Company Presentation

Star Conference
Milan, 25th March 2009
The Group

Datalogic Offer

Datasonar Acquisition

FY 2008 Financial Results
Datalogic Mission

“Promote and provide business solutions for data management by offering high value systems, products and services to mark, capture, compute and communicate (M&3C™) information anywhere and anytime, to generate a high ROI for our Customers”

Datalogic Vision

“To be Top of Mind when thinking about needs in the item identification value chain”

Datalogic Values

- Enthusiasm
- Commitment
- Professionalism
- Ethics
- Persistence
- Teamwork
A Wide International Coverage

- Direct presence in more than 30 countries worldwide
- 7 Manufacturing Plants
- 8 R&D Centers
2001 – 2008: Datalogic Group performance

* CAGR 2001 – 2008 = 19%

**Note: (*) IAS compliant**

**Laservall Acquisition**
- Laser Marking sector
- Closing: Dec 2004
- Price: €14m
- Consolidated from 1H04

**Informatics Acquisition**
- Automatic and identification sector
- Closing: March 2005
- Price: €18.2m
- Consolidated for 10 months

**PSC Acquisition**
- Closing: November 2005
- Price: approximately USD 195m
- Consolidated for 1 month

**Datasensor Acquisition**
- Detection sector
- Closing: October 2008
- Price: €45m
- Consolidated for 3 months

**Revenues**
- 2001: 111,7
- 2002: 118,0
- 2003: 131,5
- 2004*: 146,3
- 2005*: 205,9
- 2006*: 381,6
- 2007*: 404,0
- 2008*: 379,8

**EBITDA**
- 2001: 16,1
- 2002: 17,0
- 2003: 21,3
- 2004*: 25,2
- 2005*: 31,5
- 2006*: 38,2
- 2007*: 50,1
- 2008*: 47,8

* In million Euro
Shareholders’ Structure

Current Number of shares: 58,446,491
MKT Cap (Feb. 09): € 245 million

- Hydra S.p.A.: 66.8%
- Free Float: 21.81%
- Tamburi Investment P.: 6.39%
- Treasury shares: 5%

Note: In May 2008, execution of share capital reduction by means of cancellation of nr. 5,409,981 treasury shares.
3rd Player in the ADC Market

2007 ADC Market, printers excluded

2007 Revenues
The Group

Datalogic Offer

Datasonar Acquisition

FY 2008 Financial Results
POS Stationary Scanners
Datalogic Scanning #1 Worldwide
Market Share 31.8%

Competitors
- EMEA: NCR, Metrologic
- AMERICAS: NCR, Motorola
- ASIA: Fujitsu, Metrologic

Source: 2008 (base year 2007)
Hand-Held Scanners
Datalogic Scanning #1 in EMEA and #2 Worldwide
Emea Market Share 30,2% - Worldwide Market Share 15,3%

Competitors
- EMEA: Motorola, Metrologic,
- AMERICAS: Motorola, HHP, Metrologic
- ASIA: Motorola, Denso, HHP

Source 2008 (base year 2007)
Industrial Stationary Scanners
Datalogic Automation #2 in EMEA and #3 Worldwide
Emea Market Share 24.5% - WorldWide Market Share 12.3%

Source: 2008 (base year 2007)

Competitors:
- EMEA: Sick, Leuze, Cognex
- AMERICAS: Accu-Sort, Sick, Cognex, Microscan
- ASIA: Sick, Microscan
Mobile Computers

Datalogic Mobile #4 in EMEA and #5 Worldwide
Emea Market Share 7.8% - Worldwide Market Share 4.3%

Source: 2008 (base year 2007)
Leading Player
in Sensors Market, RFID Market, and Laser Marking Systems

Datalogic Automation
Detection Business Unit (Datasensor)
European leader in M18 sensors Market
Italian leader in Sensors Market

Datalogic Automation
RFID Business Unit (EMS)

Datalogic Automation
Marking Business Unit (Laservall)

® Source: ANIE, ZVEI, GIIIO, Gambica, AFME (2007)
Leading Player in Innovative Solutions

More than 300 installations in Europe!
- #1 in Italy with 125 installations
- #1 in France with 100 installations
- #1 in Belgium with 80 installations

Datalogic Mobile – EBS
Self Shopping Solutions

One thousand reading stations installed in 80 airports worldwide and hundreds of applications for the major courier and logistic operators

Datalogic Automation
T&L Solutions
Easy To Use Bar Code Based Solutions To Small Medium Size Businesses

GET IN CONTROL of your inventory.

POINT-OF-SALE for smarter retail.

