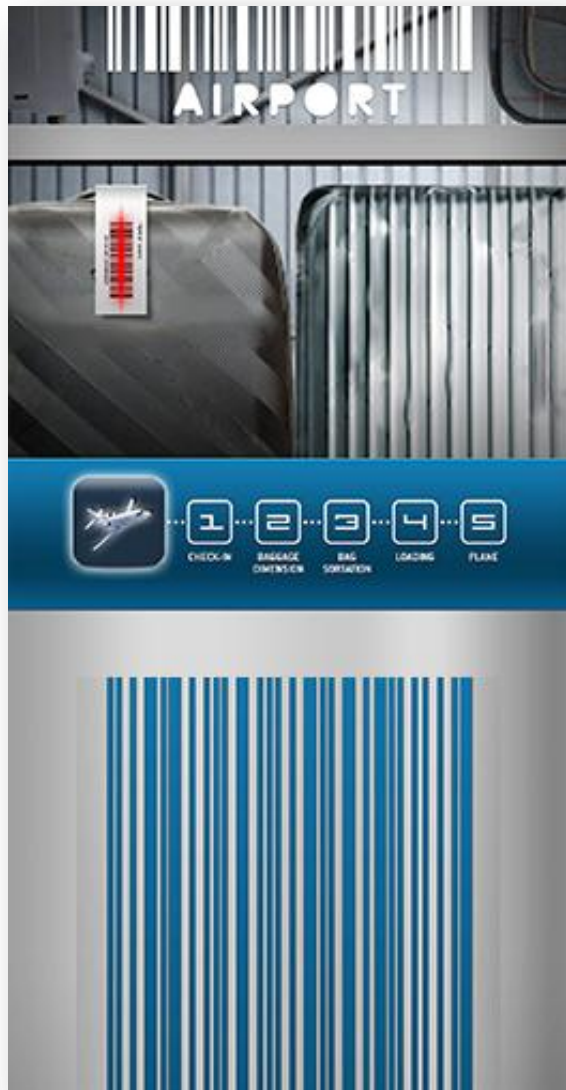


Moving
ahead

15th Needham Growth Conference

**New York
15th January, 2013**



✦ GROUP OVERVIEW

✦ STRATEGY AND OUTLOOK

✦ APPENDIX

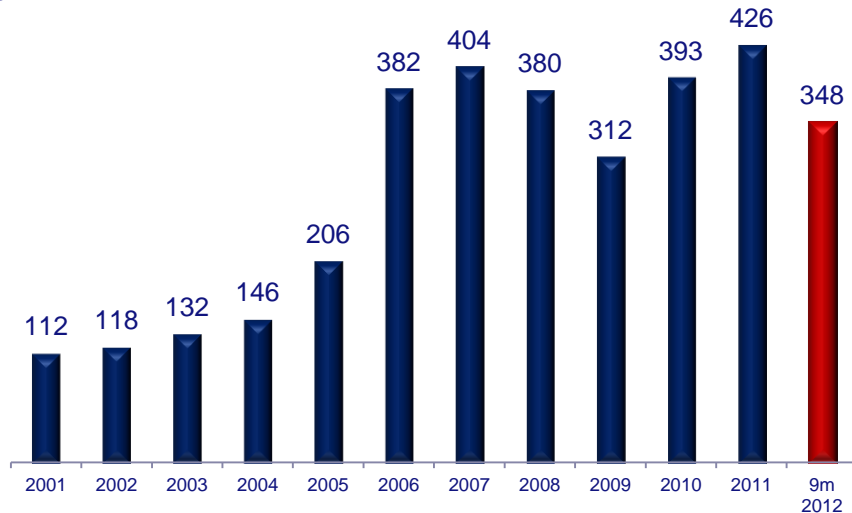


- ✦ Global leader in **Automatic Identification** with a specific focus on **Automatic Data Capture** and **Industrial Automation** markets
- ✦ World-class total solutions provider in **retail, manufacturing, healthcare and transportation & logistics** industries and producer of **bar code readers, data collection mobile computers** and **vision systems**
- ✦ Founded in 1972 in Bologna, Italy and listed on the STAR Segment of the Italian Stock Exchange since 2001
- ✦ Over 2,400 employees
- ✦ Direct presence in 30 countries worldwide selling to over 100 countries
- ✦ More than 1,000 partners worldwide

