HIGHLIGHTS

1H10 FINANCIAL RESULTS

OUTLOOK
Datalogic is a worldwide leader in the Automatic Data Capture (ADC) market and in the Factory Automation (FA) market

- Founded in 1972
- Corporate HQ in Bologna, Italy
- Listed on the STAR Segment (STAR: DAL.MI) of the Italian Stock Exchange since 2001
- About 2,000 employees in 30 countries
- A large and growing portfolio of more than 890 patents
- 9 Research & Development Centers
- Direct presence in 30 countries worldwide selling to +100 countries
- Over 1,000 partners worldwide
New partnerships

Datalogic Scanning

• Partnership with seven top French Retailers to supply 30,000 bar code readers to enable them to conform to new standards approved in France concerning cashier safety in supermarkets and hypermarkets. The work order is worth approximately 5 Mln Euro.
• Partnership with Costa Crociere, for the supply of bar code scanners for the first system in the world for mobile passenger check-in onboard cruisers.

Datalogic Mobile

• Strengthening partnership with Coop Adriatica, under the agreement for the supply of 1,000 Datalogic Joya™ pods.
• Partnership with the Hospital Centre/University campus of Tours (CHRU), in France, for the supply of Datalogic Memor™ mobile computers to assure hospital staff members total mobility while linked constantly to the main computerised system. Datalogic mobile computers are part of an innovative data management solution to make cancer treatment more efficient.
• Strengthening partnership with Carrefour for the supply of mobile computers in its retail stores for the next 3 years (July 2010).

Datalogic Automation

• Partnership with ADR to realize thirty omnidirectional reading tunnels to improve baggage handling for the “Leonardo da Vinci” Fiumicino airport in Rome, the biggest Italian airport (July 2010).
July 1st, 2010 – Datalogic acquired 100% of Evolution Robotics Retail, Inc.

Evolution Robotics Retail is a company located in California with unique expertise in visual pattern recognition technology for use currently in retail loss prevention and productivity applications.

Strategy
The acquisition provides for a broadening of Datalogic’s solution-based offerings, adds an innovative and key technological capability and offers a high-growth business prospect, to strengthen its own research activities thanks to the skills of world renowned vision technology experts and also to pursue a primary role in the promising visual pattern recognition industrial sector.

Value of the transaction
The value of the transaction is equal to U.S. D. 25.5 million.

In 2009 Evolution Robotics Retail realized revenues equal to U.S. D. 5.1 million and a negative EBITDA equal to U.S. D. 2.7 million. The value of the transaction is mainly constituted by intangible assets: Evolution Robotics Retail has five patents and eleven patent applications filed at the United States Patent and Trademark Office.
HIGHLIGHTS

1H10 FINANCIAL RESULTS

OUTLOOK
Interim results highlights

- Strong growth of revenues and recovery in profitability in the 2Q10
- EBITDA margin returns to pre-crisis levels
- Jump of net profit to 11.3 Mln Euro from a loss of 14.5 Mln Euro
- Improvement of the Net Financial Position

KEY RESULTS

- **1H Revenues**  
  +28% YoY, from 149.1 Mln Euro to 190.8 Mln Euro
- **2Q Revenues**  
  +33% YoY, from 76.0 Mln Euro to 101.3 Mln Euro
- **1H EBITDA**  
  from 3.8 Mln Euro to 25.9 Mln Euro
- **EBITDA Margin**  
  from 2.6% to 13.6%
- **1H Net Income**  
  from a loss of 14.5 Mln Euro to a profit of 11.3 Mln Euro
- **Net Financial Position**  
  from -100.5 Mln Euro at the end of 2009 to -92.1 Mln Euro
- **R&D Costs**  
  12.7 Mln Euro (6.6% on revenues)
Growth continued in the second quarter of 2010

The trend of profitability recovery confirmed by the results of five consecutive quarters
### 1H10 Profit & Loss vs Last Year

(Euro/1,000)

