2013-2015
Three Year Plan

September 27th, 2013
Agenda

- Group Overview
- 2013-2015 Three Year Plan
- Appendix
Group Overview
Datalogic at a glance

- Global leader in Automatic Data Capture and Industrial Automation markets

- World-class producer of barcode readers, mobile computers, sensors, vision systems and laser marking systems with innovative solutions in retail, manufacturing, transportation & logistics and healthcare industries

- 2012 Revenues at 462.3 M Euro of which 64.4% in the ADC Market and 28.2% in the Industrial Automation Market

- A large portfolio of over 1,000 patents

- Founded in 1972 by Romano Volta in Bologna, Italy and listed on the STAR Segment of the Italian Stock Exchange since 2001

- About 2,400 employees, of which 350 in R&D

- Direct presence in 30 countries worldwide selling to 120 countries

- +1,000 partners worldwide
A history of growth through acquisitions
A wide geographical footprint

Note: Breakdown by area based on 2012 revenues

- EUROPE 37.3%
- NORTHERN AMERICA 34.5%
- ITALY 8.4%
- APAC 11.4%
- ROW 8.4%

Direct presence in 30 countries worldwide
- 8 Manufacturing Sites
- 12 R&D Centers
Relentless innovation

- **22 new products** in 2012
- A large and growing portfolio of over **1,000 patents**
- Over **100 patents** filed in 2012
- **12 Research & Development** Centers
- Over **350 R&D Engineers**
- **25% of sales** from new products

**PRODUCT INNOVATION**

**PATENT PORTFOLIO**
2013-2015 Three Year Plan
Worldwide market trend: two speeds for ADC and IA

### Automatic Data Capture

- **ADC** addressable market was down 3.5% in 2012 due to the economic crisis, forecast reviewed downward for the entire period CAGR 2012-2015 +0.9%
- Major improvements expected only in **Asia Pacific** with a CAGR 2012-2015 around 5%

### Industrial Automation

- Very fragmented **IA** industry with potential addressable markets worth $3B in the Inductive Proximity and ASMV Systems
- **IA** market flat in 2012, expected to recover from 2014
- Growing technology convergence (laser and vision based technology)

---

**Source:** VDC 2013 (base year 2012)  Preliminary Figures - Market Researches and Management's Best Estimate
ADC positioning: competing with giants

2012 ADC Available Market including POS Retail Scanners, Handheld Scanners and Mobile Computers (Hand Held, PDA and Fork-Lift Vehicles Mounted Computer) segments

Honeywell improved its positioning thanks to the acquisition of Intermec

Source VDC 2013 (base year 2012)
IA positioning: 6% market share

2012 Revenues in $M

2012 IA Available Market including Industrial Barcode Scanners, Imagers, Photoelectric Sensors, Safety Light Curtains, Smart Cameras/Vision Sensors, Laser Marking segments (Postal Material Handling, Dimensioner and Integrated Solutions not included)

Source VDC 2013 (base year 2012) Preliminary Figures - Market Researches and Management's Best Estimate

Industrial Stationary Scanners

#1 WW – 27.5% mkt share
#1 in Americas – 31.3% mkt share
#2 in EMEA – 29.1% mkt share
Three Year Plan: the new paradigm

- Innovative products
- Customer Focus
- Market Expansion
- People Engagement
- Competitive advantage
- Increase revenues
Customer focus: invest in technology and develop excellent products

- Core Competences
  - New Emerging Technologies
  - Integration Office

- New Business Development Division to meet and anticipate current and future customer needs

- Focus on Vision and Imaging technologies

- Focus on breakthrough innovations

- Improve market shares

- Research & Development investments from current 7% to over 8% on sales in the new plan
Retail: 41% of revenues*

* Figures as of 31 August 2013
## Retail

<table>
<thead>
<tr>
<th>POS</th>
<th>Store mngt</th>
<th>Warehouse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain / upgrade customer base</td>
<td>Increase customer penetration</td>
<td>Maximize customer coverage</td>
</tr>
<tr>
<td>Most innovative solutions</td>
<td>New products</td>
<td>New Products</td>
</tr>
<tr>
<td>Multi-tier model</td>
<td>Tailored services</td>
<td>Bundle solutions</td>
</tr>
</tbody>
</table>