Consistent Growth in 2001-2011

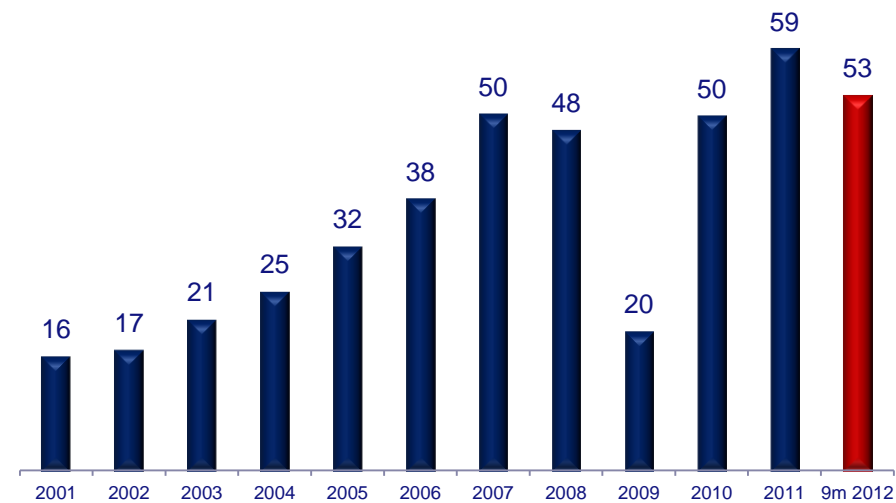
SALES CAGR 2001-2011 +14%

€m



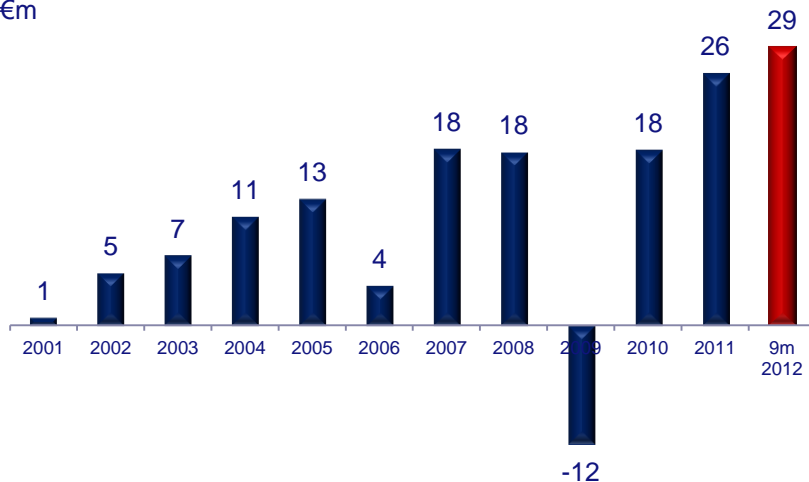
EBITDA CAGR 2001-2011 +14%

€m



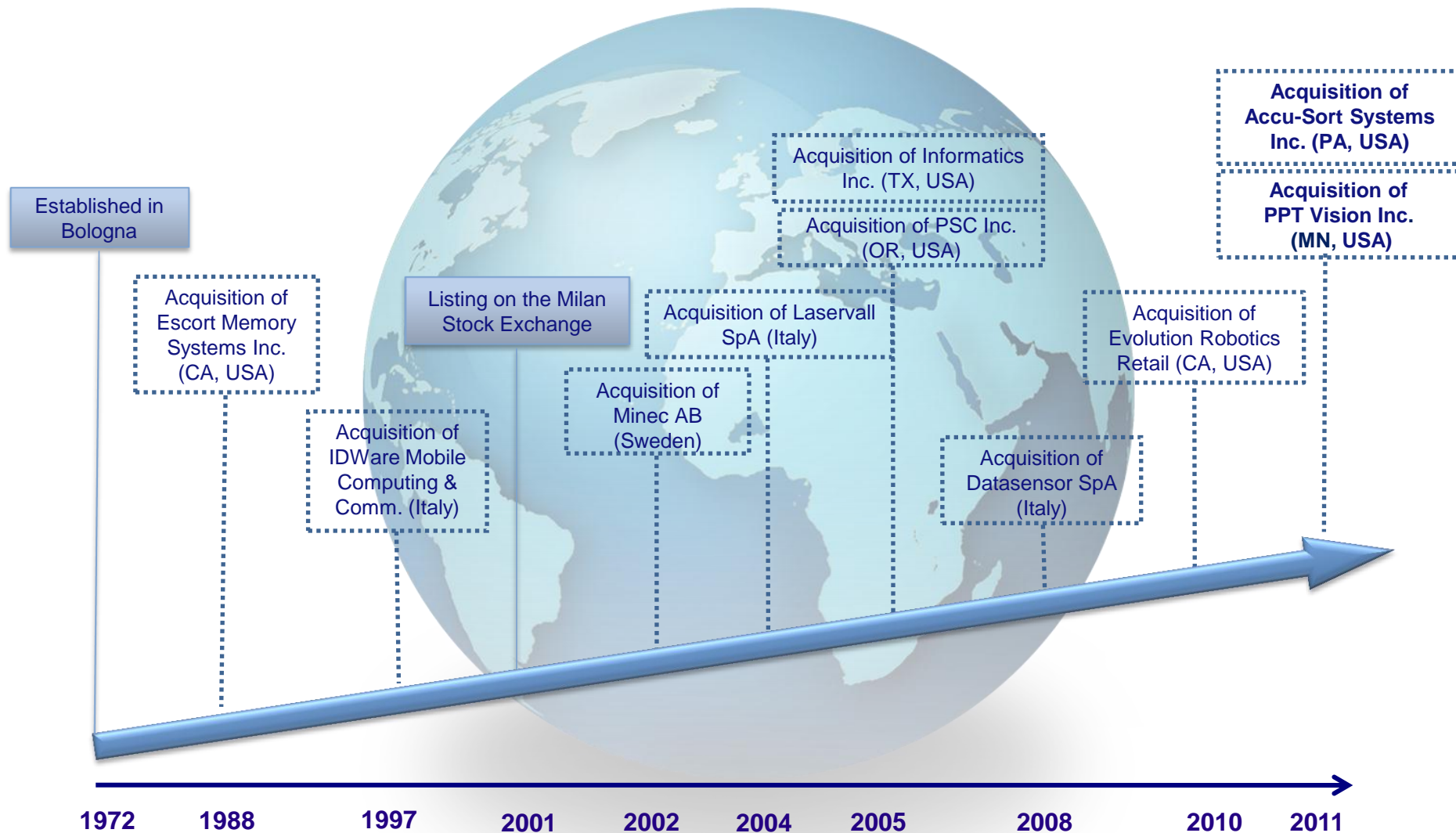
NET INCOME CAGR 2001-2011 +42%

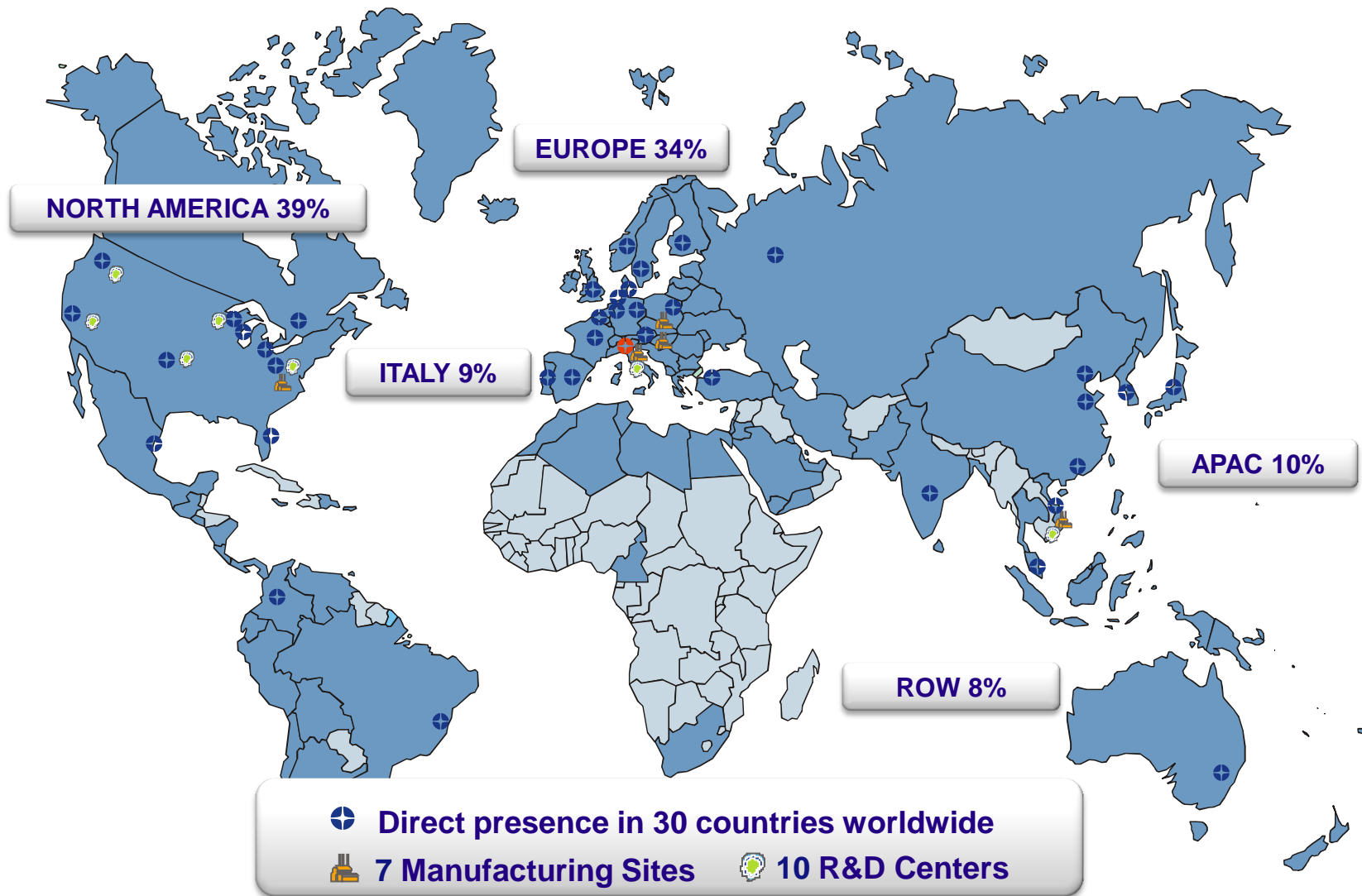
€m



★ Strong consistent growth across key indicators reflecting investments in **innovation, M&A and improvements in efficiency and productivity**

A History of Growth through Acquisitions





Note: Breakdown by area based on 2011 revenues (Datalogic + Accu-Sort Systems)

- ✦ More than **1,000 partners worldwide**
