Company Presentation

VII Small & Mid Caps Conference

Milan, 26 November 2009

- THE GROUP
- DATALOGIC OFFER
- FINANCIAL HIGHLIGHTS

Datalogic Vision

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

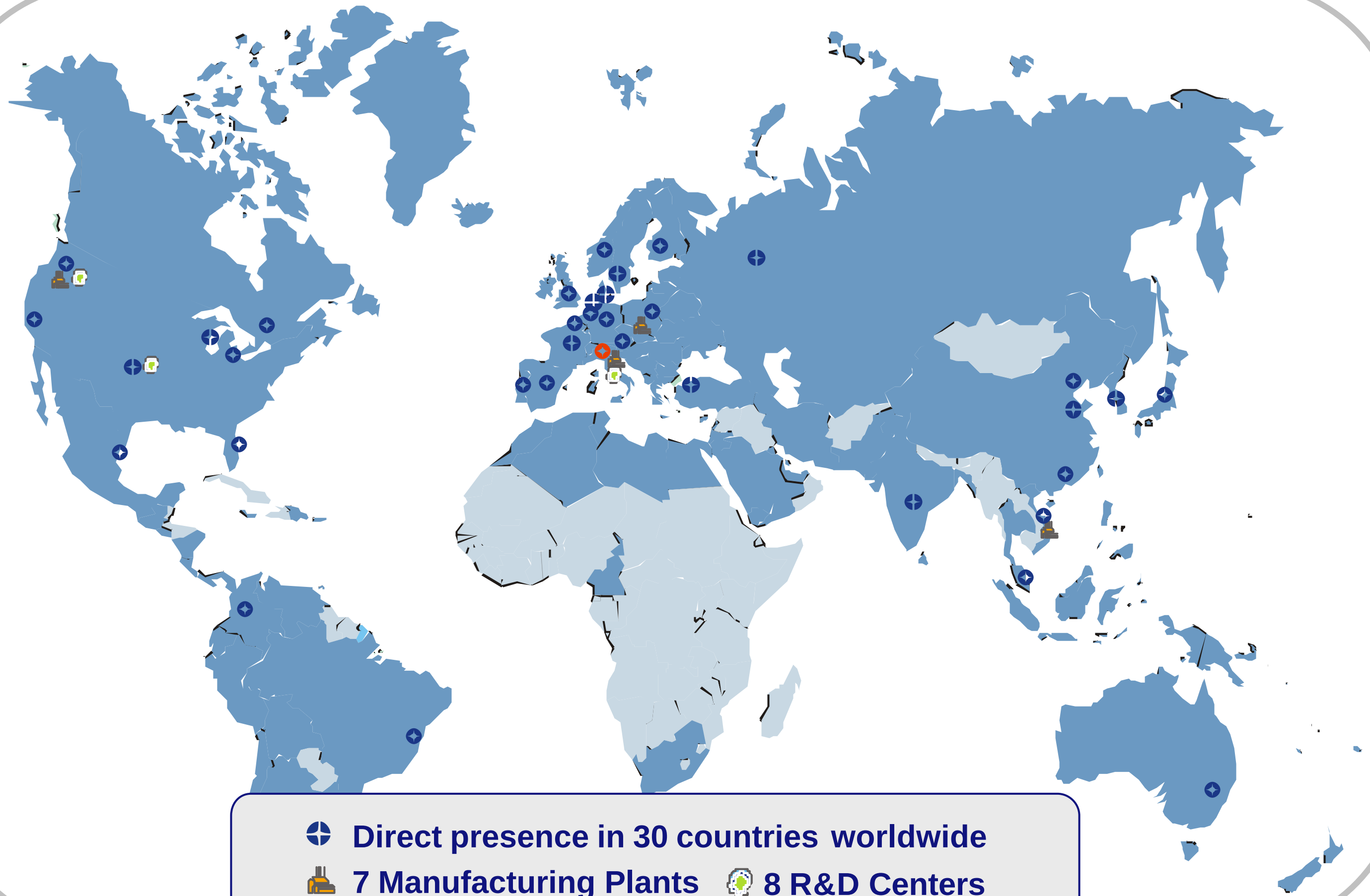
Datalogic Mission

"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 Values

- *Enthusiasm*
- *Commitment*
- *Professionalism*
- *Ethics*
- *Persistence*
- *Teamwork*

