STAR Conference
Milan
27 March 2018
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Group Overview
Datalogic at a glance

Global technology leader in the automatic data capture and process automation markets, in the Retail, Manufacturing, Transportation & Logistics, and Healthcare industries.

Over 40 years of Technological Innovation

1972  FOUNDATION  Established in Bologna
1988-1997  EXPANSION  Escort Memory Systems Inc.
                        IDWare Mobile Computing&Comm.
2001  LISTING  Listed on the STAR segment of Italian Stock Exchange
                        Minec AB
                        Laservall SpA
                        Informatics Inc.
                        PSC Inc.
                        Datasensor SpA
                        Evolution Robotics Retail Inc.
                        Accu-Sort Systems Inc.
                        PPT Vision Inc.
2002-2011  EXPANSION
2012-2015  INNOVATION  Acquisition of Multiwave Photonics SA
                        Partnership with CAEN RFID Srl
2017  EXPANSION  Set up new One Datalogic
                        Acquisition of Soredi Touch Systems GmbH
A Wide Geographical Footprint

Note: Breakdown by area based on FY 2017 revenues

- Direct presence in 30 countries
- 8 Manufacturing Sites
- 11 R&D Centers
- 3 DL LABS

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EMEA 54%
NORTH AMERICA 28%
APAC 13%
LATIN AMERICA 5%
Stock and Governance

Market Segment: STAR MTA
Reuters Code: DAL.MI
Bloomberg Code: DAL IM
Outstanding Shares: 58,446,491
Share Par-Value: 0.52 Euro each

Ticker: DAL
Price (March 22, 2018): 28.95 Euro
Market Cap (March 22, 2018): 1.70 B Euro
Auditing Company: EY

DATALOGIC PRICE PERFORMANCE

SHAREHOLDERS’ STRUCTURE

Hydra SpA: 35.35%
Free Float: 64.65%
Strategy and Outlook
DATALOGIC is the only player across the Global competitive landscape who can boast a wide and consolidated experience in both the two fields of:

- **Industrial Automation** (dating back to the foundation of the company)
- **Automatic Data Capture** (leadership deriving from the acquisition of PSC USA)
A New Organisation by Verticals...
…with a Wide and Complementary Offer…
Self-shopping allows customers to self-shop by directly scanning their own groceries with a Joya device or a smartphone. Shopevolution creates an exciting shopping experience for customers while providing increase in basket size, lower operational costs, and improved loyalty for retailers. While shopping, customers can bag items as they shop, check the running total, enjoy personalized promotions, and pay without queuing at the checkout.

Only Datalogic delivers end-to-end solutions for Direct Part Marking & Reading, from automated to manual deployments. With the smallest marking head footprint, Datalogic products make mechanical installations extremely easy in every applications: from stand-alone marking stations to fully automated working center in production lines. Automated reading cameras and vision processors complete the solution with the industry’s most intuitive interface, easy to deploy.

The process of shipping and managing freight expenses is now dependent on the weight of the freight and the space it occupies. Determining these characteristics and associating them with an order or shipment is essential to maximize shipping economy. Datalogic Dimension Weigh Scan systems provide a complete solution of dimensioners, scales, and bar code readers, to provide certified parcel profiles. The system integrates the bar code, weight and dimension data into a single message that can be used for sortation and verification.
...and a state of the art Customer Service

MULTI-LINGUAL PROFESSIONALS

EASE OF CARE (EoC) PROGRAMS FOR REPAIRS
FAST TURNAROUND + FIXED COST = PEACE OF MIND

GLOBAL COVERAGE ENSURED

BROAD TECHNICAL EXPERTISE ACROSS THE WHOLE PRODUCT RANGE

PROJECT MANAGEMENT

FEASIBILITY STUDY

ROOT CAUSE ANALYSIS AND REMEDIATION

SERVICE TAILORED TO SPECIFIC NEEDS

24/7 TECHNICAL SUPPORT

STRONG PARTNERSHIPS WITH BEST IN CLASS SERVICE PROVIDERS

FAST RESPONSE

On-site support
Local language
Within 3 business days from notification
English
Within 5 business days from notification

