Italian Investment Conference

Unicredit – Kepler Cheuvreux
Milan 4th June, 2013
Agenda

- Group Overview
- Strategy and Outlook
- Q1 2013 Results
- 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

- 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

- Direct presence in 30 countries worldwide selling to 120 countries

- +1,000 partners worldwide
A History of Growth through Acquisitions

- Acquisition of IDWare Mobile Computing & Comm. (Italy)
- Acquisition of Escort Memory Systems Inc. (CA, USA)
- Acquisition of Laser Vall SpA (Italy)
- Acquisition of Minec AB (Sweden)
- Acquisition of Datasensor SpA (Italy)
- Acquisition of Informatics Inc. (TX, USA)
- Acquisition of PSC Inc. (OR, USA)
- Acquisition of Evolution Robotics Retail (CA, USA)
- Acquisition of Accu-Sort Systems Inc. (PA, USA)
- Acquisition of PPT Vision Inc. (MN, USA)

Established in Bologna
Listing on the Milan Stock Exchange

- 1972
- 1988
- 1997
- 2001
- 2002
- 2004
- 2005
- 2008
- 2010
- 2011
- 2012
A wide geographical footprint

Note: Breakdown by area based on 2012 revenues

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

Direct presence in 30 countries worldwide
- 8 Manufacturing Sites
- 12 R&D Centers
Datalogic: the best of two worlds…

Industrial Automation

Automatic Data Capture

Manufacturing

T&L

Retail

Healthcare
... to improve service for Global Clients

- More than 1,000 partners worldwide
- Longstanding relations with the biggest retailers, couriers and automotive manufacturers in the world
- Over 400 installations of Self Shopping in Europe
- Over 1,000 reading stations installed in more than 100 airports worldwide
Worldwide Market Trend: ADC and IA

Automatic Data Capture

- ADC addressable market grew at a slower pace in 2012 due to the economic crisis, expected to recover as of 2013
- Major improvements expected in Asia Pacific and Americas with a CAGR 2011-2014 over 8% and 6% respectively

Industrial Automation

- Very fragmented IA industry with potential addressable markets worth $3B in the Inductive Proximity and ASMV Systems
- Growing technology convergence (laser and vision based technology) expected to set the tone for future investments

Source VDC 2012 (base year 2011)
ADC Positioning: 10% Market Share

2011 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 EMS Technologies in mid 2011.

POS Retail Scanners
#1 WW - 37.4% mkt share

Handheld Scanners
#1 in EMEA - 31.6% mkt share
#3 WW - 17.4% mkt share

Mobile Computers
#4 in EMEA - 7.6% mkt share
#5 WW - 4% mkt share

Source VDC 2012 (base year 2011)
IA Positioning: 6% Market Share

2011 IA Available Market including Industrial Barcode Scanners, Imagers, Photoelectric Sensors, Safety Light Curtains, Smart Cameras/Vision Sensors, Laser Marking and Dimensioner segments (Postal Material Handling and Integrated Solutions Group not included)

Source: © VDC 2012 (base year 2011) - Market Researches and Management's Best Estimate
Strategy and Outlook
Datalogic Strengths

**Financial**
- Consistent history of **profitable growth**
- Consistent resource management to sustain a **leadership position**
- **Strong cash generation** to sustain growth
- Potential from further **internal reorganization**

**Customer**
- Very strong presence in EMEA in all the key industries
- Continuously striving for unique selling proposition (Jade, Joya, Motionix, Green Spot)
- Multi channel market approach to satisfy customer needs

**Innovation**
- Excel in basic technologies like 2D scanning, and key software components
- Develop internally key differentiating technologies
- Protect the business with a solid Intellectual Property portfolio

**Process**
- Address the customers’ needs with a flexible, but structured process
- Perfect the new product development process continuously
- Improve operational efficiency with structured plans
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
Relentless Innovation

- Continuous investments in R&D provide new fuel to enhance reference market growth
- Strengthen development through a new Technology Platform (IP Tech)
- Focus on Vision and Imaging technologies
- Develop breakthrough innovation in Checkout and Automatic Scanning solutions
- Research & Development investments around 7% on sales
  - 22 new products in 2012
  - A large and growing portfolio of over 1,000 patents
  - Over 100 patents filed in 2012
  - 11 Research & Development Centers
  - Over 350 R&D Engineers
  - 25% of sales from new products
Customer Solutions in ADC Market