*Leverage the great market share in POS checkout*
Retail - Trends & Key to success

- **Trends**
  - Multi-modal retail format are gaining traction
  - Transition to data rich barcode is carefully evaluated by retailers

- **Strengths**
  - Industry leaders in Bi-Optic & Single-Plane products
  - Strong worldwide food retail relationships
  - Consolidated resellers network
  - Strong brand recognition

- **Key to success**
  - Increase depth in specialized mobile computers for retail
  - Increase the value of products and services for tier 1
  - Pursue growth opportunities following demographic expansion
Manufacturing: 35% of revenues*

* Figures as of 31 August 2013
Manufacturing

Warehouse
Maintain / upgrade customer base
Packaged solutions
Tailored services

Shop floor
Increase customer penetration
Replicate EMEA channel model

Automation
Maximize customer coverage
Geographical expansion
Leverage barcode, marking and inspection

Leverage the product breadth and distribution channel
Manufacturing-Trends & Key to success

- **Trends**
  - Both traditional and emerging markets are endorsing unprecedented level of automation

- **Focus on:**
  - Food and Pharma Automatic Machines
  - Electronics including Third Party Manufacturer
  - Automotive (Cars, Tires and other parts)

- **Key to success**
  - Expand the geographical presence and replicate the EMEA channel model
  - Leverage machine vision investment to increase the value of sensors
  - Provide packaged solutions bundling laser marking and machine vision
Transportation & Logistic: 17% of revenues*

Automatic Data Capture

Industrial Automation

* Figures as of 31 August 2013
Leverage leadership in sorting applications

Data Collection
- Increase customer penetration
  - New products
  - Data fusion

Sorting
- Maintain / upgrade customer base
  - Product refinement
  - Aggressive sales

Delivery
- Selective expansion
  - New products
  - Tailored services
T&L - Trends & Key to success

- **Trends**
  - Increasing importance of “Big Data”, the fusion of barcode, dimensions and image

- **Focus on:**
  - Couriers, Postal, e-Commerce, Distribution Centers

- **Key to success**
  - Continue integration of readers, dimensioning system, image data base management
  - Expand MC offering to match / outperform competition in Data Collection
  - Pursue a selective development / sale strategy in the highly competitive proof of delivery application
Healthcare: 5% of revenues*

* Figures as of 31 August 2013 – Other industries (Government and Hospitality) account for 3% of revenues
Healthcare

**Manufacturing**
- Maximize customer coverage
  - Expand geography
  - Mark and Verify solutions

**Inventory mngt**
- Increase customer penetration
  - Tailored services
  - Channel program

**Bed side care**
- Maximize customer coverage
  - Most innovative solutions
  - New Products

Anticipate new regulatory
*E-pedigree*
*European Medicines Verification System*
Healthcare - Trends & Key to success

- **Trends**
  - Major regulatory changes are underway
  - US with e-pedigree
  - Europe with EMVS

- **Key to success**
  - Continue expansion of specialized products
  - Expand mark and verify solutions
  - Increase penetration of MC in hospital stock management
Market expansion – Exploit fast growing markets

- Increase penetration in large regions and fast growing geographies: CAGR 2012-2015 +12%

- Large potential in all key industries for automation investments (focus on Sensors & Vision in BRICS)

- Boost growth in under served countries like China, Korea, Turkey, Africa, India and Brazil

- Strengthen sales force and establish new local offices

- Ad hoc products that fit with local needs and habits

- Scouting new opportunities for external growth (not included in the plan)
Invest in people management and motivation

Datalogic Human Resources key strategic pillar:

Differentiated performance through our people!

- A new strengthened Human Resources leadership to enable Datalogic business strategy & agenda by ensuring:
  - the design and delivery of a high performance organization
  - the selection and retention of top talent
  - the development and rewarding of people by fostering a culture of engagement and results oriented
Three Year Plan: leveraging on our strengths ...

