

THE START OF DATALOGIC ASIA: INAUGURATION OF AFFILIATE IN HONG KONG

Bologna, 23rd May 2005 - Strengthening of international presence by Datalogic SpA - a company listed in the TechSTAR segment of the Milan Bourse and active in the design, production and distribution of barcode reader systems, RFID (radio frequency identification) systems, and laser marking.

The beginning of May 2005 in fact marked the inauguration of Datalogic Asia, the new affiliate registered in Hong Kong of the Bologna-based group.

During 2004 Datalogic's revenues in the Asian area – without a direct presence – reached some 4 million, whilst the group estimates that the new affiliate will be able to achieve, by the end of 2008 total sales of over 8 million.

Datalogic is present in some 80 markets and locally covers the main geographical areas with over 400 employees.

The further expansion of Datalogic in non-Italian markets forms part of (a) the policy to strengthen the group in areas considered strategic and with strong growth potential and (b) reinforcement of the sales network to increase commercial business and, consequently, market share.

In addition, the new affiliate will bring Datalogic closer to the areas' customers, whilst enabling it to support its partners in commercial negotiations, provide enhanced technical support for the more important projects, and react fast to specific market demands.

“The further strengthening of our presence abroad” – stated Roberto Tunioli, the company's CEO – “confirms the group's excellent state of health and our intention of continuing to develop both Datalogic's internalisation and its coverage of markets featuring significant growth opportunities”.