



ADVA Optical Networking ECOTRIALOG Wir beleuchten das Internet

September 2013

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1. Who We Are



ADVA Optical Networking



Key Facts

- Founded 1994, public company (FSE: ADV, TecDAX)
- EUR 330 million revenue (2012)
- 1,378 employees (on Dec 31, 2012)

Target Markets

- Carriers (Ethernet access, infrastructure)
- Enterprises (corporates, government, research & education)

Quality Commitment

- TL 9000 and ISO 14001

Innovation Leadership

- > 20% market share in fiber Ethernet Access Devices (EAD), #1 worldwide*
- > 10% market share in EMEA metro WDM equipment**



Trusted partner for Optical+Ethernet innovation

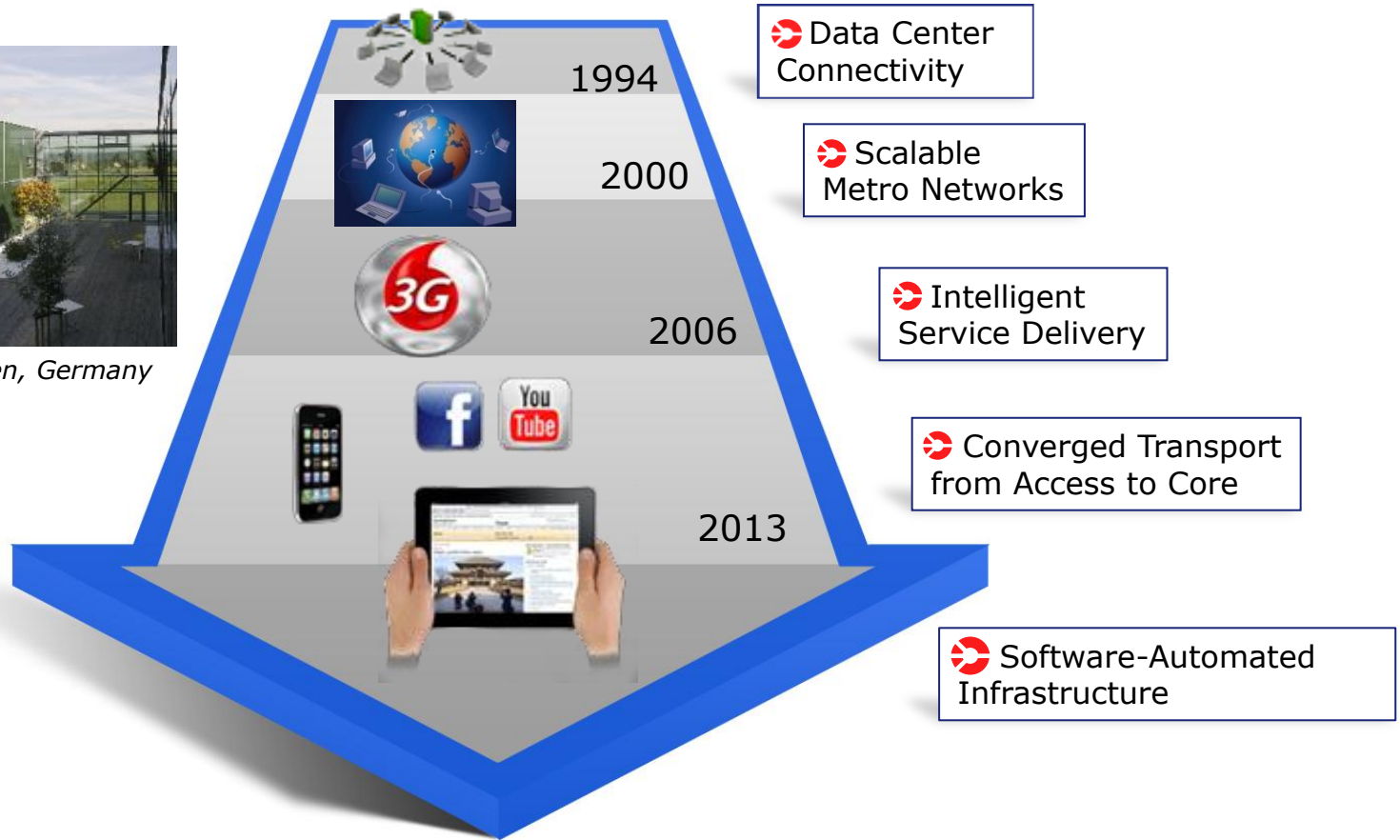
* Based on H1 2012 total revenues for Ethernet access devices. Source: Infonetics Research Carrier Ethernet Equipment Biannual Market Share, Size and Forecasts, 2nd Edition, November 2012.

