PRELIMINARY SALES REVENUES AT 108.2 MLN EURO IN THE FIRST QUARTER OF 2014, +6.1% COMPARED TO 102 MLN EURO IN THE FIRST QUARTER OF 2013

Bologna, 16th April 2014 – 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 sales revenues for the first quarter of 2014.

Preliminary sales revenues for the first quarter of 2014 came in at 108.2 million Euro up by 6.1% (+7.8% at constant Euro/Dollar exchange rates) compared to 102.0 million Euro achieved in the first quarter of 2013 and decreased compared to 119.9 million Euro in the fourth quarter of 2013, a quarter that usually registers the positive effect of budgeted purchases concentrated in those three months.

The Chairman and CEO of the Datalogic Group, Romano Volta, commented: "The results of the first quarter confirm the positive trend that started in the second half of last year, which attests the validity of the strategic choices that were made. In particular, I wish to highlight the growth in the ADC segment which is mainly due to the success, in the USA in particular, of the new products that were introduced on the market in 2013. Taking into account the positive trend of the quarter's booking, we are optimistic about the rest of the year".

The booking during the quarter – the orders already received - continue to be consistent and were equal to 116 million Euro.

The ADC Division (Automatic Data Capture), specialized in the design and production of fixed retail scanners, professional handheld readers and mobile computers, registered revenues of 71.5 million Euro, +14.5% compared to 62.5 million Euro of the first quarter of 2013 and down by 10% compared to 79.8 million Euro of the fourth quarter of 2013. This division has registered significant growth in all the reference markets, especially in the retail sector, and it continues to benefit of new products that were launched last year, in particular those in the fixed scanner segment.

The Industrial Automation Division, specialized in the design and production of automatic identification systems, safety, detection and marking solutions for the Industrial Automation market, registered revenues of 30.5 million Euro, down by 4.6% compared to 32.0 million Euro in the first quarter of 2013 and -7.3% compared to 32.9 million Euro in the fourth quarter of 2013. The smaller contribution the division made compared to the previous quarter is mainly due to the Transportation & Logistic sector in the US market. Positive trends have been registered for all the other reference market.

At the end Informatics registered sales of 6.2 million Euro compared to 7.6 million Euro in the first quarter of 2013 and 7.4 million Euro in the fourth quarter of 2013.

The Group's results for the first quarter of 2014 will be approved by Datalogic S.p.A's Board of

Directors on 7th May, 2014.