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THE GROUP

STRATEGIC GUIDELINES

FINANCIAL DATA

APPENDIX
Bringing the Future into Daily Life
Global applications, at any given moment

Paris, France 3.00 p.m.

over 53 million passengers and their baggage are handled each year in the Roissy Charles de Gaulle airport,

a challenge won for our identification solutions
Global applications, at any given moment

Rome, Italy 10.00 a.m.

over 33 million passengers a year and their baggage are handled by a baggage tracking system at Fiumicino Airport,

a challenge won for our identification solutions
Global applications, at any given moment

Toronto, Ontario, Canada 9.00 a.m.

over 10 billion letters and packages are delivered annually to 31 million Canadians by Canada Post,

excellent performance for our scanners and camera systems
Global applications,
at any given moment

9 major Cities in the U.S.A. 3.00 p.m.

over 360,000 trays per day are processed
by a state-of-the-art system at USPS
(United States Postal Service),

excellent performance for our 2D Imagers
Global applications, at any given moment

Isle of Man, 11.00 a.m.

several deliveries on behalf of several major third party parcel carriers are made by the Isle of Man post office every day, our industrial PDAs allow all delivery information to be accessed in real time, streamlining the delivery process
Global applications, at any given moment

Milano, Italy 11.00 p.m.

no more baby swapping at the “Vittore Buzzi” Children’s Hospital that has chosen professional PDAs to read RFID wristbands and ensure that every mom gets her own baby,

a challenge won for our mobile computers
Global applications, at any given moment

Marina Bay, Singapore 6.00 p.m.

the 2010 Formula 1 Singapore Grand Prix, with its signature mix of lights, glamour, and non-stop action,

unique features of our mobile computers handle over 100,000 spectators during the event
Global applications, at any given moment

Dubai, United Arab Emirates 5.00 p.m.

hundreds of precious jewels are made with the help of our technical solutions by means of our laser technology, making laser engravings, “sand-blasting” effects, and colour markings
Global applications, at any given moment

Jijona, Alicante, Spain 3.00 p.m.

every 20 minutes 33 pallets are loaded onto trucks in the shipping area of a consumer goods corporation,

0% error margin, thanks to our RFID tags
Global applications, at any given moment

Cuautitlan, Mexico 8.00 a.m.

400,000 trucks and cars are produced each year in one of the largest facilities of an American automotive corporation,

just-in-time production method is supported by our RFID products
Global applications, at any given moment

Sacramento, California 12.00 a.m.

no more missing labels for 8 million food items per day in one of the major food companies, Campbell Soup,

a challenge won by our identification solutions
Global applications, at any given moment

Älmhult, Sweden 3.00 p.m.

180,000 cubic meters is the storage volume of the world’s largest warehouse of a famous Swedish furniture retailer, this, and its furniture stores all over the world result in success for our industrial handheld readers, scanners and mobile computers.
Global applications, at any given moment

Carteret, New Jersey, U.S.A. 9.00 a.m.

24 hours a day, 7 days a week in over 140 stores is the service offered by one of the leading supermarket retailers of the nation,

an efficient and effective front-end system with our POS bar code scanners
Global applications, at any given moment

Cincinnati, Ohio, U.S.A. 9.00 a.m.

over 2,400 stores in 32 States make up one of the United States’ largest retail food companies,

our customized solution allows scanning and security tag deactivation in one motion
Global applications, 

at any given moment

Saint Tropez, France 12.00 a.m.

over 100 Casino Group stores use the Shopevolution self-shopping system

Shopevolution helps retailers increase sales and decrease TCO
Global applications, at any given moment

Los Angeles, California 3.00 p.m.

scanning packaged goods, without having to see the barcode, happens over a million times a day with deployment of the LaneHawk system in grocery stores,

reducing front end shrink and increasing store profits
Worldwide leader in the **Automatic Data Capture** (ADC) and **Industrial Automation** (IA) markets

- **Clear vision** and **strong commitment** to create value

- **Solid financial structure** and **strong cash generation** to sustain **future growth**

