2012-2014
Three Year Plan
September 28th, 2012

DISCLAIMER

This document has been prepared by Datalogic S.p.A. (the "Company") for use during meetings with investors and financial analysts and is solely for information purposes. The information set out herein has not been verified by an independent audit company.

Neither the Company nor any of its subsidiaries, affiliates, branches, representative offices (the “Group”), as well as any of their directors, officers, employees, advisers or agents (the “Group Representatives”) accepts any responsibility for/or makes any representation or warranty, express or implied, as to the accuracy, timeliness or completeness of the information set out herein or any other related information regarding the Group, whether written, oral or in visual or electronic form, transmitted or made available.

This document may contain forward-looking statements about the Company and/or the Group based on current expectations and opinions developed by the Company, as well as based on current plans, estimates, projections and projects of the Group. These forward-looking statements are subject to significant risks and uncertainties (many of which are outside the control of the Company and/or the Group) which could cause a material difference between forward-looking information and actual future results.

The information set out in this document is provided as of the date indicated herein. Except as required by applicable laws and regulations, the Company assumes no obligation to provide updates of any of the aforesaid forward-looking statements.

Under no circumstances shall the Group and/or any of the Group Representatives be held liable (for negligence or otherwise) for any loss or damage howsoever arising from any use of this document or its contents or otherwise in connection with the document or the aforesaid forward-looking statements.

This document does not constitute an offer to sell or a solicitation to buy or subscribe to Company shares and neither this entire document or a portion of it may constitute a recommendation to effect any transaction or to conclude any legal act of any kind whatsoever.

This document may not be reproduced or distributed, in whole or in part, by any person other than the Company.

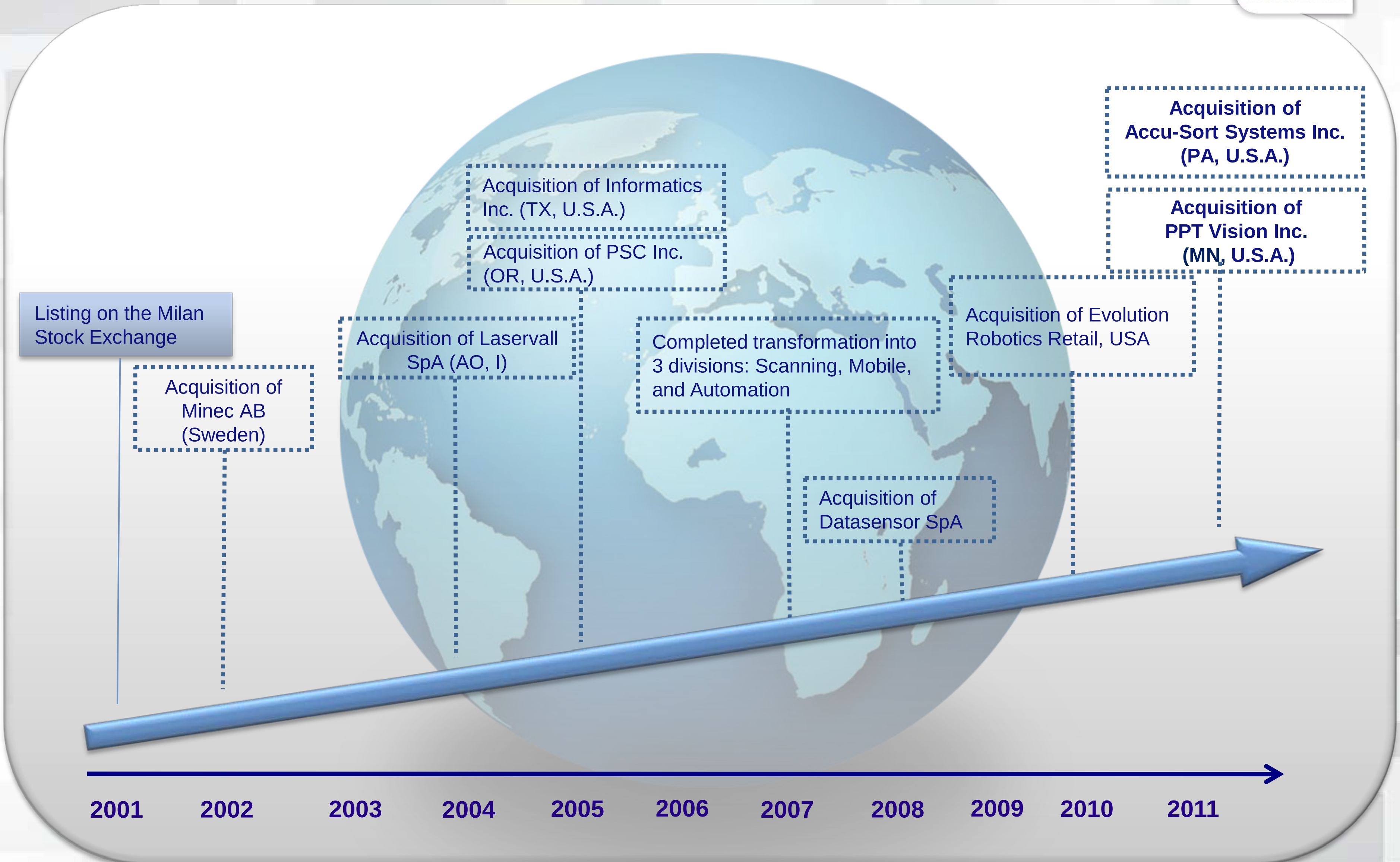
By viewing and/or accepting a copy of this document, you agree to be bound by the foregoing limitations.

- **Group Overview**
- Three Year Plan
- Appendix

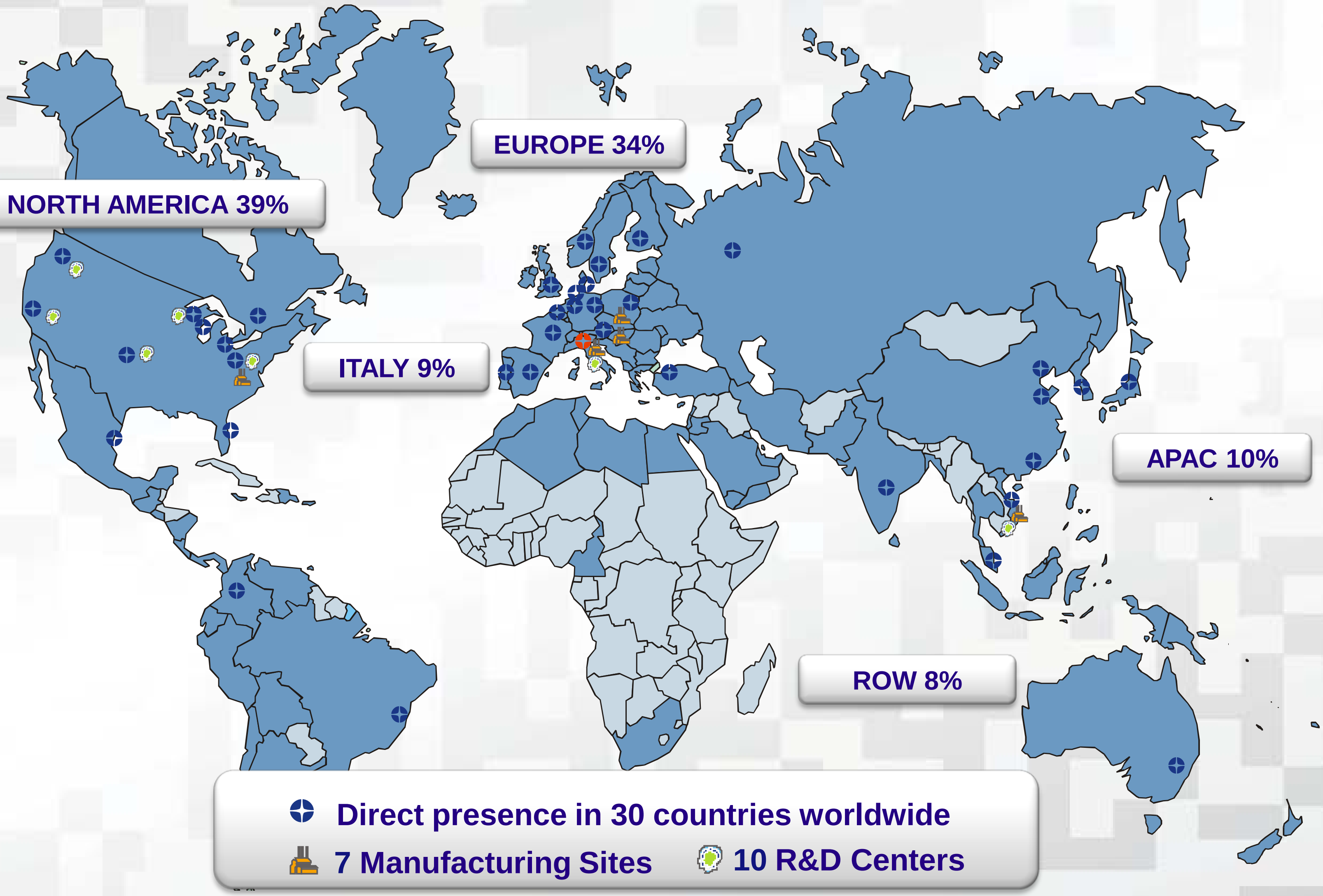
Datalogic at a Glance

- Global leader in **Automatic Identification** with a specific focus on **Automatic Data Capture** and **Industrial Automation** markets
- World-class total solutions provider in **retail, manufacturing, and transportation & logistics** industries and producer of **bar code readers, data collection mobile computers** and **vision systems**
- **2011 Revenues at 425.5 M Euro** of which 72% in the ADC Market and 23% in the Industrial Automation Market
- Founded in **1972** in **Bologna**, Italy and **listed** on the STAR Segment of the Italian Stock Exchange **since 2001**
- **Over 2,400 employees**
- Direct **presence in 30 countries** worldwide **selling to +100 countries**
- **+1,000 partners** worldwide