Financial
- Consistent **history of profitable** growth
- Consistent resource management to **sustain a leadership position**
- **Strong cash generation** to reduce Net Debt (Net Debt/Equity ratio at 0.6x at 1H 2013) and to sustain growth
- Continuous **improvement of Net Working Capital**
- Potential from further **internal reorganization**

Processes
- Address the customers’ needs with a **flexible, but structured process**
- Perfect the **new product development** process continuously
- Improve **operational efficiency** with structured plans
- **Adopt state of the art supply chain in both division** to gain efficiency and leverage the industrial global footprint
...in a more difficult market scenario

- Refresh the Datalogic Three Year rolling plan to extend targets to 2015
- Three Year Plan based on organic growth without acquisitions

New market situation

- **ADC 2012-2015**: flat trend expected vs previous forecasted CAGR of 5.7%
- **Industrial Automation 2012-2015**: expected CAGR of 6.9% vs a previous forecast of 5.4%
Three Year Plan 2013-2015

- Revenues 2012-2015 CAGR over 5% above market average driven by:
  - ADC CAGR over +4% vs +1% of market
  - IA CAGR over +10% vs + 6.9% of market
  - Recovery expected from 2014

- Improvement of EBITDA, CAGR 2012-2015 of around 8% expected in a range of 78-80 M Euro (EBITDA margin to ~ 15% in 2015)
Three Year Plan 2013-2015

- Strong cash generation: Net Debt/Equity ratio < 20% and Net Debt/EBITDA around 0.5X
- Investment in CAPEX stable at around 2% of revenues per year
- 2015 ROE target around 17%-18%

*2012 figures include impairment on Accu-Sort
**Figures gross of dividends
Appendix
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 (September 24th, 2013): 6.83 Euro
Market Cap (September 24th, 2013): 399.2 M Euro
Specialist: Intermonte SIM
Auditing Company: Reconta Ernst & Young

DATALOGIC PRICE PERFORMANCE

SHAREHOLDERS’ STRUCTURE

- Hydra S.p.A.: 2.03%
- Free Float: 2.75%
- Tamburi Investment P.: 6.40%
- D'Amico: 20.42%
- Treasury Shares: 68.40%
Consistent growth in 2001-2012

SALES CAGR 2001-2012 +14%

EBITDA CAGR 2001-2012 +13%

NET INCOME CAGR 2001-2012 +26%

- Strong consistent growth across key indicators reflecting investments in innovation, M&A and improvements in efficiency and productivity

* 2012 net profit impacted by the write off of Accu-Sort goodwill
# 1H 2013 Profit and Loss

<table>
<thead>
<tr>
<th>000€</th>
<th>1H2013</th>
<th>1H2012</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>218,769</td>
<td>236,860</td>
<td>-7.6%</td>
</tr>
<tr>
<td>COGS</td>
<td>(115,337)</td>
<td>(123,719)</td>
<td>-6.8%</td>
</tr>
<tr>
<td><strong>Gross Operating Margin</strong></td>
<td>103,432</td>
<td>113,141</td>
<td>-8.6%</td>
</tr>
<tr>
<td>Other revenues</td>
<td>617</td>
<td>6,109</td>
<td>-89.9%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>(17,397)</td>
<td>(15,893)</td>
<td>9.5%</td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>(41,763)</td>
<td>(43,509)</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(22,801)</td>
<td>(22,882)</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>(847)</td>
<td>(1,337)</td>
<td>-36.6%</td>
</tr>
<tr>
<td><strong>Total operating expenses and others</strong></td>
<td>(82,808)</td>
<td>(83,621)</td>
<td>-1.0%</td>
</tr>
<tr>
<td>EBITANR</td>
<td>21,241</td>
<td>35,629</td>
<td>-40.4%</td>
</tr>
<tr>
<td>Non recurring costs/rev</td>
<td>1,059</td>
<td>(1,570)</td>
<td>n.a.</td>
</tr>
<tr>
<td>Amort. Intang. Assets from acquis.</td>
<td>(2,913)</td>
<td>(2,731)</td>
<td>6.7%</td>
</tr>
<tr>
<td><strong>Operating Profit (EBIT)</strong></td>
<td>19,387</td>
<td>31,328</td>
<td>-38.1%</td>
</tr>
<tr>
<td>Financial (costs)/rev.</td>
<td>(4,157)</td>
<td>(3,992)</td>
<td>4.1%</td>
</tr>
<tr>
<td>Results from equity investments</td>
<td>102</td>
<td>116</td>
<td>-12.1%</td>
</tr>
<tr>
<td>Foreign exchange (costs)/rev.</td>
<td>(1,108)</td>
<td>4,544</td>
<td>n.a.</td>
</tr>
<tr>
<td><strong>EBT</strong></td>
<td>14,224</td>
<td>31,996</td>
<td>-55.5%</td>
</tr>
<tr>
<td>Taxes</td>
<td>(3,987)</td>
<td>(5,432)</td>
<td>-26.6%</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>10,237</td>
<td>26,564</td>
<td>-61.5%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>(3,886)</td>
<td>(3,807)</td>
<td>2.1%</td>
</tr>
<tr>
<td>Amortization</td>
<td>(1,105)</td>
<td>(1,213)</td>
<td>-8.9%</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>26,232</td>
<td>40,649</td>
<td>-35.5%</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>1.3134</td>
<td>1.2965</td>
<td></td>
</tr>
</tbody>
</table>
## Consolidated Balance Sheet