- **Innovation** and **Research** to beat the **uncertain market scenario**

- **Growth potential** in emerging markets

- **Experienced management team** with proven capability in company integration
Datalogic at a Glance

- World-class producer of bar code readers, data collection mobile computers, RFID and vision systems

- Datalogic offers innovative solutions for a comprehensive range of applications in the manufacturing, retail, transportation & logistics markets

- 2010 Revenues at €393M of which 68% in the ADC Market and 23% in the Industrial Automation Market

- Founded in 1972 in Bologna, Italy

- Listed on the STAR Segment of the Italian Stock Exchange since 2001

- Over 2,000 employees

- Direct presence in 30 countries worldwide selling to +100 countries

- +1,000 partners worldwide
A History of Growth…

- Acquisition of Datasensor SpA
- Acquisition of Minec AB (Sweden)
- Acquisition of Laservall SpA (AO, I)
- Acquisition of Informatics Inc. (TX, U.S.A.)
- Acquisition of PSC Inc. (OR, U.S.A.)
- Acquisition of Evolution Robotics Retail, USA

REVENUES: ~15% 2001-2010 CAGR
2010 SALES REVENUES (393 M Euro) UP BY 26% VS 2009
...with a Wide Geographical Footprint

2010 REVENUES – TOTAL €393M - BREAKDOWN BY AREA

Direct presence in 30 countries worldwide
7 Manufacturing Plants  9 R&D Centers

EUROPE 40%
NORTH AMERICA 29%
ITALY 11%
APAC 13%
ROW 7%
…to better serve Global Clients

- More than 1,000 partners worldwide
- Longstanding relations with the biggest retailers, couriers and automotive manufacturers in the world
- Over 360 installations of Self Shopping in Europe
- Over 1,000 reading stations installed in more than 100 airports worldwide
**Stock and Governance**

**MARKET SEGMENT:** STAR MTA

**Ticker:** DAL

**Reuters Code:** DAL.MI

**Bloomberg Code:** DAL IM

**Number of Shares Outstanding:** 58,446,491

**Share Par-Value:** € 0.52 each

**Price (March 18th, 2011):** € 5.85

**Market Cap (March 18th, 2011):** € 342 mln

**Specialist:** Intermonte SIM

**Auditing Company:** Ernst & Young

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**SHAREHOLDERS’ STRUCTURE**

- **Hydra S.p.A.:** 67.30%
- **Free Float:** 6.90%
- **Tamburi Investment P.:** 2.03%
- **Treasury Shares:** 17.37%
- **D'Amico Società di Navigazione SPA:** 6.40%
THE GROUP

STRATEGIC GUIDELINES

FINANCIAL DATA

APPENDIX
GLOBAL TRENDS

- Technology shifts: analogue to digital; wireless technology
- Globalization of the world economy
- Increased focus on gaining efficiencies and cost reduction in supply chains
- Greater safety and security concerns

VALUE TO THE CUSTOMER

- Better information, faster
- Improved real time decision making
- Operate more efficiently reducing operating expenses
- Increase safety, security and compliance
- Measurable, sustainable ROI

+8% average market growth* - 2010 through 2012

*Company’s estimates based on VDC research VDC 2010 (base year 2009) and other available data
Factors driving demand:
- shift to field mobility deployments
- need to increase efficiency and overcome scanning errors at the point of sale
- growing list of emerging applications in the government, healthcare and retail sectors
- increased adoption of core retail automation technologies in emerging country markets
- enterprises require more data than ever to effectively manage their supply chains

Very fragmented industry with potential additional markets worth $2.7B

Factors driving demand:
- increasing demand for traceability of processes and goods
- supply chain streamlining
- new regulations (e.g. traceability, safety and security)
- increased adoption of technological solutions in emerging markets

Source VDC 2010 (base year 2009)
2009 ADC Available Market: 9.8% Market Share

2009 ADC Available Market including POS Retail Scanners, Hand Held Scanners and Mobile Computers (Hand Held and PDA) segments