A History of Growth



A Wide Geographical Footprint



Note: Breakdown by area based on 2011 revenues (Datalogic + Accu-Sort Systems)

Innovative Solutions in Reference Markets…

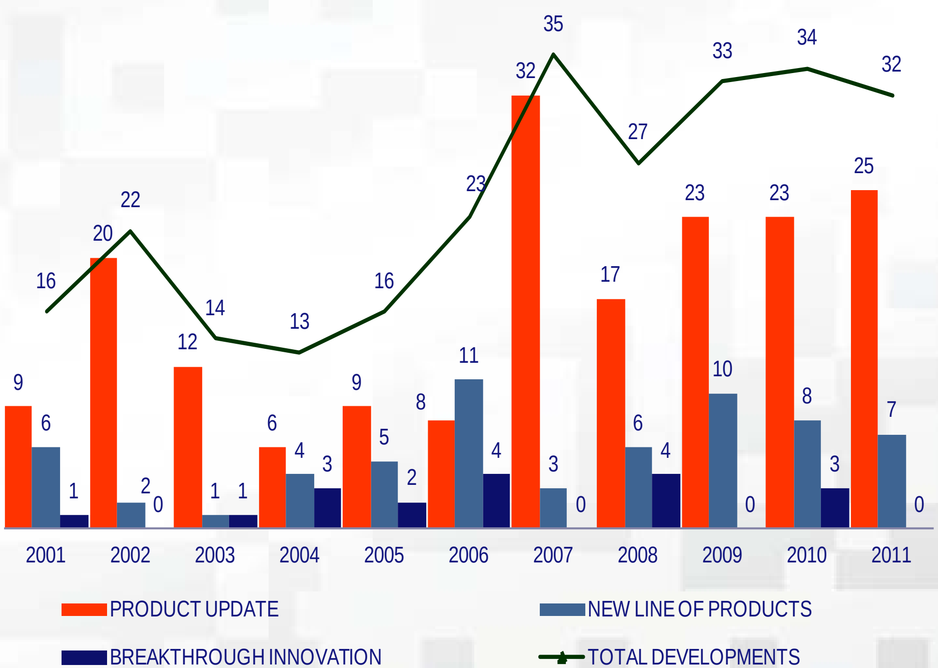
…to Improve Service for Global Clients…

- More than **1,000 partners worldwide**
- Longstanding relations with the **biggest retailers, couriers** and **automotive manufacturers** in the world
- Over **400 installations** of Self Shopping in Europe
- Over 1,000 reading stations installed in more than **100 airports worldwide**

…thanks to Continuous Investments in R&D

- Continuous investments in R&D provide **new fuel to enhance reference market** growth
- Research & Development investments **around 7% on sales**
  - **+32 new products in 2011**
  - A large and growing portfolio of over **1,000 patents**
  - 10 Research & Development Centers

PRODUCT INNOVATION



PATENTS PORTFOLIO

- Group Overview
- **Three Year Plan**
- Appendix

2009-2011: Three Years of Intensive Activities…

GROWTH

- **New products** and **focus on verticals** allowed better than market revenues growth **without price erosion**
- Acquisitions made to **strengthen positioning** in US and promising sectors (ie T&L) in the fragmented Industrial Automation market
- **Gained market shares**, consolidating **leadership on reference markets**, fully exploiting all the opportunities of growth

ORGANIZATION

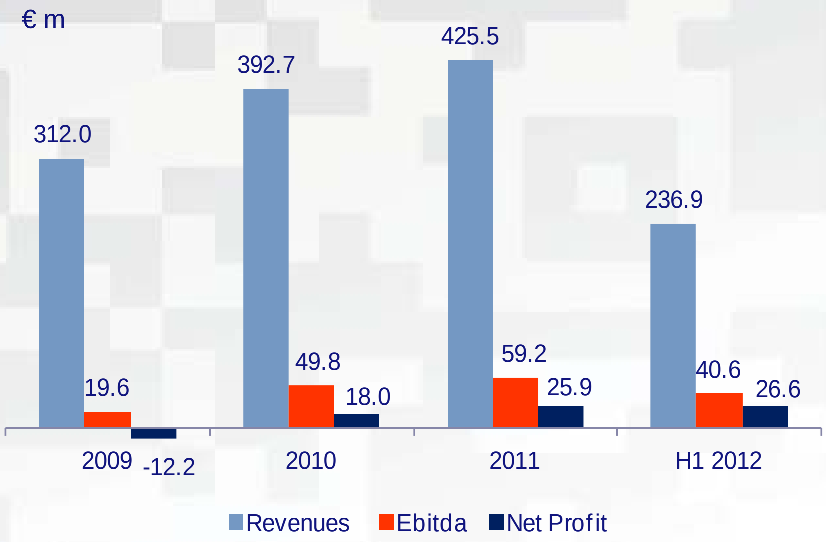
- **Scanning and Mobile integrated into ADC** to leverage on the strengthened distribution structure
- Group reorganization by market: **ADC and IA divisions** effective from January 2012
- **Streamlined organization structure** by reducing existing operating companies
- Patents centralisation and creation of **IP Tech Srl** to strengthen both **Research activities and Intellectual Property management**

OPERATIONS

- Improved operational efficiency and right-sized cost structure
- A new integrated **Global Supply Chain in the ADC sector**
- Vietnam Plant capacity ready for SMT and **14 product lines,** counting approx. **600** employees

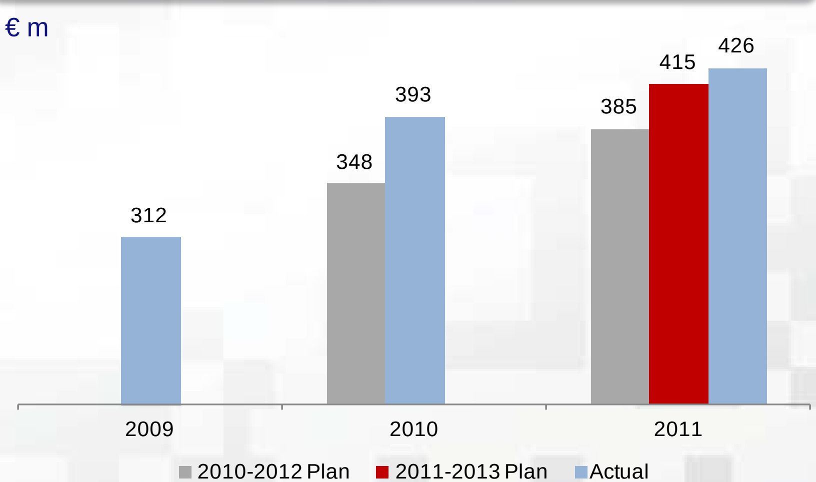
…resulting in a Strong Economic Growth

ECONOMIC RESULTS

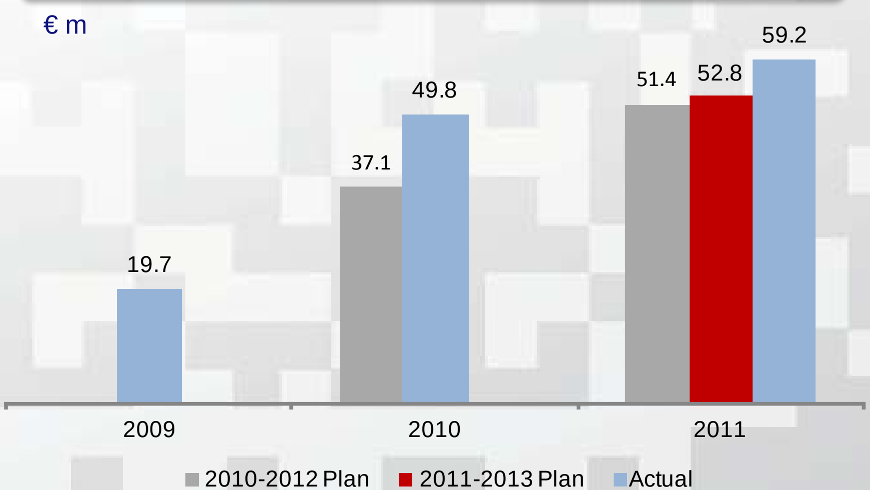


- **Strong Growth** in the last three years:
  - Revenues + 17% CAGR 2009-2011
  - EBITDA + 73% CAGR 2009-2011
- New products and focus on verticals allowed better than market revenues growth without price erosion
- The restructuring and efficiency program allowed a lower fixed cost structure