Premium Service Coverage

Phone support
Both the 2 days and overnight options, with both ways freight included
The 5 days with one way freight included

On-site support
Available

EoC Comprehensive
Warranty and out of warranty repairs

Datalogic Repair Center or Authorized Service Partner

Countries
European Union, Norway, Switzerland, United States, Canada and Australia

Argentina, Brazil, China, Colombia, Mexico, Turkey, Saudi Arabia, Bahrain, United Arab Emirates, Oman and Qatar

Standard support

Phone support
English

On-site support
Within 5 business days from notification

EoC Comprehensive
Not available

Datalogic Repair Center or Authorized Service Partner
Warranty and out of warranty repairs

Europe

On-site support
Within 3 business days from notification

EoC Comprehensive
Available
Total Addressable Market

Total Addressable Market @ $11 BN
CAGR 2017-2021 +5.4%

Source: VDC 2017 and Management estimates
We play in a growing market

**RETAIL E-COMMERCE**

- 2016: **1.86** trillion USD
- 2021: **4.48** trillion USD

**WAREHOUSING AND LOGISTICS ROBOTICS**

- 2016: **1.9** billion USD
- 2021: **22.4** billion USD

**IoT**

- 2016: **3.9** trillion USD
- 2025: **11.1** trillion USD

Datalogic products and solutions are essential for the e-commerce, the robotics and the IoT revolution.

There has never been a more exciting time as this to operate in the market we play in.
Retail
Connecting People, Processes and Technology

**DATALOGIC PROPOSITION**

- **Market Leader** along the Retail supply chain from 1974 with the first scanner in Troy, Ohio to 2018 with the NRF exhibition in New York with the innovative frictionless shopping
- Datalogic was the first company to introduce the full imaging bi-optic POS scanner and to conceive a fully automated portal scanner
- New Data capture products for E-commerce and multichannel
- Data analytics for location based services, indoor navigation, customer tracking either for path and time spent in front of shelves

**MARKET OUTLOOK**

- 90% of transactions are still completed in-store
- E-commerce drives change towards an omnichannel experience (brick and mortar – online shopping)
- RFID, video analytics, digital and interactive signage...are emerging technologies

**DATALOGIC RESULTS**

- 2017 Revenues €278.6 mln (-1.6% YoY), 49% of Revenues
- Double digit steady growth in EMEA, whilst NA heavily affected by forex effect
- Significant growth in APAC led by China
Example of how retailers are evolving

Walmart Digital Eco-System
MARKET OUTLOOK

- Industry 4.0 is pushing for multi-technology adoption, product interoperability and enhancement self diagnostic capabilities
- The adoption of key digital technologies shows a strong growth over the next 5 years

DATALOGIC PROPOSITION

- With more than 45 years of experience, Datalogic is a world-class product & solutions provider for track & trace processes and quality control systems
- Datalogic is providing multi-product portfolio to serve all the major manufacturing clients: Automotive, Food and Beverage, Automated Machinery and Electronics, and Intralogistics.
- Wide-range offer adapting to every customer
  - Safety → Laser Sentinel
  - Traceability → Identification products and Laser marking
  - Quality Control → Machine Vision
- Expanding into Intralogistic solutions and Robotic/AGV guidance

DATALOGIC RESULTS

- Unique portfolio provider of smart, interconnected devices able to protect, identify, sense, check and mark
- 2017 Revenues €150.5 mln (+10.1% YoY), 27% of Revenues
- Performance driven by China (+ 64% YoY)
Some numbers and trends: digital factory

Nine out of ten companies are investing in DIGITAL FACTORIES

Source: PwC
Transportation & Logistics
Visibility and interaction with the customer

**DATALOGIC PROPOSITION**

- Datalogic sensors and vision systems guarantee the optimal traceability of packages and shipments
- The first generations of self-driving vehicles (autonomous shuttles and forklifts), used in controlled areas of the warehouse are being developed
- Datalogic is at the forefront of the development of airport systems, since 1984 with the first automatic reading station in Milan, to the recent contract with a main European hub in compliance with new IATA requirements.
- Datalogic’s proven capabilities are reflected by the recent “Platinum” supplier qualification granted by a world leader in the shipping and logistics sector.