<table>
<thead>
<tr>
<th>€000</th>
<th>At 31/12/2012</th>
<th>At 30/06/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible fixed assets</td>
<td>60,262</td>
<td>58,826</td>
</tr>
<tr>
<td>Goodwill</td>
<td>151,134</td>
<td>152,821</td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>51,621</td>
<td>50,429</td>
</tr>
<tr>
<td>Non Consolidated investments</td>
<td>3,936</td>
<td>3,887</td>
</tr>
<tr>
<td>Other fixed assets</td>
<td>46,602</td>
<td>42,517</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td><strong>313,555</strong></td>
<td><strong>308,480</strong></td>
</tr>
<tr>
<td>Net trade account receivables</td>
<td>82,552</td>
<td>72,059</td>
</tr>
<tr>
<td>ST account payables</td>
<td>(71,102)</td>
<td>(73,526)</td>
</tr>
<tr>
<td>Inventory</td>
<td>49,153</td>
<td>54,041</td>
</tr>
<tr>
<td><strong>Trade Working Capital</strong></td>
<td><strong>60,603</strong></td>
<td><strong>52,574</strong></td>
</tr>
<tr>
<td>Other current receivables</td>
<td>25,577</td>
<td>27,766</td>
</tr>
<tr>
<td>Other ST payables and provision for risk &amp; future charges</td>
<td>(71,566)</td>
<td>(62,415)</td>
</tr>
<tr>
<td><strong>Net Working Capital</strong></td>
<td><strong>14,614</strong></td>
<td><strong>17,925</strong></td>
</tr>
<tr>
<td>Other LT payables</td>
<td>(22,513)</td>
<td>(23,537)</td>
</tr>
<tr>
<td>Employees’ severance Indemnity</td>
<td>(7,367)</td>
<td>(7,348)</td>
</tr>
<tr>
<td>LT provision for risk &amp; future charges</td>
<td>(3,768)</td>
<td>(5,178)</td>
</tr>
<tr>
<td><strong>Net Invested Capital</strong></td>
<td><strong>294,521</strong></td>
<td><strong>290,342</strong></td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td><strong>173,403</strong></td>
<td><strong>176,903</strong></td>
</tr>
<tr>
<td><strong>Net Financial Position</strong></td>
<td><strong>(121,118)</strong></td>
<td><strong>(113,439)</strong></td>
</tr>
</tbody>
</table>

