Agenda

- Group Overview
- Business Outlook
- 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** – 38% 2013 Rev.
  - **Manufacturing** – 37% 2013 Rev.
  - **Transportation & Logistics** – 16% 2013 Rev.
  - **Healthcare Industries** – 6% 2013 Rev.
  - **Other** – 3% 2013 Rev.

- **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 **nearly 1,100 patents**

- **About 2,400 employees**, of which 350 in R&D:
  - 1,155 (48%) in Europe
  - 635 (26%) in US
  - 616 (26%) in APAC

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

**Strong position**
- Unique player worldwide 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

**Financials**
- History of profitable growth
- Wise resources management to sustain a leadership position
- Strong cash generation for growth

**Valuation**
- Significant discount on peers on a 2015 P/E and EV/EBITDA basis (42% and 46% respectively)
- Potential from further internal reorganization
- Potential from expansion in Fast growing markets
Solid Growth in 2001-2013

- A history of growth in profitability
- Strong improvements across key indicators reflecting investments in innovation, M&A and better efficiency and productivity
- Robust cash generation to reduce debt and to sustain growth

* 2012 net income impacted by the write off of Accu-Sort goodwill
A history of organic growth and acquisitions

Established in Bologna

Acquisition of Escort Memory Systems Inc.

Listing on the Milan Stock Exchange

Acquisition of IDWare Mobile Computing & Comm.

Acquisition of Minec AB

Acquisition of Laservall SpA

Acquisition of PSC Inc.

Acquisition of Datasensor SpA

Acquisition of Informatics Inc.

Acquisition of Evolution Robotics Retail Inc.

Acquisition of Accu-Sort Systems Inc.

Acquisition of PPT Vision Inc.

Acquisition of Multiwave Photonics SA

Set up Business Unit Division
A wide geographical footprint

Note: Breakdown by area based on 1H2014 revenues

- Direct presence in 30 countries worldwide
- 9 Manufacturing Sites
- 12 R&D Centers
Business Outlook
Market Outlook – Automatic Data Capture

- Strong recovery ahead with forecast reviewed upward for the entire period: CAGR 2013-2016 +5.0%
- Positive expected growth trend in all product lines and in the checkout space where retailers look for improvement of the service level and better efficiency

Source VDC 2014 (base year 2013)
Market Outlook – Industrial Automation

- Positive market trend in all the segments Datalogic is operating in
- Laser marking technology and machine vision increase their applications in the factory environment
- Increase demand for safety in the factories and the automated warehouses drive the growth of safety light curtains

Source: VDC 2014 (base year 2013) Preliminary Figures - Market Researches and Management’s Best Estimate
Datalogic positioning in the ADC market

- A smaller, dedicated Company vs. divisions of large multinational Group:
  - Better time to market, more flexibility
  - Strong customer-focus
- Entrance in the OEM arena thanks to FTC decision to provide Datalogic access to Honeywell portfolio (2D scan engine in US for next 12 years)

2013 Market Share

ADC Market Share around 10%
- POS Retail Scanners
  #1 WW - 32.8% mkt share
- Handheld Scanners
  #1 in EMEA - 32.8% mkt share
  #3 WW - 16.9% mkt share
- Mobile Computers
  #3 in EMEA - 7.3% mkt share
  #4 WW - 3.9% mkt share

2013 ADC Available Market including POS Retail Scanners, Handheld Scanners and Mobile Computers (Hand Held, PDA and Fork-Lift Vehicles Mounted Computer) segments

Source VDC 2014 (base year 2013)
Datalogic positioning in the IA market

- For Packaging, Electronics, Automotive, Parcel Companies and Intralogistic, Datalogic IA is the only player that can provide the most complete and high performing offer of products and solutions aimed at improving the efficiency and the quality of operational processes.

