OPENING OF THE TREASURY SHARES PURCHASE PROGRAM

Bologna, June 28th 2016 –Datalogic S.p.A. (Borsa Italiana S.p.A.: DAL), company listed in the Electronic Equity Market (MTA), Star Segment, organised and managed by Borsa Italiana S.p.A. ("Datalogic") a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors for detection, measurement and safety, vision systems and laser marking equipment – announces the launch of the treasury shares purchase program pursuant to art. 144-bis of Regolamento Emittenti Consob and the resolution adopted by the shareholders' meeting held on May 2nd 2016 following the terms already disclosed to the market.

Goal of the program

The program is aimed at purchasing ordinary treasury shares in order to safeguard the normal conduct of trading against possible speculative [...]phenomena, promoting a general consistency between stock market price and the intrinsic value of the shares.

Minimum and maximum price

The purchase price shall be neither lower nor higher by more than 10% compared to the average of the official[...] stock market prices registered at the closing time ofduring the three sessions preceding each individual transaction.at the closing the five sessions preceding each transaction.

Maximum number of treasury shares

The purchase of treasury shares may take place within the limits provided by law, considering the distributable profits and available reserves as resulting from the last duly approved DatalogicDatalogic Financial Statements.

As to the daily volume of transactions regarding the program, the maximum number of ordinary treasury shares that can purchased on a daily basis can't exceed 25% of the daily average volume of "Datalogic" shares traded on the market, pursuant to art. 5 of CE 2273/2003 regulation. Such limit may be exceeded in case of extremely low liquidity on the market, upon conditions as provided by the aforementioned regulation and the applicable law.

Term of the authorization

The term of the authorization of the ordinary treasury shares purchase is the period between May 2nd 2016 and the date in which the shareholders' meeting will be called to approve 2016 Financial Statements or, in case a new authorization won't be adopted by the Shareholders' Meeting pursuant to art. 2357 Codice Civile and art. 132 TUF, the 18 months period starting from the aforementioned Shareholders' resolution dated May 2nd 2016.

Purchase method

The purchase will be performed in the same regulated market where the Datalogic shares are traded, according to the applicable law and surveillance rules, pursuant to art. 144-bis, paragraph 1, letter b), of Regolamento Emittenti Consob.

The carried out transactions will be subject to information to the market pursuant to the terms and methods provided by the applicable law.