A Wide International Coverage

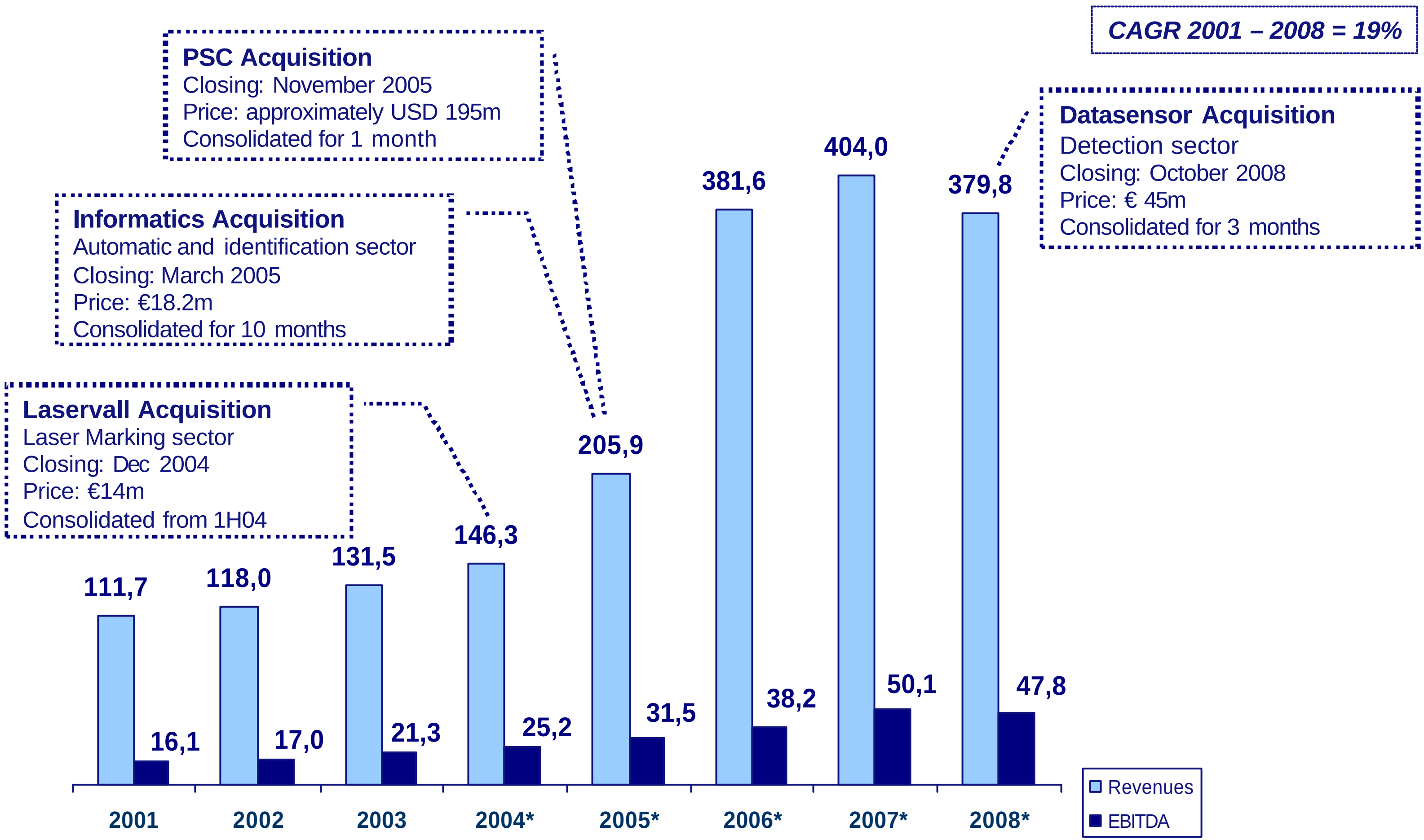


Direct presence in 30 countries worldwide

7 Manufacturing Plants 8 R&D Centers

2001 – 2008: Datalogic Group performance

(In million Euro)

