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 others, 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.
## Company Highlights

### Innovative Products
- Power & Electro-Mechanical Division is profitable and growing providing steady operating cash flow and underlying valuation support
- Gas Division is poised for growth as global players accelerate large scale deployments
- Together our two segments are addressing multi-billion dollar TAMs with disruptive products

### Significant Near Term Catalysts
- $35M backlog supports growth acceleration in 2H 2017 = $19.2M in Power, $16.4 million in Energy
- Resumption of Snam Rete contract brings Energy Division to meaningful profitability and adds $10.0 million in annual revenue at 45+% operating margin
- GasPT analyzer expanding into new multi-billion markets like gas turbines and transmission analytics

### Proven Value Proposition
- Proven ability to partner with global leaders like Snam Rete, National Grid, DNV GL, GE, ENGIE, Philips, GE, Arrow, Digi-Key and others
- Snam Rete and National Grid are reference accounts for wins with PetroChina, ENGIE, North American pipelines
- 50 GasPT analyzers installed from the Snam Rete contract leading to an average of 15% in recognized revenue compared to traditional measurement systems

### Strong Financial Profile
- $86.5M in revenue = 16% five year CAGR
- $9.8M in debt
- ~28.4M shares outstanding

Strengthened balance sheet via approx. ~$21M public offering completed on Oct. 18 with existing and new institutional investors
Business Overview
CORPORATE OVERVIEW

- Established................................. 1989
- Headquarters.............................. Tualatin, Oregon
- Ticker........................................... CUI
- Market Cap................................... $89.2 million*
- Employees................................... 350 worldwide
- 1H 2017 Revenue............................ $40.3 million
- Debt as of 6/30/17.......................... $9.8 million
- Shares outstanding as of 10/23/17...28.4 million*

OPERATIONS OVERVIEW

- Two Divisions: Orbital in Gas and CUI Inc in Power
- CUI Inc: Leading designer and manufacturer of power and electronic components for global OEMs. 25 years experience and 60,000+ unique customers in 50+ countries
- Orbital: U.K.’s largest integrator of natural gas systems, 30 years experience, long term contracts, embedded industry relationships, 24/7 engineering support
- Exciting New Product Cycles: GasPT, VE Probe, IRIS, ICE Block
- World Class Partners: Snam Rete, National Grid, ENGIE, Digi-Key, Future, Arrow, Mouser

*Includes ~7.4 million shares issued in October 18 public offering
The Evolution of CUI Global

1989
Established as New Millennium Media

2008
- Acquired CUI, Inc.
- Bill becomes CEO / Dan becomes CFO
- $35.7M in debt

2012
- Expansion of Digi-Key agreement

2013
- Signed Future Electronics
- Capital Raise
- Acquired Orbital

2014
- Added to Russell 2000 Index
- National Grid recognizes CUI as preferred option for gas pipelines

2015
- Opened Houston Office
- Acquired Tectrol
- Expansion of Orbital Facility
- Mouser Agreement

2016
- Snam Rete contract
- $40m agreement signed with National Grid
- DNV GL Gas PT deployment

2017
- Signed Arrow Electronics
- ENGIE collaboration agreement
- Deployed ICE Block Technology

Financial Milestones

1989
- $19.6M

2008
- $41.1M

2012
- $60.7M

2013
- $76.0M

2015
- $86.2M

2016
- $86.5M

2017
- $86.5M
Energy Division: Orbital

- Leader in gas solutions for the power industry with innovative products and integration
- Gas Metering, GasPT, VE Probes, BioMethane, Telemetry IRIS, Odorization, Integration Services, 24 hours engineering service and support
- Pioneered the GasPT and VE Technology which is revolutionizing how gas is measured in real time
- Key facilities in Europe and the United States including a 46,000 square foot manufacturing facility in England and new 40,000 square foot facility in Houston, TX
- Clients: National Grid, GE, Snam Rete, ENGIE, DNV GL and more
- $28 million in revenue in 2016
Energy Division - Enormous Market Opportunity

**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

**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**
- Marine Applications
- Rail transportation
- LNG heavy duty vehicles and trucks

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**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
World Class Clients
Key Developments – Snam Rete Gas

