LAUNCH TO THE ACTIVITY AIMED TO SUPPORT LIQUIDITY OF DATALOGIC SHARES

Bologna, May 11 2018 – Datalogic S.p.A. announces that, in accordance with the resolution taken by the shareholders meeting on May 4, 2017 in relation to the authorization to purchase and dispose of treasury shares, resolved to launch a program aimed at enhancing liquidity of its ordinary shares in order to support regular trading and avoid price fluctuations not in line with market trends.

The duration of the activity aimed at enhancing liquidity is one year and will commence on May 16, 2018. Such activity will be conducted in accordance with the accepted market practice No.1, introduced by Consob resolution n. 16839 of 19 March 2009.

The Company appointed Kepler Cheuvreux, with registered office in 112 avenue Kléber, 75116 Paris and dealer code 1 008 (the "Intermediary") as independent intermediary for the execution of the activity aimed at enhancing the liquidity on the Mercato Telematico Azionario – Segmento STAR ("MTA").

Execution of the program

Pursuant to the agreement entered with the Intermediary:

1. the Intermediary will purchase and sell shares on behalf of Datalogic and, in order to allow such activity, the Company will make available to the Intermediary a funds up to Euro 2 million;
2. the number of Datalogic shares bought or sold by the Intermediary in each trading day shall not exceed 25% of the average daily volume of the shares traded on the same market in the previous 20 trading days;
3. the maximum limits for bought or sold open positions shall not exceed respectively to 2% and 2% of the shares issued by Datalogic.

The transactions executed in accordance with the program will be communicated to the market in accordance with applicable legal and regulatory framework.

Any change to the program will be promptly disclosed to the public by the Company.