Datalogic market shares

POS Retail Scanners
#1 WW – 31.5% mkt share

Handheld Scanners
#1 in EMEA - 30.7% mkt share
#3 WW -15.9% mkt share

Mobile Computers
#4 in EMEA - 7.9% mkt share
#4 WW - 4.0% mkt share

Source VDC 2010 (base year 2009)
2009 IA (Industrial Automation) Available Market: 3.7% Market Share

2009 IA Available Market including Barcode Scanners, Imagers, RFID Industrial Readers and Tags, Photoelectric Sensors, Safety Light Curtains, Smart Cameras/Vision Sensors and Low Power Lasermarking segments

Source (*) VDC 2010 - Market Researches and Datalogic Automation Management's Best Estimate
### The Four Strategic Drivers

<table>
<thead>
<tr>
<th>STRATEGIC POSITIONING</th>
<th>INTERNATIONAL EXPANSION</th>
<th>INNOVATION</th>
<th>EFFICIENCY AND PRODUCTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>✦ Focus on two major markets:</td>
<td>✦ Expand emerging market (BRIC) presence through strategic alliances and foreign investments</td>
<td>✦ Invest 7-8% in R&amp;D to launch new products and platforms</td>
<td>✦ World class performance through the global adoption of best in class Supply Chain Management</td>
</tr>
<tr>
<td>✦ <strong>Automatic Data Capture</strong> (ADC)</td>
<td>✦ Increase penetration in large mature markets in <strong>North America and Western Europe</strong> addressing High-End products/solutions and higher technology businesses</td>
<td>✦ Become a value-added solutions provider developing software for intelligent products</td>
<td>✦ Improve operational efficiency and leverage industrial global footprint</td>
</tr>
<tr>
<td>✦ <strong>Industrial Automation</strong> (IA)</td>
<td></td>
<td>✦ Focus on <strong>Vision and Imaging technologies</strong></td>
<td>✦ <strong>Activate scale economies</strong></td>
</tr>
<tr>
<td>✦ External growth through M&amp;A activities, mainly in the Industrial Automation market</td>
<td></td>
<td>✦ 25% of sales from new products (*)</td>
<td></td>
</tr>
</tbody>
</table>

(*) Sales derived from new products released during the past 2 calendar years divided by total sales
Focus on Automatic Data Capture (ADC) and Industrial Automation (IA) markets

Group reorganization by market from January 2011 – ADC, IA and Business Development - to meet customers’ needs more effectively and promptly

- ADC: Optimize distribution coverage through Datalogic Scanning and Datalogic Mobile joined efforts
  - Exploit all the opportunities in the retail market
  - Focus on verticals

- IA: Address a huge market worth approx. $6B in 2012, focusing on Vision and Safety
  - Offering solutions to push clients to make new investments: from OPEX to CAPEX

Gained market shares, consolidating leadership in reference markets

WORLDWIDE MARKET SHARE

<table>
<thead>
<tr>
<th>Year</th>
<th>POS Retail Scanners</th>
<th>Industrial Stationary Barcode Scanners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>12.3%</td>
<td>31.8%</td>
</tr>
<tr>
<td>2008</td>
<td>12.3%</td>
<td>30.6%</td>
</tr>
<tr>
<td>2009</td>
<td>14.6%</td>
<td>31.5%</td>
</tr>
</tbody>
</table>

REVENUES BY DIVISION (**)

- DL Mobile *
- DL Automation
- DL Scanning
- Business Development
- DL Spa

(*) Datalogic Mobile includes Enterprise Business Solutions BU
(**) % figures calculated on total net of adjustment
International Expansion

- In 2010 strong revenues growth in **Asia Pacific**, + 63.5% and **Rest of the World**, +58.7%

- Boost revenues in emerging markets: **BRIC through new JVs and organic growth**

- Drive above market revenue growth in faster growing markets reinforcing **local distribution** and **local manufacturing capacity** (ie. Vietnam Plant)

- Expand sales and distribution in **large strategic markets** (North America and Western Europe)

![Revenues Growth by Country](image-url)