- ✦ Longstanding relations with the **biggest retailers, couriers and automotive manufacturers** in the world
- ✦ Over **400 installations** of Self Shopping in Europe
- ✦ Over 1,000 reading stations installed in more than **100 airports worldwide**





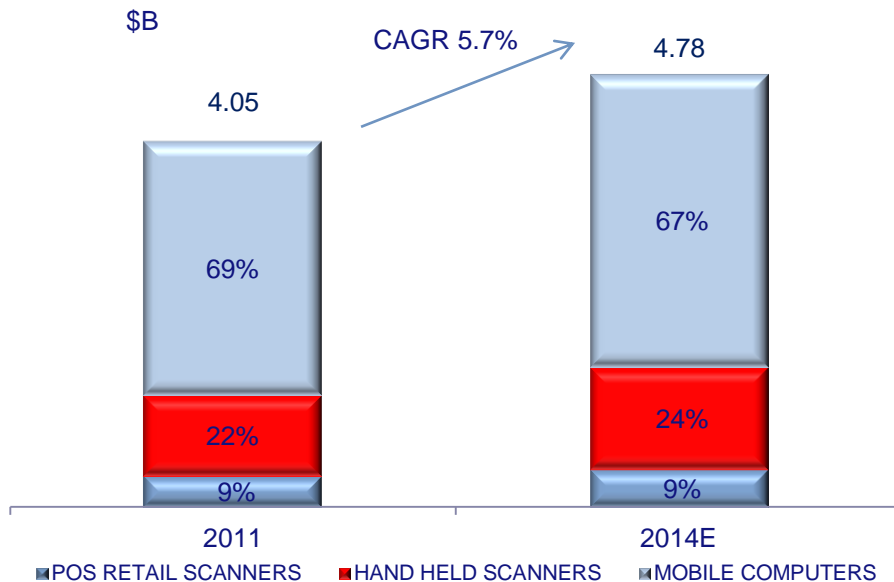
✦ GROUP OVERVIEW

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Automatic Data Capture

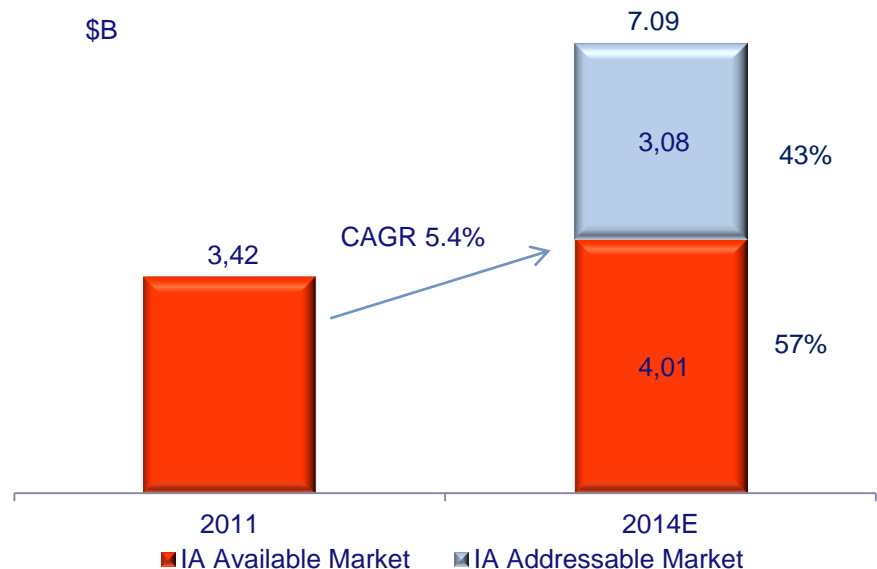
- ✦ **ADC** addressable market grew at a slower pace in 2012 due to the economic crisis, expected to recover as of 2013
- ✦ Major improvements expected in **Asia Pacific and Americas** with a CAGR 2011-2014 over 8% and 6% respectively