Protect Leadership and Leverage Cash Flow

- A complete product and solutions range to meet customers’ needs more effectively and promptly

- Reengineer Go To Market Model in large, underserved and fast growing geographies and Vertical markets to gain market share:
  - Improve Hand Held Scanners, Mobile Computers and Fixed Retail Scanners sales in North America
  - Increase Hand Held Scanners revenues in Greater China, SE Asia, Latin America and Emerging Europe
  - Focus on high growth global Healthcare and Pharma markets
Customer Solutions in IA Market

Leading Player in FA and T&L

- Increase penetration in large regions and fast growing geographies:
  - Gain market shares in North America, by distribution network and FA business
  - Drive above market growth in EMEA by T&L solutions revenues
  - Boost growth in under served countries like China, Korea, Turkey and Brazil

- Exploit reorganization by market addressing high growth verticals and high end solutions:
  - Factory Automation: focus on target industries (Automotive/Tyres, Electronics, OEM/Packaging, OEM/ Clinical, Automated Warehousing)
  - Transportation & Logistics: expand postal business to a global business and strengthen T&L potential market and solutions range
Process

- Group reorganization by market: **ADC (Scanning and Mobile integrated)** and IA divisions

- **Streamlined organization structure** by reducing existing operating companies and improved operational efficiency and right-sized cost structure

- World class performance through the global adoption of **best in class Supply Chain Management**

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**Automatic Data Capture**

- A new integrated **Global Supply Chain**

- **Fully leverage Vietnam plant capability with 80%** of total production in 2012

- **Vietnam Plant capacity** ready for SMT and 14 product lines, counting approx. 600 employees

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**Industrial Automation**

- **Operational integration of Accu-Sort Systems and PPT Vision** to leverage the position of the Group in the **IA market** as leader in the Industrial Bar Code Scanners segment
Outlook for 2013

- Both ADC and IA market are still weak but there are signs of improvements with expected recovery foreseen in second half of 2013.

- New orders received during the first quarter equal to 112.7 M Euro (book to bill ratio around 111%).

- New products to be launched during the year: Automated Scanner for retail and new Mobile Computers.
Q1 2013 Results
Highlights 1Q 2013

- Revenues trend (-11.6% YoY) reflects retail market slowdown
- Decline in ADC partly offset by Industrial Automation
  - ADC: large retailers are delaying investments while waiting for new technological innovation
  - IA: recovery of the postal segment
- Improvement of Gross Operating Margin from 46.1% of revenues to 47.4%
- Net Financial Position under control and in line with end 2012
- Sound cash generation, around 4.8 M Euro, net of non recurring items

<table>
<thead>
<tr>
<th></th>
<th>1Q 2013</th>
<th>1Q 2012</th>
<th>Var YoY %</th>
<th>4Q 2012</th>
<th>Var QoQ %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>102,041</td>
<td>115,383</td>
<td>(11.6%)</td>
<td>114,714</td>
<td>(11.0%)</td>
</tr>
<tr>
<td>Gross Operating Margin (GOM)</td>
<td>48,331</td>
<td>53,186</td>
<td>(9.1%)</td>
<td>50,489</td>
<td>(4.3%)</td>
</tr>
<tr>
<td>EBITDA</td>
<td>11,024</td>
<td>18,496</td>
<td>(40.4%)</td>
<td>10,039</td>
<td>9.8%</td>
</tr>
<tr>
<td>Operating Profit (EBIT)</td>
<td>7,252</td>
<td>15,187</td>
<td>(52.2%)</td>
<td>(21,510)</td>
<td>n.m.</td>
</tr>
</tbody>
</table>
## Q1 2013 Profit and Loss