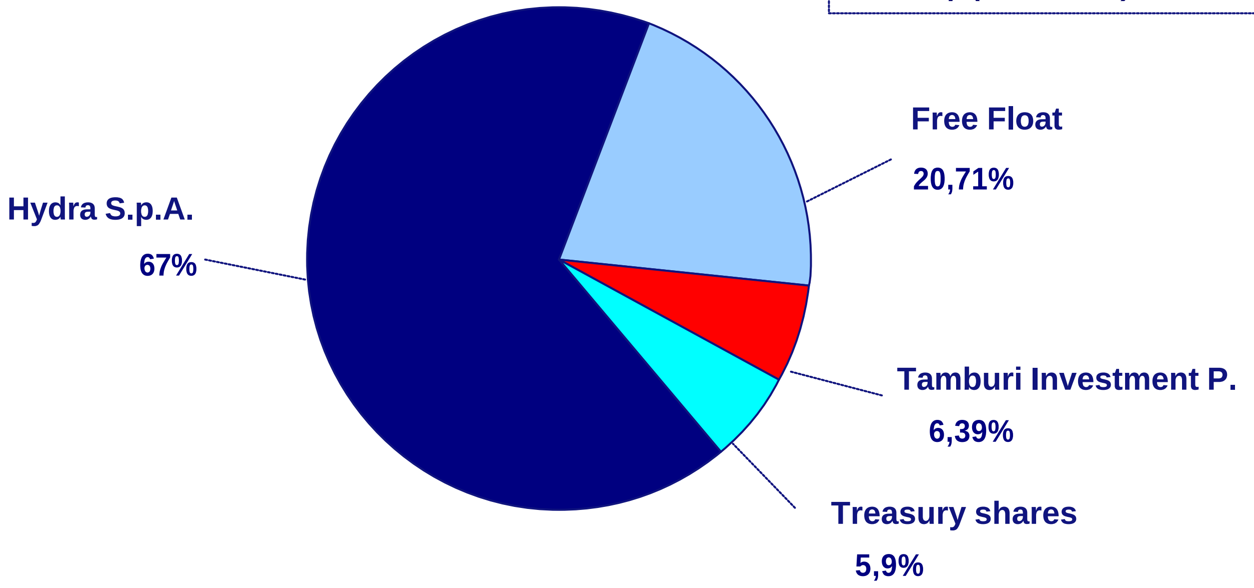


Note: (*) IAS compliant

Shareholders' Structure

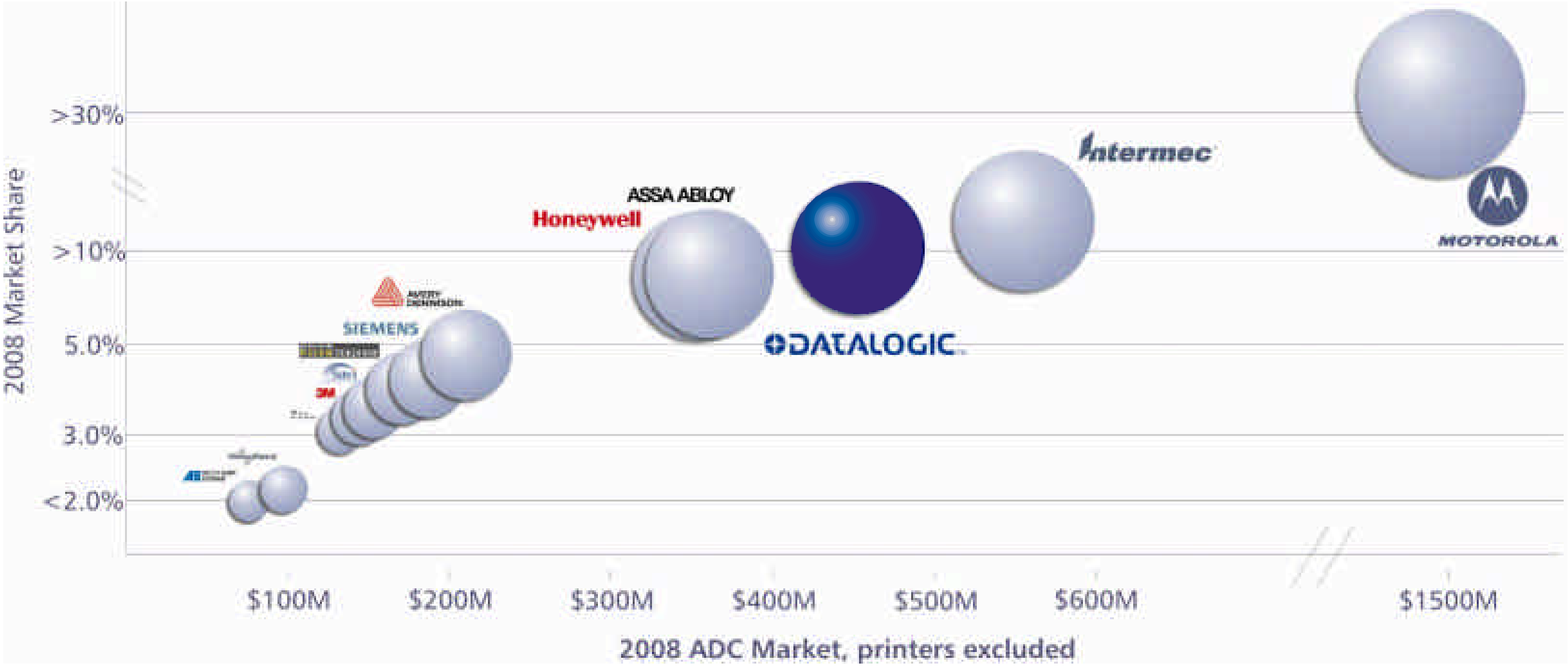
Current Number of shares: 58.446.491

MKT Cap (2nd Oct 09): € 255 million



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



2009 Top 20 ADC Suppliers by Modern Materials Handling.
Data compiled by VDC Research Group (base year 2008).

Datalogic Group

DATALOGIC S.p.A
HQ BOLOGNA, CORPORATE

Board of Directors

Executive Management

Steering Committee

Datalogic Scanning
HQ Eugene, OR, USA

- Hand Held Scanners BUSINESS UNIT
- High Performance Retail POS Scanners BUSINESS UNIT