<table>
<thead>
<tr>
<th></th>
<th>1H09</th>
<th>%</th>
<th>1H10</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td>149,112</td>
<td>100.0%</td>
<td>190,832</td>
<td>100.0%</td>
<td>28.0%</td>
</tr>
<tr>
<td>COGS</td>
<td>(87,608)</td>
<td>-58.5%</td>
<td>(103,298)</td>
<td>-54.1%</td>
<td></td>
</tr>
<tr>
<td><strong>Gross Operating Margin</strong></td>
<td>61,504</td>
<td>41.2%</td>
<td>87,534</td>
<td>45.9%</td>
<td>42.3%</td>
</tr>
<tr>
<td>Other revenues (I)</td>
<td>1,187</td>
<td>0.8%</td>
<td>606</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td>R&amp;D</td>
<td>(13,631)</td>
<td>-9.1%</td>
<td>(12,659)</td>
<td>-6.6%</td>
<td></td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>(35,037)</td>
<td>-23.5%</td>
<td>(36,821)</td>
<td>-19.3%</td>
<td></td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(15,429)</td>
<td>-10.3%</td>
<td>(17,587)</td>
<td>-9.2%</td>
<td></td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>(2,051)</td>
<td>-1.4%</td>
<td>(928)</td>
<td>-0.5%</td>
<td></td>
</tr>
<tr>
<td><strong>Total operating expenses and others</strong></td>
<td>(66,148)</td>
<td>-44.4%</td>
<td>(67,995)</td>
<td>-36.6%</td>
<td></td>
</tr>
<tr>
<td><strong>Ordinary Operating Profit (EBITANR) (*)</strong></td>
<td>(3,457)</td>
<td>-2.3%</td>
<td>20,145</td>
<td>10.6%</td>
<td>n.a</td>
</tr>
<tr>
<td>Non recurring costs/rev (II)</td>
<td>(7,948)</td>
<td>-5.3%</td>
<td>338</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Amort. intang. assets from acquis.</td>
<td>(2,085)</td>
<td>-1.4%</td>
<td>(1,999)</td>
<td>-1.0%</td>
<td></td>
</tr>
<tr>
<td><strong>Operating Profit (EBIT)</strong></td>
<td>(13,490)</td>
<td>-9.0%</td>
<td>18,484</td>
<td>9.7%</td>
<td>n.a</td>
</tr>
<tr>
<td>Financial (costs)/rev.</td>
<td>(3,303)</td>
<td>-2.2%</td>
<td>(3,037)</td>
<td>-1.6%</td>
<td></td>
</tr>
<tr>
<td>Results from equity investments</td>
<td>(151)</td>
<td>-0.1%</td>
<td>86</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Foreing exchange (costs)/rev.</td>
<td>(51)</td>
<td>0.0%</td>
<td>2,290</td>
<td>1.2%</td>
<td></td>
</tr>
<tr>
<td><strong>EBT</strong></td>
<td>(16,995)</td>
<td>-11.4%</td>
<td>17,823</td>
<td>9.3%</td>
<td>n.a</td>
</tr>
<tr>
<td>Taxes</td>
<td>2,457</td>
<td>1.6%</td>
<td>(6,568)</td>
<td>-3.4%</td>
<td></td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>(14,538)</td>
<td>-9.7%</td>
<td>11,255</td>
<td>5.9%</td>
<td>n.a</td>
</tr>
<tr>
<td>Depreciation</td>
<td>(4,645)</td>
<td>-3.1%</td>
<td>(3,926)</td>
<td>-2.1%</td>
<td></td>
</tr>
<tr>
<td>Amortization</td>
<td>(2,616)</td>
<td>-1.8%</td>
<td>(1,852)</td>
<td>-1.0%</td>
<td></td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>3,804</td>
<td>2.6%</td>
<td>25,923</td>
<td>13.6%</td>
<td>n.a</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>1.3316</td>
<td></td>
<td>1.3268</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(*) Ordinary Operating Profit before non recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)
Strong revenues growth

