

PRELIMINARY SALES REVENUES AT 122.3 MILLION EURO IN THE FIRST QUARTER OF 2015, +13% COMPARED TO 108.2 MILLION EURO IN THE FIRST QUARTER OF 2014

- Continued strong growth in the European market for both Divisions (+10% YoY)

Bologna, 20th April 2015 – 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 first quarter of 2015.

The Chairman and CEO of the Datalogic Group, Romano Volta, commented: “I am satisfied with the trend shown in preliminary revenue for Q1 2015 which confirms the Group's positive trend especially on the European market. Such growth demonstrates how the market appreciates our technological solutions which are the result of intense R&D activity and close co-operation with our customers. I would like to highlight in particular the new products that we launched in the Hand Held and Mobile Computers segments: the Cobalto™ presentation scanner, the new Heron™ linear imager scanner and the Joya X2 device for self-service shopping, which, once again highlight Datalogic's leadership in the context of food and non-food Retail.”

Preliminary sales revenues for the first quarter of 2015 came in at 122.3 million Euro, with a growth of 13% compared to the first quarter of 2014 (+4% at constant exchange rates) and down slightly compared to the fourth quarter of 2014, due to the seasonal effect.

The booking during the quarter – the orders already received - were equal to 142.8 million Euro, approx. +22.9% compared to the first quarter of 2014.

The ADC Division (Automatic Data Capture), specialized in the design and production of fixed retail scanners, professional handheld readers and mobile computers, continues to show a very positive trend in all the reference markets, in particular in EMEA, thanks to the continuous product innovation. The Division registered revenues of 83.6 million Euro up by +16.8% compared to the first quarter of 2014 (+7.2% at constant exchange rates) and substantially in line with the fourth quarter of 2014.

The Industrial Automation Division specialized in the design and production of automatic identification systems, safety, detection and marking solutions for the Industrial Automation market has grown by 4% to 31.7 million Euro compared to the first quarter of 2014 (-2% at constant exchange rates). Net of the result of the Systems Business Unit, which enjoyed the benefit of the tail end of a multi-year contract in Q1 2014, the division's revenue increased by 12.5% to 27.6 million Euro (+6.5% at constant exchange rates).

Finally Informatics registered sales of 7.0 million Euro compared to 6.2 million Euro in the first quarter

of 2014 and 6.4 million Euro in the fourth quarter of 2014.

The Group's results for the first quarter of 2015 will be approved during the next meeting of the Board of Directors, which will be held on 7th May, 2015.