Datalogic Mobile
HQ Bologna, Italy

- Mobile Computers BUSINESS UNIT
- Enterprise Business Solutions BUSINESS UNIT

Datalogic Automation
HQ Bologna, Italy

- Sensors PRODUCT GROUP
- Unattended Scanning Systems PRODUCT GROUP
- RFID PRODUCT GROUP
- Laser Marking PRODUCT GROUP
- T&L Solutions PRODUCT GROUP

Business Development
HQ Bologna, Italy

- Small/Mid Business Barcode Solutions BUSINESS UNIT

- THE GROUP
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POS Stationary Scanners
Datalogic Scanning #1 Worldwide
Market Share 29,6%

- **Competitors**

EMEA	NCR, Metrologic
AMERICAS	NCR, Motorola
ASIA	Fujitsu, Metrologic

Source VDC 2009 (base year 2008)

Restated by Datalogic management based on VDC figures for AIDC m arket (printers excluded)

Hand-Held Scanners
Datalogic Scanning #1 in EMEA and #3 Worldwide
Emea Market Share 31,6% - Worldwide Market Share 16,7%

- **Competitors**

EMEA	Motorola, Metrologic
AMERICAS	Motorola, HHP, Metrologic
ASIA	Motorola, Denso, HHP

Source VDC 2009 (base year 2008)

Restated by Datalogic management based on VDC figures for AIDC m arket (printers excluded)

Industrial Stationary Scanners
Datalogic Automation #1 in EMEA and #3 Worldwide
Emea Market Share 24,4% - Worldwide Market Share 12,8%

- **Competitors**

EMEA	Sick, Leuze, Cognex
AMERICAS	Accu-Sort, Sick, Cognex, Microscan
ASIA	Tohken, Densei, Sick

Source VDC 2009 (base year 2008)

Restated by Datalogic management based on VDC figures for AIDC market (printers excluded)

Mobile Computers
Datalogic Mobile #4 in EMEA and #4 Worldwide
Emea Market Share 8,8% - Worldwide Market Share 4,9%

- **Competitors**

EMEA	Motorola, Intermec, Psion-Teklogix
AMERICAS	Motorola, Intermec
ASIA	Motorola, Denso, Psion-Teklogix

Source VDC 2009 (base year 2008)

Leading Player
in Sensors Market, RFID Market, and Laser Marking Systems

Datalogic Automation
Sensors Product Group

Datalogic Automation
RFID Product Group

Datalogic Automation
Laser Marking Product Group

Leading Player in Innovative Solutions

Over 330 installations in Europe!
#1 in Italy with 140 installations
#1 in France with 107 installations
#1 in Belgium with 88 installations

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

Datalogic Mobile – EBS Self Shopping Solutions

Datalogic Automation T&L Solutions

Complete Range of Easy-To-Use Barcoding Solutions

Business Development - Informatics
Barcoding solutions for the millions of Small – Medium Business that increase productivity and profitability

Business Solutions (1/2)

POINT OF CUSTOMER INTERCHANGE

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

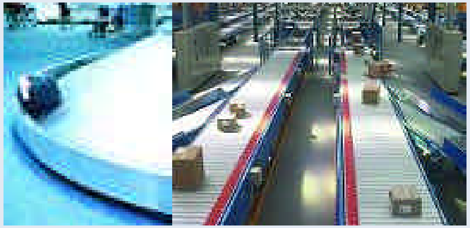
WAREHOUSE MANAGEMENT SYSTEMS

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 delivery 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
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Consolidated Income Statement

(Euro/1.000)