GasPT: For Fiscal Monitoring

- 3,300 GasPT contract awarded on February 11, 2016
- 400 GasPT units delivered in 2016
- 50 GasPT units installed
- Deployment delayed due to Italian regulatory matter
- July €310.0 million EIB loan reaffirmed commitment to project
- August 2017 tariff resolutions published
- CUI has received confirmation that orders will resume
- At 100 units a month Energy division is profitable
- Ultimate Deployment = 7,000 units (€130.0 million)

“San Donato Milanese, July 26, 2017 - Snam signed a loan agreement of EUR 310 million with the European Investment Bank (EIB) for funding some projects aimed at boosting the Italian gas system, making the network even safer . . . . The loan is intended for investments for an estimated total cost of over € 600 million and mainly concern: . . . the updating of measurement systems located at the network's redeployment points through the acquisition of natural gas measurement plants by final customers . . . .”

“San Donato Milanese, 4 August 2017 - The Regulatory Authority for Electricity Gas and Water (AEEGSI) has published the Resolution n. 575/2017/R/gas which sets out the tariff criteria for the gas transmission activity during the Transitory Period 2018-2019.”
Key Developments – ENGIE

GasPT: For Fiscal Monitoring

1,000-GasPT tender submitted (June 26th, 2017)
  - 2 year contract at 500/year
  - $20M+ multi-year revenue potential
  - Biomethane-to-grid applications
  - Telemetry solution

Finders’ Fee Agreement: *Executed*
  - Introduction to PetroChina
  - Storage – Pipeline – LNG

Odorizer Technology:
  - Development agreement: *Executed*
  - SRG = 1,300 units for initial deployment

ENGI: €34 Billion Market Cap
One of Europe’s largest energy companies with 150,000 employees and €65B in revenue

PTR: $205 Billion Market Cap
China’s largest oil producer with 50,000 km of natural gas pipelines
GasPT: For Fiscal Monitoring

Future Billing Project U.K.:
- Initial Network deployment has been very positive
- Project Study (2015) = £1.5 million
- 8 GasPT’s (2016) = £2.1 million
- Ofgem approval, phase 2 field trial announced on October 4th (see page 71 of Stage Gate Report)
  - Stage Gate Report
    - Deployment of as many as 45,000 GasPT units
    - Initial bid of £500,000,000 over 15 years

- Future Billing Project France (ENGIE):
  - Initial deployment of as many as 100,000 units

- Future Billing Project Western Europe:
  - DNV GL predicts value €6.0 to €7.0 billion
Gas Chromatograph: Slow, Expensive, High Maintenance

Our Solution: Fast, Cheap, No Maintenance, Proprietary.
### Highly Strategic Disruptive Technology

<table>
<thead>
<tr>
<th>INSIDE THE GasPTi</th>
<th>PROPRIETARY VE PROBE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patented technology eliminates the Vortex Shedding effect</td>
<td>Ensures a truly representative sample is always available at the analyzer</td>
</tr>
</tbody>
</table>

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**INSIDE THE GasPTi**

- Ensures a truly representative sample is always available at the analyzer.

---

**PROPRIETARY VE PROBE**

- Patented technology eliminates the Vortex Shedding effect.

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**CUIGLOBAL**
CUI designs, manufactures and markets a wide range of electronic components for the OEM manufacturer.

25 year history with over 60,000 customers worldwide and operations in the US, Canada and Japan.

Leading design wins with global players including Pitney Bowes, Zoll Medical, Philips, Savant, Aruba Networks, Mine Safety, Videojet and Shanghai MOONS’

World class global distributors: Digi-Key, Future, Arrow, Mouser.

We are a fast, flexible organization.

We provide a solid foundation in R&D, manufacturing, and distribution.

We are committed to supporting the design engineer at every step of the project.

$58 million in revenue in 2016.
Power & Electronics Products

COMPONENTS

Components 30%

Power 70%

Components: Buzzers, Connectors, Encoders, Microphones, Speakers, Thermal Management

Power: Power Adapters, Regulators, LED Drivers, Ac-Dc Power Supplies, Dc-Dc Converters

