

## DATALOGIC APPOINTS MICHELE MARCHESAN SENIOR VICE PRESIDENT AND CHIEF HUMAN RESOURCES OFFICER

Bologna 13<sup>th</sup> May, 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 world-class producer of bar code readers, mobile computers, sensors, vision systems and laser marking equipment, informs that Michele Marchesan has been appointed Senior Vice President and Chief Human Resources Officer for the Group.

Michele Marchesan will be reporting directly to the Chairman and CEO of the Group, Romano Volta. His assignments shall include Human Resources, Change Management and Internal Communication. More specifically, Mr. Marchesan will be in charge of designing, developing and implementing an effective People Strategy and a performance-driven culture, in support of the Company’s growth and excellence goals. He will also be working on in-house organization and planning, with a view to making sure that the Group’s vision and the Company’s strategic management are better aligned.

The Chairman and CEO of the Datalogic Group, Romano Volta, commented as follows: “Datalogic operates in an expanding market, where innovation is continuously required. In order to meet the demand from increasingly discerning customers and to gain market shares it is essential to rely on high-potential professionals and talents, especially for Research & Development and Sales area. Our human resources, their recruitment and in-house career path are thus a key factor to achieve our goals in terms of progress. The experience of Michele Marchesan will be essential for human resource management and will help us complete the numerous strategic projects in which we are involved”.

Michele Marchesan has over 25 years’ experience at international level, having served in various managerial capacities both in Italy and abroad. Before starting to work for Datalogic he was Senior Vice President for HR Global Operations at AB Electrolux in Sweden. Prior to that he served as a General Manager in charge of one of the largest Electrolux plants in Italy. Moreover, he previously worked as Human Resources Manager for Costan and before that as HR Generalist and Specialist at Montedipe (Montedison Group).