Revenues Growth vs Plan



EBITDA Growth vs Plan



Three Year Plan 2012-2014: Major Assumptions

- Refresh of **Datalogic Three Year Rolling Plan** to extend targets to **2014**

- 2012-2014 Three Year Plan not comparable with the previous one as it includes the acquisition of Accu-Sort Systems and PPT Vision

- Full Integration **of Accu-Sort Systems and PPT Vision**, acquired beginning 2012 and end 2011 respectively, from 1st July 2012

- **New market environment :**
  - **ADC 2012-2014** expected **CAGR of 5.7% vs a previous 8%**
  - **Industrial Automation 2012-2014** expected **CAGR of 5.4% vs a previous 8%**

- **H1 2012 market trend: + 0.6%* average revenues growth YoY**

* The sample includes: Motorola, Honeywell, Datalogic, Intermec, Cognex and Zebra

The Four Strategic Drivers To Create Value

STRATEGIC POSITIONING

- Focus on two major markets, both through organic growth and acquisitions
  - **Automatic Data Capture** (ADC)
  - **Industrial Automation** (IA)

INTERNATIONAL EXPANSION

- **Expand emerging market (BRIC)** presence through strategic alliances and foreign investments
- Increase penetration in large mature markets **in North America and Western Europe** addressing High-End products/solutions and higher technology businesses

INNOVATION

- **Invest 7% in R&D** to launch new products and platforms
- Become a value-added solutions provider
- Focus on **Vision and Imaging technologies**
- **25% of sales** from new products
- Strengthen development through a **new Technology Platform (IP Tech)**

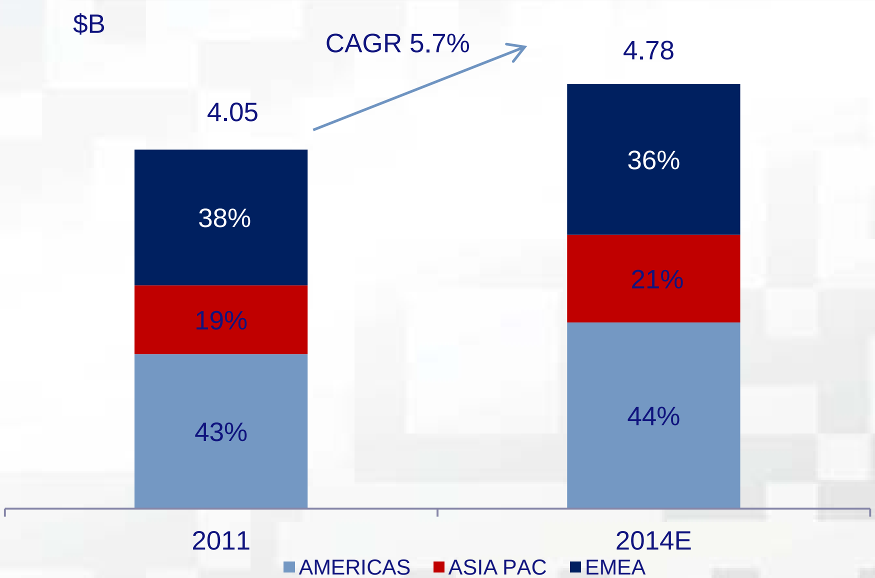
EFFICIENCY AND PRODUCTIVITY

- World class performance through the global adoption of **best in class Supply Chain Management**
- Improve operational efficiency and leverage industrial global footprint
- **Activate scale economies**

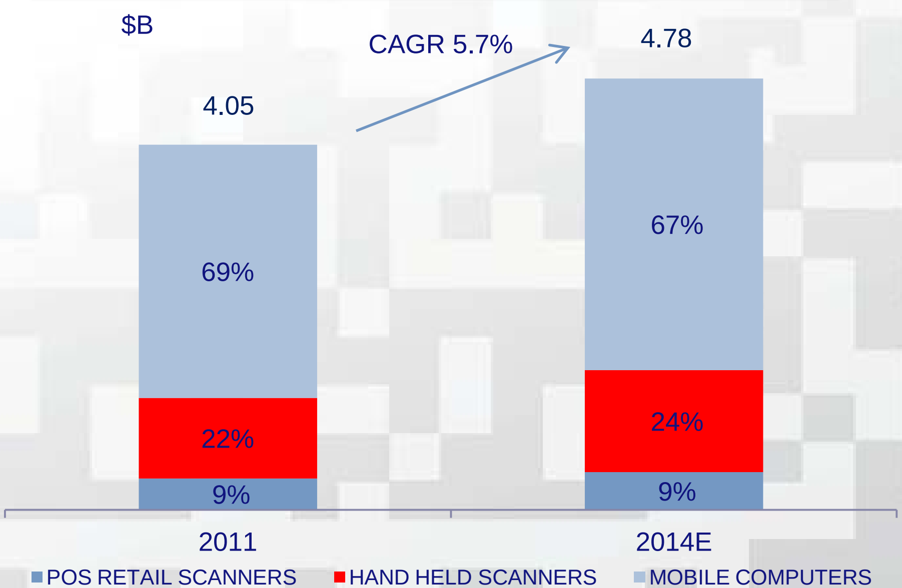
Worldwide Market Trend : ADC

- **ADC** addressable market expected **to grow at a slower pace in 2012 due to the economic crisis, to recover as of 2013**
- Major improvements expected in **Asia Pacific and Americas** with a CAGR 2011-2014 over 8% and 6% respectively
- Growing list of emerging applications in the **Government**, **Healthcare – Pharma** and **T&L sectors**
- Increased adoption of core retail automation technologies in emerging country markets

ADC –Expected Growth by Country

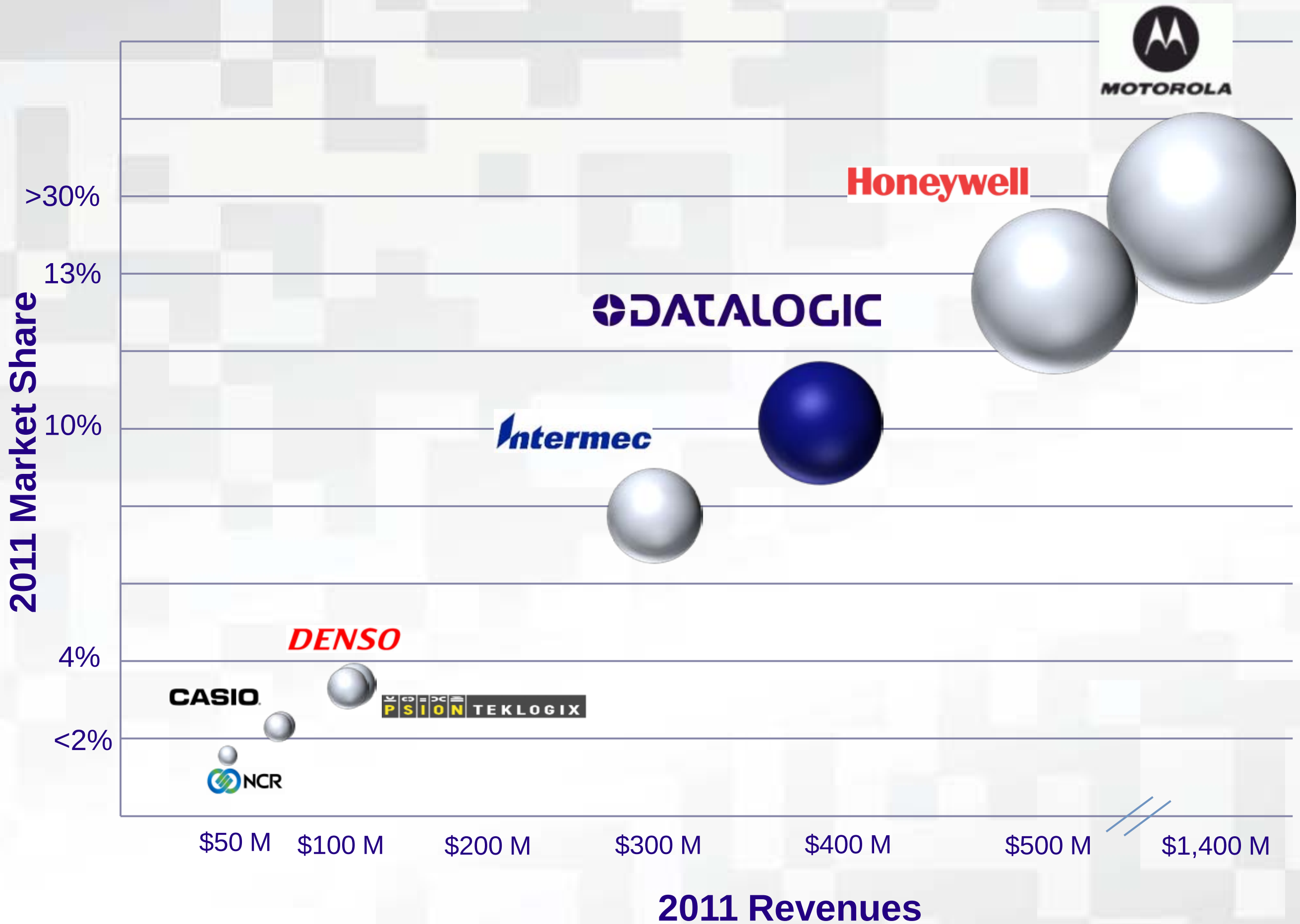


ADC –Expected Growth by Product



Source VDC 2012 (base year 2011)