	9M08	%	9M09	%	Ratios
Revenues	**284.342**	***100,0%***	**225.126**	***100,0%***	***-20,8%***
COGS	(156.862)	*-55,2%*	(131.509)	*-58,4%*	
Gross Operating Margin	**127.480**	***44,8%***	**93.617**	***41,6%***	***-26,6%***
Other revenues	3.735	*1,3%*	1.442	*0,6%*	
R&D	(18.214)	*-6,4%*	(19.119)	*-8,5%*	
Distribution Costs	(57.360)	*-20,2%*	(50.481)	*-22,4%*	
Administrative expenses	(25.685)	*-9,0%*	(21.291)	*-9,5%*	
Other operating expenses	(1.119)	*-0,4%*	(3.586)	*-1,6%*	
Total operating expenses and others	***(102.378)***	***-36,0%***	***(94.477)***	***-42,0%***	
Ordinary Operating Profit (EBITANR) (*)	**28.837**	***10,1%***	**582**	***0,3%***	***-98,0%***
Non recurring costs/rev	0	*0,0%*	(7.882)	*-3,5%*	
Amort. intang. assets from acquis.	(2.859)	*-1,0%*	(3.074)	*-1,4%*	
Operating Profit (EBIT)	**25.978**	***9,1%***	**(10.374)**	***-4,6%***	***n.a.***
Financial (costs)/rev.	(3.815)	*-1,3%*	(4.652)	*-2,1%*	
Results from equity investments	(29)	*0,0%*	(127)	*-0,1%*	
Foreing exchange (costs)/rev.	626	*0,2%*	(548)	*-0,2%*	
EBT	**22.760**	***8,0%***	**(15.701)**	***-7,0%***	***n.a.***
Taxes	(6.190)	*-2,2%*	1.754	*0,8%*	
Group Net Income	**16.570**	***5,8%***	**(13.947)**	***-6,2%***	***n.a.***
Depreciation	(5.558)	*-2,0%*	(7.074)	*-3,1%*	
Amortization	(3.050)	*-1,1%*	(3.224)	*-1,4%*	
EBITDA	**37.445**	***13,2%***	**10.880**	***4,8%***	***-70,9%***

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

P&L by Quarter

(Euro/1.000)

	1Q09	%	2Q09	%	3Q09	%	9M09	%
Revenues	**73.094**	***100,0%***	**76.018**	***100,0%***	**76.014**	***100,0%***	**225.126**	***100,0%***
COGS	(44.122)	*-60,4%*	(43.486)	*-57,2%*	(43.901)	*-57,8%*	(131.509)	*-58,4%*
Gross Operating Margin	**28.972**	***39,6%***	**32.532**	***42,8%***	**32.113**	***42,2%***	**93.617**	***41,6%***
Other revenues	572	*0,8%*	615	*0,8%*	255	*0,3%*	1.442	*0,6%*
R&D	(6.802)	*-9,3%*	(6.829)	*-9,0%*	(5.488)	*-7,2%*	(19.119)	*-8,5%*
Distribution Costs	(18.025)	*-24,7%*	(17.012)	*-22,4%*	(15.444)	*-20,3%*	(50.481)	*-22,4%*
Administrative expenses	(8.071)	*-11,0%*	(7.358)	*-9,7%*	(5.862)	*-7,7%*	(21.291)	*-9,5%*
Other operating expenses	(732)	*-1,0%*	(1.319)	*-1,7%*	(1.535)	*-2,0%*	(3.586)	*-1,6%*
Total operating expenses and others	***(33.630)***	***-46,0%***	***(32.518)***	***-42,8%***	***(28.329)***	***-37,3%***	***(94.477)***	***-42,0%***
Ordinary Operating Profit (EBITANR) (*)	**(4.086)**	***-5,6%***	**629**	***0,8%***	**4.039**	***5,3%***	**582**	***0,3%***
Non recurring costs/rev	0	*0,0%*	(7.948)	*-10,5%*	66	*0,1%*	(7.882)	*-3,5%*
Amort. intang. assets from acquis.	(1.058)	*-1,4%*	(1.027)	*-1,4%*	(989)	*-1,3%*	(3.074)	*-1,4%*
Operating Profit (EBIT)	**(5.144)**	***-7,0%***	**(8.346)**	***-11,0%***	**3.116**	***4,1%***	**(10.374)**	***-4,6%***
Financial (costs)/rev.	(1.698)	*-2,3%*	(1.605)	*-2,1%*	(1.349)	*-1,8%*	(4.652)	*-2,1%*
Results from equity investments	(53)	*-0,1%*	(98)	*-0,1%*	24	*0,0%*	(127)	*-0,1%*
Foreing exchange (costs)/rev.	103	*0,1%*	(154)	*-0,2%*	(497)	*-0,7%*	(548)	*-0,2%*
EBT	**(6.792)**	***-9,3%***	**(10.203)**	***-13,4%***	**1.294**	***1,7%***	**(15.701)**	***-7,0%***
Taxes	1.270	*1,7%*	1.187	*1,6%*	(703)	*-0,9%*	1.754	*0,8%*
Group Net Income	**(5.522)**	***-7,6%***	**(9.016)**	***-11,9%***	**591**	***0,8%***	**(13.947)**	***-6,2%***
Depreciation	(2.445)	*-3,3%*	(2.200)	*-2,9%*	(2.429)	*-3,2%*	(7.074)	*-3,1%*
Amortization	(1.126)	*-1,5%*	(1.490)	*-2,0%*	(608)	*-0,8%*	(3.224)	*-1,4%*
EBITDA	**(515)**	***-0,7%***	**4.319**	***5,7%***	**7.076**	***9,3%***	**10.880**	***4,8%***

