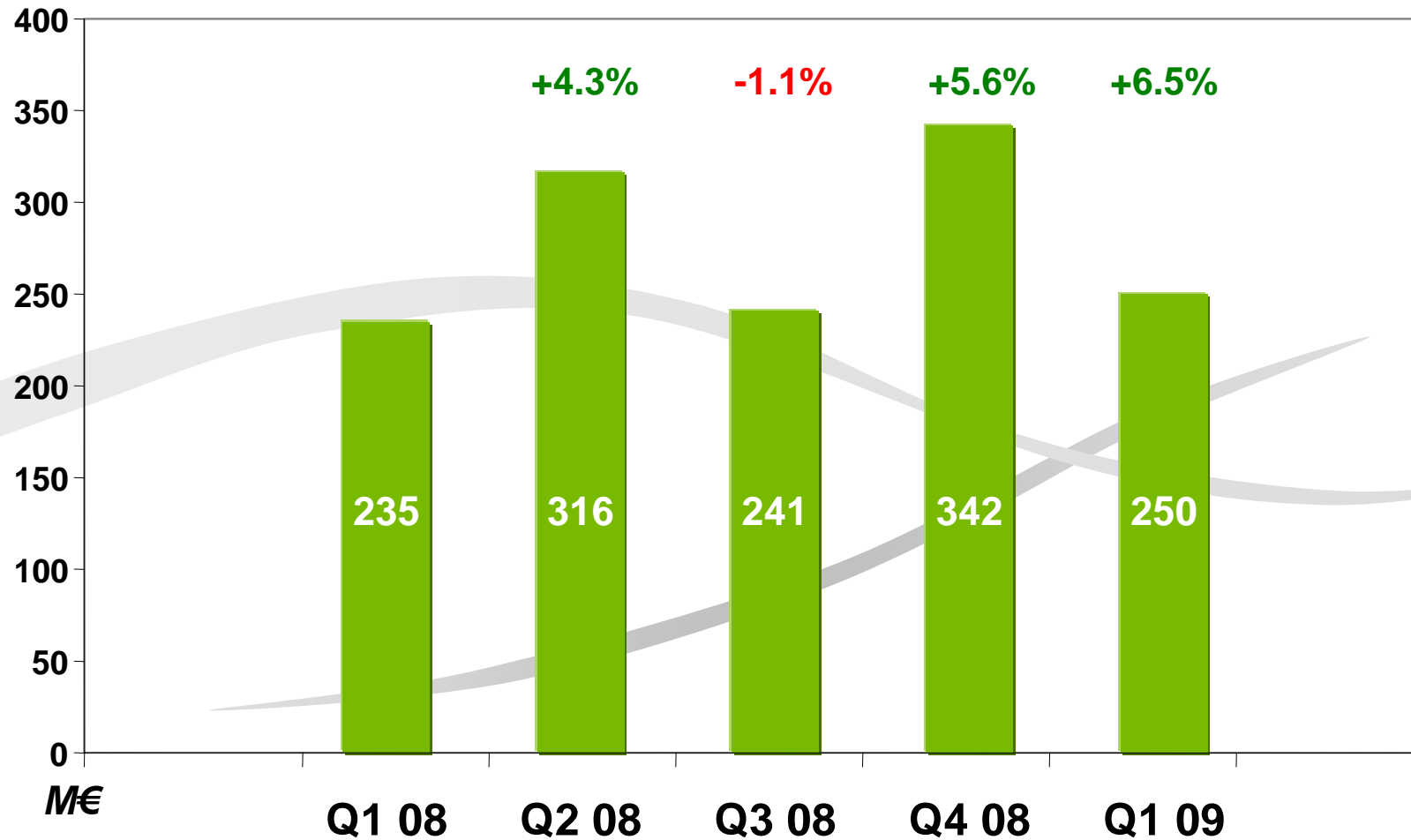


## Fulfilment & 3rd Party Products

**Strong momentum in strategic offers**



# 1st quarter 2009: revenue

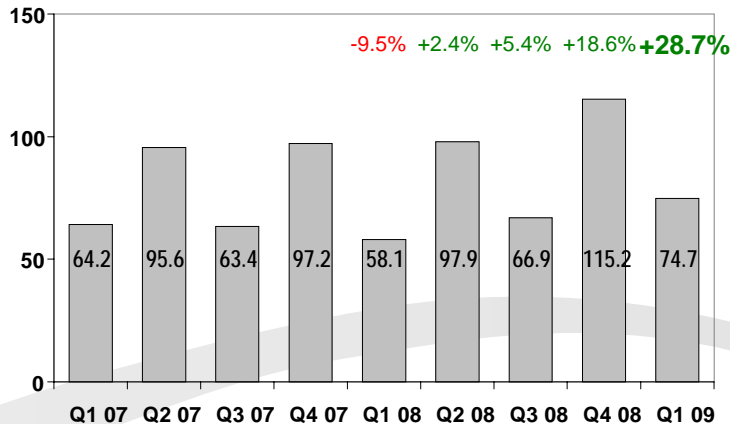


Revenue growth confirmed in first quarter 2009

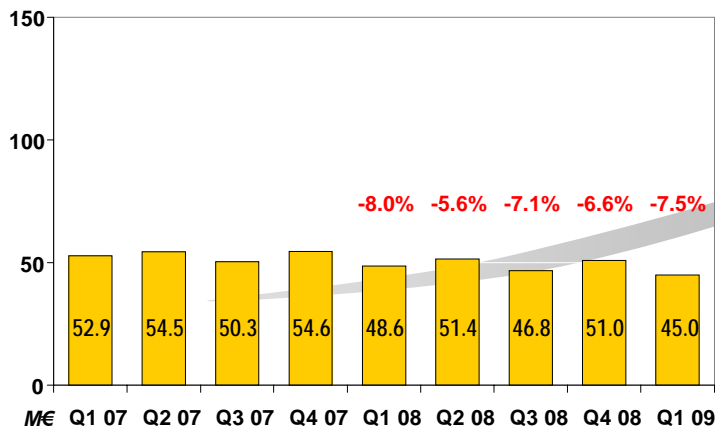
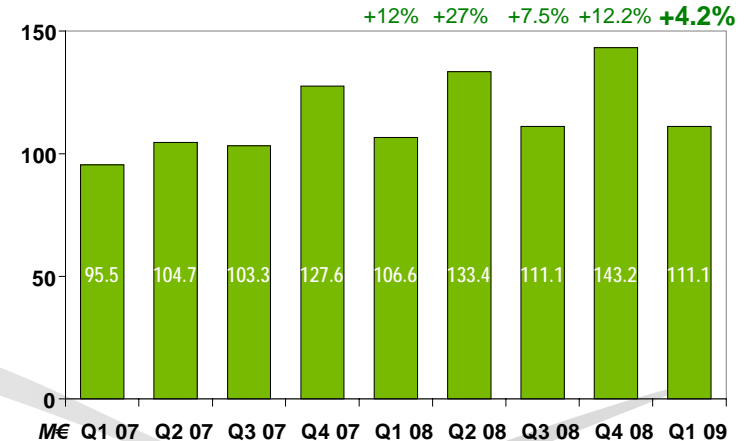


# 1st quarter 2009: revenue by segment

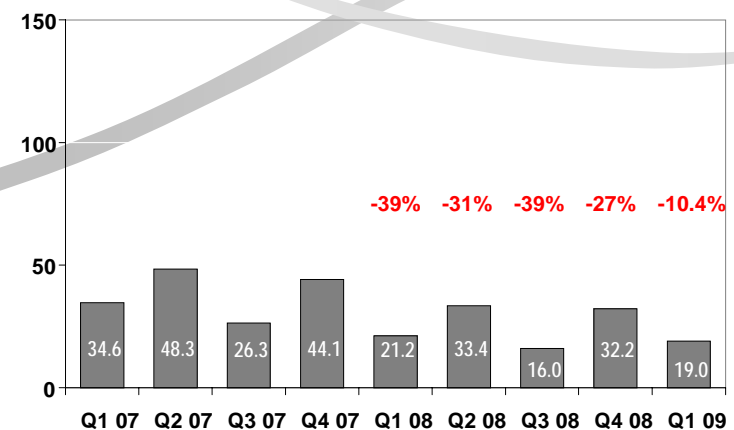
## HW & Systems Solutions



## Services & Solutions



## Maintenance & PRS



## Fulfilment & 3rd Party Products

Bull's positioning and differentiation gives resilience in Q1



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- **Bull's value proposition**
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# Crisis