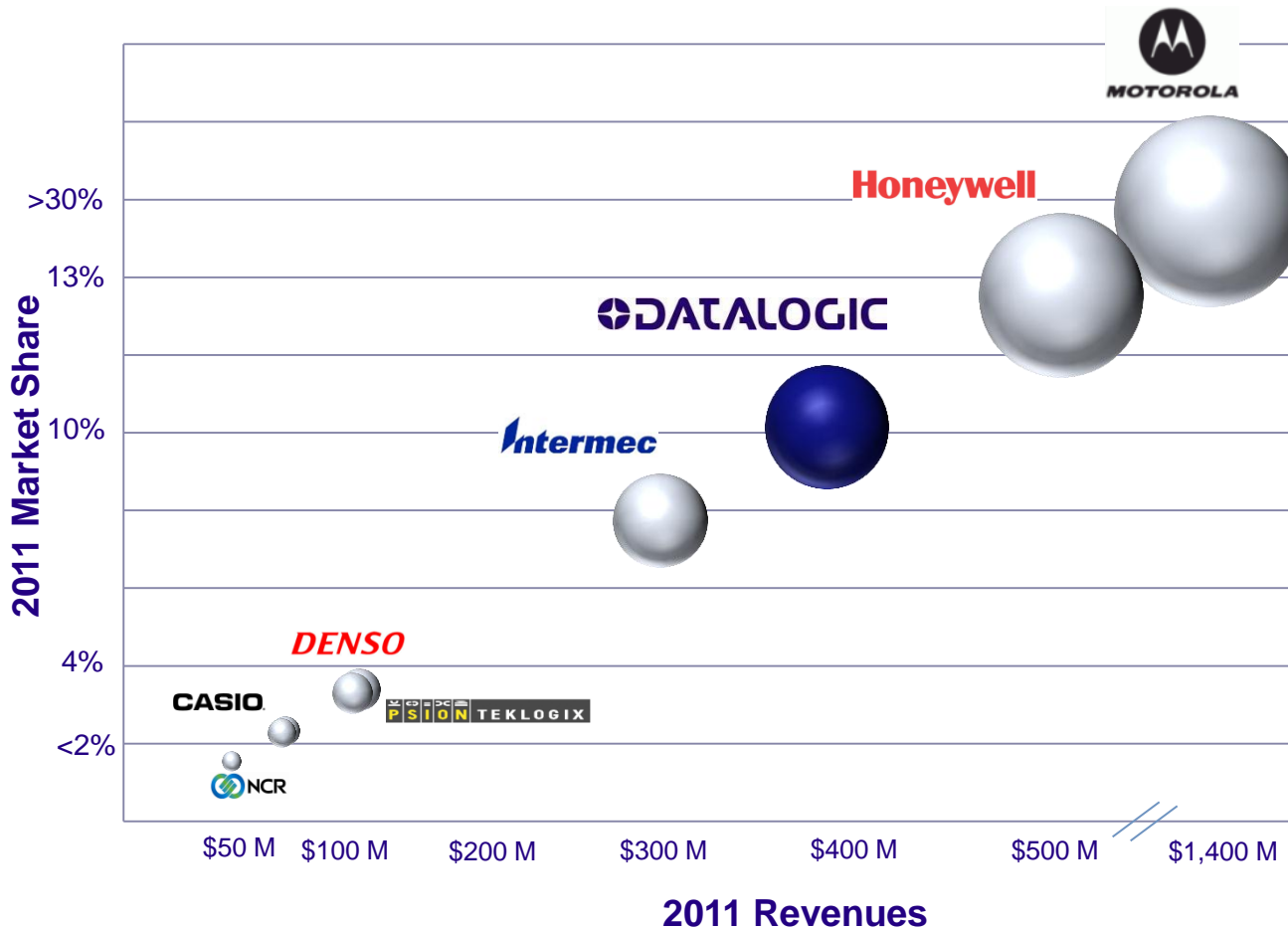


Source VDC 2012 (base year 2011)

Industrial Automation

- ✦ Very fragmented IA industry with **potential addressable markets worth \$3B** in the Inductive Proximity and ASMV Systems
- ✦ Growing **technology convergence (laser and vision based technology)** expected to set the tone for future investments





ADC Market Share up from 9.9% to 10.2% YoY

POS Retail Scanners

#1 WW – 37.4% mkt share

Handheld Scanners

#1 in EMEA – 31.6% mkt share

#3 WW -17.4% mkt share

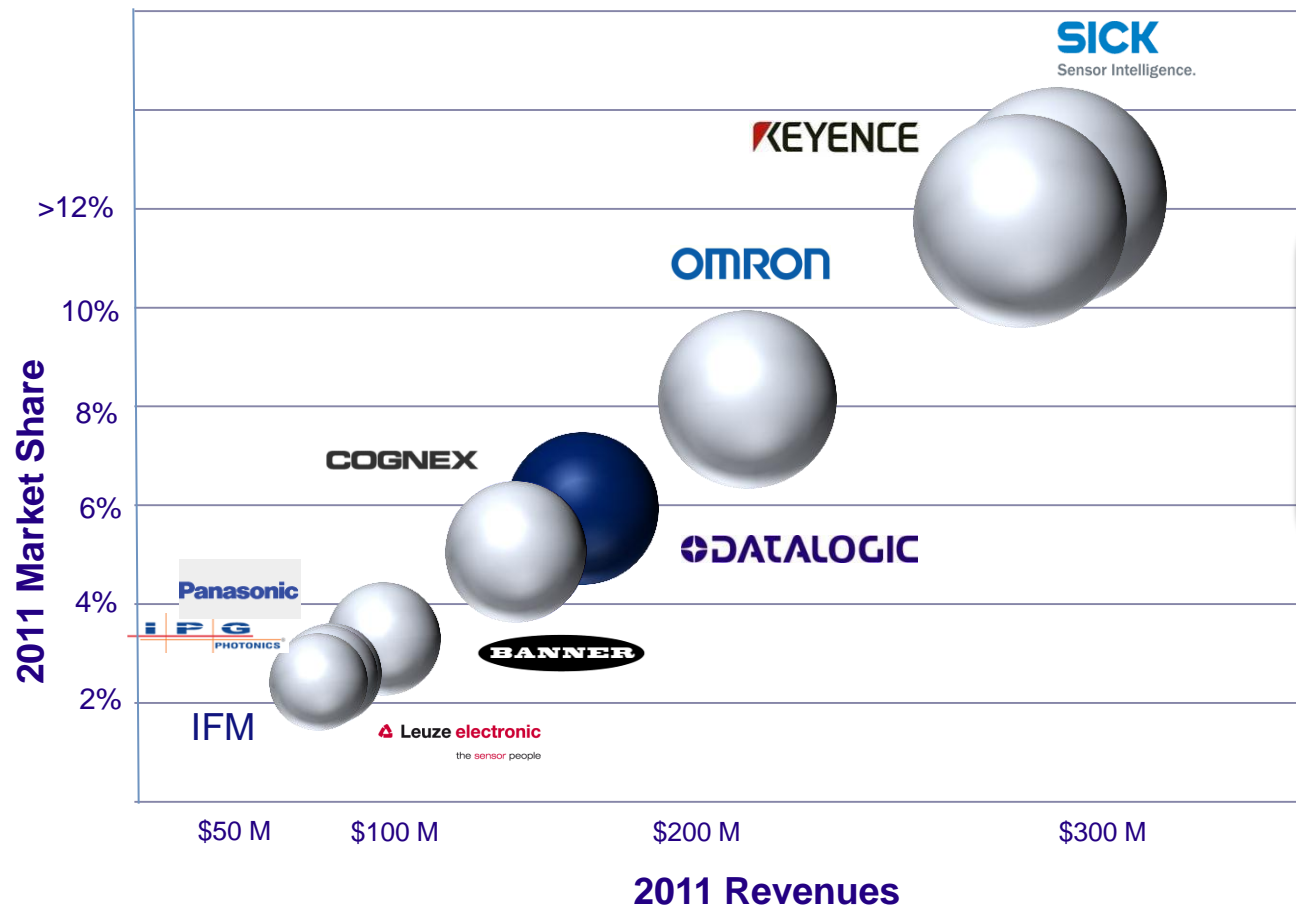
Mobile Computers

#4 in EMEA – 7.6% mkt share

#5 WW - 4 % mkt share

2011 ADC Available Market including POS Retail Scanners, Handheld Scanners and Mobile Computers (Hand Held , PDA and Fork-Lift Vehicles Mounted Computer) segments