** Based on 2011 total revenues for metro optical transport equipment. Source: Infonetics Research Optical Network Hardware, Quarterly Market Share, Size, and Forecasts 2Q12, August 2012.

Proven Thought Leadership



R&D facility, Meiningen, Germany



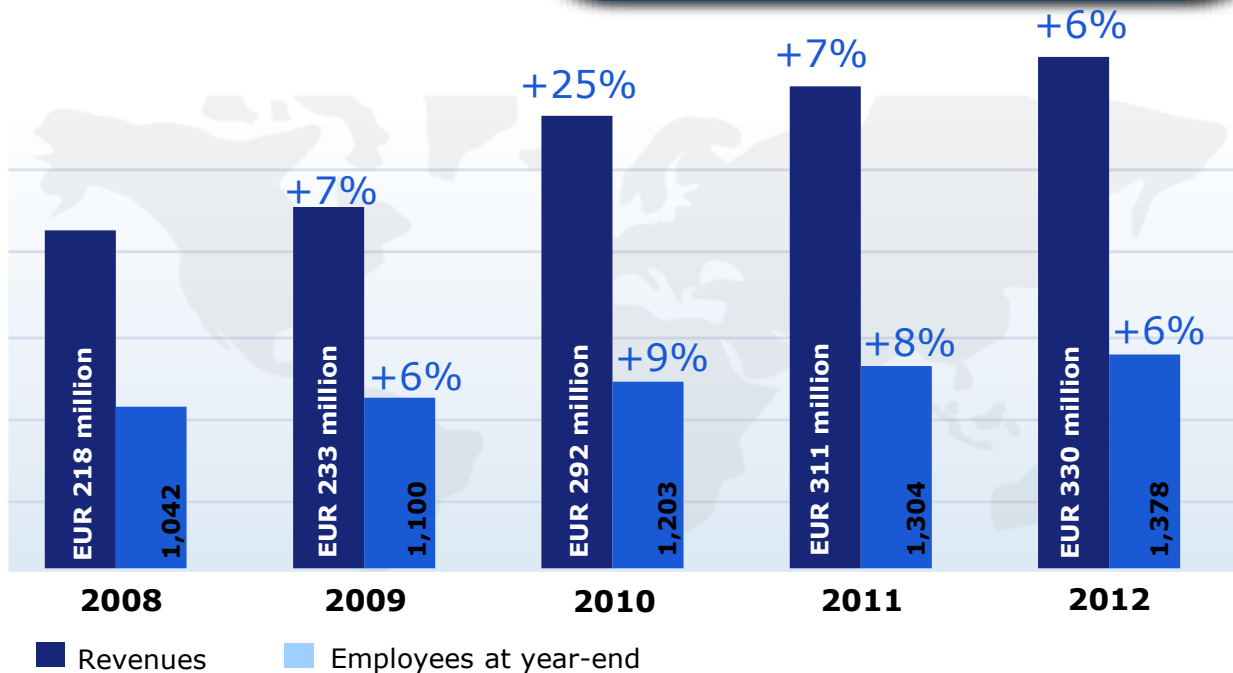
Two decades of history delivering value-added solutions that support growth applications

ADVA Optical Networking Today



Successful Acquisition Strategy

- 2000 – Cellware
- 2000 – First Fibre Ltd.
- 2000 – Siemens Norway Telecom R&D
- 2004 – Metro Packet Systems
- 2006 – Covaro Networks
- 2006 – Movaz Networks



More than 1,350 team members driving growth, innovation and operational excellence for increasing profitability