Asset Management MADE EASY.

Time & Attendance MADE EASY.

Business Development
SMB Barcode Solutions - Informatics
**Business Solutions (1/2)**

**POINT OF CUSTOMER INTERCHANGE**

*Implementing CRM to better know your customers and achieve greater sales opportunities*

**WAREHOUSE MANAGEMENT SYSTEMS**

*Improving your SCM to capitalise on significant Investments made in the ERP system*
**Business Solutions (2/2)**

**SORTING**

*Increasing value for money by streamlining and speeding up your deliver processes*

**WORK IN PROGRESS**

*Enhancing your accountability with traceability solutions to maximise the ERP investment*

**ORIGINAL EQUIPMENT MANUFACTURERS**

*Serving and supporting customer embedding bar-code solution in their machines/processes*
The Group

Datalogic Offer

Datasensor Acquisition

FY 2008 Financial Results
Datasensor S.p.A.

- Italian company based in Monte S. Pietro (Bologna) present on the international market for over 30 years.
- Leader in the development, production and marketing of photoelectric sensors and devices for detection, safety, measurement and inspection for the industrial market (i.e. manufacturing industry, packaging and packing, automatic materials handling).

**Market leader in Italy** in photoelectric sensors and light curtains (25% + market share)

- First worldwide manufacturer of M18 sensors with more than 400,000 pcs/year
- Second worldwide manufacturer of contrast sensors
- Second European manufacturer of safety light curtains
Datasensor Products

- Photoelectric detection devices
- Photoelectric safety devices
- Photoelectric inspection devices
- Photoelectric measurement devices
2008 Datasensor Highlights

- Sales revenues: € 31.8 mn
- Revenues CAGR 2001 – 2008: 9%
- EBITDA (restated): € 4.9 mn
- Net Financial Position: + € 3.5 mn
- Number of employees: ~150
- About 7% turnover invested in R&D
- 22 patents registered
Datasensor Acquisition Details

- Datalogic Automation Srl acquired 100% of Datasensor SpA share capital
- Closing Date: October 3, 2008
- Price: € 41,5 mn (Enterprise Value)
- Financed by: internal financial resources and bank borrowing
- Consolidated as from October 2008
**Strength & Opportunities**

- To reinforce market positions in the *industrial automation* sector
- Completing of Datalogic Automation products range (industrial fixed scanners, RFID, laser marking products and now SENSORS)
- Sharing of technological platforms
- Synergies in distribution activities
• The Group
• Datalogic Offer
• Datasensor Acquisition
• FY 2008 Financial Results
### Consolidated Income Statement

(Euro/1.000)