<table>
<thead>
<tr>
<th>Category</th>
<th>1Q 2013</th>
<th>%</th>
<th>1Q 2012</th>
<th>%</th>
<th>Var %</th>
<th>FY 2012</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>102,041</td>
<td>100.0%</td>
<td>115,383</td>
<td>100.0%</td>
<td>-11.6%</td>
<td>462,250</td>
<td>100.0%</td>
</tr>
<tr>
<td>COGS</td>
<td>(53,710)</td>
<td>-52.6%</td>
<td>(62,197)</td>
<td>-53.9%</td>
<td></td>
<td>(249,324)</td>
<td>-53.9%</td>
</tr>
<tr>
<td><strong>Gross Operating Margin</strong></td>
<td>48,331</td>
<td>47.4%</td>
<td>53,186</td>
<td>46.1%</td>
<td>-9.1%</td>
<td>212,926</td>
<td>46.1%</td>
</tr>
<tr>
<td>Other revenues</td>
<td>235</td>
<td>0.2%</td>
<td>5,743</td>
<td>5.0%</td>
<td></td>
<td>6,893</td>
<td>1.5%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>(8,277)</td>
<td>-8.1%</td>
<td>(7,974)</td>
<td>-6.9%</td>
<td></td>
<td>(32,027)</td>
<td>-6.9%</td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>(20,238)</td>
<td>-19.8%</td>
<td>(22,312)</td>
<td>-19.3%</td>
<td></td>
<td>(86,032)</td>
<td>-18.6%</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(10,995)</td>
<td>-10.8%</td>
<td>(11,345)</td>
<td>-9.8%</td>
<td></td>
<td>(46,294)</td>
<td>-10.0%</td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>(355)</td>
<td>-0.3%</td>
<td>(1,183)</td>
<td>-1.0%</td>
<td></td>
<td>(2,480)</td>
<td>-0.5%</td>
</tr>
<tr>
<td><strong>Total operating expenses and others</strong></td>
<td>(39,865)</td>
<td>-39.1%</td>
<td>(42,814)</td>
<td>-37.1%</td>
<td>-6.9%</td>
<td>(166,833)</td>
<td>-36.1%</td>
</tr>
<tr>
<td>EBITANR</td>
<td>8,701</td>
<td>8.5%</td>
<td>16,115</td>
<td>14.0%</td>
<td>-46.0%</td>
<td>52,986</td>
<td>11.5%</td>
</tr>
<tr>
<td>Non recurring costs/rev.</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
<td></td>
<td>(4,321)</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Amort. Intang. Assets from acquis.</td>
<td>(1,449)</td>
<td>-1.4%</td>
<td>(928)</td>
<td>-0.8%</td>
<td></td>
<td>(32,764)</td>
<td>-7.1%</td>
</tr>
<tr>
<td><strong>Operating Profit (EBIT)</strong></td>
<td>7,252</td>
<td>7.1%</td>
<td>15,187</td>
<td>13.2%</td>
<td>-52.2%</td>
<td>15,901</td>
<td>3.4%</td>
</tr>
<tr>
<td>Financial (costs)/rev.</td>
<td>(1,913)</td>
<td>-1.9%</td>
<td>(589)</td>
<td>-0.5%</td>
<td></td>
<td>(3,682)</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Results from equity investments</td>
<td>(11)</td>
<td>0.0%</td>
<td>34</td>
<td>0.0%</td>
<td></td>
<td>187</td>
<td>0.0%</td>
</tr>
<tr>
<td>Foreign exchange (costs)/rev.</td>
<td>3,181</td>
<td>3.1%</td>
<td>(4,224)</td>
<td>-3.7%</td>
<td></td>
<td>(3,307)</td>
<td>-0.7%</td>
</tr>
<tr>
<td><strong>EBT</strong></td>
<td>8,509</td>
<td>8.3%</td>
<td>10,408</td>
<td>9.0%</td>
<td>-18.2%</td>
<td>9,099</td>
<td>2.0%</td>
</tr>
<tr>
<td>Taxes</td>
<td>(2,393)</td>
<td>-2.3%</td>
<td>(362)</td>
<td>-0.3%</td>
<td></td>
<td>839</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>6,116</td>
<td>6.0%</td>
<td>10,046</td>
<td>8.7%</td>
<td>-39.1%</td>
<td>9,938</td>
<td>2.1%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>(1,771)</td>
<td>-1.7%</td>
<td>(1,879)</td>
<td>-1.6%</td>
<td></td>
<td>(7,648)</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Amortization</td>
<td>(552)</td>
<td>-0.5%</td>
<td>(502)</td>
<td>-0.4%</td>
<td></td>
<td>(2,091)</td>
<td>-0.5%</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>11,024</td>
<td>10.8%</td>
<td>18,496</td>
<td>16.0%</td>
<td>-40.4%</td>
<td>62,725</td>
<td>13.6%</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>1.3206</td>
<td>10.8%</td>
<td>1.3108</td>
<td>16.0%</td>
<td>-40.4%</td>
<td>1.2848</td>
<td>13.6%</td>
</tr>
</tbody>
</table>