Our Global Presence



- Headquarter
- Office
- Representative



Richardson



Atlanta



Munich



Meiningen



Berlin

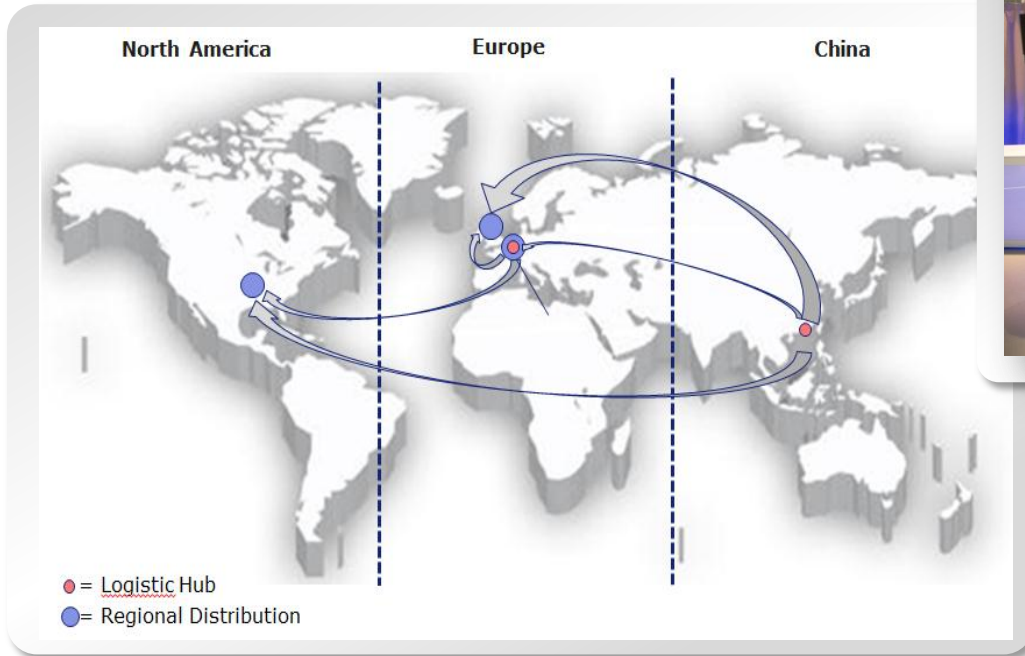
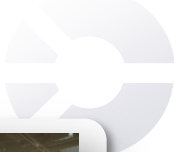


Singapore



Shenzhen

Operational Excellence



"ADVA Optical Networking Wins Prestigious Supply Chain Management Award"



Award-winning supply-chain-management to best serve your needs

2. Addressable Market



What's Up in the Telco World?