<table>
<thead>
<tr>
<th></th>
<th>FY07</th>
<th>%</th>
<th>FY08</th>
<th>%</th>
<th>Ratios</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td>404,027</td>
<td>100,0%</td>
<td>379,820</td>
<td>100,0%</td>
<td>-6,0%</td>
</tr>
<tr>
<td><strong>COGS</strong></td>
<td>(224,298)</td>
<td>-55,5%</td>
<td>(211,765)</td>
<td>-55,8%</td>
<td></td>
</tr>
<tr>
<td><strong>Gross Operating Margin</strong></td>
<td>179,729</td>
<td>44,5%</td>
<td>168,055</td>
<td>44,2%</td>
<td>-6,5%</td>
</tr>
<tr>
<td><strong>Other revenues</strong></td>
<td>2,277</td>
<td>0,6%</td>
<td>10,473</td>
<td>2,8%</td>
<td></td>
</tr>
<tr>
<td><strong>R&amp;D</strong></td>
<td>(24,992)</td>
<td>-6,2%</td>
<td>(25,306)</td>
<td>-6,7%</td>
<td></td>
</tr>
<tr>
<td><strong>Distribution Costs</strong></td>
<td>(77,503)</td>
<td>-19,2%</td>
<td>(77,246)</td>
<td>-20,3%</td>
<td></td>
</tr>
<tr>
<td><strong>Administrative expenses</strong></td>
<td>(38,357)</td>
<td>-9,5%</td>
<td>(38,792)</td>
<td>-10,2%</td>
<td></td>
</tr>
<tr>
<td><strong>Other operating expenses</strong></td>
<td>(3,361)</td>
<td>-0,8%</td>
<td>(1,846)</td>
<td>-0,5%</td>
<td></td>
</tr>
<tr>
<td><strong>Total operating expenses and others</strong></td>
<td>(144,213)</td>
<td>-35,7%</td>
<td>(143,190)</td>
<td>-37,7%</td>
<td></td>
</tr>
<tr>
<td><strong>Ordinary Operating Profit (EBITANR) (</strong>)**</td>
<td>37,793</td>
<td>9,4%</td>
<td>35,338</td>
<td>9,3%</td>
<td>-6,5%</td>
</tr>
<tr>
<td><strong>Non recurring costs/rev</strong></td>
<td>(2,622)</td>
<td>-0,6%</td>
<td>(729)</td>
<td>-0,2%</td>
<td></td>
</tr>
<tr>
<td><strong>Amort. intang. assets from acquis.</strong></td>
<td>(4,087)</td>
<td>-1,0%</td>
<td>(3,896)</td>
<td>-1,0%</td>
<td></td>
</tr>
<tr>
<td><strong>Operating Profit (EBIT)</strong></td>
<td>31,084</td>
<td>7,7%</td>
<td>30,713</td>
<td>8,1%</td>
<td>-1,2%</td>
</tr>
<tr>
<td><strong>Financial (costs)/rev.</strong></td>
<td>(4,608)</td>
<td>-1,1%</td>
<td>(5,626)</td>
<td>-1,5%</td>
<td></td>
</tr>
<tr>
<td><strong>Results from equity investments</strong></td>
<td>396</td>
<td>0,1%</td>
<td>(34)</td>
<td>0,0%</td>
<td></td>
</tr>
<tr>
<td><strong>Foreing exchange (costs)/rev.</strong></td>
<td>(253)</td>
<td>-0,1%</td>
<td>860</td>
<td>0,2%</td>
<td></td>
</tr>
<tr>
<td><strong>EBT</strong></td>
<td>26,619</td>
<td>6,6%</td>
<td>25,913</td>
<td>6,8%</td>
<td>-2,7%</td>
</tr>
<tr>
<td><strong>Taxes</strong></td>
<td>(8,536)</td>
<td>-2,1%</td>
<td>(8,069)</td>
<td>-2,1%</td>
<td></td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>18,083</td>
<td>4,5%</td>
<td>17,844</td>
<td>4,7%</td>
<td>-1,3%</td>
</tr>
<tr>
<td><strong>Third Parties Income</strong></td>
<td>0</td>
<td>0,0%</td>
<td>0</td>
<td>0,0%</td>
<td></td>
</tr>
<tr>
<td><strong>Group Net Income</strong></td>
<td>18,083</td>
<td>4,5%</td>
<td>17,844</td>
<td>4,7%</td>
<td>-1,3%</td>
</tr>
<tr>
<td><strong>Depreciation</strong></td>
<td>(7,655)</td>
<td>-1,9%</td>
<td>(8,193)</td>
<td>-2,2%</td>
<td></td>
</tr>
<tr>
<td><strong>Amortization</strong></td>
<td>(4,646)</td>
<td>-1,1%</td>
<td>(4,231)</td>
<td>-1,1%</td>
<td></td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>50,094</td>
<td>12,4%</td>
<td>47,762</td>
<td>12,6%</td>
<td>-4,7%</td>
</tr>
</tbody>
</table>

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

4Q08 Revenues by Division

<table>
<thead>
<tr>
<th>Division</th>
<th>4Q08</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datalogic Mobile</td>
<td>21.201</td>
<td>22%</td>
</tr>
<tr>
<td>Datalogic Automation</td>
<td>19.318</td>
<td>20%</td>
</tr>
<tr>
<td>Datalogic Scanning</td>
<td>46.455</td>
<td>49%</td>
</tr>
<tr>
<td>Business Development</td>
<td>9.355</td>
<td>10%</td>
</tr>
<tr>
<td>Datalogic S.p.A.</td>
<td>616</td>
<td>1%</td>
</tr>
<tr>
<td>Adjustments</td>
<td>-1.467</td>
<td>-2%</td>
</tr>
<tr>
<td>Revenues</td>
<td>95.478</td>
<td>100%</td>
</tr>
</tbody>
</table>

FY08 Revenues by Geographic Area

<table>
<thead>
<tr>
<th>Region</th>
<th>FY07</th>
<th>FY08</th>
<th>Var. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>39.653</td>
<td>38.948</td>
<td>-2%</td>
</tr>
<tr>
<td>Europe</td>
<td>168.219</td>
<td>159.304</td>
<td>-5%</td>
</tr>
<tr>
<td>North America</td>
<td>116.442</td>
<td>99.851</td>
<td>-14%</td>
</tr>
<tr>
<td>ROW</td>
<td>79.713</td>
<td>81.717</td>
<td>3%</td>
</tr>
<tr>
<td>Revenues</td>
<td>404.027</td>
<td>379.820</td>
<td>-6.0%</td>
</tr>
</tbody>
</table>