Source: VDC 2014 (base year 2013) Preliminary Figures - Market Researches and Management’s Best Estimate

2013 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)
Revenues Breakdown by Verticals

Revenues Breakdown by Verticals* ADC

- Retail: 18%
- Manufacturing: 66%
- Healthcare: 5%
- T&L: 5%
- Commercial Services: 6%

Revenues Breakdown by Verticals* IA

- Manufacturing: 54%
- T&L: 33%
- Retail: 10%
- Healthcare: 3%

* Revenues as of August 2014
Market split by technology

Datalogic can offer all the technologies available for products identification

Data Capture Technology

Hand Held Scanners

$B 6.6

4.2%

95.8%

RFID

Optical

31%

47%

22%

21.0%

21.9%

51.9%

Mobile Computers

Industrial Stationary Scanner

Point of Sale

2014 preliminary (base year 2013)
Leverage the Retail recovery

- Retailers’ investment recovery ongoing

- Positive sentiment in US

- Growth driven by technological innovation: from laser to imaging (Magellan 9800 i)

- Jade, the 360° automated portal scanner in testing phase in more than 15 retailers worldwide (Asda, Rewe, Esselunga, etc.)
Manufacturing: Automation Increases

- Unprecedented level of automation endorsed by both traditional and emerging markets
- Geographical presence expansion in the fast growing markets
- Packaged solutions bundling laser marking and machine vision
- Launch of Matrix 300 in FA
T&L: Leverage Sorting Application Leadership

- Increasing importance of “Big Data”, fusion of barcode, dimensions and image
- Focus on Couriers, Postal, e-Commerce, Distribution Centers in North America and Europe
- Growth still linked to large projects worldwide
- Launch of the new ultra-high performance in-motion Dimensioner

Automatic Data Capture

Industrial Automation
Healthcare: Anticipate Regulatory Changes

- Anticipation of regulatory changes:
  - E-pedigree in US
  - European Medicines Verification System

- Wider offer of specialized products and solutions

- Scanners with anti-microbial additives specifically engineered for surgery
Strategy
Three Pillars Strategy

- Customer Focus
- Market Expansion
- People Engagement

Innovative products → Competitive advantage
Increase revenues
BD Division: the bridge between customers and products...

- Business Development Division:
  - Datalogic Labs
  - M&A
  - New needs and applications scouting
- R&D investments over 8% to beat competition and improve market shares
- Exploring alternative technologies to bar code reading identification: RFID, digital watermarking
...to accelerate Innovation

- 23 new products in 2013
- Large and growing portfolio of nearly 1,100 patents
- Over 100 patents filed in 2013
- 12 Research & Development Centers
- Over 350 R&D Engineers
- 25% of sales from new products
Market expansion: exploit fast growing markets

- Increasing penetration in large regions and fast growing geographies with a target to get one third of total revenues
- Centralized Purchase Centre in China to reduce component costs
Invest in people management and motivation

Differentiated performance through our people!

- New strengthened Human Resources leadership to enable Datalogic business strategy & agenda ensuring:
  - high performance organization design and delivery
  - selection and retention of top talents
  - people development and rewarding fostering a responsibility and result orientation culture

- New patent award and incentive plan for the engineers to foster inventions
Outlook

- ADC confirms to be the driver of growth thanks to:
  - the launch of new technologically advanced products
  - the retailers’ new investment phase

- In Industrial Automation, the market and product strategy will be revised in next quarters with particular focus on North America. Expected recovery from second half of 2015

- Strong investments in innovation continue without impact on 2014 profitability

- Focus on fast growing markets and North America where there is a big market potential
Financial Highlights
### Highlights 1H 2014

