Global leader in **Automatic Identification** with a specific focus on **Automatic Data Capture** and **Industrial Automation** markets

- World-class total solutions provider in **retail, manufacturing, healthcare and transportation & logistics** industries and producer of **bar code readers, data collection mobile computers** and **vision systems**
- Founded in 1972 in Bologna, Italy and listed on the **STAR Segment of the Italian Stock Exchange** since 2001
- Over 2,400 employees
- Direct presence in 30 countries worldwide selling to over 100 countries
- More than 1,000 partners worldwide
Strong consistent growth across key indicators reflecting investments in innovation, M&A and improvements in efficiency and productivity.
A History of Growth through Acquisitions

- Established in Bologna
- Acquisition of Escort Memory Systems Inc. (CA, USA)
- Acquisition of IDWare Mobile Computing & Comm. (Italy)
- Listing on the Milan Stock Exchange
- Acquisition of Minec AB (Sweden)
- Acquisition of Laservall SpA (Italy)
- Acquisition of Informatics Inc. (TX, USA)
- Acquisition of PSC Inc. (OR, USA)
- Acquisition of Accu-Sort Systems Inc. (PA, USA)
- Acquisition of PPT Vision Inc. (MN, USA)
- Acquisition of Evolution Robotics Retail (CA, USA)
- Acquisition of Datasensor SpA (Italy)

Timeline:
- 1972
- 1988
- 1997
- 2001
- 2002
- 2004
- 2005
- 2008
- 2010
- 2011
A Wide Geographical Footprint…

Direct presence in 30 countries worldwide
7 Manufacturing Sites  10 R&D Centers

Note: Breakdown by area based on 2011 revenues (Datalogic + Accu-Sort Systems)
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

![Graphs showing market trends for ADC and IA](chart.png)

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

2011 Revenues

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 positioning thanks to the acquisition of EMS Technologies in mid 2011

Source VDC 2012(base year 2011)
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
Datalogic Strategy: Three Major Strengths

AUTOMATIC DATA CAPTURE

- Customer Solutions
- Technological Innovation
- Efficiency and Productivity

INDUSTRIAL AUTOMATION
Technical Innovation: Leverage a new Platform

❖ 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 Self Checkout and Automatic Scanning solutions

❖ **Research & Development investments around 7% on sales**
  ❖ 32 **new products** in 2011
  ❖ A large and growing portfolio of over **1,000 patents**
  ❖ 10 Research & Development Centers
  ❖ **25% of sales** from new products
Customer Solutions in Reference Markets

- **RETAIL**
- **TRANSPORTATION & LOGISTICS**
- **MANUFACTURING**
- **HEALTHCARE**

Datalogic + Accu-Sort: 66% in the ADC Market and 34% in the Industrial Automation Market
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
Efficiency and Productivity

- 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

**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

**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: Three Year Plan 2012-2014

**REVENUES GROWTH**

- **€m**
- CAGR* 2011-2014 > 13%
- 600-620

- 312 (2009)
- 393 (2010)
- 426 (2011)
- 600-620 (2014E)

* CAGR 2011-2014 on a like for like basis at around 7%

**EBITDA GROWTH**

- **€m**
- CAGR* 2011-2014 > 23%
- 105-110

- 19.7 (2009)
- 49.8 (2010)
- 59.2 (2011)
- 105-110 (2014E)

* CAGR 2011-2014 on a like for like basis at around 14%

- **Revenues 2011-2014 CAGR growth >13%** (around 7% on a like for like basis) above market average
- **Strong improvement of EBITDA**, CAGR 2011-2014 of around 23% (around 14% on a like for like basis) expected in a range of 105-110 M Euro
- **EBITDA margin** from 14% in 2011 to **17-18% in 2014**
**Outlook: Three Year Plan 2012-2014**

**NFP* EVOLUTION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Acquisition</th>
<th>Cash Flow</th>
<th>2014E</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>(76)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>(59)</td>
<td>(100)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>110-120</td>
<td></td>
</tr>
</tbody>
</table>

**ROE GROWTH**

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2014E</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td></td>
<td>14.0%</td>
<td>22%-23%</td>
</tr>
<tr>
<td>2011</td>
<td></td>
<td>17.7%</td>
<td></td>
</tr>
</tbody>
</table>

- **Strong cash generation:** Net Debt/Equity ratio < 20% and Net Debt/EBITDA < 0.5X
- **Investment in CAPEX** stable at around 2% of revenues per year
- **2014 ROE target around 22%-23%**
- **M&A activity not included** but acquisitions could improve growth:
  - Focus on **Emerging markets**
  - Focus on **Vision**

* Gross of dividends
Why Invest in Datalogic?