2011 ADC Available Market: 10% Market Share



ADC Market Share up from 9.9% to 10.2% YoY

POS Retail Scanners
#1 WW – 37.4% mkt share

Handheld Scanners
#1 in EMEA – 31.6% mkt share
#3 WW -17.4% mkt share

Mobile Computers
#4 in EMEA – 7.6% mkt share
#5 WW - 4 % mkt share

2011 ADC Available Market including POS Retail Scanners, Handheld Scanners and Mobile Computers (Hand Held , PDA and Fork-Lift Vehicles Mounted Computer) segments

Honeywell improved positioning thanks to the acquisition of EMS Technologies in mid 2011

VDC research Source VDC 2012(base year 2011)

ADC Strategy: Protect Leadership

- Leverage the **strengthened distribution structure of the new integrated ADC Division,** offering a complete product range and leveraging larger critical mass to meet customers' needs more effectively and promptly

- Drive above market revenue growth of **11.8% for ADC** vs. 2011-2014 CAGR of 5.7%*

- Reengineer Go To Market Model in **large**, **under served and fast growing geographies** and **Vertical markets** to drive market share growth:
  - Improve Hand Held Scanners, Mobile Computers and Fixed Retail Scanners sales **in North America**
  - Increase Hand Held Scanners revenues in **Greater China, SE Asia, Latin America and Emerging Europe**
  - Focus on high growth global **Healthcare and Pharma** markets

**Source VDC 2012, base year 2011*

ADC Strategy: Leverage Cash Flow

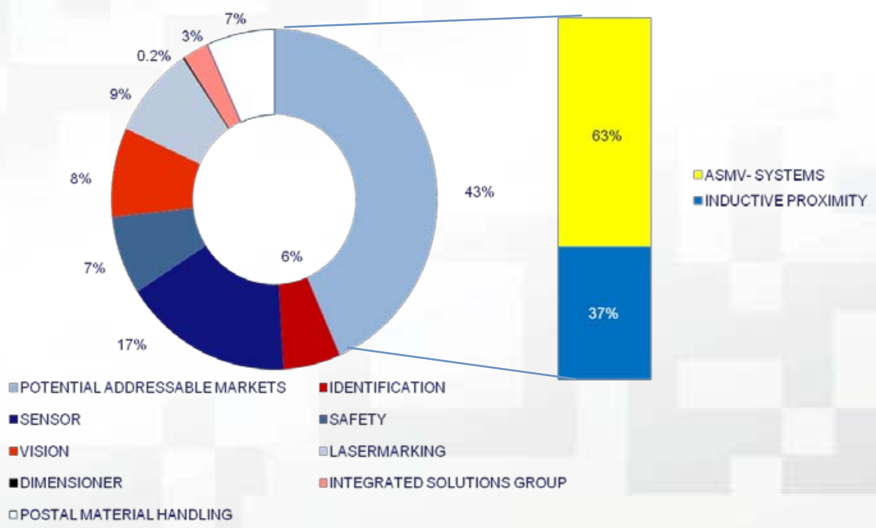
- **Invest >7% of revenues in R&D**:
  - Develop a **breakthrough innovation** in Self Checkout and Automatic Scanning solutions
  - Develop new **Mobile Computer** products and new mobile strategic platforms for **China**

- Leverage the **new integrated Supply Chain** structure to further **reduce the cost of sold goods**:
  - **Fully leverage Vietnam plant capability with 80%** of total production in Vietnam by 2012

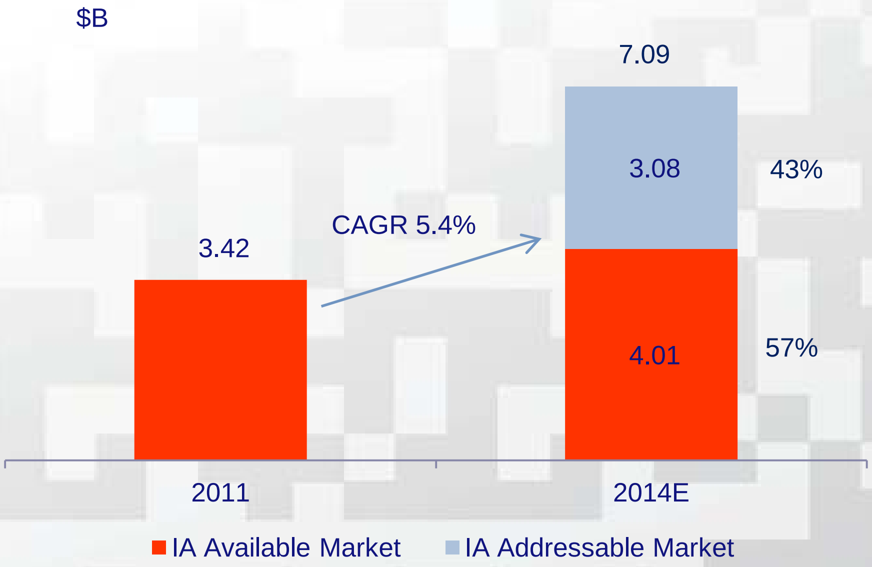
Worldwide Market Trend: Industrial Automation (IA)

- The Accu-Sort Systems acquisition has allowed to approach three new markets: **Dimensioner, Postal Material Handling and Integrated Solutions**
- Very fragmented industry with **potential addressable markets worth $3B** in the Inductive Proximity and ASMV Systems
- Growing **technology convergence (laser and vision based technology)** expected to set the tone for future investments
- Increasing demand for traceability of processes and goods as well as new regulations

IA – 2014 Expected Breakdown

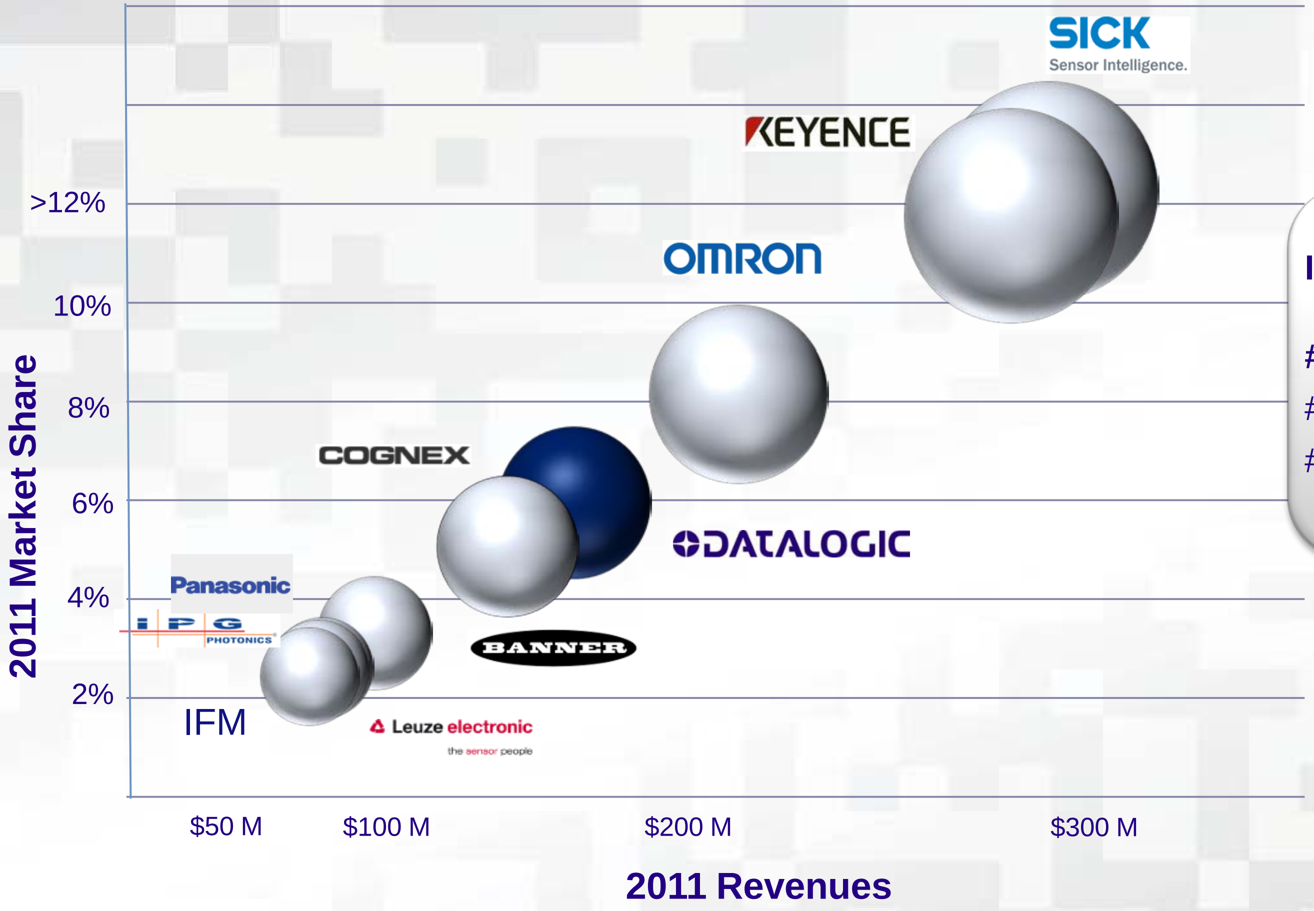


IA – Global Expected Growth



Source (*) VDC 2012 (base year 2011) - Market Researches and Management's Best Estimate