1H10 Revenues by Division

<table>
<thead>
<tr>
<th></th>
<th>1H09</th>
<th>1H10</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datalogic Mobile (*)</td>
<td>30,890</td>
<td>41,926</td>
<td>35.7%</td>
</tr>
<tr>
<td>Datalogic Automation</td>
<td>32,468</td>
<td>43,351</td>
<td>33.5%</td>
</tr>
<tr>
<td>Datalogic Scanning</td>
<td>71,511</td>
<td>89,316</td>
<td>24.9%</td>
</tr>
<tr>
<td>Informatics</td>
<td>14,551</td>
<td>16,561</td>
<td>13.8%</td>
</tr>
<tr>
<td>Datalogic S.p.A.</td>
<td>6,574</td>
<td>6,906</td>
<td>5.1%</td>
</tr>
<tr>
<td>Adjustments</td>
<td>-6,882</td>
<td>-7,228</td>
<td>5.0%</td>
</tr>
<tr>
<td>Revenues</td>
<td>149,112</td>
<td>190,832</td>
<td>28.0%</td>
</tr>
</tbody>
</table>

1H10 Revenues by Area

<table>
<thead>
<tr>
<th></th>
<th>1H09</th>
<th>1H10</th>
<th>Var. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>20,137</td>
<td>21,646</td>
<td>7.5%</td>
</tr>
<tr>
<td>Europe</td>
<td>57,363</td>
<td>69,703</td>
<td>21.5%</td>
</tr>
<tr>
<td>North America</td>
<td>44,273</td>
<td>52,303</td>
<td>18.1%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>13,984</td>
<td>22,859</td>
<td>63.5%</td>
</tr>
<tr>
<td>ROW</td>
<td>13,355</td>
<td>24,321</td>
<td>82.1%</td>
</tr>
<tr>
<td>Revenues</td>
<td>149,112</td>
<td>190,832</td>
<td>28.0%</td>
</tr>
</tbody>
</table>

(*) Datalogic Mobile includes Enterprise Business Solutions BU
### Segment Reporting

(Euro/Mln)

#### Revenues

- Mobile: 31, 42
- Automation: 32, 43
- Scanning: 72, 89
- Informatics: 15, 17
- DL SpA: 7, 7
- Total Group: 149, 191

#### Ebitda

- Mobile: 5, 5
- Automation: 2, 3
- Scanning: 2, 3
- Informatics: 2, 3
- DL SpA: 2, 3
- Total Group: 4, 13

#### R&D costs

- Mobile: 3, 3
- Automation: 4, 3
- Scanning: 6, 6
- Informatics: 0, 0
- DL SpA: 0, 0
- Total Group: 14, 13

#### TWC

- Mobile: 15, 12
- Automation: 26, 23
- Scanning: 29, 31
- Informatics: 3, 3
- DL SpA: 3, 4
- Total Group: 76, 73

#### YoY rev increase

- Mobile: 31
- Automation: 72
- Scanning: 15
- Informatics: 42
- DL SpA: 89
- Total Group: 32

#### % on 2010 rev

- Mobile: 13,1%
- Automation: 11,4%
- Scanning: 12,7%
- Informatics: 11%
- DL SpA: 13,9%
- Total Group: 37,0%

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Notes:
The Exchange rate variance has been calculated on Sales/COGS/Operating expenses originally denominated in USD ($). The variance was the result of the difference between H1 '10 Actual (1,327) and H1 '09 Actual (1,33) €/USD exchange rate. Therefore, this variance does not include the exchange rate effect on competitive scenario.