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## Segment Reporting: FY08

### (Euro/1.000)

<table>
<thead>
<tr>
<th></th>
<th>Mobile</th>
<th>Automation</th>
<th>Business Dev.</th>
<th>Scanning</th>
<th>Datalogic S.p.A.</th>
<th>Adj.</th>
<th>Total Group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenues</strong></td>
<td>87.349</td>
<td>70.113</td>
<td>42.848</td>
<td>185.146</td>
<td>15.615</td>
<td>(21.251)</td>
<td>379.820</td>
</tr>
<tr>
<td><strong>COGS</strong></td>
<td>(48.916)</td>
<td>(37.248)</td>
<td>(23.333)</td>
<td>(108.055)</td>
<td>(2)</td>
<td>5.789</td>
<td>(211.765)</td>
</tr>
<tr>
<td><strong>Gross Operating Margin</strong></td>
<td>38.433</td>
<td>32.865</td>
<td>19.515</td>
<td>77.091</td>
<td>15.613</td>
<td>(15.462)</td>
<td>168.055</td>
</tr>
<tr>
<td>% on total rev.</td>
<td>44,0%</td>
<td>46,9%</td>
<td>45,5%</td>
<td>41,6%</td>
<td>100,0%</td>
<td>72,8%</td>
<td>44,2%</td>
</tr>
<tr>
<td><strong>Other Revenues</strong></td>
<td>896</td>
<td>3.430</td>
<td>91</td>
<td>6.063</td>
<td>1.958</td>
<td>(1.965)</td>
<td>10.473</td>
</tr>
<tr>
<td><strong>R&amp;D</strong></td>
<td>(4.530)</td>
<td>(7.195)</td>
<td>(1.393)</td>
<td>(11.895)</td>
<td>(492)</td>
<td>199</td>
<td>(25.306)</td>
</tr>
<tr>
<td><strong>Distribution Costs</strong></td>
<td>(20.456)</td>
<td>(19.482)</td>
<td>(8.897)</td>
<td>(37.856)</td>
<td>(10)</td>
<td>9.455</td>
<td>(77.246)</td>
</tr>
<tr>
<td><strong>Other operating expenses</strong></td>
<td>(387)</td>
<td>(937)</td>
<td>(3)</td>
<td>(1.028)</td>
<td>(181)</td>
<td>690</td>
<td>(1.846)</td>
</tr>
<tr>
<td><strong>Total operating expenses and others</strong></td>
<td>(32.425)</td>
<td>(37.434)</td>
<td>(12.546)</td>
<td>(63.127)</td>
<td>(15.357)</td>
<td>17.699</td>
<td>(143.190)</td>
</tr>
<tr>
<td><strong>Ordinary Operating Profit (EBITANR) (*)</strong></td>
<td>6.904</td>
<td>(1.139)</td>
<td>7.060</td>
<td>20.027</td>
<td>2.214</td>
<td>272</td>
<td>35.338</td>
</tr>
<tr>
<td>% on total rev.</td>
<td>7,9%</td>
<td>-1,6%</td>
<td>16,5%</td>
<td>10,8%</td>
<td>14,2%</td>
<td>-1,3%</td>
<td>9,3%</td>
</tr>
<tr>
<td><strong>Non recurring costs/rev</strong></td>
<td>0</td>
<td>(413)</td>
<td>0</td>
<td>0</td>
<td>(665)</td>
<td>349</td>
<td>(729)</td>
</tr>
<tr>
<td><strong>Amort. intang. assets from acquis.</strong></td>
<td>(359)</td>
<td>(1.295)</td>
<td>(544)</td>
<td>(1.698)</td>
<td>0</td>
<td>0</td>
<td>(3.896)</td>
</tr>
<tr>
<td><strong>Operating Profit (EBIT)</strong></td>
<td>6.545</td>
<td>(2.847)</td>
<td>6.516</td>
<td>18.329</td>
<td>1.549</td>
<td>621</td>
<td>30.713</td>
</tr>
<tr>
<td>% on total rev.</td>
<td>7,5%</td>
<td>-4,1%</td>
<td>15,2%</td>
<td>9,9%</td>
<td>9,9%</td>
<td>-2,9%</td>
<td>8,1%</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>9.618</td>
<td>2.531</td>
<td>7.384</td>
<td>24.528</td>
<td>3.405</td>
<td>296</td>
<td>47.762</td>
</tr>
<tr>
<td>% on total rev.</td>
<td>11,0%</td>
<td>3,6%</td>
<td>17,2%</td>
<td>13,2%</td>
<td>21,8%</td>
<td>-1,4%</td>
<td>12,6%</td>
</tr>
</tbody>
</table>

