PRELIMINARY SALES REVENUES UP +14.4% TO 116.7 MILLION EURO IN THE SECOND QUARTER OF 2013 COMPARED TO 102.0 MILLION EURO IN THE FIRST QUARTER OF 2013

Bologna, 17th July 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 capture 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 second quarter of 2013.

The Chairman and CEO of the Datalogic Group, Romano Volta, commented: "The positive results show an improvement over the previous quarter, underscoring a recovery that we expect will continue in the second half of the year. We believe that the launch of new technologically advanced products, based on clients' needs, in the ADC and Industrial Automation divisions, can positively influence the outlook over the next few months and lead to the successful completion of important projects with some of our key clients."

Preliminary sales revenues for the second quarter of 2013 came in at 116.7 million Euro, with a growth of 14.4% compared to 102.0 million Euro achieved in the first quarter of 2013 and down by 3.9% (-3% at constant Euro/Dollar exchange rates) compared to 121.5 million Euro in the second quarter of 2012.

The orders already received, during the second quarter, were equal to 119 million Euro, with an increase of +3.5% compared to the second quarter 2012.

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 71.7 million Euro (62.5 million Euro in the first quarter 2013 and 75.5 million Euro in the second quarter 2012). This division, which has improved significantly compared to the first quarter of the year, is still feeling the impact of the "wait and see" approach in the retail sector, which has led customers to delay investments. Operators' interest in mass distribution to launch, in particular, two unique and technologically advanced products remains very high.

The Industrial Automation Division registered revenues of 37.0 million Euro, growing by 15% compared to 32.0 million Euro in the first quarter of 2013 and basically in line with 37.3 million Euro of the second quarter of 2012. The outlook is positive for factory automation thanks to more focus on sensors and safety light curtains and the positive trend for smart cameras used for production line inspection and quality control. The T&L (Transportation & Logistics) barcode readers, however, are experiencing difficulty due to delays in important projects that we expect to recover in the second half of the year.

At the end Informatics registered sales of 8.0 million Euro compared to 7.6 million Euro in the first quarter of 2013 and 9.0 million Euro in the second quarter of 2012.

For the first half of the year, preliminary sales revenues reflect the gradual improvement in the second quarter, and came in at 218.8 million Euro, a 7.6% decline compared to the first half of 2012 (-7.0% at constant Euro/Dollar exchange rates).

The Group's results of the first semester of 2013 will be approved by Datalogic's Board of Directors on July 30th, 2013.