Company Presentation

STAR Conference 2010 – Milan
March 17th, 2010
The Group

The Market and The Offering

Financial Data and Guidelines

Stock and Governance
Datalogic is globally recognized as a worldwide leader in the Automatic Data Capture (ADC) market and a world-class producer of bar code readers, data collection mobile computers, RFID systems and photoelectric sensors for the industrial automation sector.
Datalogic at a Glance

- Corporate HQ in Bologna, Italy
- Founded in 1972
- Listed on the STAR Segment (STAR: DAL.MI) of the Italian Stock Exchange since 2001
- About 2,000 staff members across Europe, the United States, Asia and Oceania
- Research & Development investments at > €25 million in 2009
- +30 new products in 2009
- A large and growing portfolio of 885 patents: +70 patents in 2009
- 8 Research & Development Centers
- Direct presence in 30 countries around the world that sell to +100 countries
- +1,000 partners worldwide
A History of Growth

CAGR 2001-2009: ~14%

- Listing on the Milan Stock Exchange
- Acquisition of Miniec AB (Sweden)
- Acquisition of Laservall SpA (AO, Italy)
- Acquisition of Informatics Inc. (TX, U.S.A.)
- Acquisition of PSC Inc. (OR, U.S.A.)
- Acquisition of Datasensor SpA

Completed transformation into 3 divisions: Scanning, Mobile, and Automation

Total revenues in M€

A Wide Geographical Footprint

The new plant in Vietnam will produce approx. 60% of the Scanning Division’s products in the next future.

2009 Total Sales of 312M€
- Italy 13%
- Europe 40%
- North America 29%
- APAC 10%
- ROW 9%

Direct presence in 30 countries worldwide <=2,000 employees
- 7 Manufacturing Plants
- 8 R&D Centers

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THE GROUP

THE MARKET AND THE OFFERING

FINANCIAL DATA AND GUIDELINES

STOCK AND GOVERNANCE
ADC Automatic Data Capture Worldwide Available Market

2008 ADC market, printers excluded

<table>
<thead>
<tr>
<th>Million USD</th>
<th>Hand Held Scanners</th>
<th>Mobile Computers (Hand Held; PDA)</th>
<th>Stationary Retail Scanners</th>
<th>Stationary Industrial Scanners</th>
<th>Total Available Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>360.0</td>
<td>1,184.4</td>
<td>216.0</td>
<td>168.0</td>
<td>1,928.4</td>
</tr>
<tr>
<td>Emea</td>
<td>275.0</td>
<td>1,043.1</td>
<td>150.0</td>
<td>147.0</td>
<td>1,615.1</td>
</tr>
<tr>
<td>Asia - Pacific</td>
<td>175.0</td>
<td>459.1</td>
<td>57.0</td>
<td>105.0</td>
<td>796.1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>810.0</td>
<td>2,686.6</td>
<td>423.0</td>
<td>420.0</td>
<td>4,339.6</td>
</tr>
</tbody>
</table>

Source: VDC Research 2009 (base year 2008) for Mobile Computers

Datalogic Management's Best Estimate based on VDC figures for AIDC market (printers excluded)
"Top 20 Automatic Data Capture (ADC) Suppliers, 2009"

published by Modern Materials Handling, October 1, 2009 - data compiled by VDC Research Group (base year 2008)
Datalogic Scanning Division

**POS Stationary Scanners**

- #1 Worldwide, 29.6% mkt share
- Datalogic Magellan Scanner/Scales have been installed by every one of the Top Ten Retailers worldwide

**Handheld Scanners**

- #1 in EMEA, 31.6% mkt share
- #3 Worldwide, 16.7% mkt share
- Over 3 million Datalogic handheld scanners have been sold since 1998 and have been chosen by over 30,000 customers

Scanning Division: 146.8M€ in 2009, 47% of Group Sales

Source: VDC research 2009 (base year 2008)

Datalogic Management’s Best Estimate based on VDC figures for AIDC market (printers excluded)
Datalogic Automation Division

Industrial Stationary Scanners
#1 in EMEA, 24.4% mkt share
#3 Worldwide, 12.8% mkt share

- 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: 66.7M€ in 2009, 21% of Group Sales

Source: VDC research 2009 (base year 2008)
Datalogic Management’s Best Estimate based on VDC figures for AIDC market (printers excluded)

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Mobile Computers
#4 in EMEA, 8.8% mkt share
#4 Worldwide, 4.9% mkt share

Datalogic Mobile – EBS
Self Shopping Solutions

Over 330 installations in Europe!
#1 in Italy with 140 installations
#1 in France with 107 installations
#1 in Belgium with 88 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: 67.9M€ in 2009, 22% of Group Sales

Source: VDC research 2009 (base year 2008)
Complete Range of Easy-To-Use Barcoding Solutions

+ Barcoding solutions for the millions of Small – Medium Business that increase productivity and profitability
+ Based in the US, serving over 155 thousand small and medium businesses!