<table>
<thead>
<tr>
<th>€000</th>
<th>1H2014</th>
<th>1H2013</th>
<th>Var %</th>
<th>Full Year 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>224,028</td>
<td>218,769</td>
<td>2.40%</td>
<td>450,737</td>
</tr>
<tr>
<td>% on Revenues</td>
<td>100.0%</td>
<td>100.0%</td>
<td></td>
<td>100.0%</td>
</tr>
<tr>
<td>Gross Operating Profit</td>
<td>109,078</td>
<td>103,432</td>
<td>5.50%</td>
<td>212,261</td>
</tr>
<tr>
<td>% on Revenues</td>
<td>48.7%</td>
<td>47.3%</td>
<td></td>
<td>47.1%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>34,153</td>
<td>26,232</td>
<td>30.20%</td>
<td>59,985</td>
</tr>
<tr>
<td>% on Revenues</td>
<td>15.2%</td>
<td>12.0%</td>
<td></td>
<td>13.3%</td>
</tr>
<tr>
<td>EBITANR</td>
<td>28,621</td>
<td>21,241</td>
<td>34.70%</td>
<td>50,106</td>
</tr>
<tr>
<td>Operating Profit (EBIT)</td>
<td>23,454</td>
<td>19,387</td>
<td>21.00%</td>
<td>45,495</td>
</tr>
<tr>
<td>% on Revenues</td>
<td>10.5%</td>
<td>8.9%</td>
<td></td>
<td>10.1%</td>
</tr>
<tr>
<td>EBT</td>
<td>18,764</td>
<td>14,224</td>
<td>31.90%</td>
<td>35,530</td>
</tr>
<tr>
<td>Net Income</td>
<td>15,244</td>
<td>10,237</td>
<td>48.90%</td>
<td>26,906</td>
</tr>
<tr>
<td>% on Revenues</td>
<td>6.8%</td>
<td>4.7%</td>
<td></td>
<td>6.0%</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>1.3703</td>
<td>1.3134</td>
<td>1.3281</td>
<td></td>
</tr>
</tbody>
</table>

- Sales recovery continues thanks to ADC growth
- **Strong improvement in profitability** despite increasing R&D investments (+14.9% YoY with an incidence of 8.9% on revenues) and non recurring expenses for around 2.4 M Euro due to restructuring costs
- **Improvement of all operating margins YoY**: Gross Operating Margin from 47.3% to 48.7% and EBITDA Margin from 12% to 15.2%
Revenues Trend

- Continuous growth of ADC mainly thanks to investments of retailers in new advanced products
  Fixed Retail Scanners and Hand Held Readers
- **Two speed in North America**: ADC driven by retailers while IA still suffering mainly due to a lack of main orders in postal segment
- **Remarkable growth of Greater China in both divisions thanks to last year investments**
- Revenues growth at constant exchange rate would have been +4.5%

**Revenues by Country (%):**
- Italy: 11%
- Europe: 42%
- Asia Pacific: 12%
- North America: 29%
- ROW: 7%

**Revenues by Division (%):**
- ADC: 66%
- IA: 28%
- Informatics: 6%
Segment Reporting: GOP and EBITDA

<table>
<thead>
<tr>
<th>Gross Operating Margin</th>
<th>1H13</th>
<th>1H14</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>49.1%</td>
<td>51.0%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>44.0%</td>
<td>43.4%</td>
</tr>
<tr>
<td>Informatics</td>
<td>44.8%</td>
<td>45.1%</td>
</tr>
<tr>
<td>Total Group</td>
<td>47.3%</td>
<td>48.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EBITDA Margin</th>
<th>1H13</th>
<th>1H14</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>14.7%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Industrial Automation</td>
<td>3.8%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Informatics</td>
<td>9.8%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Total Group</td>
<td>12.0%</td>
<td>15.2%</td>
</tr>
</tbody>
</table>

**GOP BY DIVISION**

<table>
<thead>
<tr>
<th></th>
<th>1H 2013</th>
<th>1H 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>65.8</td>
<td>76.1</td>
</tr>
<tr>
<td>IA</td>
<td>30.4</td>
<td>27.2</td>
</tr>
<tr>
<td>Informatics</td>
<td>7.05</td>
<td>9.12</td>
</tr>
<tr>
<td>DL SpA</td>
<td>11.2</td>
<td>12.5</td>
</tr>
<tr>
<td>Total</td>
<td>103.4</td>
<td>109.1</td>
</tr>
</tbody>
</table>

