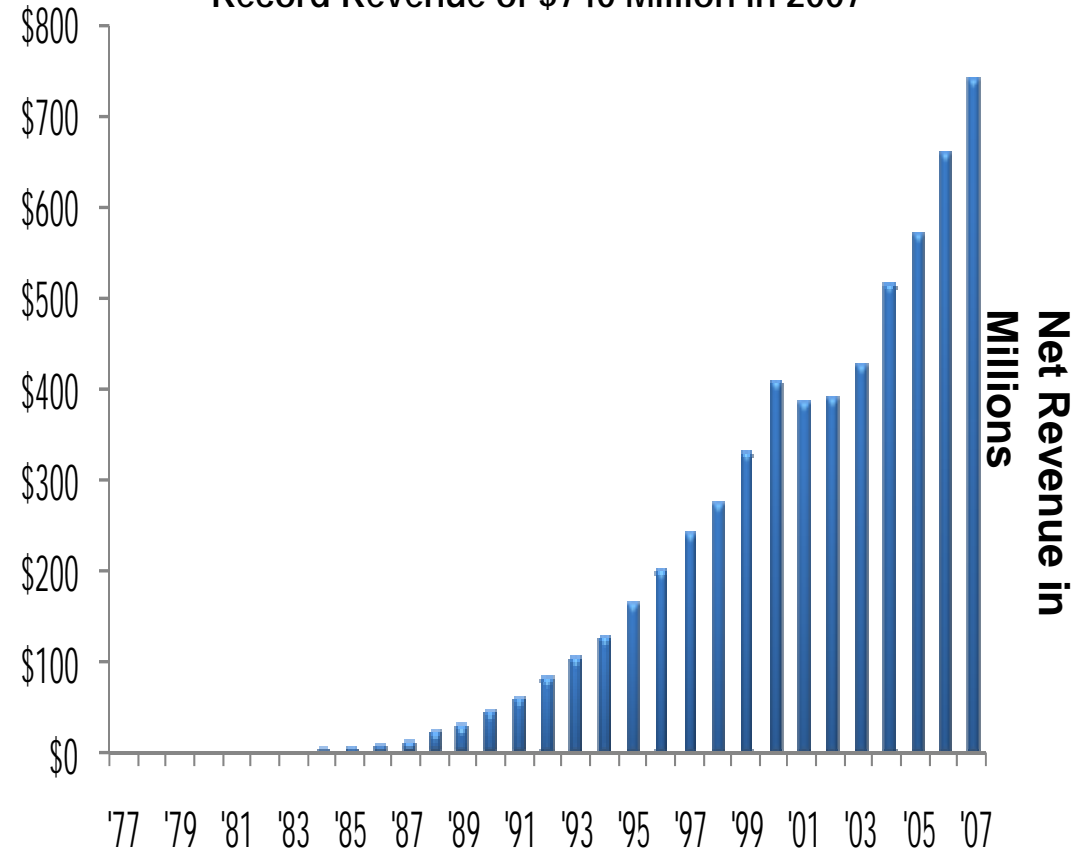




Profile

- *Leaders in Computer-Based Measurement and Automation*
- Long-term Track Record of Growth and Profitability
- \$740M Revenue in 2007
- \$205M Revenue in Q4 2007
- More than 4,600 employees; operations in 40+ countries
- *Fortune's 100 Best Companies to Work For Ninth Consecutive Year*