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

Revenues Details

(Euro/1.000)

9M09 Revenues By Division

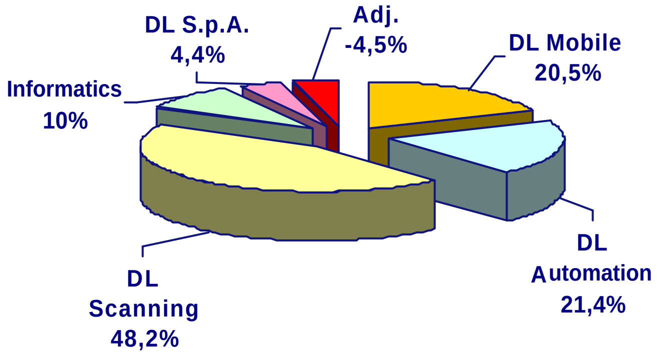
	9M08	9M09	Var %
Datalogic Mobile (*)	71.274	46.225	-35%
Datalogic Automation	50.795	48.270	-5%
Datalogic Scanning	138.691	108.580	-22%
Informatics	24.404	22.424	-8%
Datalogic S.p.A.	14.999	9.920	-34%
Adjustments	-15.821	-10.293	-35%
Revenues	**284.342**	**225.126**	**-21%**

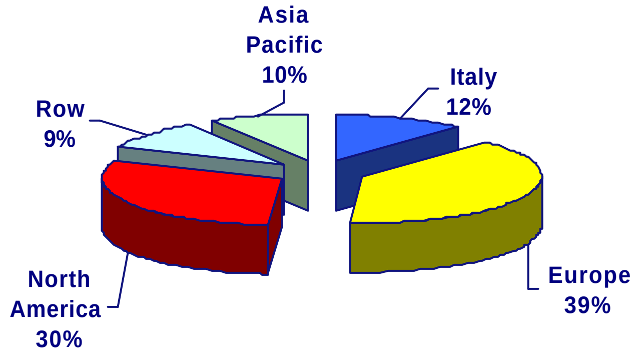
(*) Datalogic Mobile includes Enterprise business solutions

9M09 Revenues By Geographic Area

	9M08 (*)	9M09	Var. %
Italy	28.683	27.947	-3%
Europe	123.162	87.342	-29%
North America	74.336	68.180	-8%
Asia Pacific	29.799	21.941	-26%
ROW	28.362	19.716	-30%
Revenues	**284.342**	**225.126**	**-21%**

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





Segment Reporting: 9M09

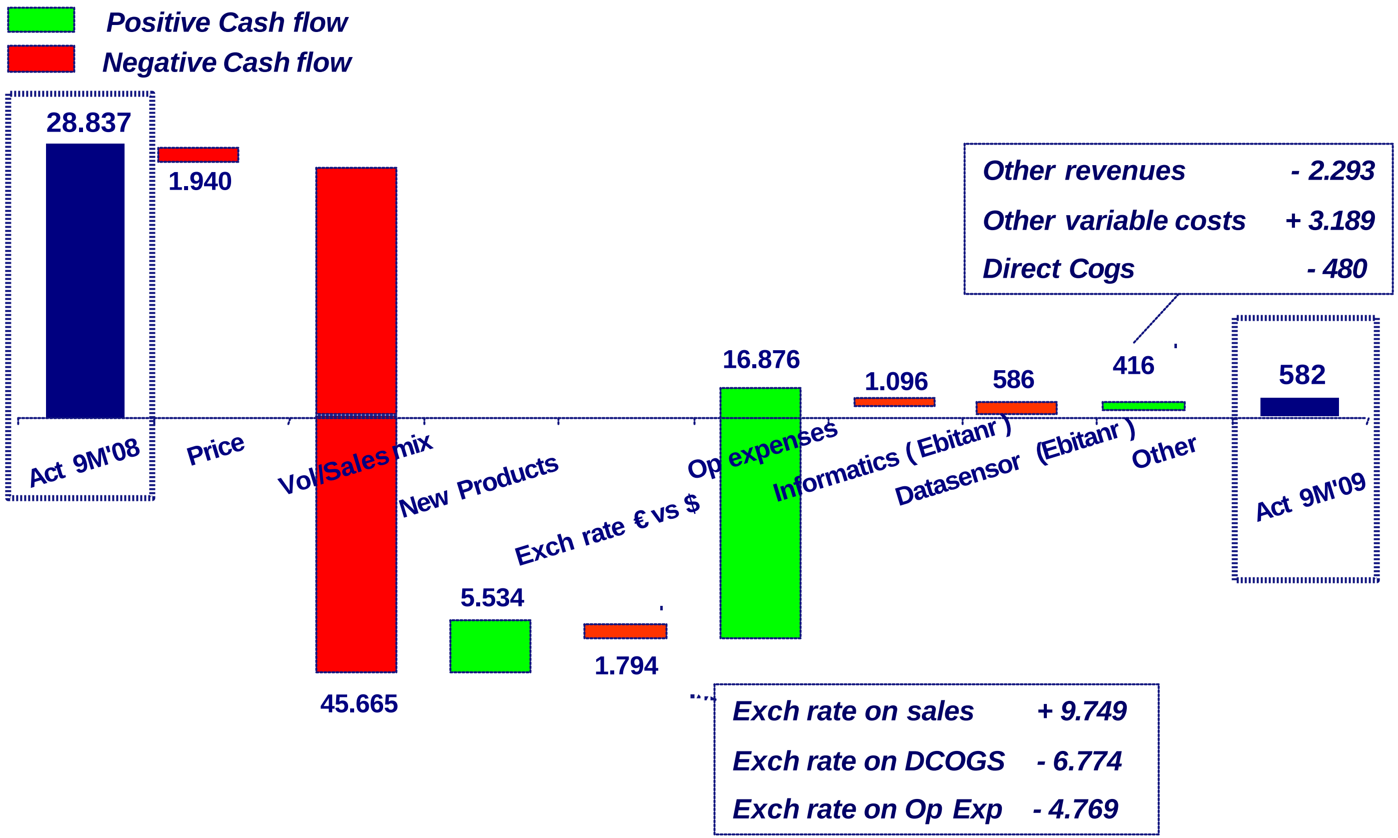
(Euro/1.000)