**MARKET OUTLOOK**

- Growth is driven by E-commerce: high speed sorting, ability to manage any size of parcel, and high flexibility
- Stationary Industrial, Vision Systems and Sensor&Safety are the fastest growing

**DATALOGIC RESULTS**

- 2017 Revenues €65.8 mln (+12.9% YoY), 12% of Revenues
- North America and APAC leading growth
- Double digit growth in the second half of the year
Transportation & Logistics

AIRPORT

- Baggage Handling Systems
- Baggage & Cargo Reconciliation
- Out Of Gauge
- Check-in and Baggage Drop-off Handling
- Access Control

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Healthcare
Meet regulations and Higher Patient Safety

**DATALOGIC PROPOSITION**
- Datalogic is the only company able to **empower the entire Healthcare ecosystem** from drug production to patient care or point of sale.
- Datalogic is the sole company providing **unique product features** for the HC industry such as:
  - **Anti-microbial** enclosures to enhance protection against germs and bacteria
  - **Inductive charging technology** for battery recharge avoiding maintenance cost related to contact damaging/wearing
  - **Green spot good match** to ensure positive medicine-patient identification
  - LAB Analysis is also working to ensure the **reliability of data** based on the patient

**MARKET OUTLOOK**
- Growing global population above the age of 65 are driving demand for personalized care and services
- Counterfeit is a global problem, placing Datalogic’s precision at a high advantage

**DATALOGIC RESULTS**
- **2017 Revenues €27.5 mln** (+38.8% YoY), 5% of Revenues
- The fastest growing sector in 2017
- Double digit growth in North America
## A clear strategy

<table>
<thead>
<tr>
<th>THE OBJECTIVE</th>
<th>THE SCOPE</th>
<th>THE ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep on constantly growing, above market average, while significantly improving profitability</td>
<td>Remain a product company with new emphasis on solutions to satisfy the needs of End Users in the following Industries: Retail, Healthcare, T&amp;L and Manufacturing</td>
<td>Moving from a product to a Customer-centric Company, leveraging on our wide range of products that is able to fulfill our customers’ needs for both data collection and process automation and providing end-to-end solutions across the entire flow of operations</td>
</tr>
<tr>
<td></td>
<td>Become a significant player in North America and further establish in APAC with a growing presence in China</td>
<td></td>
</tr>
</tbody>
</table>
2018 Outlook

- Grow in revenues at mid to high single digit rates
- Maintain a sound profitability through strong focus on gross operating margin improvements
- Further increase R&D investments & Distribution costs to improve our coverage and boost leadership in key areas (North America, APAC, Manufacturing)
- Maintain a Cash Generation profile

- T&L: keep growing in main Geo Areas, capturing ecommerce & CEP trends
- Retail: growth recovery in the Americas through new products and expanding sales organization
- HC: keep on substantially growing, both in North America & EMEA
- Manufacturing: keep on steady growing in China and other main Geo Areas, backed by strong demand for automation and further investments in sales organization in key Geo areas

- Good response of customers on new products launched in 2017; a solid pipeline of new products launches expected in 2018
Technologies and Products
Product Innovation and Development

- New product development process driven by customer needs

- A portfolio of more than 1,200 patents

- 9.1% of Revenues invested in R&D on a yearly basis, equal to over €55 million in 2017

- 13% of sales come from new products*

- 11 Research & Development Centers

- 470 R&D resources, more than 450 Engineers, engaged in new product development and emerging technologies

* Are considered new products the products announced in the last 24 months
Goal:
Identification – selection – protection - development, of technologies needed to maintain the business performance in accordance with the company’s objectives for the next 5 years