Honeywell improved positioning thanks to the acquisition of EMS Technologies in mid 2011



Industrial Stationary Scanners

- #1 WW – 33.3% mkt share
- #1 in Americas – 43.8% mkt share
- #2 in EMEA – 30.5% mkt share

2011 IA Available Market including Industrial Barcode Scanners, Imagers, Photoelectric Sensors, Safety Light Curtains, Smart Cameras/Vision Sensors, Laser Marking and Dimensioner segments (Postal Material Handling and Integrated Solutions Group not included)





- ✦ Continuous investments in R&D provide **new fuel to enhance reference market** growth
- ✦ Strengthen development through a **new Technology Platform (IP Tech)**
- ✦ Focus on **Vision and Imaging technologies**
- ✦ Develop **breakthrough innovation** in Self Checkout and Automatic Scanning solutions
- ✦ Research & Development investments **around 7% on sales**
 - ✦ **32 new products** in 2011
 - ✦ A large and growing portfolio of over **1,000 patents**
 - ✦ 10 Research & Development Centers
 - ✦ **25% of sales** from new products



RETAIL



MANUFACTURING

Datalogic + Accu-Sort:
66% in the ADC Market
and 34% in the Industrial
Automation Market

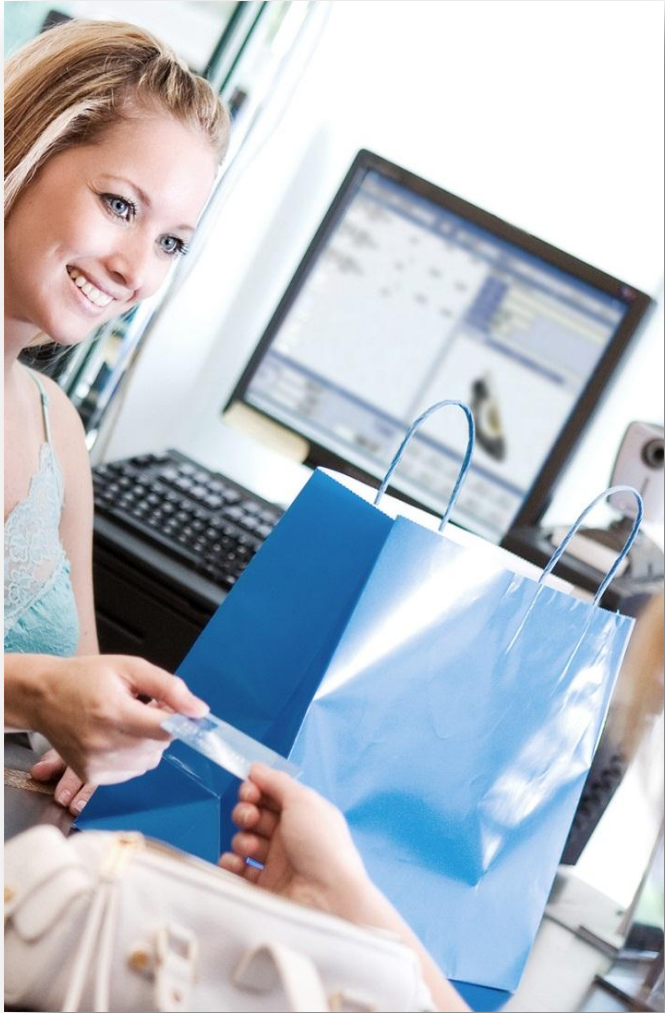


TRANSPORTATION & LOGISTICS



HEALTHCARE

Protect Leadership and Leverage Cash Flow



- ✦ A complete product and solutions range to **meet customers' needs more effectively and promptly**
- ✦ Reengineer Go To Market Model in **large, under served and fast growing geographies** and **Vertical markets to gain market share:**
 - ✦ Improve Hand Held Scanners, Mobile Computers and Fixed Retail Scanners sales in **North America**
 - ✦ Increase Hand Held Scanners revenues in **Greater China, SE Asia, Latin America and Emerging Europe**
 - ✦ Focus on high growth global **Healthcare and Pharma** markets

Leading Player in FA and T&L



- ✦ Increase **penetration in large regions** and **fast growing geographies**:
 - ✦ Gain market shares in **North America**, by distribution network and FA business
 - ✦ Drive above market growth in EMEA by T&L solutions revenues
 - ✦ Boost growth in under served countries like China, Korea, Turkey and Brazil

- ✦ **Exploit reorganization by market** addressing high growth verticals and high end solutions:
 - ✦ **Factory Automation**: focus on target industries (Automotive/Tyres, Electronics, OEM/Packaging, OEM/ Clinical, Automated Warehousing)
 - ✦ **Transportation & Logistics**: expand postal business to a global business and strengthen T&L potential market and solutions range

- ✦ Group reorganization by market: **ADC (Scanning and Mobile integrated) and IA divisions**
- ✦ **Streamlined organization structure** by reducing existing operating companies and improved operational efficiency and right-sized cost structure
- ✦ World class performance through the global adoption of **best in class Supply Chain Management**

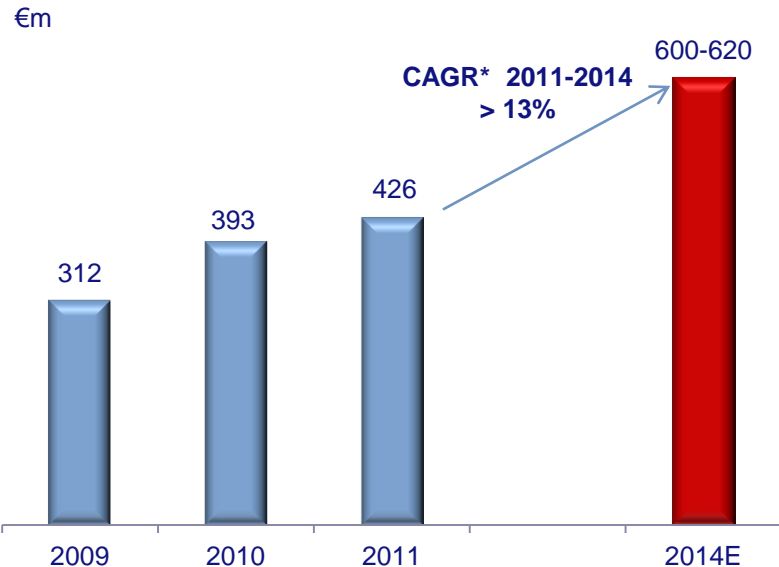
Automatic Data Capture

- ✦ A new integrated **Global Supply Chain**
- ✦ **Fully leverage Vietnam plant capability with 80%** of total production in 2012
- ✦ **Vietnam Plant capacity** ready for SMT and 14 product lines, counting approx. 600 employees