	Mobile	Automation	Scanning	Informatics	Datalogic S.p.A.	Adj.	Total Group
Total Revenues	**46.225**	**48.270**	**108.580**	**22.424**	**9.920**	**(10.293)**	**225.126**
COGS	(24.406)	(25.986)	(67.998)	(13.103)	0	(16)	(131.509)
Gross Operating Margin	**21.819**	**22.284**	**40.582**	**9.321**	**9.920**	**(10.309)**	**93.617**
% on total rev.	*47,2%*	*46,2%*	*37,4%*	*41,6%*	*100,0%*		*41,6%*
Other Revenues	258	779	355	0	1.201	(1.151)	1.442
R&D	(4.343)	(5.856)	(8.185)	(381)	(321)	(33)	(19.119)
Distribution Costs	(13.298)	(14.011)	(23.257)	(5.289)	0	5.374	(50.481)
G&A	(4.701)	(7.357)	(6.299)	(1.064)	(7.133)	5.263	(21.291)
Other operating expenses	(326)	(1.607)	(1.313)	(78)	(198)	(64)	(3.586)
Total operating expenses and others	***(22.668)***	***(28.831)***	***(39.054)***	***(6.812)***	***(7.652)***	***10.540***	***(94.477)***
Ordinary Operating Profit (EBITANR) (*)	**(591)**	**(5.768)**	**1.883**	**2.509**	**3.469**	**(920)**	**582**
% on total rev.	*-1,3%*	*-11,9%*	*1,7%*	*11,2%*	*35,0%*		*0,3%*
Non recurring costs/rev	(1.074)	(5.693)	(978)	0	(138)	1	(7.882)
Amort. intang. assets from acquis.	(290)	(971)	(1.373)	(440)	0	0	(3.074)
Operating Profit (EBIT)	**(1.955)**	**(12.432)**	**(468)**	**2.069**	**3.331**	**(919)**	**(10.374)**
% on total rev.	*-4,2%*	*-25,8%*	*-0,4%*	*9,2%*	*33,6%*	*8,9%*	*-4,6%*
Depreciation&Amortization	(1.992)	(3.606)	(3.424)	(198)	(1.077)	(1)	(10.298)
EBITDA	**1.401**	**(2.162)**	**5.307**	**2.707**	**4.546**	**(919)**	**10.880**
% on total rev.	*3,0%*	*-4,5%*	*4,9%*	*12,1%*	*45,8%*		*4,8%*

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

EBITANR * - 9M09 Actual vs. Last Year

(Euro/1.000)



(*) 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 9M'09 Actual (1,3643) and 9M'08 Actual (1,5204) €/USD exchange rate.*
Therefore, this variance does not include the exchange rate effect on competitive scenario.