UNIQUE CUSTOMERS

60,000+ unique customers in 50+ countries

DISTRIBUTION PARTNERS


# Power & Electronics Opportunity

<table>
<thead>
<tr>
<th>ICE TECHNOLOGY</th>
<th>TAM ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ICE Switch</strong></td>
<td><strong>Small data center</strong></td>
</tr>
<tr>
<td>➢ Power monitoring and switching system</td>
<td>• $750,000 opportunity</td>
</tr>
<tr>
<td>➢ Complimentary to ICE Block</td>
<td><strong>Average data center</strong></td>
</tr>
<tr>
<td>o <em>UL certifications received</em> - UL/cUL and TUV 60950-1</td>
<td>• $2,000,000 - $3,000,000 opportunity</td>
</tr>
<tr>
<td>o <em>Production release announced</em> on August 9, 2017</td>
<td><strong>Large data center</strong></td>
</tr>
<tr>
<td>o <em>First order for 950 units announced</em> on October 17, 2017</td>
<td>• $30,000,000 opportunity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ICE Block</strong></th>
<th><strong>TAM ANALYSIS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Currently in beta and sample testing</td>
<td><strong>Small data center</strong></td>
</tr>
<tr>
<td>➢ Feedback to date in-line or better than expected</td>
<td>• $750,000 opportunity</td>
</tr>
<tr>
<td>➢ Currently seeking product certifications</td>
<td><strong>Average data center</strong></td>
</tr>
<tr>
<td></td>
<td>• $2,000,000 - $3,000,000 opportunity</td>
</tr>
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<td></td>
<td><strong>Large data center</strong></td>
</tr>
<tr>
<td></td>
<td>• $30,000,000 opportunity</td>
</tr>
</tbody>
</table>
Financial Overview
## Financial Highlights

<table>
<thead>
<tr>
<th></th>
<th>For the Three Months Ended June 30, 2017 (unaudited)</th>
<th>For the Six Months ended June 30, 2017 (unaudited)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$22.5</td>
<td>Revenue</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>$8.2</td>
<td>Gross Profit</td>
</tr>
<tr>
<td><strong>Gross Profit %</strong></td>
<td>37%</td>
<td>Gross Profit %</td>
</tr>
<tr>
<td><strong>SG&amp;A (% of sales)</strong></td>
<td>39%</td>
<td>SG&amp;A (% of sales)</td>
</tr>
<tr>
<td><strong>Consolidated Net (loss)</strong></td>
<td>$(1.6)</td>
<td>Consolidated Net (loss)</td>
</tr>
<tr>
<td><strong>Adjusted Net income (loss)</strong></td>
<td>$(1.1)</td>
<td>Adjusted Net income (loss)</td>
</tr>
<tr>
<td></td>
<td>$23.1</td>
<td>$40.3</td>
</tr>
<tr>
<td></td>
<td>$9.2</td>
<td>$13.9</td>
</tr>
<tr>
<td></td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td>$(1.5)</td>
<td>$(5.4)</td>
</tr>
<tr>
<td></td>
<td>$(0.6)</td>
<td>$(4.6)</td>
</tr>
</tbody>
</table>

($'s in millions, except per share and percentage data)

### Power Segment:
- 36% gross margin in Q2
- Unaudited backlog of $19.2 million at June 30, 2017

### Energy Segment:
- 39% gross margin in Q2
- Unaudited backlog of $16.4 million at June 30, 2017
## Balance Sheet Highlights

**As of June 30, 2017**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Equivalents***</td>
<td>$1.8</td>
</tr>
<tr>
<td>Total Debt</td>
<td>$9.8</td>
</tr>
<tr>
<td>Shareholders’ Equity</td>
<td>$44.8</td>
</tr>
</tbody>
</table>

### Financial Flexibility

- $3.0M from potential sale & leaseback of Oregon HQ*
- $5.0M from unlevered UK HQ*
- $4.0M Wells Fargo line of credit
- $2.0M Wells Fargo overdraft facility**
- $100M shelf registration

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* Management estimates
**Converted to USD at a spot rate of 1.35x
***On October 18, the Company raised ~$21M in a public offering
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 Marshall.
- 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 ICE Technology.

JAMES MCGINTY ► CTO Energy Division

- James McGinty is the Chief Technical Officer for Orbital Gas Systems, Ltd. Mr. McGinty brings a successful background in design engineering for natural gas integration to the company. Mr. McGinty is well known in the Houston gas industry for providing innovative solutions to pipeline and plant operators.
- Mr. McGinty was formerly the owner and operator of CASS Engineering and previously the Director of Front End Engineering for Siemens.
- Mr. McGinty hold a B.S. for Electrical Engineering from the University of Houston.
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FAX: 503-612-2385
MOB: 925-989-6651

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CFO/COO Energy Division
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