Industrial Automation

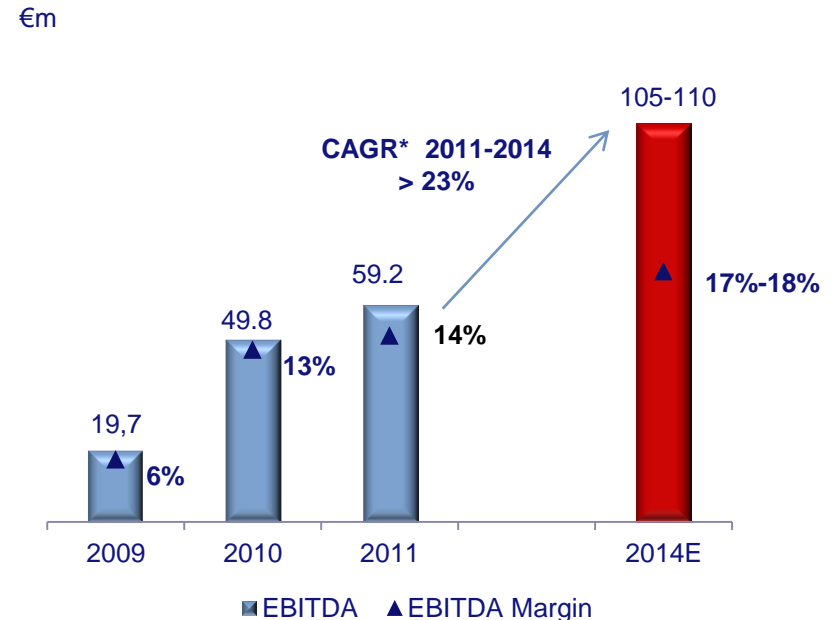
- ✦ **Operational integration of Accu-Sort Systems and PPT Vision** to leverage the position of the Group in the **IA market** as leader in the Industrial Bar Code Scanners segment

REVENUES GROWTH



* CAGR 2011-2014 on a like for like basis at around 7%

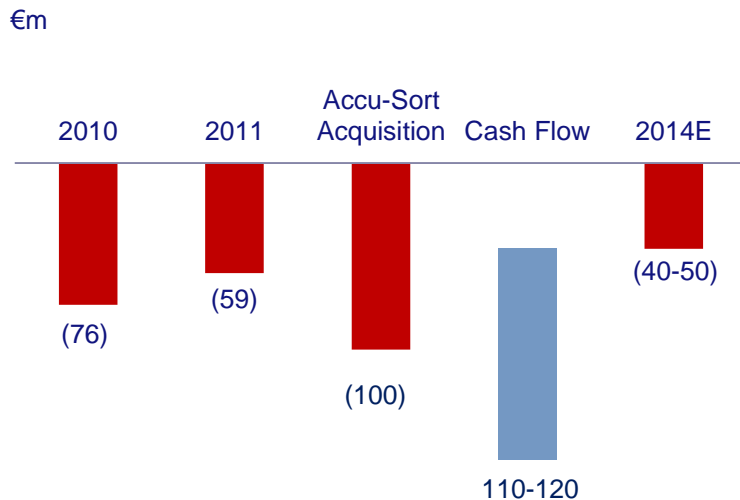
EBITDA GROWTH



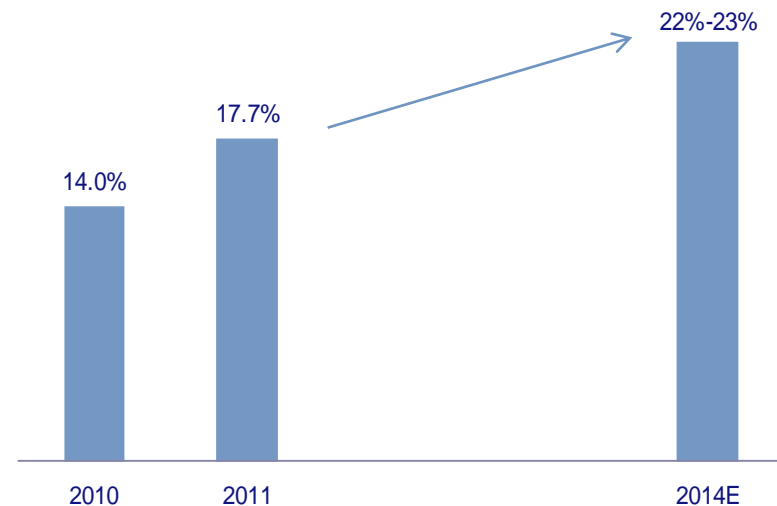
* CAGR 2011-2014 on a like for like basis at around 14%

- ✦ **Revenues 2011-2014 CAGR growth >13%** (around 7% on a like for like basis) above market average
- ✦ **Strong improvement of EBITDA**, CAGR 2011-2014 of around 23% (around 14% on a like for like basis) **expected in a range of 105-110 M Euro**
- ✦ **EBITDA margin** from 14% in 2011 to **17-18% in 2014**