Business Development (including only Informatics, US):
30.5M€ in 2009, 10% of Group Sales
The Biggest Retailers in the World work with us

The Biggest Retailers in Europe work with us
300+ installations of Self Shopping in Europe

The Biggest Couriers in the World work with us
The Major Airports in the World work with us

The Biggest Automotive Manufacturers in the World work with us
**GLOBAL TRENDS**

- Globalization of the World economy
- Increased focus on gaining efficiencies and cost reduction in supply chains
- Greater safety and security concerns

**MARKET DYNAMICS**

- Proliferation of products in manufacturing processes
- Separation of supply chain and growing importance of contract manufacturing – different information systems
- Desire for lot and part traceability
- Desire to reduce cycle times and product life cycles
- Desire to simplify process

**VALUE TO THE CUSTOMER**

- Better information, faster
- Operate more efficiently reducing operating expenses
- Increase safety, security and compliance
- Measurable, sustainable ROI

+ 6-8% average market growth* - 2010 through 2012

*Company’s estimations on available market trend data
Datalogic Growth Strategy

1. Focus on two major pillars of growth:
   - ADC (Automatic Data Capture) and
   - Automation markets

2. Foster external growth through M&A activities, mainly in the Automation market that is very fragmented

3. Expand emerging market presence, through strategic alliances and foreign investments

4. Drive Datalogic offering from just products to solutions

5. Ensure innovation and product development through relentless R&D activities and investments
The Group

The Market and The Offering

Financial Data and Guidelines

Stock and Governance
Q4 2009 Highlights

Q409, +14% vs. Q309 is the best quarter of the year both in terms of top-line and profitability, and - together with the encouraging signs of the first quarter of 2010 - confirms Company’s turnaround compared to the negative trend of the beginning of FY09.

H2 09 profitability have traced a steady trend of recovery, mainly thanks to the cost cutting and efficiency program launched in the first half of the year, which enabled the Group to significantly lower its fixed cost structure.

Non recurring costs (equal to 7.7M€) have been totally accrued in Q209.

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

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## 2009 Highlights

<table>
<thead>
<tr>
<th></th>
<th>12M 2009</th>
<th>12M 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>311,971</td>
<td>379,820</td>
</tr>
<tr>
<td>Gross Operating Margin (GOM)</td>
<td>130,369</td>
<td>168,055</td>
</tr>
<tr>
<td>Ord.Operating Profit (EBITANR*)</td>
<td>6,223</td>
<td>35,338</td>
</tr>
<tr>
<td>Operating Profit (EBIT)</td>
<td>(5,575)</td>
<td>30,713</td>
</tr>
<tr>
<td>EBT</td>
<td>(12,837)</td>
<td>25,913</td>
</tr>
<tr>
<td>Net Income</td>
<td>(12,164)</td>
<td>17,844</td>
</tr>
<tr>
<td>EBITDA</td>
<td>19,634</td>
<td>47,762</td>
</tr>
</tbody>
</table>

- Datalogic reference market has experienced **fall on volumes** but no price competition in 2009: 2009 Company’s revenues and GOM decline are entirely attributable to the fall on volumes.
- Implementation of a **cost cutting & efficiency program** to face the difficult market conditions.
- Inauguration of the **new plant in Vietnam** to produce approximately 60% of the Scanning Division’s products in the next few years.
- **R&D** investments equal to 8% of sales (completely charged to P&L account) in spite of the economic crisis.

*Ebitnar: earnings before interest, taxes, acquisition and non recurring
Ebitnar* Analysis

Datalogic trend in revenues and margins reflects the reference market conditions: **fall on volumes** but **no price competition** in 2009.

Implementation of a **cost cutting & efficiency program** to face the difficult market conditions produced an Operative Expenses decrease by approx 24M€.

Positive impact of more than **30 new products** on cash flow generation by approx 10.5M€.

**Limited impact of the exchange rate** € vs. $ thanks to Group’s management policy.

*Ebitnar: earnings before interest, taxes, acquisition and non recurring
### Segment Reporting in brief

#### 12M 2009 Revenues by Division

<table>
<thead>
<tr>
<th>Division</th>
<th>12M09</th>
<th>12M08</th>
<th>Var%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Datalogic Mobile (*)</td>
<td>68,127</td>
<td>93,372</td>
<td>-27%</td>
</tr>
<tr>
<td>Datalogic Automation</td>
<td>66,958</td>
<td>70,113</td>
<td>-4%</td>
</tr>
<tr>
<td>Datalogic Scanning</td>
<td>146,982</td>
<td>185,146</td>
<td>-21%</td>
</tr>
<tr>
<td>Informatics</td>
<td>30,552</td>
<td>32,171</td>
<td>-5%</td>
</tr>
<tr>
<td>Datalogic S.p.A.</td>
<td>12,250</td>
<td>15,615</td>
<td>-22%</td>
</tr>
<tr>
<td>Adjustments</td>
<td>-12,898</td>
<td>-16,597</td>
<td>-22%</td>
</tr>
<tr>
<td><strong>Revenues</strong></td>
<td>311,971</td>
<td>379,820</td>
<td>-18%</td>
</tr>
</tbody>
</table>