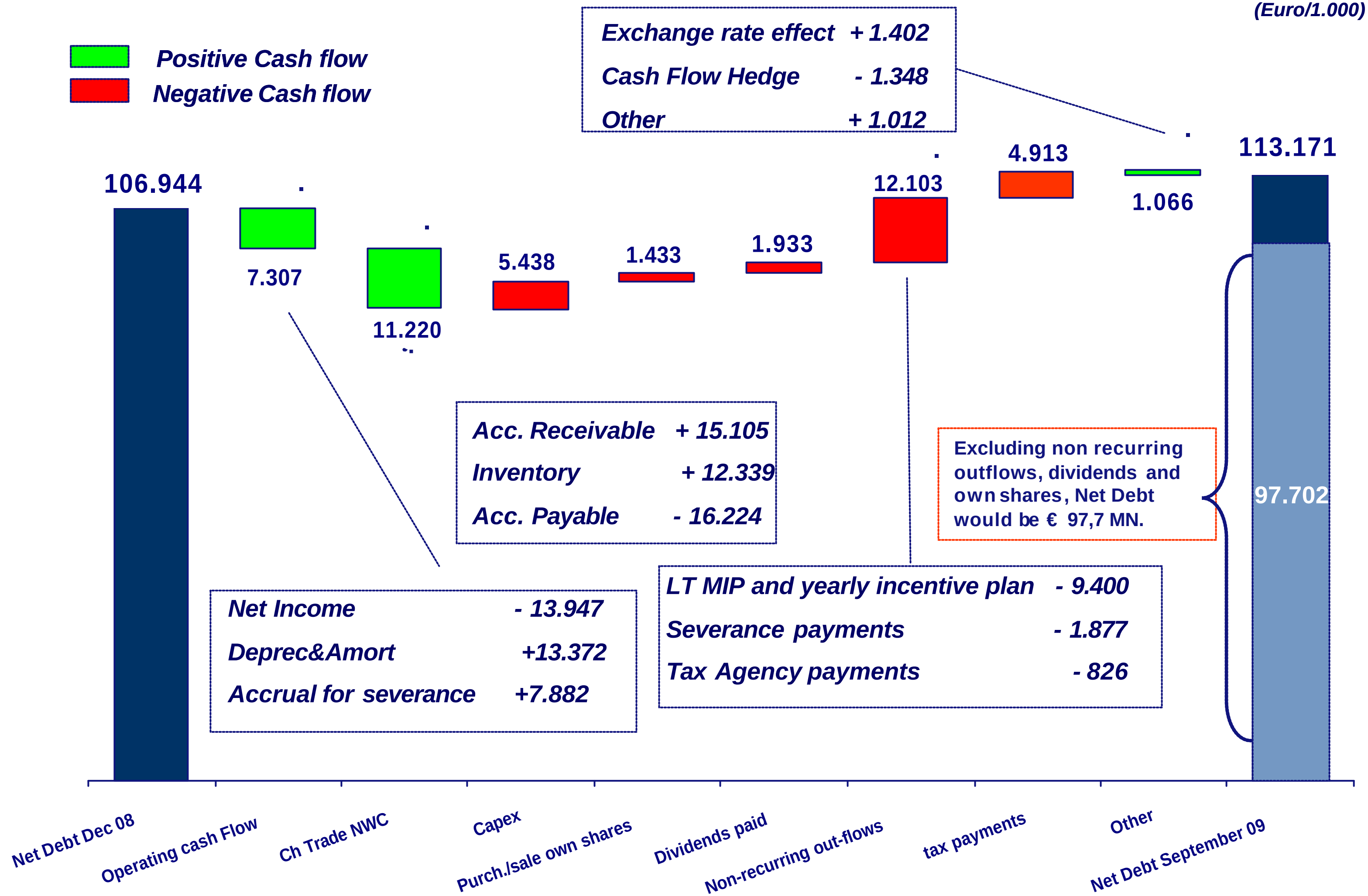
Consolidated Balance Sheet

(Euro/1.000)

	9M08	FY08	9M09
Intangible fixed assets	48.209	49.011	41.059
Goodwill	86.707	89.679	85.995
Tangible fixed assets	50.637	52.594	50.878
Non consolidated investments	2.842	3.322	2.842
Other fixed assets	16.040	21.858	21.143
TOTAL FIXED ASSETS	**204.435**	**216.464**	**201.917**
Net trade account receivables	77.642	78.046	61.012
ST account payables	(38.561)	(47.800)	(31.576)
Inventory	48.536	52.138	39.799
TRADE WORKING CAPITAL	**87.617**	**82.384**	**69.235**
Other current receivables	22.144	22.174	21.110
Other ST payables and provision for risk & future charges	(38.462)	(44.887)	(36.431)
NET WORKING CAPITAL	**71.299**	**59.671**	**53.914**
Other LT payables	(15.842)	(19.463)	(18.141)
Employees' severance Indemn.	(6.344)	(8.392)	(8.072)
LT provision for risk & future charges	(10.275)	(5.518)	(3.126)
NET INVESTED CAPITAL	**243.273**	**242.762**	**226.492**
Equity	**169.409**	**135.818**	**113.321**
Net Financial Position	**-73.864**	**-106.944**	**-113.171**

Net Debt analysis: Dec. 08 – Sept. 09

(Euro/1.000)



Thank You!

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