European Mid Cap Event

Frankfurt- 17th February, 2016
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Agenda

- Group Overview
- Market Outlook
- Business & Strategy
- Financial Highlights
Group Overview
Datalogic at a glance

- **Global leader** of barcode readers, mobile computers, sensors, vision systems and laser marking systems with innovative solutions in verticals market: Retail, Transportation & Logistics, Factory Automation, Healthcare Industries

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

- A large portfolio of **over 1,200 patents**

- **About 2,600 employees**, of which 450 in R&D:
  - 1,245 (48%) in Europe
  - 636 (25%) in US
  - 686 (27%) in APAC

- Direct presence in 30 countries worldwide selling to 120 countries, with more than 1,000 partners worldwide
Investing in Datalogic

1. **STRONG POSITION**
   - Unique player world wide with leadership in two markets: ADC and IA
   - High entry barriers granted by solid Intellectual Property Patents portfolio
   - Better time to market and more efficiency than competitors

2. **PROVEN TRACK RECORD**
   - History of profitable growth
   - Wise resources management to sustain a leadership position
   - Strong cash generation for growth

3. **VALUATION & OPPORTUNITIES**
   - Attractive valuation
   - Potential from further internal reorganization
   - Opportunities from expansion in North America and China
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

2002 - 2011
- **EXPANSION**
  - Minec AB
  - Laservall SpA
  - Informatics Inc.
  - PSC Inc.
  - Datasensor SpA
  - Evolution Robotics Retail Inc.
  - Accu-Sort Systems Inc.
  - PPT Vision Inc.

2012 - 2015
- **INNOVATION**
  - Set up Business Development Division
  - Acquisition of Multiwave Photonics SA
  - Partnership with CAEN RFID Srl
A Wide Geographical Footprint

Note: Breakdown by area based on 2015 preliminary revenues

- EUROPE 41.6%
- ITALY 8.5%
- NORTH AMERICA 30.1%
- APAC 13.4%
- ROW 6.4%

Direct presence in 30 countries

- 8 Manufacturing Sites
- 12 R&D Centers
- 2 DL LABS
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 (February 5th, 2016): 15.14 Euro
Market Cap (February 5th, 2016): 884.2M Euro
Specialist: Intermonte SIM
Auditing Company: Reconta Ernst & Young

DATALOGIC PRICE PERFORMANCE

SHAREHOLDERS’ STRUCTURE

32.8%
67.2%

Hydra S.p.A.  Free Float
Market Outlook
Market Outlook – ADC & IA

ADC

(B$)

CAGR + 5.1%

2014: 4.6
2017e: 5.4

- Self Checkout Solutions: 54%
- Hand Held Scanners: 21%
- POS Retail Scanners: 7%
- Mobile Computers: 18%

CAGR + 2.7%

CAGR + 3.6%

CAGR + 4.9%

CAGR + 13.3%

IA

(B$)

CAGR + 5.8%

2014: 3.5
2017e: 4.2

- Identification: 56%
- Vision: 15%
- Lasermarking: 18%
- Sensor & Safety: 11%

CAGR + 4.2%

CAGR + 11.5%

CAGR + 7.5%

CAGR + 2.7%

Source VDC 2015 (base year 2014)
Datalogic Market Share jumped in 2014

2014 ADC Available Market including POS Retail Scanners, Handheld Scanners and Mobile Computers (Handheld PDA and Fork-Lift Vehicles Mounted Computer) segments

POS Retail Scanners
#1 WW

Handheld Scanners
#1 in EMEA
#3 WW

Mobile Computers
#3 in EMEA
#3 WW

Datalogic Market Share: 10.4% from 9.5% in 2013

Source VDC 2015 (base year 2014)
Datalogic positioning in the IA market

Source: VDC 2015 (base year 2014) Preliminary Figures - Market Researches and Management’s Best Estimate

2014 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)
Market split by technology

Datalogic can offer all the technologies available for products identification

Data Capture Technology

- RFID: 4.2%
- Optical: 95.8%

$B 6.6

47.6%

30.2%

22.2%

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

2014 preliminary (base year 2013)
Business and Strategy
A Unique Selling Proposition…

Retail
Transportation & Logistics
Factory Automation
Healthcare

Americas
Emea
Apac
...with a Wide and Complementary Offer

INDUSTRIAL AUTOMATION

AUTOMATIC DATA CAPTURE

Retail

T&L

Factory Automation

Healthcare

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DATALOGIC
THE VISION IS YOURS
Datalogic Strategy and...