NFP* EVOLUTION

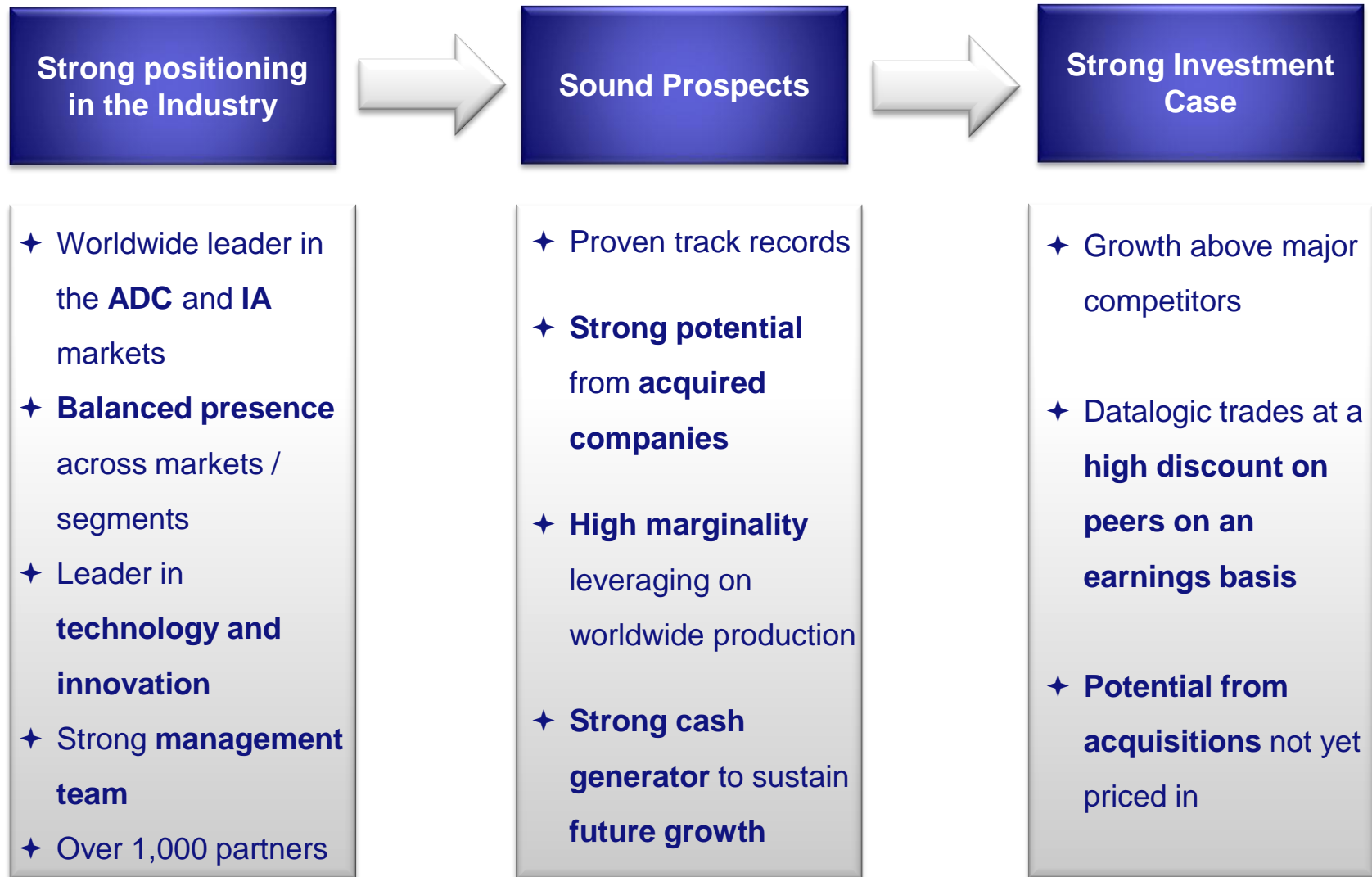


ROE GROWTH



- ✦ **Strong cash generation:** Net Debt/Equity ratio < 20% and Net Debt/EBITDA < 0.5X
- ✦ **Investment in CAPEX** stable at around 2% of revenues per year
- ✦ **2014 ROE target around 22%-23%**
- ✦ **M&A activity not included** but acquisitions could improve growth:
 - ✦ Focus on **Emerging markets**
 - ✦ Focus on **Vison**