Strong positioning in the Industry
- Worldwide leader in the ADC and IA markets
- Balanced presence across markets/segments
- Leader in technology and innovation
- Strong management team
- Over 1,000 partners

Sound Prospects
- Proven track records
- Strong potential from acquired companies
- High marginality leveraging on worldwide production
- Strong cash generator to sustain future growth

Strong Investment Case
- Growth above major competitors
- Datalogic trades at a high discount on peers on an earnings basis
- Potential from acquisitions not yet priced in
GROUP OVERVIEW

STRATEGY AND OUTLOOK

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

**Ticker:** DAL  
**Price** (January 10th, 2013): 6.85 Euro  
**Market Cap** (January 10th, 2013): 387.5 M Euro  
**Specialist:** Intermonte SIM  
**Auditing Company:** Reconta, Ernst & Young

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**Datalogic Price Performance**

**Shareholders’ Structure**

- **Hydra S.p.A.** 3.00%  
- **Free Float** 2.03%  
- **Tamburi Investment P.** 6.40%  
- **D'Amico** 20.17%  
- **Treasury Shares** 68.40%
<table>
<thead>
<tr>
<th>000€</th>
<th>Last Year 9M 2011</th>
<th>%</th>
<th>Actual 9M2012</th>
<th>%</th>
<th>Var %</th>
<th>FY2011</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>317,311</td>
<td>100.0%</td>
<td>347,536</td>
<td>100.0%</td>
<td>9.5%</td>
<td>425,533</td>
<td>100.0%</td>
</tr>
<tr>
<td>COGS</td>
<td>(168,583)</td>
<td>-53.1%</td>
<td>(185,099)</td>
<td>-53.3%</td>
<td>(228,937)</td>
<td>-53.8%</td>
<td></td>
</tr>
<tr>
<td>Gross Operating Margin</td>
<td>148,728</td>
<td>46.9%</td>
<td>162,437</td>
<td>46.7%</td>
<td>9.2%</td>
<td>196,596</td>
<td>46.2%</td>
</tr>
<tr>
<td>Other revenues</td>
<td>1,869</td>
<td>0.6%</td>
<td>6,299</td>
<td>1.8%</td>
<td></td>
<td>2,395</td>
<td>0.6%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>(19,424)</td>
<td>-6.1%</td>
<td>(23,824)</td>
<td>-6.9%</td>
<td></td>
<td>(26,191)</td>
<td>-6.2%</td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>(59,126)</td>
<td>-18.6%</td>
<td>(63,608)</td>
<td>-18.3%</td>
<td></td>
<td>(80,080)</td>
<td>-18.8%</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(30,262)</td>
<td>-9.5%</td>
<td>(34,046)</td>
<td>-9.8%</td>
<td></td>
<td>(42,278)</td>
<td>-9.9%</td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>(1,207)</td>
<td>-0.4%</td>
<td>(1,812)</td>
<td>-0.5%</td>
<td></td>
<td>(1,681)</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Total operating expenses and others</td>
<td>(110,019)</td>
<td>-34.7%</td>
<td>(123,290)</td>
<td>-35.5%</td>
<td>12.1%</td>
<td>(150,230)</td>
<td>-35.3%</td>
</tr>
<tr>
<td>Ordinary Operating Profit (EBITANR) (*)</td>
<td>40,578</td>
<td>12.8%</td>
<td>45,446</td>
<td>13.1%</td>
<td>12.0%</td>
<td>48,761</td>
<td>11.5%</td>
</tr>
<tr>
<td>Non recurring costs/rev</td>
<td>(7,541)</td>
<td>-2.4%</td>
<td>(3,805)</td>
<td>-1.1%</td>
<td></td>
<td>(8,372)</td>
<td>-2.0%</td>
</tr>
<tr>
<td>Amort. Intang. Assets from acquis.</td>
<td>(3,044)</td>
<td>-1.0%</td>
<td>(4,230)</td>
<td>-1.2%</td>
<td></td>
<td>(3,949)</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Operating Profit (EBIT)</td>
<td>29,993</td>
<td>9.5%</td>
<td>37,411</td>
<td>10.8%</td>
<td>24.7%</td>
<td>36,440</td>
<td>8.6%</td>
</tr>
<tr>
<td>Financial (costs)/rev.</td>
<td>(5,161)</td>
<td>-1.6%</td>
<td>(5,563)</td>
<td>-1.6%</td>
<td></td>
<td>(6,941)</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Results from equity investments</td>
<td>312</td>
<td>0.1%</td>
<td>180</td>
<td>0.1%</td>
<td></td>
<td>373</td>
<td>0.1%</td>
</tr>
<tr>
<td>Foreing exchange (costs)/rev.</td>
<td>(166)</td>
<td>-0.1%</td>