**EBITDA BY DIVISION**

<table>
<thead>
<tr>
<th></th>
<th>1H 2013</th>
<th>1H 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>19.7</td>
<td>30.7</td>
</tr>
<tr>
<td>IA</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>Informatics</td>
<td>1.5</td>
<td>0.8</td>
</tr>
<tr>
<td>DL SpA</td>
<td>2.3</td>
<td>0.9</td>
</tr>
<tr>
<td>Total</td>
<td>26.2</td>
<td>34.2</td>
</tr>
</tbody>
</table>
EBITANR*: Actual vs Last Year

<table>
<thead>
<tr>
<th>Item</th>
<th>Jun-13</th>
<th>Jun-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>21,241</td>
<td></td>
</tr>
<tr>
<td>Vol. sales/Mix</td>
<td>3,403</td>
<td>3,403</td>
</tr>
<tr>
<td>New Prod.</td>
<td>3,607</td>
<td></td>
</tr>
<tr>
<td>Exch rate on sales</td>
<td></td>
<td>-5,228</td>
</tr>
<tr>
<td>Exch rate on DCOGS</td>
<td></td>
<td>+2,935</td>
</tr>
<tr>
<td>Exch rate on Op Exp</td>
<td></td>
<td>+3,122</td>
</tr>
<tr>
<td>Vol. sales/Mix</td>
<td></td>
<td>+3,489</td>
</tr>
<tr>
<td>Service sales</td>
<td></td>
<td>-86</td>
</tr>
<tr>
<td>Exch rate on sales</td>
<td></td>
<td>+5,228</td>
</tr>
<tr>
<td>Exch rate on DCOGS</td>
<td></td>
<td>+2,935</td>
</tr>
<tr>
<td>Exch rate on Op Exp</td>
<td></td>
<td>+3,122</td>
</tr>
<tr>
<td>Other revenues</td>
<td></td>
<td>+143</td>
</tr>
<tr>
<td>Other variable costs</td>
<td></td>
<td>-951</td>
</tr>
<tr>
<td>Direct Cogs</td>
<td></td>
<td>+7,106</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exch rate on sales</td>
<td></td>
<td>-5,228</td>
</tr>
<tr>
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<td></td>
<td>+2,935</td>
</tr>
<tr>
<td>Exch rate on Op Exp</td>
<td></td>
<td>+3,122</td>
</tr>
<tr>
<td>Other revenues</td>
<td></td>
<td>+143</td>
</tr>
<tr>
<td>Other variable costs</td>
<td></td>
<td>-951</td>
</tr>
<tr>
<td>Direct Cogs</td>
<td></td>
<td>+7,106</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></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 June ’14 Actual (1,3703) and June ’13 Actual (1,3134) €/USD exchange rate.
### Consolidated Balance Sheet