2011 IA Available Market: 6% Market Share



Industrial Stationary Scanners

#1 WW – 33.3% mkt share

#1 in Americas – 43.8% mkt share

#2 in EMEA – 30.5% mkt share

2011 IA Available Market including Industrial Barcode Scanners, Imagers, Photoelectric Sensors, Safety Light Curtains, Smart Cameras/Vision Sensors, Laser Marking and Dimensioner segments (Postal Material Handling and Integrated Solutions Group not included)

VDC research Source (*) VDC 2012 (base year 2011) - Market Researches and Management's Best Estimate

IA Strategy: Leading Player in FA and T&L

- Address a huge market worth **over $7B in 2013**, focusing on **Vision and Safety**
- Above market revenue growth of 27.6% CAGR vs. 2011-2014 CAGR of 5.4% * (around + 7% on a like for like basis vs 5.3% excluding Postal Material Handling)
- Increase **penetration in large regions** and **fast growing geographies**
  - Gain market shares in **North America**, by distribution network and FA business
  - Drive above market growth in EMEA by T&L solutions revenues
  - Boost growth in under served countries like China, Korea, Turkey and Brazil
- **Invest >43M Euro** in R&D to sustain development in the promising markets of **Vision, Safety**, and to develop **Miniature and Subminiature technology for Sensors** and the **new Fiber Laser technology**
- **Adopt state of the art supply chain management** to gain efficiency and leverage the industrial global footprint

**Source VDC 2012 base year 2011*

IA Strategy: Fully leverage ONE company structure

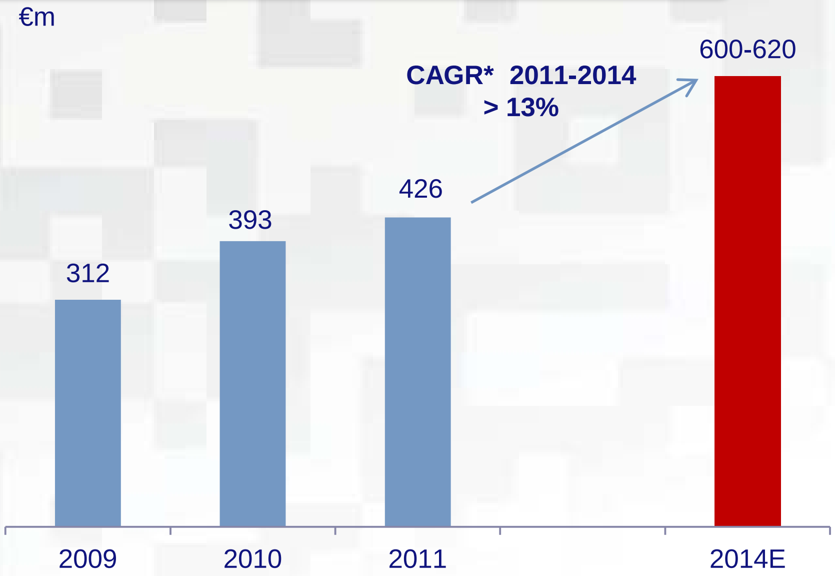
- **Operational integration of Accu-Sort Systems and PPT Vision** to leverage the position of the Group in the **IA market** as leader in the Industrial Bar Code Scanners segment:
  - Expand **growth in US**
  - Improve expertise in T&L solutions, postal and couriers
  - Exploit the acquisition of PPT Vision to expand presence in the **Machine Vision market**

- **Exploit reorganization by market (Factory Automation and T&L)** addressing high growth verticals and high end solutions:
  - **Factory Automation**: focus on target industries (Automotive/Tyres, Electronics, OEM/Packaging, OEM/ Clinical, Automated Warehousing)
  - **Transportation & Logistics**: expand postal business to a global business and strengthen T&L potential market and solutions range

- **Conservative assumptions on Business in T&L**, as highly dependent from large projects

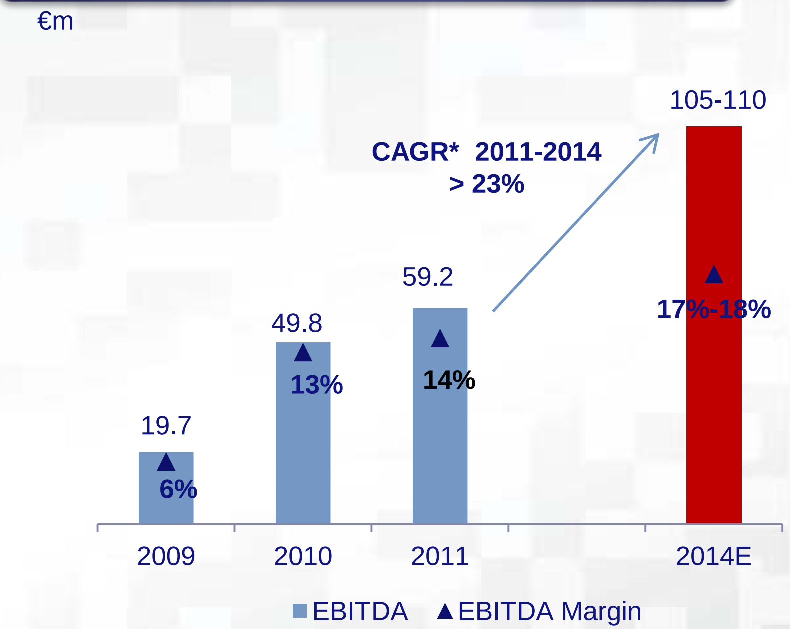
Datalogic Group Three Year Plan 2012-2014

REVENUES GROWTH



* CAGR 2011-2014 on a like for like basis at around 7%

EBITDA GROWTH



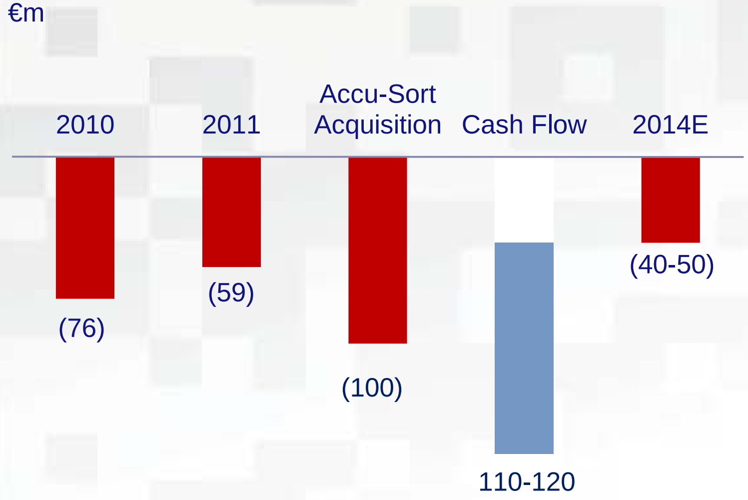
* CAGR 2011-2014 on a like for like basis at around 14%

Datalogic Strategic Plan 2012-2014:

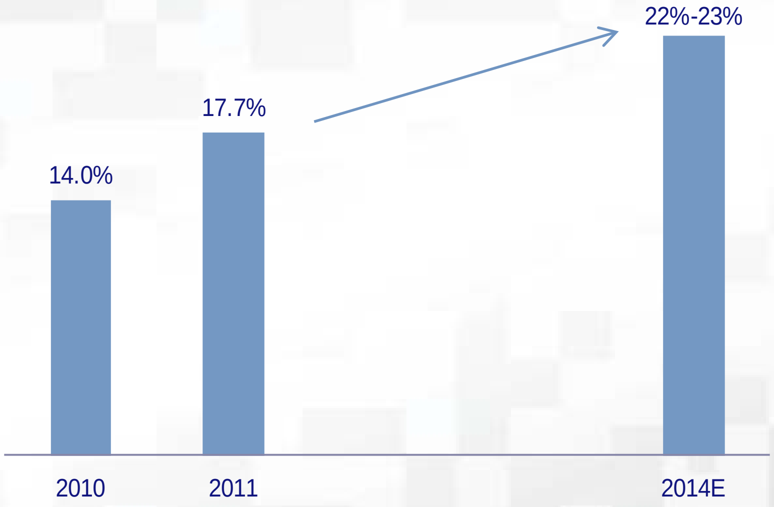
- **Revenues 2011-2014 CAGR growth >13%** (around 7% on a like for like basis) above market average
- **Strong improvement of EBITDA**, CAGR 2011-2014 of around 23% (around 14% on a like for like basis) **expected in a range of 105-110 M Euro**
- **EBITDA margin** from 14% in 2011 **to 17-18% in 2014**

Datalogic Group Three Year Plan 2012-2014

NFP* EVOLUTION



ROE GROWTH



- **Strong cash generation**: Net Debt/Equity ratio < 20% and Net Debt/EBITDA < 0.5X
- **Investment in CAPEX** stable at around 2% of revenues per year
- **2014 ROE target around 22%-23%**

** Gross of dividends*

Three Year Plan 2012-2014: Guidelines for 2012

- Reference markets are growing below expectations (H1 2012 revenues growth almost flat YoY at + 0.6%) but Datalogic will continue to grow above major competitors
- Main large projects delayed
- 2012 Revenues expected growth range + 12-14% YoY (vs 425.5 M Euro in 2011)
- The new integrated Supply Chain is giving a contribution to reduce the cost of sold goods
- Recovery of efficiency and reduction of working capital expected
- 2012 EBITDA expected growth range + 25-30% YoY (vs 59.2 M Euro in 2011)

Why Invest in Datalogic ?