<td>83</td>
<td>0.0%</td>
<td></td>
<td>3,337</td>
<td>0.8%</td>
</tr>
<tr>
<td>EBT</td>
<td>24,978</td>
<td>7.9%</td>
<td>32,111</td>
<td>9.2%</td>
<td>28.6%</td>
<td>33,209</td>
<td>7.8%</td>
</tr>
<tr>
<td>Taxes</td>
<td>(7,737)</td>
<td>-2.4%</td>
<td>(3,526)</td>
<td>-1.0%</td>
<td></td>
<td>(7,294)</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Net Income</td>
<td>17,241</td>
<td>5.4%</td>
<td>28,585</td>
<td>8.2%</td>
<td>65.8%</td>
<td>25,915</td>
<td>6.1%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>(5,370)</td>
<td>-1.7%</td>
<td>(5,758)</td>
<td>-1.7%</td>
<td></td>
<td>(7,243)</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Amortization</td>
<td>(2,618)</td>
<td>-0.8%</td>
<td>(1,482)</td>
<td>-0.4%</td>
<td></td>
<td>(3,185)</td>
<td>-0.7%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>48,566</td>
<td>15.3%</td>
<td>52,686</td>
<td>15.2%</td>
<td>8.5%</td>
<td>59,189</td>
<td>13.9%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>€000</th>
<th>At 31/12/2011</th>
<th>At 30/09/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible fixed assets</td>
<td>42,228</td>
<td>60,952</td>
</tr>
<tr>
<td>Goodwill</td>
<td>112,152</td>
<td>181,693</td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>49,991</td>
<td>50,815</td>
</tr>
<tr>
<td>Non Consolidated investments</td>
<td>7,951</td>
<td>12,857</td>
</tr>
<tr>
<td>Other fixed assets</td>
<td>31,935</td>
<td>41,310</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td><strong>244,257</strong></td>
<td><strong>347,627</strong></td>
</tr>
<tr>
<td>Net trade account receivables</td>
<td>74,200</td>
<td>102,231</td>
</tr>
<tr>
<td>ST account payables</td>
<td>(67,158)</td>
<td>(65,064)</td>
</tr>
<tr>
<td>Inventory</td>
<td>59,630</td>
<td>56,424</td>
</tr>
<tr>
<td><strong>Trade Working Capital</strong></td>
<td><strong>66,672</strong></td>
<td><strong>93,591</strong></td>
</tr>
<tr>
<td>Other current receivables</td>
<td>17,041</td>
<td>28,300</td>
</tr>
<tr>
<td>Other ST payables and provision for risk &amp; future charges</td>
<td>(53,869)</td>
<td>(75,893)</td>
</tr>
<tr>
<td><strong>Net Working Capital</strong></td>
<td><strong>29,844</strong></td>
<td><strong>45,998</strong></td>
</tr>
<tr>
<td>Other LT payables</td>
<td>(22,382)</td>
<td>(23,363)</td>
</tr>
<tr>
<td>Employees’ severance Indemnity</td>
<td>(6,666)</td>
<td>(6,874)</td>
</tr>
<tr>
<td>LT provision for risk &amp; future charges</td>
<td>(15,366)</td>
<td>(3,653)</td>
</tr>
<tr>
<td><strong>Net Invested Capital</strong></td>
<td><strong>229,687</strong></td>
<td><strong>359,735</strong></td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td>170,250</td>
<td>192,019</td>
</tr>
<tr>
<td><strong>Net Financial Position</strong></td>
<td>(59,437)</td>
<td>(167,716)</td>
</tr>
<tr>
<td><em>Exchange rate</em></td>
<td>1.2939</td>
<td>1.2930</td>
</tr>
</tbody>
</table>
Datalogic ADC provides solutions for applications in several sectors, including healthcare, hospitality/entertainment, manufacturing, retail, services and transportation & logistics.
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: VDC Research 2012 (base year 2011)
Contacts

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vincenza.colucci@cdr-communication.it

NEXT EVENTS

March 7, 2013
Approval of the 2012 Datalogic Group year-end Financial Statements

March 26-27, 2013
STAR Conference, Milan

April 23, 2013
Ordinary Shareholders’ Meeting

May 9, 2013
Approval of the Consolidated Financial Report as of March 31, 2013

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

DATALOGIC ON LINE

www.datalogic.com

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We Welcome Your Questions!