Methodology:
Define the technology stack, divided by:
- Core technologies: Not available on the market
- Product driven technologies: Used heavily in our products
- Solution driven technologies: Contribute to the consumer’s experience
Technology Stack

Solution driven technologies

Product driven technologies

Core technologies
Market split by Technology

Datalogic can offer all the technologies available for products identification

Data Capture Technology

- Laser Scanner: 28%
- Linear Imager: 16%
- 2D Imager: 57%
- Optical: 95%
- RFID: 5%

Market Value: $4.3 Bn

Includes only Hand Held Scanners, Industrial Stationary Scanners and Point of Sale Check Out

2017 (base year 2016)
# 2017 New Products Introduction

## Q1

<table>
<thead>
<tr>
<th>HAND HELD</th>
<th>AUTOMATION</th>
<th>RFID</th>
</tr>
</thead>
<tbody>
<tr>
<td>POWERSCAN 9500 RT</td>
<td>IMPACT 11.10 RELEASE</td>
<td>DLR-BT001, DLR-DK001</td>
</tr>
<tr>
<td>MATRIX 300N POLARIZED</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Q2

<table>
<thead>
<tr>
<th>MOBILE</th>
<th>AUTOMATION</th>
<th>LABS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMOR™ X3 HC</td>
<td>MATRIX 120 WA and POLARIZED</td>
<td>HALOGEN DE2012-WA-DL</td>
</tr>
</tbody>
</table>

## Q3

<table>
<thead>
<tr>
<th>HAND HELD</th>
<th>MOBILE</th>
<th>FRS / T&amp;L</th>
<th>AUTOMATION/ LABS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSE04x1, RIDA BC6020, POWERSCAN 9100, QW2400</td>
<td>JOYA TOUCH A6 &amp; A6 HC, RHINO II, MAGELLAN 3450VSi, MAGELLAN 3550HSi</td>
<td>HERBO DE1011-SR, IMPACT 11.11 IMPACT SW RELEASE, DSS100</td>
<td></td>
</tr>
</tbody>
</table>

## Q4

<table>
<thead>
<tr>
<th>MOBILE</th>
<th>AUTOMATION</th>
<th>RFID</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKORPIO X4</td>
<td>SLS-BS LASER SENTINEL, SG4 FIELDBUS, DL.CODE 1.5</td>
<td>DLR-PRO01 UHF LONG RANGE PORTAL READER</td>
</tr>
<tr>
<td></td>
<td>New trigger handle for DL-AXIST</td>
<td></td>
</tr>
</tbody>
</table>
Financials
Best ever results in Datalogic history

FY2017 RESULTS

REVENUES
€606.0
+5.1%
(+6.0% at constant FX)

17.0%
EBITDA MARGIN
(+1.3 p.p.)

€103.3
EBITDA
(+14.3%)

€60.1
NET INCOME
(+31%)

Q4 RESULTS

REVENUES
€155.3
+0.4%
(+3.7% at constant FX)

16.4%
EBITDA MARGIN
(+1.1 p.p.)

€25.4
EBITDA
(+7%)

€15.0
NET INCOME
(+202%)