(*) Datalogic Mobile includes Enterprise Business Solutions

#### 12M 2009 Revenues by Geographic Area

<table>
<thead>
<tr>
<th>Area</th>
<th>12M09</th>
<th>12M08 (*)</th>
<th>Var%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>39,039</td>
<td>41,949</td>
<td>-7%</td>
</tr>
<tr>
<td>Europe</td>
<td>123,298</td>
<td>161,913</td>
<td>-24%</td>
</tr>
<tr>
<td>North America</td>
<td>90,014</td>
<td>99,271</td>
<td>-9%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>30,204</td>
<td>37,744</td>
<td>-20%</td>
</tr>
<tr>
<td>ROW</td>
<td>29,417</td>
<td>38,944</td>
<td>-24%</td>
</tr>
<tr>
<td><strong>Revenues</strong></td>
<td>311,971</td>
<td>379,820</td>
<td>-18%</td>
</tr>
</tbody>
</table>

(*) Does not include Datasensor S.p.A. figures

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Net Debt Analysis

Net Debt closed 2009 at 100.5 M€ (vs. 106.9 M€ at Dec 31st, 2008), after capital expenditures of 7.3M€, and payments for 1.9M€ for dividend distribution, and for 1.8M€ to purchase treasury shares.

12.9M€ of Non-recurring outflows includes 9.4M€ in bonuses & incentive (totally paid in 1H09), 2.7M€ in severance payments, and 0.8M€ in tax agency payments.

Excellent cash generation thanks to attentive management of working capital.
Boost **revenues growth**, expected in the range of 7-8%

Recover **margins** and **profitability**, focusing on the cost cutting and efficiency program implemented in H1 2009 enhancing economies of scale, synergies and process efficiency

 Maintain **R&D investments** at approx. 7-8% of total sales

Keep **working capital** under strict control

Ensure strong **cash generation** to sustain the future growth
The Group

The Market and The Offering

Financial Data and Guidelines

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
MKT Cap (March 15th, 2010): 232M€
Specialist: Intermonte SIM

Auditing Company
PRICEWATERHOUSECOOPERS S.p.A.