For Informatics has been considered its overall impact on the EBITANR.
# Consolidated Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>Dec 31, 09</th>
<th>June 30, 10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intangible fixed assets</strong></td>
<td>39,621</td>
<td>41,555</td>
</tr>
<tr>
<td><strong>Goodwill</strong></td>
<td>87,081</td>
<td>99,394</td>
</tr>
<tr>
<td><strong>Tangible fixed assets</strong></td>
<td>50,822</td>
<td>51,888</td>
</tr>
<tr>
<td><strong>Non consolidated investments</strong></td>
<td>2,675</td>
<td>3,035</td>
</tr>
<tr>
<td><strong>Other fixed assets</strong></td>
<td>23,181</td>
<td>25,298</td>
</tr>
<tr>
<td><strong>TOTAL FIXED ASSETS</strong></td>
<td><strong>203,380</strong></td>
<td><strong>221,170</strong></td>
</tr>
<tr>
<td><strong>Net trade account receivables</strong></td>
<td>65,455</td>
<td>77,691</td>
</tr>
<tr>
<td><strong>ST account payables</strong></td>
<td>(43,816)</td>
<td>(51,968)</td>
</tr>
<tr>
<td><strong>Inventory</strong></td>
<td>39,082</td>
<td>47,266</td>
</tr>
<tr>
<td><strong>TRADE WORKING CAPITAL</strong></td>
<td><strong>60,721</strong></td>
<td><strong>72,989</strong></td>
</tr>
<tr>
<td><strong>Other current receivables</strong></td>
<td>17,512</td>
<td>15,174</td>
</tr>
<tr>
<td><strong>Other ST payables and provision for risk &amp; future charges</strong></td>
<td>(34,989)</td>
<td>(41,549)</td>
</tr>
<tr>
<td><strong>NET WORKING CAPITAL</strong></td>
<td><strong>43,244</strong></td>
<td><strong>46,614</strong></td>
</tr>
<tr>
<td><strong>Other LT payables</strong></td>
<td>(17,373)</td>
<td>(19,225)</td>
</tr>
<tr>
<td><strong>Employees’ severance IndeMlnity</strong></td>
<td>(7,739)</td>
<td>(7,101)</td>
</tr>
<tr>
<td><strong>LT provision for risk &amp; future charges</strong></td>
<td>(4,319)</td>
<td>(7,300)</td>
</tr>
<tr>
<td><strong>NET INVESTED CAPITAL</strong></td>
<td><strong>217,193</strong></td>
<td><strong>234,158</strong></td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td>-116,695</td>
<td>-142,055</td>
</tr>
<tr>
<td><strong>Net Financial Position</strong></td>
<td>-100,498</td>
<td>-92,103</td>
</tr>
<tr>
<td><strong>Exchange rates</strong></td>
<td>1.4406</td>
<td>1.2271</td>
</tr>
</tbody>
</table>
Positive Cash flow
Negative Cash flow

Net Debt analysis: December ’09 - June ’10

Net Debt Dec 09: 100,498
Net Debt June 10: 92,103
Operating cash Flow: 10,341
Ch Trade NWC: -12,576
Capex: 3,823
Purchase/sale own shares: 560
Non-recurring out-flows: 2,973
Tax Payments: 1,974
Other: 11,044

Net Income: +11,255
Deprec & Amort: +7,777
Provision (severance and bad debt): +308

Acc. Receivable: -12,544
Inventory: -8,188
Acc. Payable: +8,152

(Euro/1,000)
HIGHLIGHTS

1H10 FINANCIAL RESULTS

OUTLOOK
GLOBAL TRENDS
- Globalization of the World economy
- Increased focus on gaining efficiencies and cost reduction in supply chains
- Greater safety and security concerns

MARKET DYNAMICS
- Proliferation of products in manufacturing processes
- Separation of supply chain and growing importance of contract manufacturing – different information systems
- Desire for lot and part traceability
- Desire to reduce cycle times and product life cycles
- Desire to simplify process

VALUE TO THE CUSTOMER
- Better information, faster
- Operate more efficiently reducing operating expenses
- Increase safety, security and compliance
- Measurable, sustainable ROI

+ 6-8% average market growth* - 2010 through 2012

*Company’s estimations on available market trend data
Datalogic Growth Strategy

1. Focus on two major pillars of growth:
   - ADC (Automatic Data Capture) and
   - Factory Automation markets

2. Foster external growth through M&A activities, mainly in the Automation market that is very fragmented

3. Expand emerging market presence, through strategic alliances and foreign investments

4. Drive Datalogic offering from just products to solutions

5. Ensure innovation and product development through relentless R&D activities and investments
Thank You!

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