Net Cash position at €30.1
# Improvements across the whole P&L

<table>
<thead>
<tr>
<th>€ m</th>
<th>FY2017</th>
<th>FY2016</th>
<th>Var%</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>606.0</td>
<td>576.5</td>
<td>5.1%</td>
<td>▪ Revenues up 5.1% to €606.0 m (+6.0% at constant exchange rate)</td>
</tr>
<tr>
<td>Gross Operating Margin</td>
<td>288.4</td>
<td>265.1</td>
<td>8.8%</td>
<td>▪ GOM showing steady improving trend at 47.6% (around +160 bps vs 2016)</td>
</tr>
<tr>
<td>% on Revenues</td>
<td>47.6%</td>
<td>46.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating expenses</td>
<td>(202.7)</td>
<td>(192.3)</td>
<td>5.4%</td>
<td>▪ R&amp;D on revenues from 8.7% to 9.1% (from 9% to 9.5% for Datalogic Business)</td>
</tr>
<tr>
<td>% on Revenues</td>
<td>(33.5%)</td>
<td>(33.4%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBITDA</td>
<td>103.3</td>
<td>90.4</td>
<td>14.3%</td>
<td>▪ Timing effects &amp; efficiencies on distribution costs (+2.3% YoY)</td>
</tr>
<tr>
<td>Ebitda margin</td>
<td>17%</td>
<td>15.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBIT</td>
<td>82.9</td>
<td>70.2</td>
<td>18.0%</td>
<td>▪ EBITDA margin at 17% mainly thanks to improvement in the GOM</td>
</tr>
<tr>
<td>Ebit margin</td>
<td>13.7%</td>
<td>12.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBT</td>
<td>75.5</td>
<td>66.9</td>
<td>12.8%</td>
<td>▪ Unfavorable forex and higher gross debt on financial costs</td>
</tr>
<tr>
<td>Taxes</td>
<td>(15.4)</td>
<td>(21.0)</td>
<td>-27.0%</td>
<td>▪ Tax rate at ~ 20%</td>
</tr>
<tr>
<td>Net Income</td>
<td>60.1</td>
<td>45.8</td>
<td>31.0%</td>
<td>▪ Impressive growth of net income +31% to €60.1 m</td>
</tr>
<tr>
<td>% on Revenues</td>
<td>9.9%</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exchange Rate</td>
<td>1.1297</td>
<td>1.1069</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Group Revenues by country

<table>
<thead>
<tr>
<th>REVENUES BY GEOGRAPHIC AREA</th>
<th>FY 2017</th>
<th>FY 2016</th>
<th>Var%</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ m</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EMEA</td>
<td>327.5</td>
<td>304.5</td>
<td>7.5%</td>
</tr>
<tr>
<td>North America</td>
<td>171.4</td>
<td>178.3</td>
<td>(3.8%)</td>
</tr>
<tr>
<td>Latin America</td>
<td>27.5</td>
<td>30.0</td>
<td>(8.5%)</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>79.6</td>
<td>63.6</td>
<td>25.1%</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>606.0</strong></td>
<td><strong>576.5</strong></td>
<td><strong>5.1%</strong></td>
</tr>
</tbody>
</table>

- Strong growth in APAC driven by China (+55%) in Manufacturing mainly
- Confirming leadership in EMEA led by Retail (+11%)
- NA growth driven by T&L (+11%) and Healthcare (+97%); strong performance of Solution Net Systems. Retail and Informatics negatively offsetting performance
- LA heavily impacted by FX and 2016 large deals
### Group Revenues & EBITDA by division

#### Revenues by Division

<table>
<thead>
<tr>
<th></th>
<th>€ m</th>
<th>FY2017</th>
<th>FY2016</th>
<th>Var%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datalogic</td>
<td></td>
<td>564.0</td>
<td>534.2</td>
<td>5.6%</td>
</tr>
<tr>
<td>Solution Net Systems</td>
<td></td>
<td>24.7</td>
<td>20.2</td>
<td>22.5%</td>
</tr>
<tr>
<td>Informatics</td>
<td></td>
<td>20.6</td>
<td>24.4</td>
<td>(15.5%)</td>
</tr>
<tr>
<td>Adjustments</td>
<td></td>
<td>(3.3)</td>
<td>(2.3)</td>
<td>42.2%</td>
</tr>
<tr>
<td>Total Revenues</td>
<td></td>
<td>606.0</td>
<td>576.5</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

- **Datalogic** driven by growth of Fixed Retail Scanners, Identification and Hand Held products. Strong growth through Channel towards SMEs (+14.2%)

- **Solution Net Systems** strong top line growth (+22.5%) and sound turnaround in profitability

- **Informatics** top line still on downward trend but profitability turned positive