Strong positioning in the Industry	Sound Prospects	Strong Investment Case
✦ Worldwide leader in the **ADC** and **IA** markets ✦ **Balanced presence** across markets / segments ✦ Leader in **technology and innovation** ✦ Strong **management team** ✦ Over 1,000 partners	✦ Proven track records ✦ **Strong potential** from **acquired companies** ✦ **High marginality** leveraging on worldwide production ✦ **Strong cash generator** to sustain **future growth**	✦ Growth above major competitors ✦ Datalogic trades at a **high discount on peers on an earnings basis** ✦ **Potential from acquisitions** not yet priced in

✦ Group Overview

✦ Three Year Plan

✦ Appendix

Stock and Governance

Market Segment: STAR MTA

Reuters Code: DAL.MI

Bloomberg Code: DAL IM

Number of Outstanding Shares: 58,446,491

Share Par-Value: 0.52 Euro each

Ticker: DAL

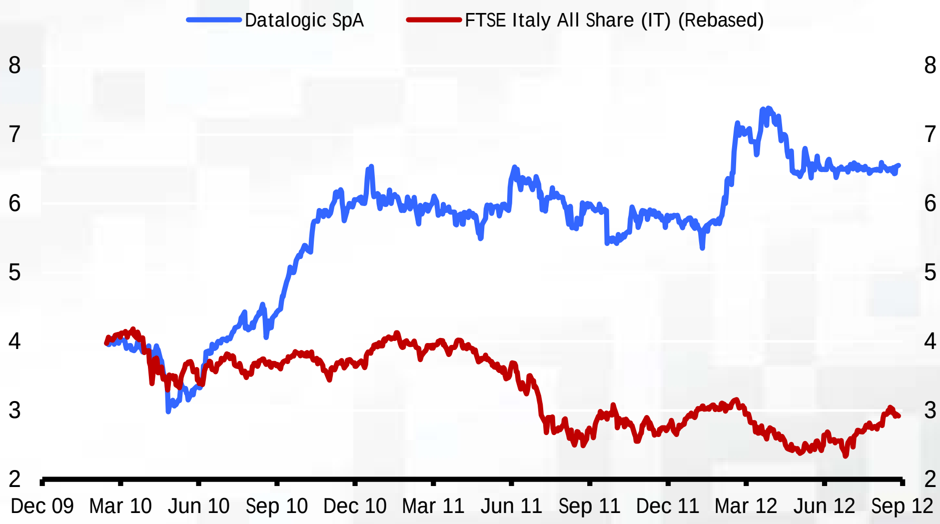
Price (September 24th, 2012): 6.7 Euro

Market Cap (September 24th, 2012): 391.6 M Euro

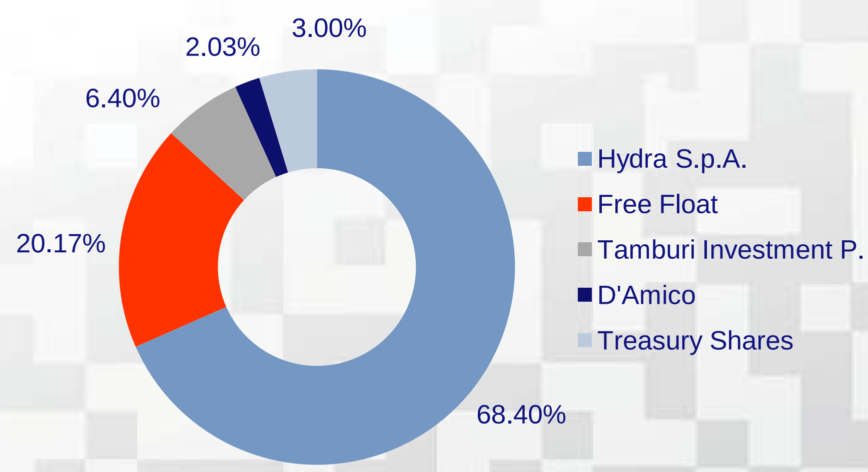
Specialist: Intermonte SIM

Auditing Company: Reconta, Ernst & Young

DATALOGIC PRICE PERFORMANCE



SHAREHOLDERS' STRUCTURE



Datalogic Group


Mauro Sacchetto
Group CEO


Patrizia Bonometti
CHRO


Marco Rondelli
CFO


Giovanni Sgalambro
CIO & Change Mgmt

AUTOMATIC DATA CAPTURE (ADC)


Datalogic ADC
Bill Parnell
CEO

- Hand Held Scanners
- Fixed Retail Scanners
- Mobile Computers
- Solutions

INDUSTRIAL AUTOMATION (IA)


Datalogic IA
Gian Paolo Fedrigo
CEO

- Transportation & Logistics
- Factory Automation
- Machine Vision
- Laser Marking

INFORMATICS


Informatics
Marco Rondelli
Business Leader

- WASP
- System Warehouse

IP TECH


Datalogic IP Tech
Mauro Sacchetto
CEO

- Strategic Technology Committee
- Datalogic Labs
- Intellectual Property

ADC Market: Datalogic Automatic Data Capture

POS Retail Scanners
#1 Worldwide, 37.4% mkt share

Handheld Readers
#1 in EMEA, 31.6% mkt share
#3 Worldwide, 17.4% mkt share

Mobile Computers
#4 in EMEA, 7.6% mkt share
#5 Worldwide, 4% mkt share

Solutions

Enterprise Business Solutions
Self Shopping Solutions
#2 Worldwide, 16.5% mkt share

Evolution Robotics Retail
Over 1,500 grocery stores today

- **Datalogic ADC provides solutions for applications in several sectors, including healthcare, hospitality/entertainment, manufacturing, retail, services and transportation & logistics**

Source VDC research 2012 (base year 2011)

IA Market: Datalogic Automation Division

Industrial Stationary Scanners
#1 Worldwide, 33.3% mkt share
#1 in Americas, 43.8% mkt share
 # 2 in EMEA, 30.5% mkt share

Identification

Sensors

Laser Marking

Safety

Vision

- **A wide range of cutting edge solutions helping industries streamline processes in industrial and logistics applications, +200 patents; hundreds of applications for the major courier and logistics operators, +1,000 reading stations installed in 100 airports worldwide**

Source VDC research 2012 (base year 2011)

IA: Accu-Sort Product Overview

Products

Lasers, Cameras & Dimensioners

Solutions

Label Print & Apply

Sortation Systems

Postal

Material Handling Solutions

IA: PPT Vision Product Overview

A complete Smart Camera Systems for factory floor applications

PPT Vision's high-speed smart cameras have all the features of a full-scale machine vision system

Complete Range of Easy-To-Use Barcoding Solutions for SMB

- **Barcoding solutions for the millions of Small – Medium Businesses increasing productivity and profitability**
- **Based in the US, serving over 275 thousand small and medium businesses**