Board Members and Committees Members

VOLTA ROMANO, Chairman of the Board
SACCHETTO MAURO, Chief Executive Officer
CARUSO PIER PAOLO, Director
CRISTOFORI GIANLUCA, Director, member of Remuneration Committee and Chairman of Audit Committee
DI STEFANO LUIGI, Director
FLORIANI LODOVICO, Director
MANARESI ANGELO, Director, member of Remuneration Committee and Audit Committee
PIOL ELSERINO, Director, Chairman of Remuneration Committee and member of Audit Committee
TAMBURI GIOVANNI, Director
VOLTA GABRIELE, Director
VOLTA VALENTINA, Director
WE WELCOME YOUR QUESTIONS!
<table>
<thead>
<tr>
<th></th>
<th>12M 2009</th>
<th>%</th>
<th>12M 2008</th>
<th>%</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>311,971</td>
<td>100.0%</td>
<td>379,820</td>
<td>100.0%</td>
<td>-17.9%</td>
</tr>
<tr>
<td>COGS</td>
<td>(181,602)</td>
<td>-58.2%</td>
<td>(211,765)</td>
<td>-55.8%</td>
<td></td>
</tr>
<tr>
<td>Gross Operating Margin</td>
<td>130,369</td>
<td>41.8%</td>
<td>168,055</td>
<td>44.2%</td>
<td>-22.4%</td>
</tr>
<tr>
<td>Other revenues</td>
<td>2,210</td>
<td>0.7%</td>
<td>10,473</td>
<td>2.8%</td>
<td></td>
</tr>
<tr>
<td>R&amp;D</td>
<td>(24,885)</td>
<td>-8.0%</td>
<td>(25,306)</td>
<td>-6.7%</td>
<td></td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>(68,101)</td>
<td>-21.8%</td>
<td>(77,246)</td>
<td>-20.3%</td>
<td></td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(29,602)</td>
<td>-9.5%</td>
<td>(38,792)</td>
<td>-10.2%</td>
<td></td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>(3,768)</td>
<td>-1.2%</td>
<td>(1,846)</td>
<td>-0.5%</td>
<td></td>
</tr>
<tr>
<td>Total operating expenses and others</td>
<td>(126,356)</td>
<td>-40.5%</td>
<td>(143,190)</td>
<td>-37.7%</td>
<td></td>
</tr>
<tr>
<td>Ordinary Operating Profit (EBITANR) (*)</td>
<td>6,223</td>
<td>2.0%</td>
<td>35,338</td>
<td>9.3%</td>
<td>-82.4%</td>
</tr>
<tr>
<td>Non recurring costs/rev (II)</td>
<td>(7,776)</td>
<td>-2.5%</td>
<td>(729)</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>(3,896)</td>
<td>-1.0%</td>
<td></td>
</tr>
<tr>
<td>Operating Profit (EBIT)</td>
<td>(5,575)</td>
<td>-1.8%</td>
<td>30,713</td>
<td>8.1%</td>
<td>n.a.</td>
</tr>
<tr>
<td>Financial (costs)/rev.</td>
<td>(6,380)</td>
<td>-2.0%</td>
<td>(5,626)</td>
<td>-1.5%</td>
<td></td>
</tr>
<tr>
<td>Results from equity investments</td>
<td>(173)</td>
<td>-0.1%</td>
<td>(34)</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Foreign exchange (costs)/rev.</td>
<td>(709)</td>
<td>-0.2%</td>
<td>860</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>EBIT</td>
<td>(12,837)</td>
<td>-4.1%</td>
<td>25,913</td>
<td>6.8%</td>
<td>n.a.</td>
</tr>
<tr>
<td>Taxes</td>
<td>673</td>
<td>0.2%</td>
<td>(8,069)</td>
<td>-2.1%</td>
<td></td>
</tr>
<tr>
<td>Net Income</td>
<td>(12,164)</td>
<td>-3.9%</td>
<td>17,844</td>
<td>4.7%</td>
<td>n.a.</td>
</tr>
<tr>
<td>Depreciation</td>
<td>(8,643)</td>
<td>-2.8%</td>
<td>(8,193)</td>
<td>-2.2%</td>
<td></td>
</tr>
<tr>
<td>Amortization</td>
<td>(4,768)</td>
<td>-1.5%</td>
<td>(4,231)</td>
<td>-1.1%</td>
<td></td>
</tr>
<tr>
<td>EBITDA</td>
<td>19,634</td>
<td>6.3%</td>
<td>47,762</td>
<td>12.6%</td>
<td>-58.9%</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>1.3948</td>
<td>1.4708</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(*) Ordinary Operating Profit before non recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)
<table>
<thead>
<tr>
<th></th>
<th>At 31/12/2009</th>
<th>At 31/12/2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible fixed assets</td>
<td>39,621</td>
<td>49,011</td>
</tr>
<tr>
<td>Goodwill</td>
<td>87,081</td>
<td>89,679</td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>50,822</td>
<td>52,594</td>
</tr>
<tr>
<td>Non Consolidated investments</td>
<td>2,675</td>
<td>3,322</td>
</tr>
<tr>
<td>Other fixed assets</td>
<td>23,181</td>
<td>21,858</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td>203,380</td>
<td>216,464</td>
</tr>
<tr>
<td>Net trade account receivables</td>
<td>65,455</td>
<td>78,046</td>
</tr>
<tr>
<td>ST account payables</td>
<td>(43,816)</td>
<td>(47,800)</td>
</tr>
<tr>
<td>Inventory</td>
<td>39,082</td>
<td>52,138</td>
</tr>
<tr>
<td><strong>Trade Working Capital</strong></td>
<td>60,721</td>
<td>82,384</td>
</tr>
<tr>
<td>Other current receivables</td>
<td>17,512</td>
<td>22,174</td>
</tr>
<tr>
<td>Other ST payables and provision for risk &amp; future charges</td>
<td>(34,989)</td>
<td>(44,887)</td>
</tr>
<tr>
<td><strong>Net Working Capital</strong></td>
<td>43,244</td>
<td>59,671</td>
</tr>
<tr>
<td>Other LT payables</td>
<td>(17,373)</td>
<td>(19,463)</td>
</tr>
<tr>
<td>Employees’ severance Indemnity</td>
<td>(7,739)</td>
<td>(8,392)</td>
</tr>
<tr>
<td>LT provision for risk &amp; future charges</td>
<td>(4,319)</td>
<td>(5,518)</td>
</tr>
<tr>
<td><strong>Net Invested Capital</strong></td>
<td>217,193</td>
<td>242,762</td>
</tr>
<tr>
<td>Equity</td>
<td>116,695</td>
<td>135,818</td>
</tr>
<tr>
<td><strong>Net Financial Position</strong></td>
<td>-100,498</td>
<td>-106,944</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>1.4708</td>
<td>1.3917</td>
</tr>
</tbody>
</table>
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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