Wir beleuchten das Internet

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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**

“Our mission is to be the trusted partner for innovative Optical+Ethernet transport solutions that ADVANCE next-generation networks for data, storage, voice and video services.”

** 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

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

1994
- Data Center Connectivity

2000
- Scalable Metro Networks

2006
- Intelligent Service Delivery

2013
- Converged Transport from Access to Core

- Software-Automated Infrastructure

R&D facility, Meiningen, Germany

1994
2000
2006
2013

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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?

Connectivity is seen to be a human right

**Challenges**
- Competition
- Globalization
- Regulation

**Opportunities**
- Cloud Computing
- New Services
- Differentiation
What Are We Trying To Solve?

Mobile devices and applications drive network requirements

- Billions of users
  - Consumers
  - Enterprises
  - Service providers
  - ...

- Trillions of things
  - Industry solutions

- Millions of applications
  - Content
  - Services
  - Gaming
  - Commerce
  - ...

The New Network

Cloud services

Big data analytics

Mobility

Social media
Where Does the Investment Go?

Legacy
- SONET/SDH
- ADSL
- ATM
- ...

New
- Mobility (LTE)
- Application awareness
- Scalability
- Simplicity

Global carrier CAPEX 2012-16: CAGR = 1%

The New Network
- Cloud services
- Mobility
- Big data analytics
- Social media

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

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

**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

Regulatory pressure and cloud-based solutions create opportunities
We Continue to Invest in Innovation

We add value through differentiated, customer-focused innovation.
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

1 ZB is equal to a billion TB

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

Source: Global Cloud Index 2012
Thank You

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