*Note: FY 2012 values are for the full financial year.*
# Revenues Trend

## Revenues by Division

<table>
<thead>
<tr>
<th>Division</th>
<th>€000</th>
<th>1Q 2012</th>
<th>1Q 2013</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>73,127</td>
<td>62,504</td>
<td>-14.5%</td>
<td></td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>32,827</td>
<td>31,993</td>
<td>-2.5%</td>
<td></td>
</tr>
<tr>
<td>Informatics</td>
<td>9,580</td>
<td>7,579</td>
<td>-20.9%</td>
<td></td>
</tr>
<tr>
<td>DL SpA</td>
<td>4,856</td>
<td>5,090</td>
<td>4.8%</td>
<td></td>
</tr>
<tr>
<td>Adjustments</td>
<td>(5,007)</td>
<td>(5,125)</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>115,383</td>
<td>102,041</td>
<td>-11.6%</td>
<td></td>
</tr>
</tbody>
</table>

## Revenues by Area

<table>
<thead>
<tr>
<th>Area</th>
<th>€000</th>
<th>1Q 2012</th>
<th>1Q 2013</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>10,228</td>
<td>9,548</td>
<td>-6.6%</td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>47,761</td>
<td>39,887</td>
<td>-16.5%</td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td>38,300</td>
<td>34,464</td>
<td>-10.0%</td>
<td></td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>12,346</td>
<td>11,138</td>
<td>-9.8%</td>
<td></td>
</tr>
<tr>
<td>ROW</td>
<td>6,748</td>
<td>7,004</td>
<td>3.8%</td>
<td></td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>115,383</td>
<td>102,041</td>
<td>-11.6%</td>
<td></td>
</tr>
</tbody>
</table>
EBITANR: Actual vs Last Year

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

Note: 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 March 2013 (1.3206) March 2012 (1.3108) €/USD exchange rate.
### Q1 2013 Segment Reporting

<table>
<thead>
<tr>
<th>GOP Margin</th>
<th>1Q 2012</th>
<th>1Q 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>47.2%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>44.3%</td>
<td>43.0%</td>
</tr>
<tr>
<td>Informatics</td>
<td>41.9%</td>
<td>45.6%</td>
</tr>
<tr>
<td><strong>Total Group</strong></td>
<td>46.1%</td>
<td>47.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EBITDA Margin</th>
<th>1Q 2012</th>
<th>1Q 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>12.5%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>16.7%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Informatics</td>
<td>14.3%</td>
<td>10.7%</td>
</tr>
<tr>
<td><strong>Total Group</strong></td>
<td>16.0%</td>
<td>10.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R&amp;D/Revenues</th>
<th>1Q 2012</th>
<th>1Q 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>7.0%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>9.0%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Informatics</td>
<td>1.9%</td>
<td>2.5%</td>
</tr>
<tr>
<td><strong>Total Group</strong></td>
<td>6.9%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TWC/Revenues</th>
<th>1Q 2012</th>
<th>1Q 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>18.3%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>22.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Informatics</td>
<td>8.0%</td>
<td>10.5%</td>
</tr>
<tr>
<td><strong>Total Group</strong></td>
<td>21.2%</td>
<td>16.5%</td>
</tr>
</tbody>
</table>
# Consolidated Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>At 31/12/2012</th>
<th>At 31/03/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intangible fixed assets</strong></td>
<td>60,262</td>
<td>60,707</td>
</tr>
<tr>
<td><strong>Goodwill</strong></td>
<td>151,134</td>
<td>156,047</td>
</tr>
<tr>
<td><strong>Tangible fixed assets</strong></td>
<td>51,621</td>
<td>51,240</td>
</tr>
<tr>
<td><strong>Non Consolidated investments</strong></td>
<td>3,936</td>
<td>3,874</td>
</tr>
<tr>
<td><strong>Other fixed assets</strong></td>
<td>46,602</td>
<td>45,287</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td><strong>313,555</strong></td>
<td><strong>317,155</strong></td>
</tr>
<tr>
<td><strong>Net trade account receivables</strong></td>
<td>82,552</td>
<td>77,152</td>
</tr>
<tr>
<td><strong>ST account payables</strong></td>
<td>(71,102)</td>
<td>(64,645)</td>
</tr>
<tr>
<td><strong>Inventory</strong></td>
<td>49,153</td>
<td>54,705</td>
</tr>
<tr>
<td><strong>Trade Working Capital</strong></td>
<td><strong>60,603</strong></td>
<td><strong>67,212</strong></td>
</tr>
<tr>
<td><strong>Other current receivables</strong></td>
<td>25,577</td>
<td>29,675</td>
</tr>
<tr>
<td><strong>Other ST payables and provision for risk &amp; future charges</strong></td>
<td>(71,566)</td>
<td>(73,621)</td>
</tr>
<tr>
<td><strong>Net Working Capital</strong></td>
<td><strong>14,614</strong></td>
<td><strong>23,266</strong></td>
</tr>
<tr>
<td><strong>Other LT payables</strong></td>
<td>(22,513)</td>
<td>(23,386)</td>
</tr>
<tr>
<td><strong>Employees’ severance Indemnity</strong></td>
<td>(7,367)</td>
<td>(7,372)</td>
</tr>
<tr>
<td><strong>LT provision for risk &amp; future charges</strong></td>
<td>(3,768)</td>
<td>(4,427)</td>
</tr>
<tr>
<td><strong>Net Invested Capital</strong></td>
<td><strong>294,521</strong></td>
<td><strong>305,236</strong></td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td>173,403</td>
<td>183,188</td>
</tr>
<tr>
<td><strong>Net Financial Position</strong></td>
<td>(121,118)</td>
<td>(122,048)</td>
</tr>
<tr>
<td><strong>Exchange rate</strong></td>
<td>1.3194</td>
<td>1.2805</td>
</tr>
</tbody>
</table>
Net Debt Analysis