(*) Ordinary Operating Profit before non recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)
### EBITANR * - FY08 Actual vs. Last Year

(Euro/1.000)

<table>
<thead>
<tr>
<th>Description</th>
<th>Act Dec '08 YTD</th>
<th>Act Dec '07 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>37.993</td>
<td>15.636</td>
</tr>
<tr>
<td>Vol/Sales mix</td>
<td>16.996</td>
<td></td>
</tr>
<tr>
<td>New prod</td>
<td>22.208</td>
<td></td>
</tr>
<tr>
<td>Other rev.</td>
<td>8.196</td>
<td>3.371</td>
</tr>
<tr>
<td>Exch rate € vs $</td>
<td>2.935</td>
<td>3.134</td>
</tr>
<tr>
<td>Direct Cogs</td>
<td>35.338</td>
<td>3.487</td>
</tr>
<tr>
<td>Oper.exp</td>
<td></td>
<td>1.016</td>
</tr>
</tbody>
</table>

Settlement (**): + 5.176
R&D contribution: + 2.079
Other contributions: + 846
Other: + 95

**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 December '08 YTD Actual (1,4708) and December '07 YTD Actual (1,3705) €/USD exchange rate. Therefore, this variance does not include the exchange rate effect on competitive scenario.

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

(**) Net benefit is € 1.176k, net of legal expenses for € 4MN (1.5Mn in 2008)
<table>
<thead>
<tr>
<th></th>
<th>FY07</th>
<th>FY08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible fixed assets</td>
<td>52.457</td>
<td>49.011</td>
</tr>
<tr>
<td>Goodwill</td>
<td>84.813</td>
<td>89.679</td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>49.244</td>
<td>52.594</td>
</tr>
<tr>
<td>Non consolidated investments</td>
<td>2.402</td>
<td>3.322</td>
</tr>
<tr>
<td>Other fixed assets</td>
<td>18.102</td>
<td>21.858</td>
</tr>
<tr>
<td><strong>TOTAL FIXED ASSETS</strong></td>
<td><strong>207.018</strong></td>
<td><strong>216.464</strong></td>
</tr>
<tr>
<td>Net trade account receivables</td>
<td>82.649</td>
<td>78.046</td>
</tr>
<tr>
<td>ST account payables</td>
<td>(45.923)</td>
<td>(47.800)</td>
</tr>
<tr>
<td>Inventory</td>
<td>51.158</td>
<td>52.138</td>
</tr>
<tr>
<td><strong>TRADE WORKING CAPITAL</strong></td>
<td><strong>87.884</strong></td>
<td><strong>82.384</strong></td>
</tr>
<tr>
<td>Other current receivables</td>
<td>19.036</td>
<td>22.174</td>
</tr>
<tr>
<td>Other ST payables and provision for risk &amp; future charges</td>
<td>(44.378)</td>
<td>(44.887)</td>
</tr>
<tr>
<td><strong>NET WORKING CAPITAL</strong></td>
<td><strong>62.542</strong></td>
<td><strong>59.671</strong></td>
</tr>
<tr>
<td>Other LT payables</td>
<td>(21.045)</td>
<td>(19.463)</td>
</tr>
<tr>
<td>Employees' severance Indemn.</td>
<td>(6.565)</td>
<td>(8.392)</td>
</tr>
<tr>
<td>LT provision for risk &amp; future charges</td>
<td>(5.924)</td>
<td>(5.518)</td>
</tr>
<tr>
<td><strong>NET INVESTED CAPITAL</strong></td>
<td><strong>236.026</strong></td>
<td><strong>242.762</strong></td>
</tr>
<tr>
<td>Equity</td>
<td>173.482</td>
<td>135.818</td>
</tr>
<tr>
<td>Net Financial Position</td>
<td>-62.544</td>
<td>-106.944</td>
</tr>
</tbody>
</table>
Net Debt analysis: Dec. 07 – Dec. 08
(Euro/1,000)

Net Income +17,844
Deprec&Amort +16,320
Acc. Receivable +4,635
Inventory +1,877
Acc. Payable -980

62,544
34,164
5,532
9,420
23,221
4,063
43,885
3,507
106,944

Positive Cash flow
Negative Cash flow

Net Debt Dec 07
Operating cash Flow
Ch Trade NWC
Capex
Purch/sale own shares
Dividend
Deasemor Acquisition
LTMIP
Other
Net Debt Dec 08