Southwest IDEAS
Investor Conference
Presentation:
CUI Global, Inc.

Presented by
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President & Chief Executive Officer

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NASDAQ:CUI
Forward-Looking Statements

This document contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements are subject to risks and uncertainties that could cause actual results to vary materially from those projected in the forward-looking statements.

The company may experience significant fluctuations in future operating results due to a number of economic, competitive, and other factors, including, among other things, our reliance on third-party manufacturers and suppliers, government agency budgetary and political constraints, new or increased competition, changes in market demand, and the performance or reliability of our products.

These factors and others could cause operating results to vary significantly from those in prior periods, and those projected in forward-looking statements. Additional information with respect to these and other factors, which could materially affect the company and its operations, are included in certain forms the company has filed with the Securities and Exchange Commission.
Business Overview
CUI Global Historical Operations Overview

CORPORATE OVERVIEW

- Established................................. 1989
- Headquarters.............................. Tualatin, Oregon
- Ticker........................................... CUI
- Market Cap (11/09/16) ..................... $104.1 million
- Employees.................................... 350 worldwide
- YTD’16 Revenue............................. $67.1 million (+4% YTY)
- 3Q 2016 Revenue............................ $23.3 million (-6% YTY)

OPERATIONS OVERVIEW

- 30 year history
- U.K.’s largest integrator of natural gas systems
- Additional Capabilities
  - Engineering ▶ automotive and manufacturing
  - Environmental ▶ stack emissions and marine
  - Specialty ▶ nuclear and blending
- Complementary product line
  - GasPTi, VE Technology & IRIS
Business Segments Overview

- **25+ years experience**
- **Competitive advantages:**
  - Service
  - Distribution
  - Technical know-how
- **50,000+ unique customers**
- **50+ countries**
- **Target Markets**
  - Broadcom
  - Telecom
- **New product cycle**
  - Novum and ICE Block
- **Long-term customer relationships**
- **Distributor relationships**
  - Digikey, Future, & Mouser
- **Industry design awards**
  - Golden Mousetrap Award 2016 Finalist
  - EE Times/EDN ACE Awards 2015 Finalist
  - ECN Impact Awards 2015 Finalist
  - Golden Mousetrap Award 2015 Finalist
- **Global footprint**

- **30+ years experience**
- **Domain expertise**
  - Environmental
  - Engineering
  - Specialty
- **New product cycle**
  - GasPT, VE, and IRIS
- **Engineered solutions provider**
- **Recognized natural gas industry experts**
- **24/7 engineering support**
- **Long-term contract portfolio**
  - Steady income stream
  - Culture/history of profitability
- **Embedded relationships in natural gas industry**
Disruptive Innovation and Value Proposition . . .

**Pipeline Application**

VS
Disruptive Innovation and Value Proposition . . .

**Turbine Application**

VS
Disruptive Innovation and Value Proposition...
Acquisition of Orbital – Highly Strategic Fit

ORBITAL PROBE + CUI ANALYZER = COMBINED SOLUTION
• Patented technology eliminates the Vortex Shedding effect

• Allows sampling from where you want without fear of the probe breaking off or damage to your pipeline
Acquisition of Orbital – Highly Strategic Fit

Special internal surfaces* & minimal filtration without the need for separators or knock out pots enabled only through patented probe tip technology

Ensures a truly representative sample is always available at the analyser

* Electropolished as standard + additional options
...with Enormous Market Opportunity and Potential

**TODAY’S OPPORTUNITY**

**US Pipelines**
- 305,000 miles
- 210 separate pipeline systems
- 30,000+ monitoring sites
- $600 million opportunity

**European Pipelines**
- 221,000 miles and 20,000 miles under construction
- 20,000+ monitoring sites
- $400 million opportunity

**New pipeline construction**
- 119,000 miles under construction worldwide
- 15,000+ potential monitoring sites
- $300 million opportunity

**TOTAL AVAILABLE MARKET**
$1.5+ BILLION ANNUALLY BY 2015

**FUTURE OPPORTUNITIES**

**Gas Turbines**
- Global installed base of 46,000+ in 2009, expected to reach 57,000+ by 2018
- Annual maintenance cost of $18.3 billion in 2009 and expected to reach $25 billion by 2018
- Significant ROI for turbine owners
- $1 billion opportunity

**Other Large-Scale Applications**
- Other opportunities related to natural gas exploration and production, transportation, storage, and use
- Marine shipping
- Rail transportation
- LNG heavy duty vehicles and trucks