<table>
<thead>
<tr>
<th>Country</th>
<th>2009</th>
<th>2010</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>12.5%</td>
<td>11.0%</td>
<td>-1.5%</td>
</tr>
<tr>
<td>Europe</td>
<td>30.0%</td>
<td>28.8%</td>
<td>-1.2%</td>
</tr>
<tr>
<td>North America</td>
<td>41.7%</td>
<td>39.8%</td>
<td>-1.9%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>9.6%</td>
<td>12.6%</td>
<td>+3.0%</td>
</tr>
<tr>
<td>ROW</td>
<td>6.2%</td>
<td>7.8%</td>
<td>+1.6%</td>
</tr>
</tbody>
</table>

Emerging markets +61%

Mature markets +19%
Research & Development investments at > €26 million in 2010 or 7% on sales

- +34 new products in 2010
- A large and growing portfolio of 898 patents: +65 patents in 2010
- 9 Research & Development Centers

Leverage Evolution Robotics Retail innovative technological capability in the field of visual pattern recognition to provide new solutions in retail and in the industrial focused businesses

Offering innovative solutions for a comprehensive range of applications in the manufacturing, retail, transportation & logistics markets combining products, software and services
Efficiency and Productivity

- Significant **reduction of fixed cost structure**, thus creating the basis for future growth
- **Continuous improvement in the trade working capital** as result of rationalization of SKU’s and inventory processes reengineering
- Adopt **best in class supply chain management** to gain efficiency and leverage the industrial global footprint
- Fully leverage **Vietnam factory capability** and **Asia supply chain**

**STRONG GROWTH OF EBITANR ***

<table>
<thead>
<tr>
<th>Year</th>
<th>€mln</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBITANR</td>
<td></td>
<td>6.2</td>
<td>38.1</td>
</tr>
<tr>
<td>% on revenues</td>
<td></td>
<td>2.0%</td>
<td>9.7%</td>
</tr>
</tbody>
</table>

**IMPROVEMENT OF TWC**

<table>
<thead>
<tr>
<th>Year</th>
<th>€mln</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADE WORKING CAPITAL</td>
<td></td>
<td>60.7</td>
<td>57.9</td>
</tr>
<tr>
<td>% on revenues</td>
<td></td>
<td>19.5%</td>
<td>14.8%</td>
</tr>
</tbody>
</table>

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

**REVENUES GROWTH**

- 2012 organic revenues target in the range of 420-430 million Euro, 2009-2012 CAGR at 11%
- Potential upside from external growth
- 2012 EBITDA target in the range of 60-65 million Euro, CAGR >45%
- R&D investments between 7%-8% of revenues per year

**EBITDA GROWTH**
Group Three Year Plan Target

NFP* EVOLUTION

€mln

2009  EVO Acquisition  Cash Flow  2012E

100

21

85-90

25-35

ROE GROWTH

2008  2009  2010  2012E

12.0%

14.0%

18%-20%

-9.6%

✦ Strong cash generation and expected debt reduction

✦ 2010 NFP improved to - €76.5 million after €21 million for EVO acquisition

✦ Investment in capex stable at around 2.5% of revenues per year

✦ ROE target around 20%

*NFP gross of expected dividends  ** Acquisition of Evolution Robotics Retail in July 2010

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STRATEGIC GUIDELINES

FINANCIAL DATA

APPENDIX
Sales revenues grew by 26% to €392.7 million vs. €311.9 million in 2009

EBITDA rose to €49.8 million (+153%) vs. €19.6 million in 2009, with an EBITDA margin at 12.7%

Jump of net profit to €18 million from a net loss of €12 million in 2009

The net financial position improved to €-76.5 million vs. €-100.5 million at 31 December 2009

Strong cash generation equal to €24 million

R&D investments amounted to €26.3 million (6.7% on revenues)