Consolidated P&L

000€	H12011	%	H12012	%	Var %	FY2011	%
Revenues	**210,247**	***100.0%***	**236,860**	***100.0%***	***12.7%***	**425,533**	***100.0%***
COGS	(111,432)	*-53.0%*	(123,719)	*-52.2%*	*11.0%*	(228,937)	*-53.8%*
Gross Operating Margin	**98,815**	***47.0%***	**113,141**	***47.8%***	***14.5%***	**196,596**	***46.2%***
Other revenues	*1,780*	*0.8%*	*6,109*	*2.6%*	*243.2%*	2,395	*0.6%*
R&D	*(13,389)*	*-6.4%*	*(15,893)*	*-6.7%*	*18.7%*	(26,191)	*-6.2%*
Distribution Costs	(39,372)	*-18.7%*	(43,509)	*-18.4%*	*10.5%*	(80,080)	*-18.8%*
Administrative expenses	(20,441)	*-9.7%*	(22,882)	*-9.7%*	*11.9%*	(42,278)	*-9.9%*
Other operating expenses	(879)	*-0.4%*	(1,337)	*-0.6%*	*52.1%*	(1,681)	*-0.4%*
Total operating expenses and others	**(74,081)**	***-35.2%***	**(83,621)**	***-35.3%***	***12.9%***	**(150,230)**	***-35.3%***
Ordinary Operating Profit (EBITANR) (*)	**26,514**	***12.6%***	**35,629**	***15.0%***	***34.4%***	**48,761**	***11.5%***
Non recurring costs/rev	(7,414)	*-3.5%*	(1,570)	*-0.7%*	*-78.8%*	(8,372)	*-2.0%*
Amort. Intang. Assets from acquis.	(2,176)	*-1.0%*	(2,731)	*-1.2%*	*25.5%*	(3,949)	*-0.9%*
Operating Profit (EBIT)	**16,924**	***8.0%***	**31,328**	***13.2%***	***85.1%***	**36,440**	***8.6%***
Financial (costs)/rev.	(2,905)	*-1.4%*	(3,992)	*-1.7%*	*37.4%*	(6,941)	*-1.6%*
Results from equity investments	219	*0.1%*	116	*0.0%*	*-47.0%*	373	*0.1%*
Foreign exchange (costs)/rev.	(2,349)	*-1.1%*	4,544	*1.9%*	*n.a.*	3,337	*0.8%*
EBT	**11,889**	***5.7%***	**31,996**	***13.5%***	***169.1%***	**33,209**	***7.8%***
Taxes	(4,071)	*-1.9%*	(5,432)	*-2.3%*	*33.4%*	(7,294)	*-1.7%*
Net Income	**7,818**	***3.7%***	**26,564**	***11.2%***	***239.8%***	**25,915**	***6.1%***
Depreciation	(3,661)	*-1.7%*	(3,807)	*-1.6%*	*4.0%*	(7,243)	*-1.7%*
Amortization	(1,589)	*-0.8%*	(1,213)	*-0.5%*	*-23.7%*	(3,185)	*-0.7%*
EBITDA	**31,764**	***15.1%***	**40,649**	***17.2%***	***28.0%***	**59,189**	***13.9%***
Exchange rate	*1.4032*		*1.2965*			*1.3920*	

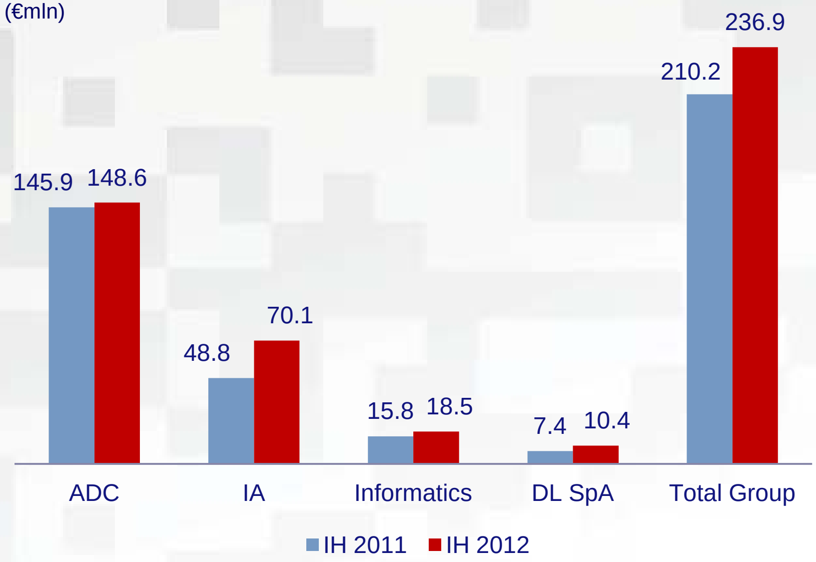
(*) Ordinary Operating Profit before non recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

Consolidated Balance Sheet

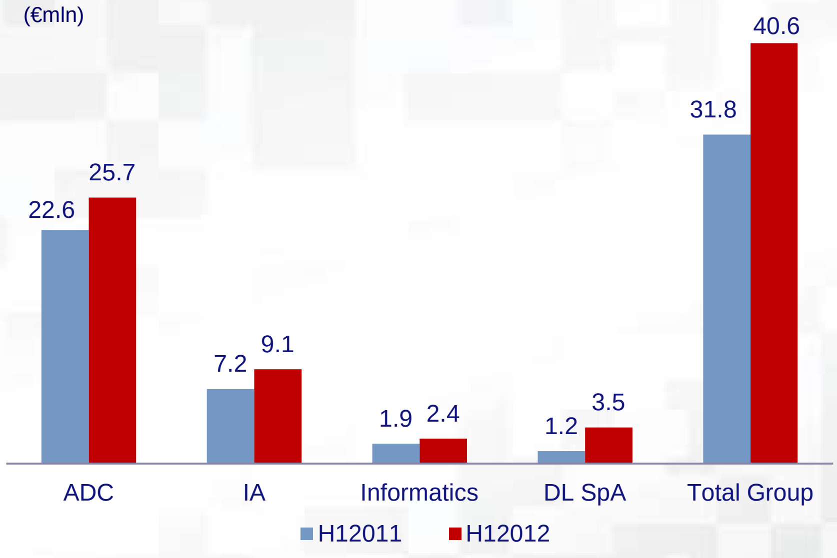
€000	At 31/12/2011	At 30/06/2012
Intangible fixed assets	42,228	62,501
Goodwill	112,152	186,204
Tangible fixed assets	49,991	51,054
Non Consolidated investments	7,951	13,028
Other fixed assets	31,935	40,282
Total Fixed Assets	**244,257**	**353,069**
Net trade account receivables	74,200	104,057
ST account payables	(67,158)	(72,722)
Inventory	59,630	64,649
Trade Working Capital	**66,672**	**95,984**
Other current receivables	17,041	30,141
Other ST payables and provision for risk & future charges	(53,869)	(79,761)
Net Working Capital	**29,844**	**46,364**
Other LT payables	(22,382)	(24,125)
Employees’ severance Indemnity	(6,666)	(6,485)
LT provision for risk & future charges	(15,366)	(3,721)
Net Invested Capital	**229,687**	**365,102**
Equity	**170,250**	**193,261**
Net Financial Position	**(59,437)**	**(171,841)**
Exchange rate	*1.2939*	*1.2590*

H1 2012 Segment Reporting: Revenues and EBITDA

REVENUES



EBITDA



Revenues Growth	H12012/H12011
ADC	1.8%
Industrial Automation	43.7%
Informatics	17.2%
DL SpA	39.6%
Total Group	**12.7%**

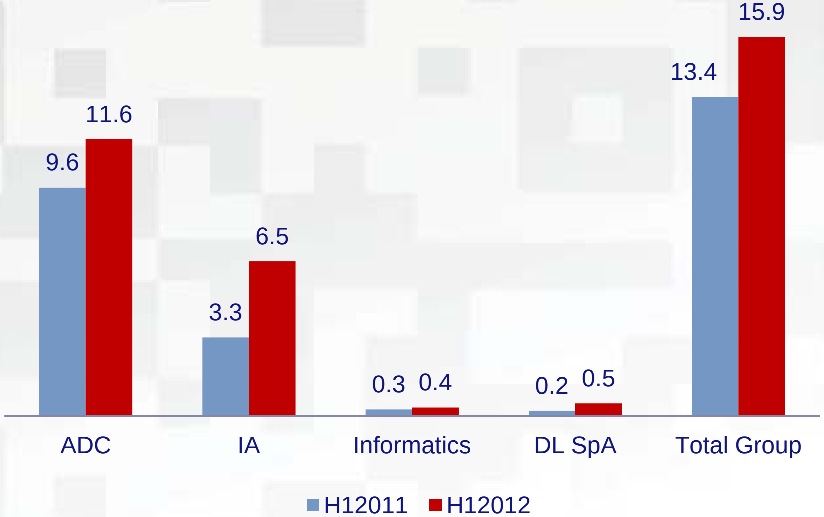
EBITDA Margin *	H12011	H12012
ADC	15.5%	17.3%
Industrial Automation	14.8%	13.0%
Informatics	12.1%	13.0%
Total Group	**15.1%**	**17.2%**

* EBITDA on total revenues

H1 2012 Segment Reporting: R&D and TWC

R&D COSTS

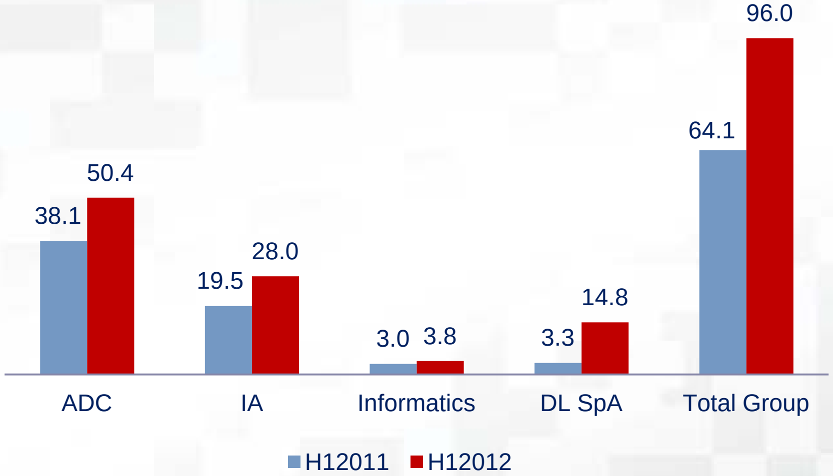
(€mln)