Note:
(1) US Energy Information Administration
(2) Natural Gas Systems of Europe, 2010 Edition
(3) 2011 Worldwide Pipeline Construction Report (January 2011)
(4) Gas Turbine World (November-December 2009)
(5) Global Industry Analysts, Inc.
(6) Does not include Asia, Africa, Australia, South America and numerous other potential geographic regions

*U.S. Energy Information Administration
**Natural Gas Systems of Europe, 2010 Edition
• **SNAM RETE GAS**
  – Tender Process (9/3/15)
    • Emerson
    • ABB
    • Elster (Honeywell)
  – Contract Award (2/11/16)
    • Initial PO = 400 units
    • Ultimate Deployment
      – 3,300 to 7,000
      – 36,000 Km
  – Initial Purchase Order Delivered (2/16 - 10/16)

• **GE Intelligent Platform**
  – Premier Solution Partner
  – Joint Marketing of IRIS & IRIS-LITE
    • N. America & Europe
Go-Forward Growth Initiatives

Novum ➤ Power Supply Management
- Emerging line of digital power modules that offer OEMs in the networking and telecommunications industries cost-saving programmable chips
- 3 products from this group have received industry recognition since November 2012
- Founding Partner/Member Architects of Modern Power (AMP)
- Product family that enhances our Novum line by providing a more efficient power supply source that is scalable to serve numerous customer needs

ICE Block ➤ Software Defined Power Infrastructure
- Exclusive hardware designer and provider of cutting edge energy management and control solution
- Intelligent and efficient power management designed for datacenters
- Improves utilization rates while lowering TCOs

GasPTi ➤ Natural Gas Measurement Device
- Innovative and potentially disruptive solution to a significant legacy issue that exists in natural gas BTU-related applications – real-time quality test and measurement

VE Technology ➤ Vortex Elimination
- Product family that eliminates intra-pipe vibration, while allow real-time, accurate sampling of gas flow

Iris ➤ Integrated Remote Information System
- Telemetry software solution that greatly enhances pipeline operators’ ability to remotely monitor, manage, control, and troubleshoot the tasks, procedures, and difficulties that arise
IRIS – Integrated Remote Information System
IRIS – Integrated Remote Information System

Current “DOS” Based Technology
IRIS – Integrated Remote Information System
IRIS – Integrated Remote Information System
IRIS – Integrated Remote Information System
Management Team

WILLIAM CLOUGH ▶ President & CEO

- Mr. Clough has been the Company’s President and CEO since 2008. During his tenure, he has led several strategic initiatives, including the Company’s acquisition of Orbital Gas Systems Limited and the Company’s Natural Gas Technology Line, as well as recently opening the Company’s Houston, TX facility. He also steered the Company through its 2012/13 capital raises and its listing onto the Nasdaq.
- Mr. Clough is an attorney and operated a multi-office law firm for 14 years. Also, Bill is a former law enforcement officer and U.S. Federal Air Marshal.
- Mr. Clough earned his Juris Doctorate, cum laude, from the University of California, Hastings College of Law in 1990.

DANIEL FORD ▶ CFO/COO, Energy Division

- Mr. Ford has been the Company’s Chief Financial Officer since 2008. During the past 5 years, Dan has implemented a number of directional changes, including advanced internal fixed asset tracking, real-time inventory, and ERP systems. Additionally, he was instrumental in financing the Company’s move to its current 62,400 square foot facility and facilitating the Company’s 2012/2013 capital raises and associated activities.
- Mr. Ford has prior financial services experience, with KPMG and Andersen.
- Mr. Ford earned his B.B.A. in Finance and Accounting from the University of Portland in 2001 and his MBA from George Fox University in 2007.

MATTHEW MCKENZIE ▶ President, CUI, Inc.

- Mr. McKenzie has been the President of CUI, Inc. since 2008. Matt has served in various capacities at CUI for more than 10 years, including as its President from 2008 to Present. He has intimate knowledge of the Company’s business, its operations, and its potential growth opportunities. Matt has positioned the Company for growth through sales and operational expansion, as well as channel partner development. Additionally, he facilitated ISO 9001 certification, implemented quality management and ERP systems, and improved global logistics structure. Matt spearheads research, development and implementation for our Novum® and Solus® lines.

ANDREW RIDGE ▶ VP Business Development, Orbital

- Mr. Ridge has worked with Orbital for 20 years assisting in the company’s growth and reputation especially in the natural gas market. He is an Instrumentation and Process Engineer and has been responsible for the design and delivery of a number of key infrastructure critical projects for the UK natural gas transmission and distributions systems.
- He has been involved within the Industry in the production and development of International and other engineering standards for over 14 years. He has worked as a committee member in the production of various standards for BSI, ISO, and IGEM. Currently he represents the UK as the principle expert in the working group responsible for the re-write of ISO 10715.
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