Proposed €0.15 dividend per share, payout of 49%
**Highlights 4Q 2010**

- Revenues growth continues at a strong pace, +17% YoY, thanks to marketing and commercial efforts
- Costs in Q4 higher than the previous quarters due to the extraordinary devaluation of inventories and the usual raise of the opex related to the closing of ordinary activities for the end of the year
- R&D expenses increased by 27% to €7.3 mln (7.2% on revenues)
- EBITDA increased by 24.9% despite higher costs
- Jump of net profit to €3.5 mln from €1.8 mln in the quarter
- Strong cash generation in the quarter thanks to a reduction in trade working capital

<table>
<thead>
<tr>
<th>€000</th>
<th>4Q2009</th>
<th>4Q2010</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>86,845</td>
<td>101,513</td>
<td>16.9%</td>
</tr>
<tr>
<td>Gross Operating Margin (GOM)</td>
<td>36,752</td>
<td>45,561</td>
<td>24.0%</td>
</tr>
<tr>
<td>Ord. Operating Profit (EBITANR*)</td>
<td>5,641</td>
<td>7,943</td>
<td>40.8%</td>
</tr>
<tr>
<td>Operating Profit (EBIT)</td>
<td>4,799</td>
<td>7,396</td>
<td>54.1%</td>
</tr>
<tr>
<td>EBT</td>
<td>2,864</td>
<td>6,078</td>
<td>112.2%</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,783</td>
<td>3,543</td>
<td>98.7%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>8,754</td>
<td>10,932</td>
<td>24.9%</td>
</tr>
</tbody>
</table>

*Ebitanr: earnings before interest, taxes, acquisition and non recurring

**Quarterly Growth**
## 2010 Consolidated P&L

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>%</th>
<th>2010</th>
<th>%</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td>311,971</td>
<td>100.0%</td>
<td>392,742</td>
<td>100.0%</td>
<td>25.9%</td>
</tr>
<tr>
<td><strong>COGS</strong></td>
<td>(181,602)</td>
<td>-58.2%</td>
<td>(213,546)</td>
<td>-54.4%</td>
<td></td>
</tr>
<tr>
<td><strong>Gross Operating Margin</strong></td>
<td>130,369</td>
<td>41.8%</td>
<td>179,196</td>
<td>45.6%</td>
<td>37.5%</td>
</tr>
<tr>
<td>Other revenues</td>
<td>2,210</td>
<td>0.7%</td>
<td>2,142</td>
<td>0.5%</td>
<td></td>
</tr>
<tr>
<td>R&amp;D</td>
<td>(24,885)</td>
<td>-8.0%</td>
<td>(26,304)</td>
<td>-6.7%</td>
<td></td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>(68,101)</td>
<td>-21.8%</td>
<td>(77,197)</td>
<td>-19.7%</td>
<td></td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(29,602)</td>
<td>-9.5%</td>
<td>(37,710)</td>
<td>-9.6%</td>
<td></td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>(3,768)</td>
<td>-1.2%</td>
<td>(2,006)</td>
<td>-0.5%</td>
<td></td>
</tr>
<tr>
<td><strong>Total operating expenses and others</strong></td>
<td>(126,356)</td>
<td>-40.5%</td>
<td>(143,217)</td>
<td>-36.5%</td>
<td></td>
</tr>
<tr>
<td><strong>Ordinary Operating Profit (EBITANR) (†)</strong></td>
<td>6,223</td>
<td>2.0%</td>
<td>38,121</td>
<td>9.7%</td>
<td>512.6%</td>
</tr>
<tr>
<td>Non recurring costs/rev</td>
<td>(7,776)</td>
<td>-2.5%</td>
<td>827</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Amort. Intang. Assets from acquis.</td>
<td>(4,022)</td>
<td>-1.3%</td>
<td>(4,266)</td>
<td>-1.1%</td>
<td></td>
</tr>
<tr>
<td><strong>Operating Profit (EBIT)</strong></td>
<td>(5,575)</td>
<td>-1.8%</td>
<td>34,682</td>
<td>8.8%</td>
<td>n.a.</td>
</tr>
<tr>
<td>Financial (costs)/rev.</td>
<td>(6,380)</td>
<td>-2.0%</td>
<td>(6,733)</td>
<td>-1.7%</td>
<td></td>
</tr>
<tr>
<td>Results from equity investments</td>
<td>(173)</td>
<td>-0.1%</td>
<td>403</td>
<td>0.1%</td>
<td></td>
</tr>
<tr>
<td>Foreign exchange (costs)/rev.</td>
<td>(709)</td>
<td>-0.2%</td>
<td>(170)</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td><strong>EBT</strong></td>
<td>(12,837)</td>
<td>-4.1%</td>
<td>28,182</td>
<td>7.2%</td>
<td>n.a.</td>
</tr>
<tr>
<td><strong>Taxes</strong></td>
<td>673</td>
<td>0.2%</td>
<td>(10,154)</td>
<td>-2.6%</td>
<td></td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>(12,164)</td>
<td>-3.9%</td>
<td>18,028</td>
<td>4.6%</td>
<td>n.a.</td>
</tr>
<tr>
<td>Depreciation</td>
<td>(8,643)</td>
<td>-2.8%</td>
<td>(7,998)</td>
<td>-2.0%</td>
<td></td>
</tr>
<tr>
<td>Amortization</td>
<td>(4,768)</td>
<td>-1.5%</td>
<td>(3,640)</td>
<td>-0.9%</td>
<td></td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>19,634</td>
<td>6.3%</td>
<td>49,759</td>
<td>12.7%</td>
<td>153.4%</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>1.3948</td>
<td></td>
<td>1.3257</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**