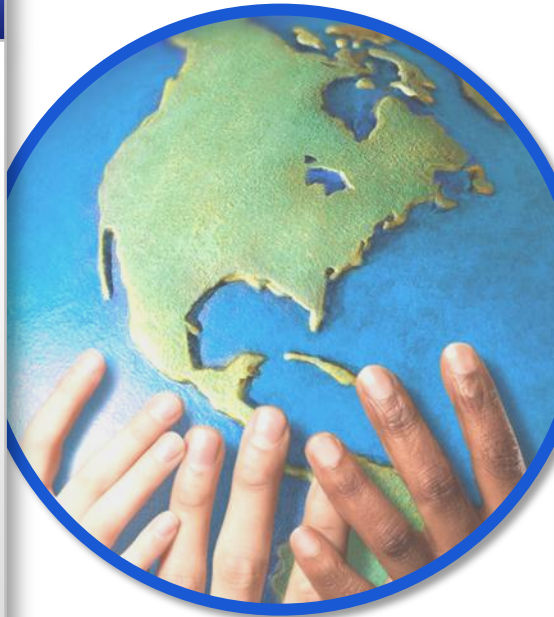


Challenges

Competition

Globalization

Regulation



Opportunities

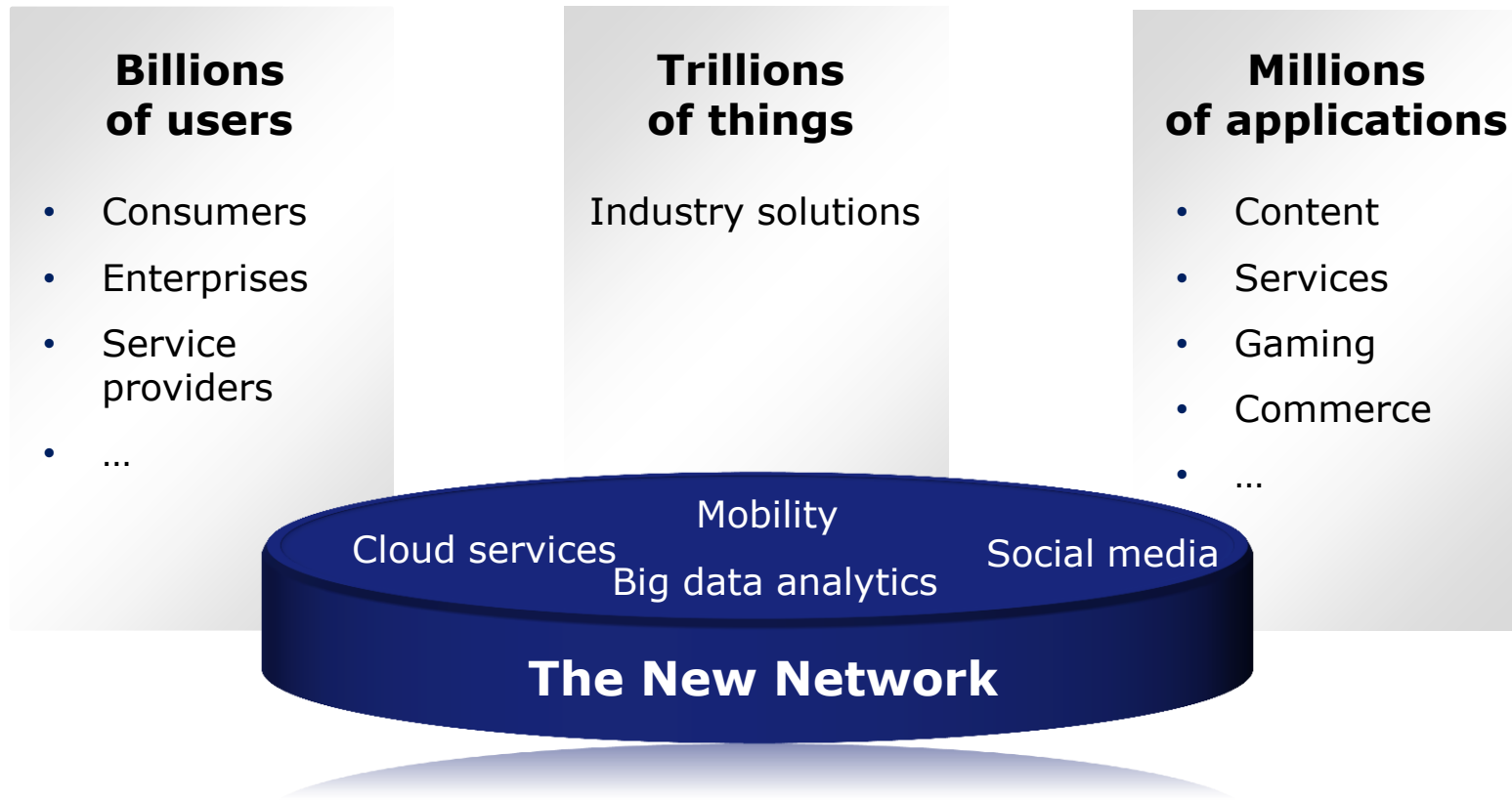
Cloud Computing

New Services

Differentiation

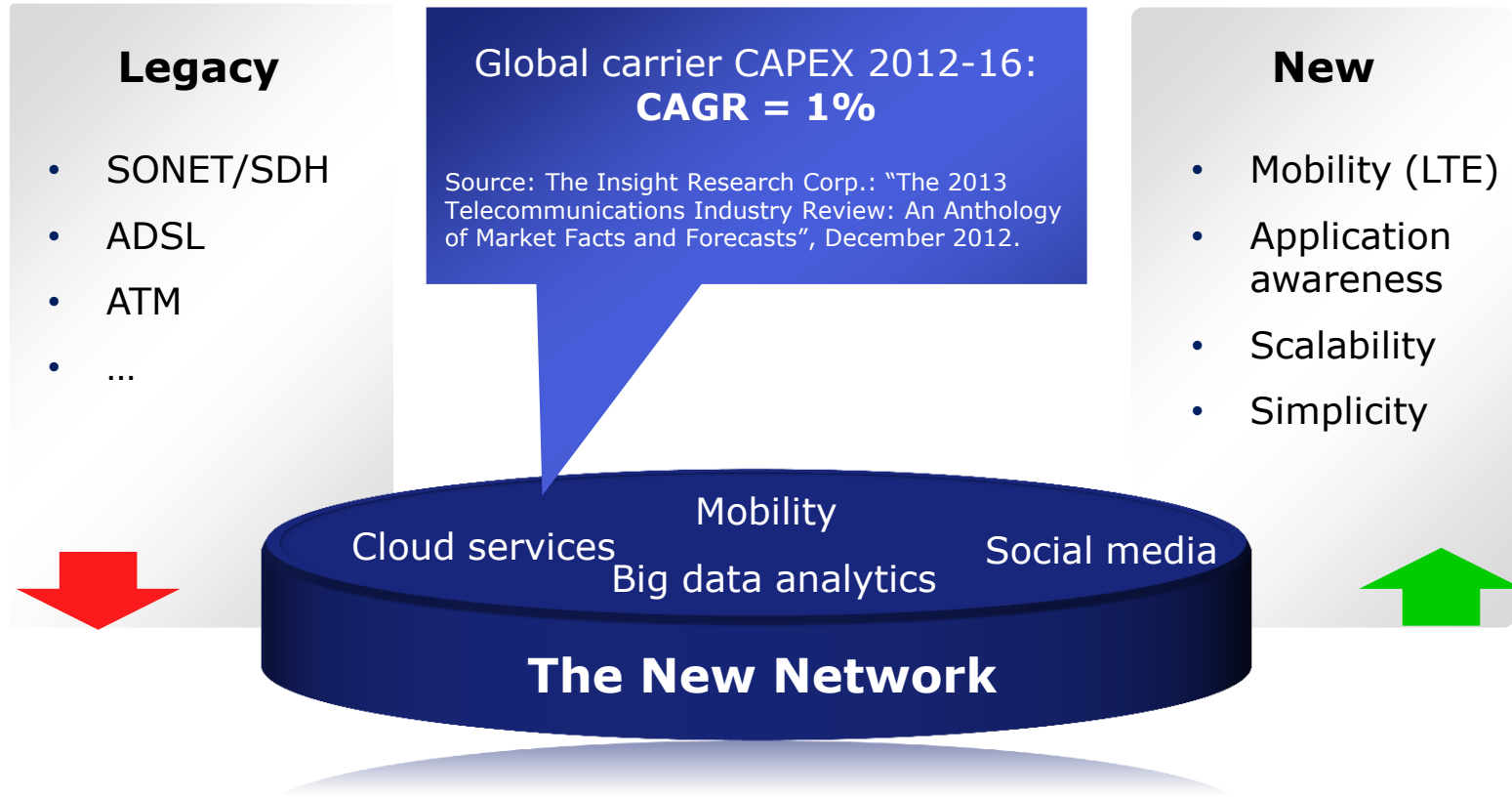
Connectivity is seen to be a human right

What Are We Trying To Solve?



Mobile devices and applications drive network requirements

Where Does the Investment Go?



Carrier CAPEX spend in North America and Europe remains flat;
Growth must come from new technologies and enterprises

New Verticals



Content in the Cloud

- Virtualization: one network for any application
- Synchronizing high data volumes at the speed of light
- Dynamic alignment of network resources with user demands

Health

- Connecting applications with mega centralized data center
- Immediate access to large amounts of hi-definition files
- Stringent security standards have to be met