*Exchange rate*  
1.3194  
1.3080
# Revenues trend

## REVENUES BY DIVISION

<table>
<thead>
<tr>
<th>Division</th>
<th>€000</th>
<th>1H2012</th>
<th>1H2013</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datalogic ADC</td>
<td>148,628</td>
<td>134,151</td>
<td>-9.7%</td>
<td></td>
</tr>
<tr>
<td>Datalogic Automation</td>
<td>70,079</td>
<td>69,041</td>
<td>-1.5%</td>
<td></td>
</tr>
<tr>
<td>Informatics</td>
<td>18,477</td>
<td>15,655</td>
<td>-15.3%</td>
<td></td>
</tr>
<tr>
<td>Datalogic S.p.A.</td>
<td>10,359</td>
<td>11,162</td>
<td>7.8%</td>
<td></td>
</tr>
<tr>
<td>Adjustments</td>
<td>(10,683)</td>
<td>(11,240)</td>
<td>5.2%</td>
<td></td>
</tr>
<tr>
<td>Total revenues</td>
<td>236,860</td>
<td>218,769</td>
<td>-7.6%</td>
<td></td>
</tr>
</tbody>
</table>

## REVENUES BY AREA

<table>
<thead>
<tr>
<th>Area</th>
<th>€000</th>
<th>1H2012</th>
<th>1H2013</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>20,845</td>
<td>20,752</td>
<td>-0.4%</td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>92,887</td>
<td>79,129</td>
<td>-14.8%</td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td>83,218</td>
<td>75,334</td>
<td>-9.5%</td>
<td></td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>25,999</td>
<td>27,389</td>
<td>5.3%</td>
<td></td>
</tr>
<tr>
<td>ROW</td>
<td>13,911</td>
<td>16,165</td>
<td>16.2%</td>
<td></td>
</tr>
<tr>
<td>Total revenues</td>
<td>236,860</td>
<td>218,769</td>
<td>-7.6%</td>
<td></td>
</tr>
</tbody>
</table>
Contacts

IR CONTACTS

CFO and IR Manager
Marco Rondelli
E-mail investor@datalogic.com

IR Assistant
Daniela Giglioli
Tel. +39 051 3147109
Fax +39 051 3147205
E-mail daniela.giglioli@datalogic.com

Via Candini, 2
40012 Lippo di Calderara di Reno
Bologna – Italy

IR Consultant
Vincenza Colucci
CDR Communication Srl
Tel. +39 335 6909547
vincenza.colucci@cdr-communication.it

NEXT EVENTS

October 2nd, 2013
STAR Conference London

November 7th, 2013
Approval of the Consolidated Financial Report as of September 30, 2013

DATALOGIC ON LINE

www.datalogic.com
Disclaimer

This document has been prepared by Datalogic S.p.A. (the "Company") for use during meetings with investors and financial analysts and is solely for information purposes. The information set out herein has not been verified by an independent audit company.

Neither the Company nor any of its subsidiaries, affiliates, branches, representative offices (the "Group"), as well as any of their directors, officers, employees, advisers or agents (the "Group Representatives") accepts any responsibility for/or makes any representation or warranty, express or implied, as to the accuracy, timeliness or completeness of the information set out herein or any other related information regarding the Group, whether written, oral or in visual or electronic form, transmitted or made available.

This document may contain forward-looking statements about the Company and/or the Group based on current expectations and opinions developed by the Company, as well as based on current plans, estimates, projections and projects of the Group. These forward-looking statements are subject to significant risks and uncertainties (many of which are outside the control of the Company and/or the Group) which could cause a material difference between forward-looking information and actual future results.

The information set out in this document is provided as of the date indicated herein. Except as required by applicable laws and regulations, the Company assumes no obligation to provide updates of any of the aforesaid forward-looking statements.

Under no circumstances shall the Group and/or any of the Group Representatives be held liable (for negligence or otherwise) for any loss or damage howsoever arising from any use of this document or its contents or otherwise in connection with the document or the aforesaid forward-looking statements.

This document does not constitute an offer to sell or a solicitation to buy or subscribe to Company shares and neither this entire document or a portion of it may constitute a recommendation to effect any transaction or to conclude any legal act of any kind whatsoever.

This document may not be reproduced or distributed, in whole or in part, by any person other than the Company.

By viewing and/or accepting a copy of this document, you agree to be bound by the foregoing limitations.