**REVENUES BY DIVISION**

<table>
<thead>
<tr>
<th>€000</th>
<th>2009</th>
<th>2010</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datalogic Mobile (*)</td>
<td>68,127</td>
<td>87,751</td>
<td>28.8%</td>
</tr>
<tr>
<td>Datalogic Automation</td>
<td>66,958</td>
<td>90,674</td>
<td>35.4%</td>
</tr>
<tr>
<td>Datalogic Scanning</td>
<td>146,982</td>
<td>181,659</td>
<td>23.6%</td>
</tr>
<tr>
<td>Business Development</td>
<td>30,552</td>
<td>33,366</td>
<td>9.2%</td>
</tr>
<tr>
<td>Datalogic S.p.a.</td>
<td>12,250</td>
<td>14,677</td>
<td>19.8%</td>
</tr>
<tr>
<td>Adjustments</td>
<td>(12,898)</td>
<td>(15,385)</td>
<td>19.3%</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>311,971</td>
<td>392,742</td>
<td>25.9%</td>
</tr>
</tbody>
</table>

**REVENUES BY AREA**

<table>
<thead>
<tr>
<th>€000</th>
<th>2009</th>
<th>2010</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>39,039</td>
<td>43,106</td>
<td>10.4%</td>
</tr>
<tr>
<td>Europe</td>
<td>129,927</td>
<td>156,415</td>
<td>20.4%</td>
</tr>
<tr>
<td>North America</td>
<td>93,490</td>
<td>113,187</td>
<td>21.1%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>30,204</td>
<td>49,384</td>
<td>63.5%</td>
</tr>
<tr>
<td>ROW</td>
<td>19,311</td>
<td>30,650</td>
<td>58.7%</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>311,971</td>
<td>392,742</td>
<td>25.9%</td>
</tr>
</tbody>
</table>

(*) Datalogic Mobile includes Enterprise Business Solutions BU

% figures calculated on total net of adjustment
Segment Reporting

**REVENUES**

<table>
<thead>
<tr>
<th>Segment</th>
<th>2009 (€mln)</th>
<th>2010 (€mln)</th>
<th>YoY rev increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>68</td>
<td>88</td>
<td>36%</td>
</tr>
<tr>
<td>Automation</td>
<td>67</td>
<td>91</td>
<td>24%</td>
</tr>
<tr>
<td>Scanning</td>
<td>147</td>
<td>182</td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>31</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Development</td>
<td>12</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>DL SpA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Group</td>
<td>393</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**EBITDA**