**THE OBJECTIVE**
To growth at a faster page than the market, getting market shares

**THE SCOPE**
To remain a product company with new emphasis on solutions to satisfy the needs of End Users in the following Industries: Retail, T&L, Factory Automation, Healthcare &
To consolidate its position in EMEA, become a significant player in NA and further establish itself in APAC with a growing presence in China

**ADVANTAGE**
Going vertical means moving from a product driven company to a customer driven company and finally reaching the result of “delighting” our Customers

Shifting from a product driven Company to a Customer driven one will be the key to our success.
...Key Priorities

- Revenue Growth well above Market Growth
- Double Digit Growth in North America and China, improving Market Share
- **Strong Improvement of Operations Efficiency** reducing weight of COGS on revenues thanks to the new Procurement Centre in China, to plants rationalisation (new Hungharian plant for IA) and insourcing of components
- **Strict control of Operating Expenses** and reduction of G&A, thus improving operating leverage
- Maintain **Strong performance on Cash**
Customer Focus: Develop Excellent Products

- A large and growing portfolio of over 1,200 patents and patent applications
- About 300 pending patent applications in all jurisdictions
- 26.5% of sales from new products*
- 22 new products launched in 9M 2015
- 12 Research & Development Centers
- Around 400 R&D Engineers
- New product development process that starts from the Customers’ needs – 1st milestone of the new product development

* Are considered new products the products announced in the last 24 months
Lead by invention: Investment in R&D will continue

- Investment in R&D to increase up to 9.5% of revenues

- Launch of RFID products: leveraging the acquisition of 20% of CAEN RFID and the commercial agreement signed

- Scan Engine: The new scan engines family from Datalogic marks the entrance of Datalogic in the OEM market (price verifiers, kiosks, vending machines etc...)

- Extensive Products and Technology Display presented to NRF exhibition “Retail’s Big Show 2016”
2015* Group revenues by sectors

- ADC: 67.7%
- IA: 27.2%
- Informatics: 5.1%

2015* Group revenues by verticals

- Retail: 48.0%
- Factory Automation: 29.0%
- T&L: 15.0%
- Healthcare: 5.0%
- Other: 3.0%

* Preliminary revenues
Retail Flows and Applications

Customer expectations

- Provide Better Customer Experience
- Reduce Checkout Queues
- Stock Control
- Control Cost & Stock Efficiency
T&L Flows and Applications

Customer expectations

- Ensure On-Time & Zero-mistakes results
- Reduce delivery Times
- Improve Delivery Accuracy
- Manage Large Inventories & Items Variety
- Control Cost & Efficiency
Factory Automation

AUTOMOTIVE

PACKAGING

ELECTRONICS

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Automotive Flows and Applications

Customer expectations

Pervasive Parts Traceability

Accurate Vision Inspection & Measurement

Tires Traceability

Operators Safety

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Customer expectations

Traceability

Assembling Control

Product Personalization/Branding
Packaging Flows and Applications

Customer expectations

ID/Traceability  Quality Inspection  Object/Parts Detection  Operator Safety  Warehouse Management
Healthcare Flows and Applications

Customer expectations

- Reducing Errors
- Preventing Infections
- Increase Staff Productivity
- Realtime Tracking & Tracing
- Accurate Asset Management
Financial Highlights
2015 Preliminary Revenues 15.2% up

- 2015 Preliminary Revenues at 535 million Euro (+15.2%, +5.9% at constant exchange rate).

- **ADC Division** is the driver of the growth in all the reference markets (+17.5%, +8.2% at constant exchange rate).

- The **IA division** is catching up +12.1% (+4.7% at constant exchange rates) but net of the BU Systems, the division's revenues increased by 12.6% (+6.2% at constant exchange rates)

- **Europe** continues to play a significant role with a weight of more than 50% on total Group revenues

- **North America**: double digit growth for ADC. Recover of IA in 4Q

- BU Systems positively impacted by Royal Mail deal in 4Q (4.2 million Euro)

- Excellent results of **Greater China** up 37.1% (+22.8% at constant exchange rate) thanks to the acquisition of new customers in the retail and electronics industry

- **The booking reached 563.3** million Euro, with a growth of +17.6% compared to the same period of 2014.
### 2015 Preliminary Revenues