Regulatory pressure and cloud-based solutions create opportunities

We Continue to Invest in Innovation



Mobility

- Sync architectures
- Resiliency
- Fronthauling

Cloud & SDN

- Dynamic services
- Customer apps
- Full plug & play

New Verticals

- Media
- Health Care
- Utilities
- Cloud Services

We add value through differentiated, customer-focused innovation

How We **ADD VALUE**



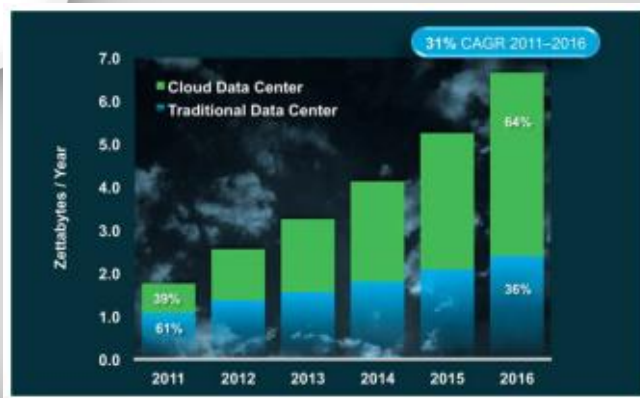
ADVA Optical Networking is a thought leader in developing intelligent network solutions for growth markets

How Does the Cloud Impact Us?



Global Data Center traffic is projected to quadruple from 2011 to 2016 reaching ca. 7 ZB

Cloud DC traffic will grow 6-fold from 2011 to 2016 reaching ca. 5 ZB



Source: Global Cloud Index 2012

1 ZB is equal to a billion TB

Cloud is the main driver for the rapid increase in Data Center traffic



Thank You

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