R&D/Revenues	H1 2011	H1 2012
ADC	6.6%	7.8%
Industrial Automation	6.8%	9.3%
Informatics	1.8%	2.0%
Total Group	**6.4%**	**6.7%**

TWC

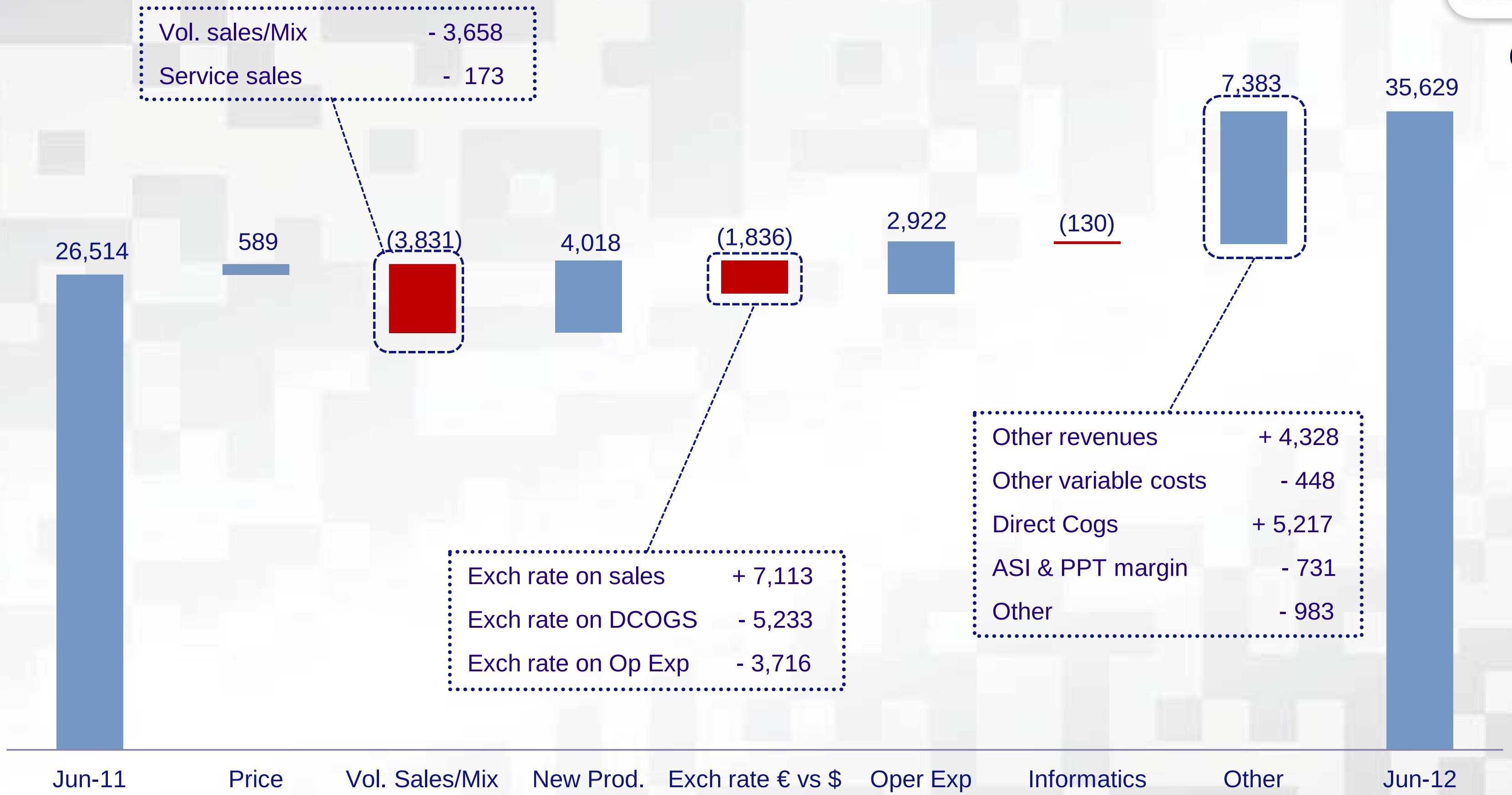
(€mln)



TWC/Annualized Revenues	H1 2011	H1 2012
ADC	13.1%	17.0%
Industrial Automation	20.0%	20.0%
Informatics	9.5%	10.3%
Total Group	**15.2%**	**20.3%**

H1 2012 EBITANR * - Actual vs Last Year

(€000)

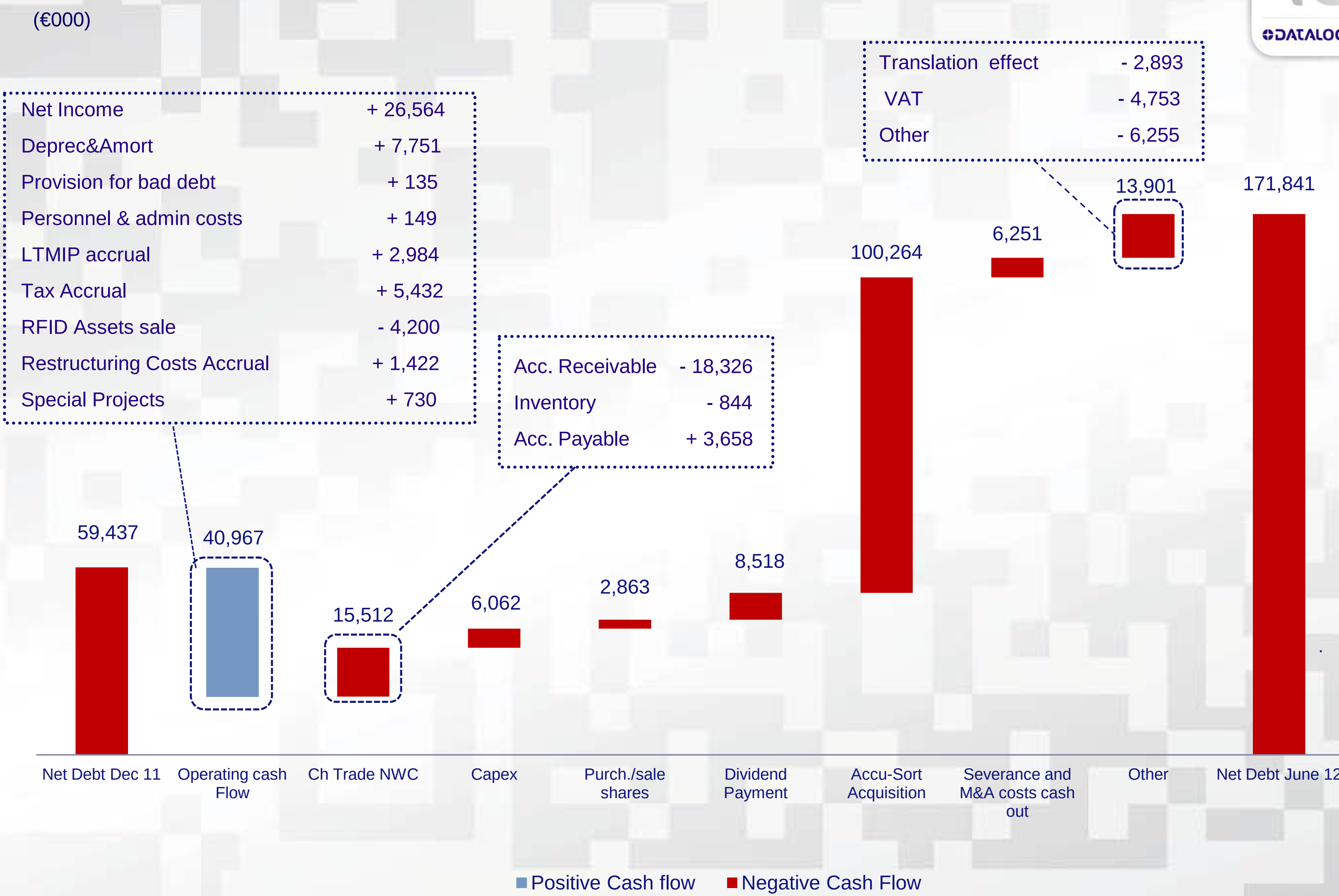


(*) Ordinary Operating Profit before non recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

Note:

The Exchange rate variance has been calculated on Sales/COGS/Operating expenses originally denominated in USD ($). The variance was the result of the difference between June12, Actual (1,2965) and June 11 Actual (1,4032) €/USD exchange rate.

Net Debt Analysis: H1 2011 vs H1 2012



Thank You!

This presentation contains statements that are neither reported financial results nor other historical information. These statements are forward-looking statements. These forward-looking statements rely on a number of assumptions and are subject to a number of risks and uncertainties, many of which are outside the control of Datalogic S.p.A., that could cause actual results to differ materially from those expressed in or implied by such statements, such as future market conditions, currency fluctuations, the behavior of other market participants and the actions of governmental and state regulators

Datalogic S.p.A.
Via Candini, 2
40012 Lippo di Calderara di Reno
Bologna – Italy
Tel. +39 051 3147011 – Fax +39 051 3147205
E-mail corporate@datalogic.com
www.datalogic.com