<table>
<thead>
<tr>
<th>€000</th>
<th>At 31/12/2013</th>
<th>At 30/06/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible fixed assets</td>
<td>59,058</td>
<td>55,028</td>
</tr>
<tr>
<td>Goodwill</td>
<td>145,092</td>
<td>146,468</td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>51,328</td>
<td>51,710</td>
</tr>
<tr>
<td>Non Consolidated investments</td>
<td>5,452</td>
<td>5,383</td>
</tr>
<tr>
<td>Other fixed assets</td>
<td>39,441</td>
<td>39,551</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td><strong>300,371</strong></td>
<td><strong>298,140</strong></td>
</tr>
<tr>
<td>Net trade account receivables</td>
<td>69,953</td>
<td>72,814</td>
</tr>
<tr>
<td>ST account payables</td>
<td>(84,712)</td>
<td>(78,353)</td>
</tr>
<tr>
<td>Inventory</td>
<td>53,803</td>
<td>60,445</td>
</tr>
<tr>
<td><strong>Trade Working Capital</strong></td>
<td><strong>39,044</strong></td>
<td><strong>54,906</strong></td>
</tr>
<tr>
<td>Other current receivables</td>
<td>26,483</td>
<td>34,982</td>
</tr>
<tr>
<td>Other ST payables and provision for risk &amp; future charges</td>
<td>(48,838)</td>
<td>(60,073)</td>
</tr>
<tr>
<td><strong>Net Working Capital</strong></td>
<td><strong>16,689</strong></td>
<td><strong>29,815</strong></td>
</tr>
<tr>
<td>Other LT payables</td>
<td>(20,359)</td>
<td>(19,754)</td>
</tr>
<tr>
<td>Employees’ deferred compensation</td>
<td>(7,049)</td>
<td>(7,374)</td>
</tr>
<tr>
<td>LT provision for risk &amp; future charges</td>
<td>(7,398)</td>
<td>(9,706)</td>
</tr>
<tr>
<td><strong>Net Invested Capital</strong></td>
<td><strong>282,254</strong></td>
<td><strong>291,121</strong></td>
</tr>
<tr>
<td>Equity</td>
<td>185,247</td>
<td>205,074</td>
</tr>
<tr>
<td>Net Financial Debt</td>
<td>97,007</td>
<td>86,047</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>1.3791</td>
<td>1.3658</td>
</tr>
</tbody>
</table>
Net Debt Analysis

€000

Net Debt Dec 13: (97,007)
Operating cash flow: 34,869
Capex: (3,925)
Ch Trade NWC: (16,367)
NWC: 12,115
Dividend Payment: (9,351)
Purchase / Sales of shares: 12,115
Other: (6,381)
Net Debt June 14: (86,047)

Net Income: + 15,244
Depreciation & Amortization: + 8,307
Provision for bad debt: + 482
Personnel & admin costs accrual: + 3,342
LTMIP accrual: + 1,591
Tax accrual: + 3,520
Restructuring costs accrual: + 2,383

Tax payment: - 1,833
V.A.T.: - 1,264
Other: - 3,284

Negative Cash Flow Positive Cash Flow
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 26th, 2014): 8.41 Euro
Market Cap (September 26th, 2014): 491.5 M Euro
Specialist: Intermonte SIM
Auditing Company: Reconta Ernst & Young

DATALOGIC PRICE PERFORMANCE

SHAREHOLDERS' STRUCTURE

Hydra S.p.A.: 2.44%
Free Float: 2.45%
JP Morgan Asset Management: 27.91%
Norges Bank: 67.20%
Management

Romano Volta
Chairman and Group CEO

Jacopo Mazzolin
Sr. VP and CHRO

Giovanni Sgalambro
CIO and Change Mgmt

Marco Rondelli
CFO

Federica Lolli
General Counsel

Giovanni Sgalambro
CIO and Change Mgmt

Valentina Volta
CEO

Bill Parnell
CEO

Alex Price
VP and GM

Datalogic ADC
AUTOMATIC DATA CAPTURE (ADC)

Datalogic IA
INDUSTRIAL AUTOMATION (IA)

Informatics
INFORMATICS

IP Tech
Valentina Volta
CEO

Datalogic ADC
Bill Parnell
CEO

Datalogic IA
Valentina Volta
CEO

Informatics
Alex Price
VP and GM

New Needs and Application Scouting

Handheld Scanners - Presentation Scanners

Identification

WASP

Datalogic LABS

Fixed Retail Scanners - LaneHawk

Postal / Systems

System ID

Mergers & Acquisitions

Mobile Computers - Shopevolution

Sensors & Safety

Machine Vision

Laser Marking

Business Development

Identification

BUSINESS DEVELOPMENT

INFORMATICS

Industri Automatie (IA)
Contacts

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**IR Assistant**
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Fax +39 051 3147205
E-mail daniela.giglioli@datalogic.com

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Bologna – Italy

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

**Next Events**

November 7th 2014
Board of Directors to approve Q3 2014 results

Datalogic on line

www.datalogic.com
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