<table>
<thead>
<tr>
<th>Segment</th>
<th>2009 (€mln)</th>
<th>2010 (€mln)</th>
<th>% on 2010 rev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>5</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>Automation</td>
<td>(2)</td>
<td>11</td>
<td>58%</td>
</tr>
<tr>
<td>Scanning</td>
<td>8</td>
<td>22</td>
<td>13%</td>
</tr>
<tr>
<td>Business</td>
<td>4</td>
<td>3</td>
<td>7%</td>
</tr>
<tr>
<td>Development</td>
<td>5</td>
<td>4</td>
<td>7%</td>
</tr>
<tr>
<td>DL SpA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Group</td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**R&D COSTS**

<table>
<thead>
<tr>
<th>Segment</th>
<th>2009 (€mln)</th>
<th>2010 (€mln)</th>
<th>% on 2010 rev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>6</td>
<td>6</td>
<td>10%</td>
</tr>
<tr>
<td>Automation</td>
<td>8</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>Scanning</td>
<td>11</td>
<td>12</td>
<td>7%</td>
</tr>
<tr>
<td>Business</td>
<td>0</td>
<td>1</td>
<td>4%</td>
</tr>
<tr>
<td>Development</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>DL SpA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Group</td>
<td>25</td>
<td>26</td>
<td>7%</td>
</tr>
</tbody>
</table>

**TWC**

<table>
<thead>
<tr>
<th>Segment</th>
<th>2009 (€mln)</th>
<th>2010 (€mln)</th>
<th>% on 2010 rev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>14</td>
<td>21</td>
<td>10%</td>
</tr>
<tr>
<td>Automation</td>
<td>9</td>
<td>20</td>
<td>22%</td>
</tr>
<tr>
<td>Scanning</td>
<td>21</td>
<td>21</td>
<td>12%</td>
</tr>
<tr>
<td>Business</td>
<td>3</td>
<td>4</td>
<td>11%</td>
</tr>
<tr>
<td>Development</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>DL SpA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Group</td>
<td>61</td>
<td>58</td>
<td>15%</td>
</tr>
</tbody>
</table>
(*) 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 Dec '10 Actual (1,326) and Dec '09 Actual (1,395) €/USD exchange rate.
Therefore, this variance does not include the exchange rate effect on competitive scenario.
For Informatics & Evolution Robotics Retail (Business Development) has been considered their overall impact on the EBITANR
## Consolidated Balance Sheet

<table>
<thead>
<tr>
<th>€000</th>
<th>At 31/12/2009</th>
<th>At 31/12/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible fixed assets</td>
<td>39,621</td>
<td>40,998</td>
</tr>
<tr>
<td>Goodwill</td>
<td>87,081</td>
<td>106,088</td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>50,822</td>
<td>50,042</td>
</tr>
<tr>
<td>Non Consolidated investments</td>
<td>2,675</td>
<td>3,286</td>
</tr>
<tr>
<td>Other fixed assets</td>
<td>23,181</td>
<td>23,088</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td><strong>203,380</strong></td>
<td><strong>223,502</strong></td>
</tr>
<tr>
<td>Net trade account receivables</td>
<td>65,455</td>
<td>69,353</td>
</tr>
<tr>
<td>ST account payables</td>
<td>(43,816)</td>
<td>(56,688)</td>
</tr>
<tr>
<td>Inventory</td>
<td>39,082</td>
<td>45,308</td>
</tr>
<tr>
<td><strong>Trade Working Capital</strong></td>
<td><strong>60,721</strong></td>
<td><strong>57,973</strong></td>
</tr>
<tr>
<td>Other current receivables</td>
<td>17,512</td>
<td>16,827</td>
</tr>
<tr>
<td>Other ST payables and provision for risk &amp; future charges</td>
<td>(34,989)</td>
<td>(47,553)</td>
</tr>
<tr>
<td><strong>Net Working Capital</strong></td>
<td><strong>43,244</strong></td>
<td><strong>27,247</strong></td>
</tr>
<tr>
<td>Other LT payables</td>
<td>(17,373)</td>
<td>(17,144)</td>
</tr>
<tr>
<td>Employees’ severance Indemnity</td>
<td>(7,739)</td>
<td>(7,121)</td>
</tr>
<tr>
<td>LT provision for risk &amp; future charges</td>
<td>(4,319)</td>
<td>(9,823)</td>
</tr>
<tr>
<td><strong>Net Invested Capital</strong></td>
<td><strong>217,193</strong></td>
<td><strong>216,661</strong></td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td>(116,695)</td>
<td>(140,164)</td>
</tr>
<tr>
<td><strong>Net Financial Position</strong></td>
<td>(100,498)</td>
<td>(76,497)</td>
</tr>
</tbody>
</table>