#### EBITDA by Division

<table>
<thead>
<tr>
<th></th>
<th>€ m</th>
<th>FY2017</th>
<th>FY2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datalogic</td>
<td></td>
<td>100.2</td>
<td>93.1</td>
</tr>
<tr>
<td>Solution Net Systems</td>
<td></td>
<td>2.9</td>
<td>(1.0)</td>
</tr>
<tr>
<td>Informatics</td>
<td></td>
<td>0.1</td>
<td>(1.5)</td>
</tr>
<tr>
<td>Total Group</td>
<td></td>
<td>103.3</td>
<td>90.4</td>
</tr>
</tbody>
</table>
EBITDA: actual vs last year

€ m

15.7 % on Group Revenues

17.0 % on Group Revenues

FY 2016

<table>
<thead>
<tr>
<th>Price</th>
<th>Volume</th>
<th>Mix</th>
<th>Service</th>
<th>COGS</th>
<th>FX</th>
<th>Structure</th>
<th>SNS/INF</th>
<th>FY 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>90.4</td>
<td>12.3</td>
<td>11.9</td>
<td>0.9</td>
<td>9.8</td>
<td>0.2</td>
<td>(12.2)</td>
<td>1.6</td>
<td>103.3</td>
</tr>
</tbody>
</table>

-2.3% on DL Business 2017 revenues

Positive Items  Negative Items
## Consolidated Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>Dec 2016</th>
<th>Dec 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td>371.7</td>
<td>347.9</td>
</tr>
<tr>
<td><strong>Net Financial Position</strong></td>
<td>(3.5)</td>
<td>(30.1)</td>
</tr>
<tr>
<td><strong>Trade receivables</strong></td>
<td>75.5</td>
<td>83.2</td>
</tr>
<tr>
<td>% on 12m rolling sales</td>
<td>13.1%</td>
<td>13.7%</td>
</tr>
<tr>
<td><strong>Inventories</strong></td>
<td>82.3</td>
<td>85.9</td>
</tr>
<tr>
<td>% on 12m rolling sales</td>
<td>14.3%</td>
<td>14.2%</td>
</tr>
<tr>
<td><strong>Trade payables</strong></td>
<td>(104.6)</td>
<td>(107.7)</td>
</tr>
<tr>
<td>% on 12m rolling sales</td>
<td>-18.1%</td>
<td>-17.8%</td>
</tr>
<tr>
<td><strong>Trade Working Capital</strong></td>
<td>53.2</td>
<td>61.5</td>
</tr>
<tr>
<td>% on 12m rolling sales</td>
<td>9.2%</td>
<td>10.1%</td>
</tr>
<tr>
<td><strong>Other assets/liabilities</strong></td>
<td>(92.1)</td>
<td>(86.5)</td>
</tr>
<tr>
<td><strong>Net Invested Capital</strong></td>
<td>332.9</td>
<td>322.9</td>
</tr>
<tr>
<td><strong>Net Equity</strong></td>
<td>336.4</td>
<td>353.0</td>
</tr>
</tbody>
</table>

**Total Sources**: 332.9 €m (Dec 2016), 322.9 €m (Dec 2017)
Net Debt Analysis: Dec’16 – Dec’17

€ m

3.5
103.3
(6.6)
(13.9)
(17.3)
(5.8)
(17.4)
(8.0)
(7.6)
30.1

Net Debt Dec 16
EBITDA
Ch TWC
Capex
Taxes
Net Financial Charges
Dividend Payment
Soredi Acquisition
Other
Net Debt Dec 17

Of which:
Machinery, equipment and moulds
Electronics machineris / Software
Offices refurbishment

Acc. Receivable
Inventory
Acc. Payable

-2.4% on Revenues

Positive Items
Negative Items
Contact

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NEXT EVENTS

May 9th, 2018
1Q results

May 23rd, 2018
Shareholders’ meeting

August 9th, 2018
6M results

November 13th, 2018
9M results

DATALOGIC ON LINE

www.datalogic.com