Record Revenue of \$740 Million in 2007

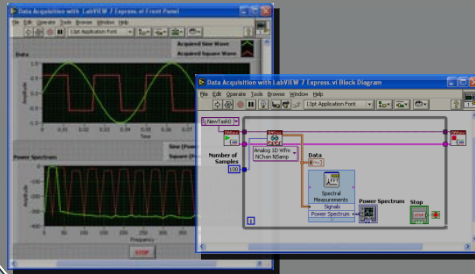


What We Do

Low-Cost Modular
Measurement and
Control Hardware



Productive Software
Development Tools



Highly Integrated
Systems Platforms



Used By Engineers and Scientists for Test, Design and Control

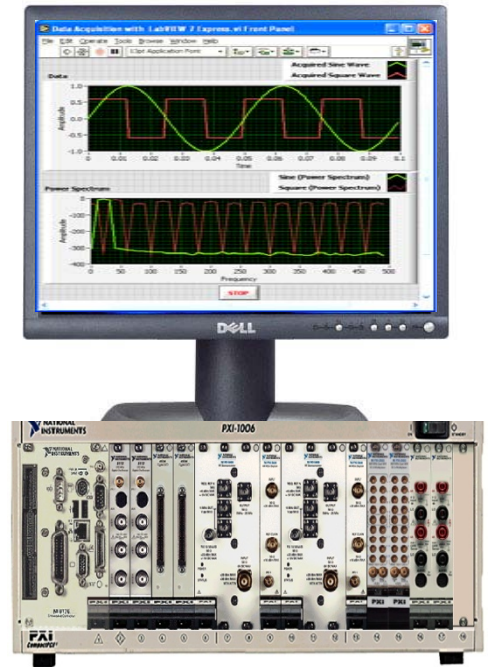


Today's Challenges: The Traditional Approach



NI's Value Proposition

- Lower cost
- Higher performance
- Smaller size
- Flexible
- Easily upgraded
- User-defined



Diversity of Applications

No Industry > 10% of Revenue



Telecom



Automotive



Semiconductors



Electronics



Computers



ATE



Military/Aerospace



Advanced Research



Petrochemical



Food Processing



Textiles

Virtual Instrumentation Everywhere

More than 25,000 companies
>90% of Fortune 500 manufacturing companies



Criteria for Site Selection

- Market
- Cost
- Infrastructure
- Special technology
- Tax *
- Labor force *

The Promises and the Reality

- 10 years tax holiday, 2005 EU has taken away
- Local business tax 9% as punishment
- Labor force issues

Labor Market

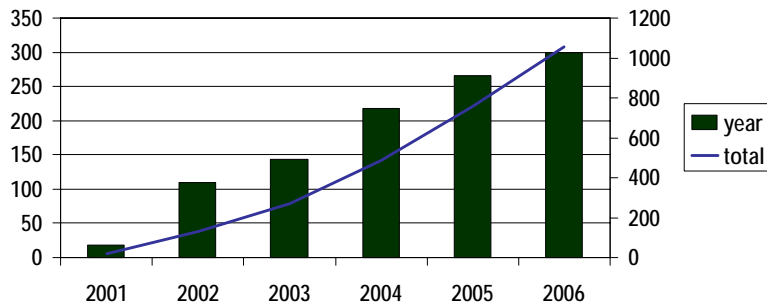
- Unskilled workers 25% → 3-5%
- Skilled workers, secondary school,
- High educated university, language skill
- Managers

Labor Code Issues

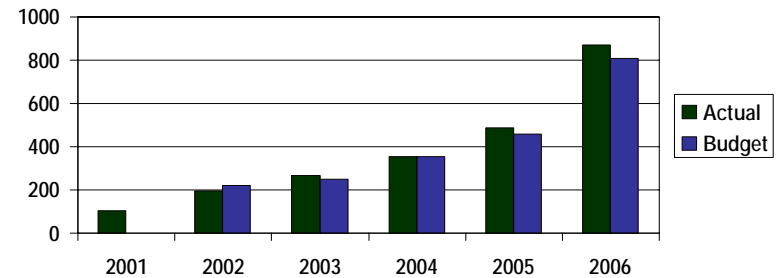
- In flexible/bureaucratic
- Work on national holidays
- 200 hours over time
- No way to cover urgent business needs
- Fun time at workplace.

Business History of NI in Hungary I.

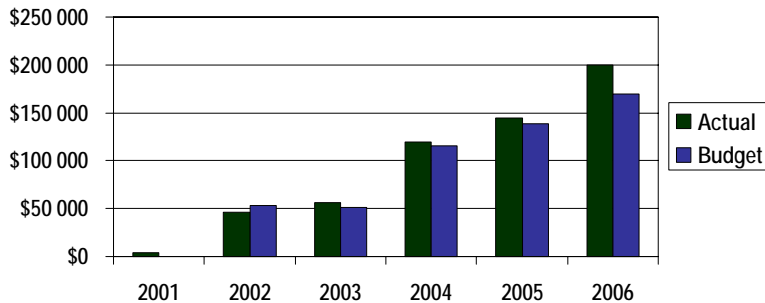
Produced products #



Headcount



Revenue ('000\$)



- International Distribution Center - IDC
- European Distribution Center – EDC
- European Repair Center – ERC
- Factory Installation Service – FIS
- Eastern European HR services
- European Service Center – ESC
- Hungarian IT Developing Center – HITD
- Sustaining Engineering
- Int'l Planning (Europe, Japan, Far East, Americas, International Direct)
- Centralized Purchasing Activity
- Finance Shared Service – FSS
- European Legal Service

Thank for your kind attention!

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