危机

Danger

Opportunity

Defensive  
measures

Accelerate  
Innovation

# Helping customers out of the crisis

## Bull's unique value proposition

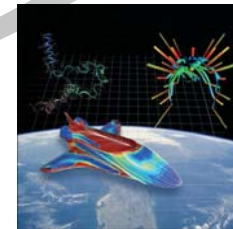
### ▶ Defensive strategy : cut costs

- Managed services
- "Green IT"
- Outsourcing



### ▶ Offensive strategy : accelerate innovation

- Numerical simulation
- Large & complex system integration projects



### ▶ Combined strategy

- On demand high performance computing and services
- Open Source enterprise applications

# Bull's Bio Data Center: combine "Green IT" and Data Center efficiency

## Audit and design

- Green Agenda
- Identify economies of scale
- Measure efficiency
- Implement best practices



## Optimization

- Strategy assessment & implementation
- Virtualization
- Deployment & maintenance



- Numerical simulation
- Storage
- Enterprise servers

## Technological foundation



## Operations

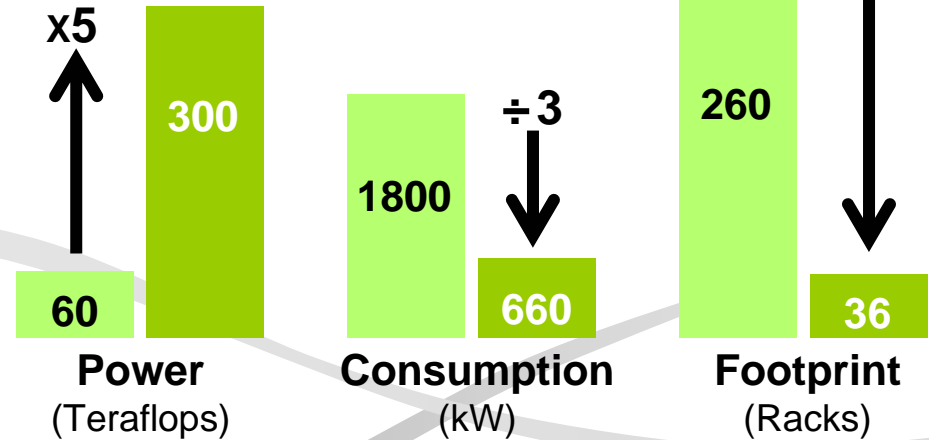
- Policy based power management
- Energy & hotspots monitoring
- Workload regulation & application mobility



# Proven expertise to master the energy spiral

High performance numerical simulation:  
four years of excellence and technological progress

	<b>Tera 10 2005</b>	<b>CCRT 2009</b>
m <sup>2</sup> /TFlops	10	0.4
KW/TFlops	30	2



## Demonstrated successes with municipalities and industry

40% reduction  
of energy  
consumption



**Nottingham  
City Council**

73% reduction  
of annual  
energy costs



**BARNSELY**  
Metropolitan Borough Council

Server count  
reduced by  
a factor 16



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# 2009 outlook confirmed

- **Q1 performance has positioned us reasonably positively but:**
  - Crisis strongly felt in some Western European countries
  - Pressure on prices and consequently on margin, as anticipated
- **Action plans and monitoring are in place, among others:**
  - Non salary cost reductions
  - Project control and management
  - Replace service subcontractors by in house resources
- **EBIT target of at least €20 million in 2009 is maintained**



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