* Gross of dividends





✦ GROUP OVERVIEW

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Market Segment: STAR MTA

Reuters Code: DAL.MI

Bloomberg Code: DAL IM

Number of Outstanding Shares: 58,446,491

Share Par-Value: 0.52 Euro each

Ticker: DAL

Price (January 10th, 2013): 6.85 Euro

Market Cap (January 10th, 2013): 387.5 M Euro

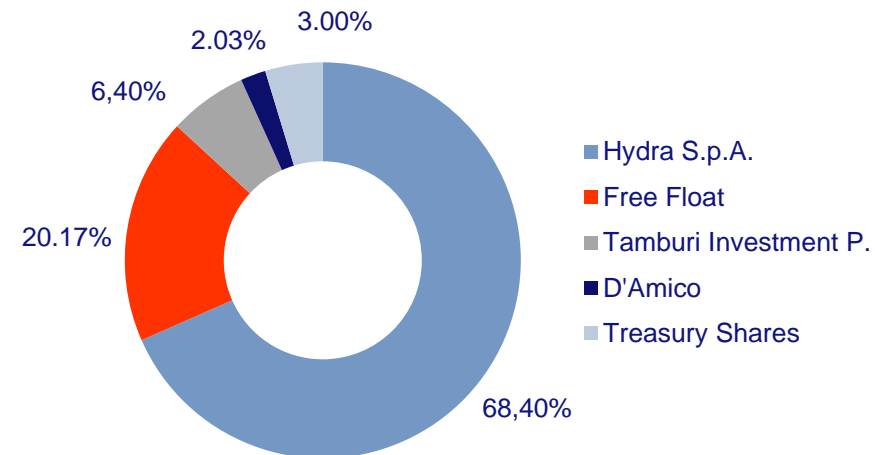
Specialist: Intermonte SIM

Auditing Company: Reconta, Ernst & Young

DATALOGIC PRICE PERFORMANCE



SHAREHOLDERS' STRUCTURE

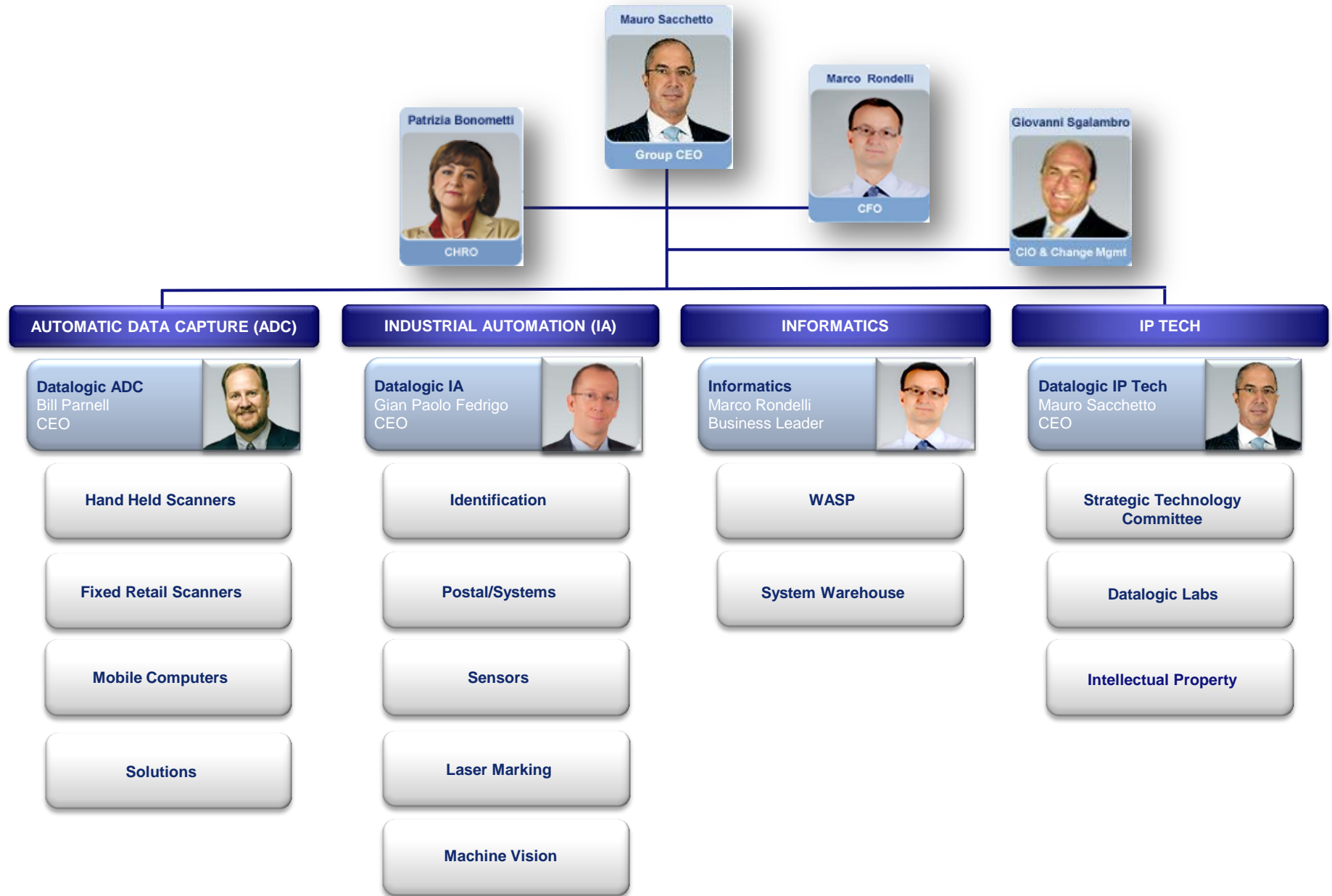


9 Months 2012 Consolidated P&L

000€	Last Year 9M 2011	%	Actual 9M2012	%	Var %	FY2011	%
Revenues	317,311	100.0%	347,536	100.0%	9.5%	425,533	100.0%
COGS	(168,583)	-53.1%	(185,099)	-53.3%		(228,937)	-53.8%
Gross Operating Margin	148,728	46.9%	162,437	46.7%	9.2%	196,596	46.2%
Other revenues	1,869	0.6%	6,299	1.8%		2,395	0.6%
R&D	(19,424)	-6.1%	(23,824)	-6.9%		(26,191)	-6.2%
Distribution Costs	(59,126)	-18.6%	(63,608)	-18.3%		(80,080)	-18.8%
Administrative expenses	(30,262)	-9.5%	(34,046)	-9.8%		(42,278)	-9.9%
Other operating expenses	(1,207)	-0.4%	(1,812)	-0.5%		(1,681)	-0.4%
Total operating expenses and others	(110,019)	-34.7%	(123,290)	-35.5%	12.1%	(150,230)	-35.3%
Ordinary Operating Profit (EBITANR) (*)	40,578	12.8%	45,446	13.1%	12.0%	48,761	11.5%
Non recurring costs/rev	(7,541)	-2.4%	(3,805)	-1.1%		(8,372)	-2.0%
Amort. Intang. Assets from acquis.	(3,044)	-1.0%	(4,230)	-1.2%		(3,949)	-0.9%
Operating Profit (EBIT)	29,993	9.5%	37,411	10.8%	24.7%	36,440	8.6%
Financial (costs)/rev.	(5,161)	-1.6%	(5,563)	-1.6%		(6,941)	-1.6%
Results from equity investments	312	0.1%	180	0.1%		373	0.1%
Foreing exchange (costs)/rev.	(166)	-0.1%	83	0.0%		3,337	0.8%
EBT	24,978	7.9%	32,111	9.2%	28.6%	33,209	7.8%
Taxes	(7,737)	-2.4%	(3,526)	-1.0%		(7,294)	-1.7%
Net Income	17,241	5.4%	28,585	8.2%	65.8%	25,915	6.1%
Depreciation	(5,370)	-1.7%	(5,758)	-1.7%		(7,243)	-1.7%
Amortization	(2,618)	-0.8%	(1,482)	-0.4%		(3,185)	-0.7%
EBITDA	48,566	15.3%	52,686	15.2%	8.5%	59,189	13.9%
Exchange rate	1.4065		1.2808			1.3920	

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

€000	At 31/12/2011	At 30/09/2012
Intangible fixed assets	42,228	60,952
Goodwill	112,152	181,693
Tangible fixed assets	49,991	50,815
Non Consolidated investments	7,951	12,857
Other fixed assets	31,935	41,310
Total Fixed Assets	244,257	347,627
Net trade account receivables	74,200	102,231
ST account payables	(67,158)	(65,064)
Inventory	59,630	56,424
Trade Working Capital	66,672	93,591
Other current receivables	17,041	28,300
Other ST payables and provision for risk & future charges	(53,869)	(75,893)
Net Working Capital	29,844	45,998
Other LT payables	(22,382)	(23,363)
Employees' severance Indemnity	(6,666)	(6,874)
LT provision for risk & future charges	(15,366)	(3,653)
Net Invested Capital	229,687	359,735
Equity	170,250	192,019
Net Financial Position	(59,437)	(167,716)
<i>Exchange rate</i>	<i>1.2939</i>	<i>1.2930</i>



POS Retail Scanners

#1 Worldwide, 37.4% mkt share



Handheld Readers

#1 in EMEA, 31.6% mkt share
#3 Worldwide, 17.4% mkt share



Mobile Computers

#4 in EMEA, 7.6% mkt share
#5 Worldwide, 4% mkt share



Solutions

Enterprise Business Solutions
Self Shopping Solutions
#2 Worldwide, 16.5% mkt share

Evolution Robotics Retail
Over 1,500 grocery stores today



JOYA



LaneHawk
BOB

- ★ Datalogic ADC provides solutions for applications in several sectors, including healthcare, hospitality/entertainment, manufacturing, retail, services and transportation & logistics

Identification



Industrial Stationary Scanners
#1 Worldwide, 33.3% mkt share
#1 in Americas, 43.8% mkt share
2 in EMEA, 30.5% mkt share

Sensors



Safety



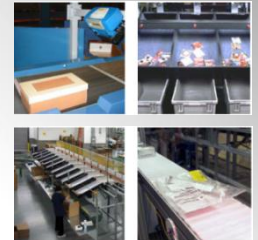
Machine Vision



Laser Marking



Integrated Systems



- ✦ A wide range of cutting edge solutions helping industries streamline processes in industrial and logistics applications: more than 200 patents; hundreds of applications for the major logistics operators; exceeding 1,000 reading stations installed in over 100 airports worldwide

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NEXT EVENTS

March 7, 2013

Approval of the 2012 Datalogic Group year-end Financial Statements

March 26-27, 2013

STAR Conference, Milan

April 23, 2013

Ordinary Shareholders' Meeting

May 9, 2013

Approval of the Consolidated Financial Report as of March 31, 2013

July 30, 2013

Approval of the Consolidated Financial Report as of June 30, 2013

November 7, 2013

Approval of the Consolidated Financial Report as of September 30, 2013

DATALOGIC ON LINE

www.datalogic.com

We Welcome Your Questions!



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