#### REVENUES BY DIVISION

<table>
<thead>
<tr>
<th>€mln</th>
<th>2015</th>
<th>2014</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>364.0</td>
<td>309.7</td>
<td>17.5%</td>
</tr>
<tr>
<td>IA</td>
<td>146.1</td>
<td>130.3</td>
<td>12.1%</td>
</tr>
<tr>
<td>- IA ex BU Systems</td>
<td>129.0</td>
<td>114.5</td>
<td>12.6%</td>
</tr>
<tr>
<td>Informatics</td>
<td>27.4</td>
<td>26.1</td>
<td>4.8%</td>
</tr>
<tr>
<td>Corporate and Adj.</td>
<td>(2.4)</td>
<td>(1.6)</td>
<td>n.m.</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>535.1</strong></td>
<td><strong>464.5</strong></td>
<td><strong>15.2%</strong></td>
</tr>
</tbody>
</table>

#### REVENUES BY GEOGRAPHIC AREA

<table>
<thead>
<tr>
<th>€mln</th>
<th>2015</th>
<th>2014</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>268.5</td>
<td>244.0</td>
<td>10.1%</td>
</tr>
<tr>
<td>North America</td>
<td>161.1</td>
<td>132.6</td>
<td>21.4%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>71.5</td>
<td>57.3</td>
<td>24.7%</td>
</tr>
<tr>
<td>ROW</td>
<td>34.0</td>
<td>30.6</td>
<td>11.0%</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>535.1</strong></td>
<td><strong>464.5</strong></td>
<td><strong>15.2%</strong></td>
</tr>
</tbody>
</table>

- **Europe**: 50.2%
- **North America**: 30.1%
- **Asia Pacific**: 13.4%
- **ROW**: 6.4%
Highlights 9M 2015

- Revenues growth driven by ADC in North America, Greater China and Europe thanks to robust investments by retailers and the launch of technologically advanced products

- Industrial Automation exploits growth opportunities in Asia and grows double digit in the T&L segment in North America; BU Systems still weighting on the division’s results

- Investment in R&D and distribution continued to be crucial for the development of the Group

- Strong improvement of financial costs thanks to a renewed financing contract

- Robust growth of net income
## 9M 2015 Profit and Loss

<table>
<thead>
<tr>
<th></th>
<th>9M2015</th>
<th>Var %</th>
<th>9M2014</th>
<th>Var %</th>
<th>Var% Net Forex Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td>391,295</td>
<td>100.0%</td>
<td>340,064</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td><strong>COGS</strong></td>
<td>(208,546)</td>
<td>(53.3%)</td>
<td>(172,334)</td>
<td>(50.7%)</td>
<td></td>
</tr>
<tr>
<td><strong>Gross Operating Margin</strong></td>
<td>182,749</td>
<td>46.7%</td>
<td>167,730</td>
<td>49.3%</td>
<td>9.0%</td>
</tr>
<tr>
<td><strong>Other revenues</strong></td>
<td>1,483</td>
<td>0.4%</td>
<td>1,004</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td><strong>R&amp;D</strong></td>
<td>(34,764)</td>
<td>(8.9%)</td>
<td>(29,812)</td>
<td>(8.8%)</td>
<td></td>
</tr>
<tr>
<td><strong>Distribution Costs</strong></td>
<td>(74,758)</td>
<td>(19.1%)</td>
<td>(63,561)</td>
<td>(18.7%)</td>
<td></td>
</tr>
<tr>
<td><strong>Administrative expenses</strong></td>
<td>(29,056)</td>
<td>(7.4%)</td>
<td>(29,914)</td>
<td>-8.8%</td>
<td></td>
</tr>
<tr>
<td><strong>Other operating expenses</strong></td>
<td>(1,842)</td>
<td>(0.5%)</td>
<td>(1,828)</td>
<td>-0.5%</td>
<td></td>
</tr>
<tr>
<td><strong>Total operating expenses and others</strong></td>
<td>(140,420)</td>
<td>(35.9%)</td>
<td>(125,115)</td>
<td>(36.8%)</td>
<td>12.2%</td>
</tr>
<tr>
<td><strong>Non recurring costs/rev</strong></td>
<td>(1,428)</td>
<td>(0.4%)</td>
<td>(2,370)</td>
<td>(0.7%)</td>
<td></td>
</tr>
<tr>
<td><strong>Amort. Intang. Assets from acquis.</strong></td>
<td>(4,295)</td>
<td>(1.1%)</td>
<td>(4,097)</td>
<td>(1.2%)</td>
<td></td>
</tr>
<tr>
<td><strong>Operating Profit (EBIT)</strong></td>
<td>38,089</td>
<td>9.7%</td>
<td>37,152</td>
<td>10.9%</td>
<td>2.5%</td>
</tr>
<tr>
<td><strong>Financial (costs)/rev.</strong></td>
<td>(3,910)</td>
<td>(1.0%)</td>
<td>(6,487)</td>
<td>(1.9%)</td>
<td></td>
</tr>
<tr>
<td><strong>Foreign exchange (costs)/rev.</strong></td>
<td>2,387</td>
<td>0.6%</td>
<td>910</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td><strong>EBT</strong></td>
<td>36,566</td>
<td>9.3%</td>
<td>31,575</td>
<td>9.3%</td>
<td>15.8%</td>
</tr>
<tr>
<td><strong>Taxes</strong></td>
<td>(6,143)</td>
<td>(1.6%)</td>
<td>(5,895)</td>
<td>(1.7%)</td>
<td></td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>30,423</td>
<td>7.8%</td>
<td>25,680</td>
<td>7.6%</td>
<td>18.5%</td>
</tr>
<tr>
<td><strong>Depreciation</strong></td>
<td>(5,773)</td>
<td>(1.5%)</td>
<td>(5,268)</td>
<td>(1.5%)</td>
<td></td>
</tr>
<tr>
<td><strong>Amortization</strong></td>
<td>(3,493)</td>
<td>(0.9%)</td>
<td>(3,120)</td>
<td>(0.9%)</td>
<td></td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>53,078</td>
<td>13.6%</td>
<td>52,007</td>
<td>15.3%</td>
<td>2.1%</td>
</tr>
<tr>
<td><strong>Exchange rate</strong></td>
<td>1.1144</td>
<td></td>
<td>1.3549</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## 9M Segment Reporting