Net Debt Dec 12: (121,118)

Operating cash Flow: 16,918

Capex: (1,915)

Ch Trade NWC: (6,120)

Severance and M&A costs Cash out: (5,751)

Translation effect: (4,062)

Net Debt March 13: (122,048)

Positive Cash Flow:
- Net Income: +6,116
- Deprec&Amort: +3,772
- Personnel & admin costs accrual: +1,114
- Tax Accrual: +2,394
- Cash out for previous CEO compensation: +3,760
- Special Projects: +238

Negative Cash Flow:
- Acc. Receivable: -5,257
- Inventory: -5,552
- Acc. Payable: -5,825
- Other: -2,816
- Tax Payment: -841

Other:
- Translation effect: -405
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** (May 31st, 2013): 6.36 Euro  
**Market Cap** (May 31st, 2013): 371.7 M Euro  
**Specialist:** Intermonte SIM  
**Auditing Company:** Reconta, Ernst & Young
ADC Market: Datalogic ADC

POS Retail Scanners
#1 Worldwide, 37.4% mkt share

Handheld Readers
#1 in EMEA, 31.6% mkt share
#3 Worldwide, 17.4% mkt share

Mobile Computers
#4 in EMEA, 7.6% mkt share
#5 Worldwide, 4% mkt share

Solutions
Enterprise Business Solutions
Self Shopping Solutions
#2 Worldwide, 16.5% mkt share

Evolution Robotics Retail
Over 1,500 grocery stores today

Market expert in providing customized scanning and mobile solutions for specific needs. Examples include fixed retail scanners in use by all top ten global retailers, mobile solutions in over 400 self-shopping installations and handheld readers deployed as the product of choice by more than 30,000 customers across the world.

Source: VDC research 2012 (base year 2011)
IA Market: Datalogic Industrial Automation

5 BUSINESS UNITS: 5 COMPETENCE CENTERS

INDUSTRIAL STATIONARY SCANNERS:
#1 WW – 33.3% MKT SHARE
#1 IN AMERICAS – 43.8% MKT SHARE
#2 IN EMEA – 30.5% MKT SHARE

IDENTIFICATION

SENSORS

SYSTEMS

MACHINE VISION

LASER MARKING

A wide range of cutting edge solutions helping industries streamline processes in industrial and logistics applications:
more than 200 patents; hundreds of applications for the major logistics operators; exceeding 1,000 reading stations
installed in over 100 airports Worldwide

Source 2012 (base year 2011)
Informatics

Complete Range of Easy-To-Use Barcoding Solutions for SMB

Barcoding solutions for the millions of Small – Medium Businesses increasing productivity and profitability.
Based in the US, serving over 275 thousand small and medium businesses
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NEXT EVENTS

July 30, 2013
Approval of the Consolidated Financial Report as of June 30, 2013

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

www.datalogic.com

DATALOGIC ON LINE
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