*Exchange rate* 1.4406 1.3362
Net Debt Analysis: 2010 Actual vs. Last Year

- Net Income: $18,028
- Depreciation & Amortization: $15,904
- Provision for severance and bad debt: $362
- Positive Cash flow
- Negative Cash Flow

Main Items:
- Personnel costs accrual: $8,602
- Taxes: $10,372
- Other: $6,260

Acc. Receivable: $-3,989
Inventory: $-5,736
Acc. Payable: $+12,650

Net Debt Analysis:
- Net Debt Dec 09: $100,498
- Operating cash Flow: $34,294
- Ch Trade NWC: $2,925
- Capex: $7,856
- Purch./sale own shares: $2,092
- Non-recurring out-flows: $3,712
- Tax payments: $3,829
- EVO Acquisition: $20,963
- Other: $25,234
- Net Debt Dec 10: $76,497
The Group

Strategic Guidelines

Financial Data

Appendix
POS Retail Scanners
#1 Worldwide, 31.5% mkt share

- Datalogic Magellan Scanner/Scales have been installed by every one of the Top Ten Retailers worldwide

Handheld Scanners
#1 in EMEA, 30.7% mkt share
#3 Worldwide, 15.9% mkt share

- Over 5 million Datalogic handheld scanners have been sold since 1998 and have been chosen by over 30,000 customers

Scanning Division: 181.4 M€ in 2010, 46% of Group Sales
Mobile Computers
#4 in EMEA, 7.9% mkt share
#4 Worldwide, 4.0% mkt share

Datalogic Mobile – EBS
Self Shopping Solutions
#2 Worldwide, 26.0% mkt share

Over 360 installations in Europe!
#1 in Italy with 145 installations
#1 in Belgium with 96 installations
#2 in France with 110 installations

A full range of professional mobile solutions dedicated to the main target application fields: Warehousing, Field Force Automation and Retail In-Store solutions

Mobile Division: 87.6M€ in 2010, 22% of Group Sales

Source 2010 (base year 2009)
A wide range of cutting edge solutions helping industries streamline processes in industrial and logistics applications

Hundreds of applications for the major courier and logistics operators, +1,000 reading stations installed in 100 airports worldwide

Automation Division: 90.4 M€ in 2010, 23% of Group Sales
Complete Range of Easy-To-Use Barcoding Solutions

- Barcoding solutions for the millions of Small – Medium Businesses that increase productivity and profitability
- Based in the US, serving over 275 thousand small and medium businesses!

Business Development (Informatics + EVO): 33.3 M€ in 2010, 9% of Group Sales
Scanning without using the barcode

- Flagship products include LaneHawk BOB and LaneHawk InCart
- Based in the US, serving over 1,200 grocery stores today
- Over 14,000 lanes installed!

July 1st, 2010 – Datalogic acquired 100% of Evolution Robotics Retail, Inc. (EVO) a company located in California with unique expertise in visual pattern recognition technology for use currently in retail loss prevention and productivity applications
Thank You!

This presentation contains statements that are neither reported financial results nor other historical information. These statements are forward-looking statements. These forward-looking statements rely on a number of assumptions and are subject to a number of risks and uncertainties, many of which are outside the control of Datalogic S.p.A., that could cause actual results to differ materially from those expressed in or implied by such statements, such as future market conditions, currency fluctuations, the behavior of other market participants and the actions of governmental and state regulators.

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