### Gross Operating Margin

<table>
<thead>
<tr>
<th>Segment</th>
<th>9M2015</th>
<th>9M2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>47.4%</td>
<td>50.9%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>45.1%</td>
<td>45.8%</td>
</tr>
<tr>
<td>Informatics</td>
<td>45.3%</td>
<td>45.4%</td>
</tr>
<tr>
<td>Total Group</td>
<td>46.7%</td>
<td>49.3%</td>
</tr>
</tbody>
</table>

### EBITDA Margin

<table>
<thead>
<tr>
<th>Segment</th>
<th>9M2015</th>
<th>9M2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>20.0%</td>
<td>20.4%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>2.5%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Informatics</td>
<td>1.5%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Total Group</td>
<td>13.6%</td>
<td>15.3%</td>
</tr>
</tbody>
</table>

### R&D/Revenues

<table>
<thead>
<tr>
<th>Segment</th>
<th>9M2015</th>
<th>9M2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>8.8%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>12.0%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Informatics</td>
<td>3.9%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Total Group</td>
<td>8.9%</td>
<td>8.8%</td>
</tr>
</tbody>
</table>

### TWC/Annualized Revenues

<table>
<thead>
<tr>
<th>Segment</th>
<th>9M2015</th>
<th>9M2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>10.7%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>15.5%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Informatics</td>
<td>9.4%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Total Group</td>
<td>11.3%</td>
<td>13.6%</td>
</tr>
</tbody>
</table>
## Consolidated Balance Sheet at 30.09.2015

<table>
<thead>
<tr>
<th>TOTAL ASSETS</th>
<th>EQUITY AND NFP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>€mln</strong></td>
<td></td>
</tr>
<tr>
<td>Other Assets</td>
<td>36.8</td>
</tr>
<tr>
<td>Trade Working Capital</td>
<td>58.8</td>
</tr>
<tr>
<td>Total Fixed Assets</td>
<td>349.7</td>
</tr>
<tr>
<td><strong>€mln</strong></td>
<td>110.6</td>
</tr>
<tr>
<td>Net Financial Position</td>
<td>54.8</td>
</tr>
<tr>
<td>Equity</td>
<td>279.9</td>
</tr>
<tr>
<td>Other liabilities</td>
<td></td>
</tr>
</tbody>
</table>
Financial resources for the growth

SOLID CAPITAL STRUCTURE

- 20% net debt to Equity ratio
- 0.8x net debt to annualized Ebitda ratio

EXCELLENT CASH FLOW GENERATION

- Maintain high cash flow generation on a yearly basis

FAVOURABLE CAPITAL MARKET CONDITIONS

- Medium-term debt refinancing on February 2015 for 140 million Euro
- Average repayment term from 2 to 4 years
- Reduction of average cost of debts
- Signed a financing contract with EIB for a 5-year amortising loan worth a total of 30 million Euro
Contacts

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vincenza.colucci@cdr-communication.it

NEXT EVENTS

March 4th, 2016
Approval 2015 Results

March 15th, 2016
Milan Star Conference

May 2th, 2016
Ordinary Shareholders’ Meeting

May 13th, 2016
Approval 1Q2016 Results

DATALOGIC ON LINE

www.datalogic.com