PRELIMINARY SALES REVENUES AT 102.1 MILLION EURO IN THE FIRST QUARTER OF 2013 COMPARED TO 115.4 MILLION EURO IN THE FIRST QUARTER OF 2012

Bologna, 19th April 2013 – **Datalogic S.p.A.** (Borsa Italiana S.p.A.: **DAL**), a company listed in the STAR Segment of the Italian Stock Exchange managed by Borsa Italiana S.p.A. ("**Datalogic**") and global leader in the automatic data acquisition and industrial automation markets and producer of bar code readers, data collection mobile computers, sensors, vision systems and laser marking systems, announced today its preliminary revenues for the first quarter of 2013.

Romano Volta, **Chairman and CEO of Datalogic Group**, commented: "The quarter that has just come to a close was particularly affected by a slowdown in investments by the leading European and US retailers. Nonetheless, we are confident in a substantial recovery during the second half of the year, also in the wake of our launch of new, highly innovative products capable of substantially affecting the sales trend. First and foremost, I am pleased to announce our new retail portal, an innovative solution for faster automated checkout. It is scheduled to go on the market starting in the third quarter of the year, and has already received positive feedback from professionals in the field, starting with the New York international retail trade show NRF."

Preliminary sales revenues for the first quarter of 2013 came in at 102.1 million Euro, down by 11.5% y/y (-11.2% at constant Euro/Dollar exchange rates), compared to 115.4 million Euro achieved in the first quarter of 2012 and -10.7% compared to 114.3 million Euro in the fourth quarter of 2012.

The orders already received, during the first quarter, were equal to 112.7 million Euro.

The **ADC Division** (Automatic Data Capture) specialized in fixed barcode readers for the retail market, handheld scanners and mobile computers for professional use, registered revenues of 62.5 million Euro (73.1 million Euro in the first quarter 2012 and 75.7 million Euro in the fourth quarter of 2012). This division is feeling the effects of the crisis the retail sector has gone through to a greater extent. We are witnessing mostly replacement investments in retail, but are expecting this situation to improve during the year with the introduction of new products, such as our innovative solution for faster automated checkout - Jade - which is scheduled to go on the market starting in the third quarter of the year.

The **Industrial Automation Division**, specialized in the production of automatic identification systems, safety, detection and marking solutions for the Industrial Automation market, registered revenues of 32.0 million Euro, slightly down compared to 32.8 million Euro in the first quarter of 2012 and growing by 1.3% compared to the fourth quarter of 2012.

Informatics registered sales of 7.6 million Euro compared to 9.5 million Euro in the first quarter of 2012 and 7.4 million Euro in the fourth quarter of 2012.

The Group's results for the first quarter of 2013 will be approved by Datalogic S.p.A's Board of Directors on 9th May, 2013.