



# ***Company Presentation***

Star Conference  
London, 8th October 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

- |                          |                      |
|--------------------------|----------------------|
| ✦ <i>Enthusiasm</i>      | ✦ <i>Ethics</i>      |
| ✦ <i>Commitment</i>      | ✦ <i>Persistence</i> |
| ✦ <i>Professionalism</i> | ✦ <i>Teamwork</i>    |



# 2001 – 2008: Datalogic Group performance

(In million Euro)

**CAGR 2001 – 2008 = 19%**

## PSC Acquisition

Closing: November 2005  
Price: approximately USD 195m  
Consolidated for 1 month

## Informatics Acquisition

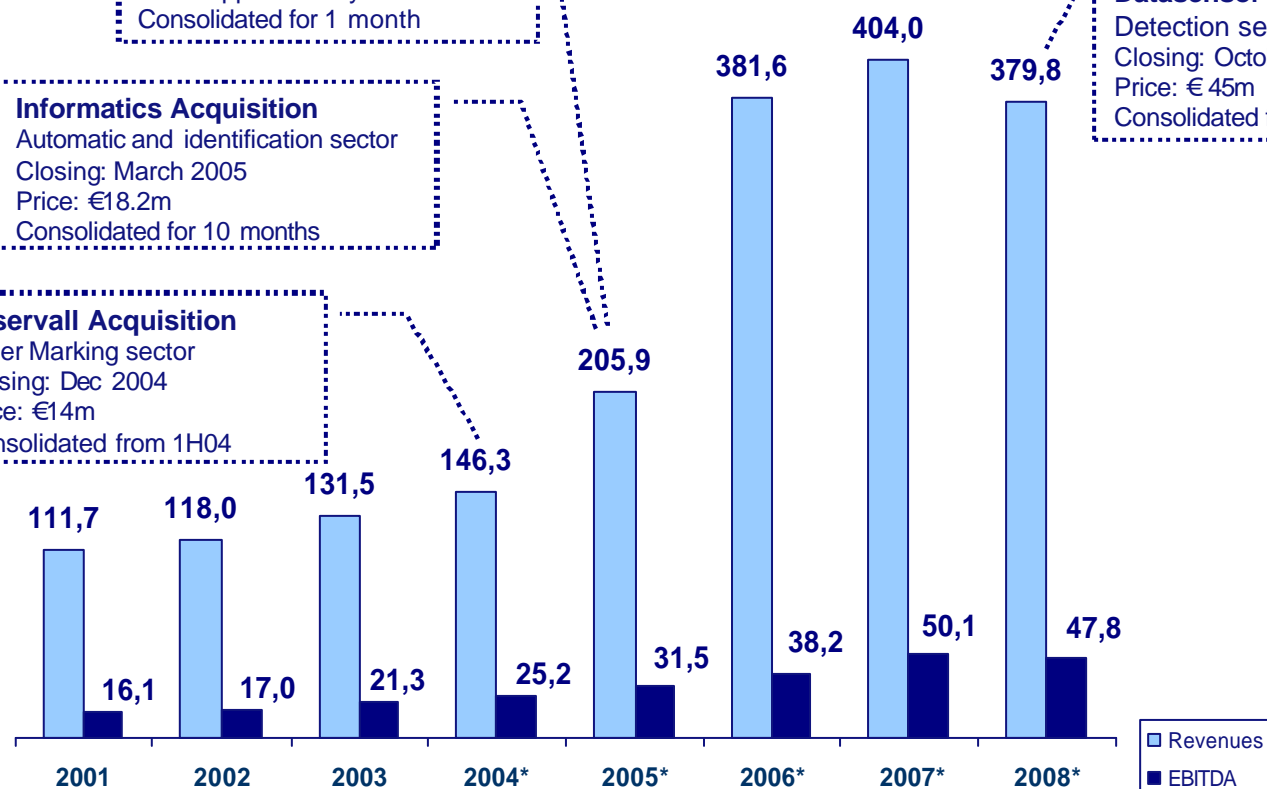
Automatic and identification sector  
Closing: March 2005  
Price: €18.2m  
Consolidated for 10 months

## Datasensor Acquisition

Detection sector  
Closing: October 2008  
Price: € 45m  
Consolidated for 3 months

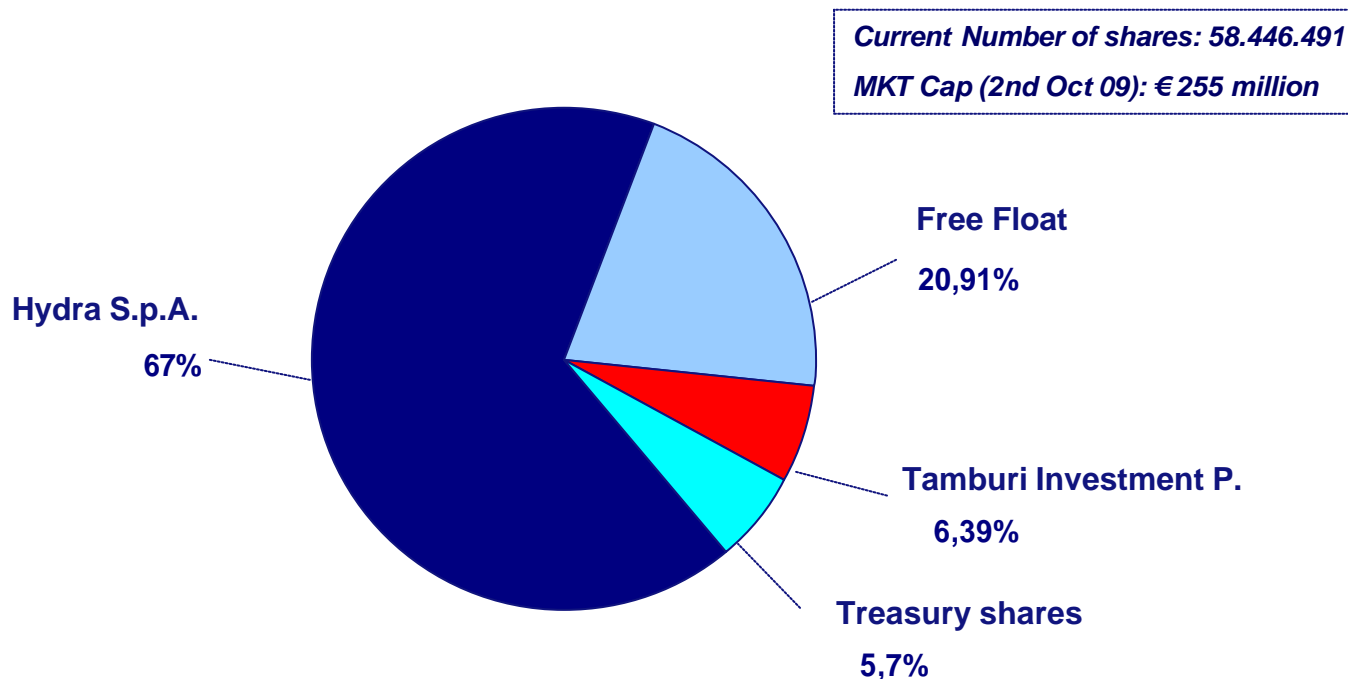
## Laservall Acquisition

Laser Marking sector  
Closing: Dec 2004  
Price: €14m  
Consolidated from 1H04



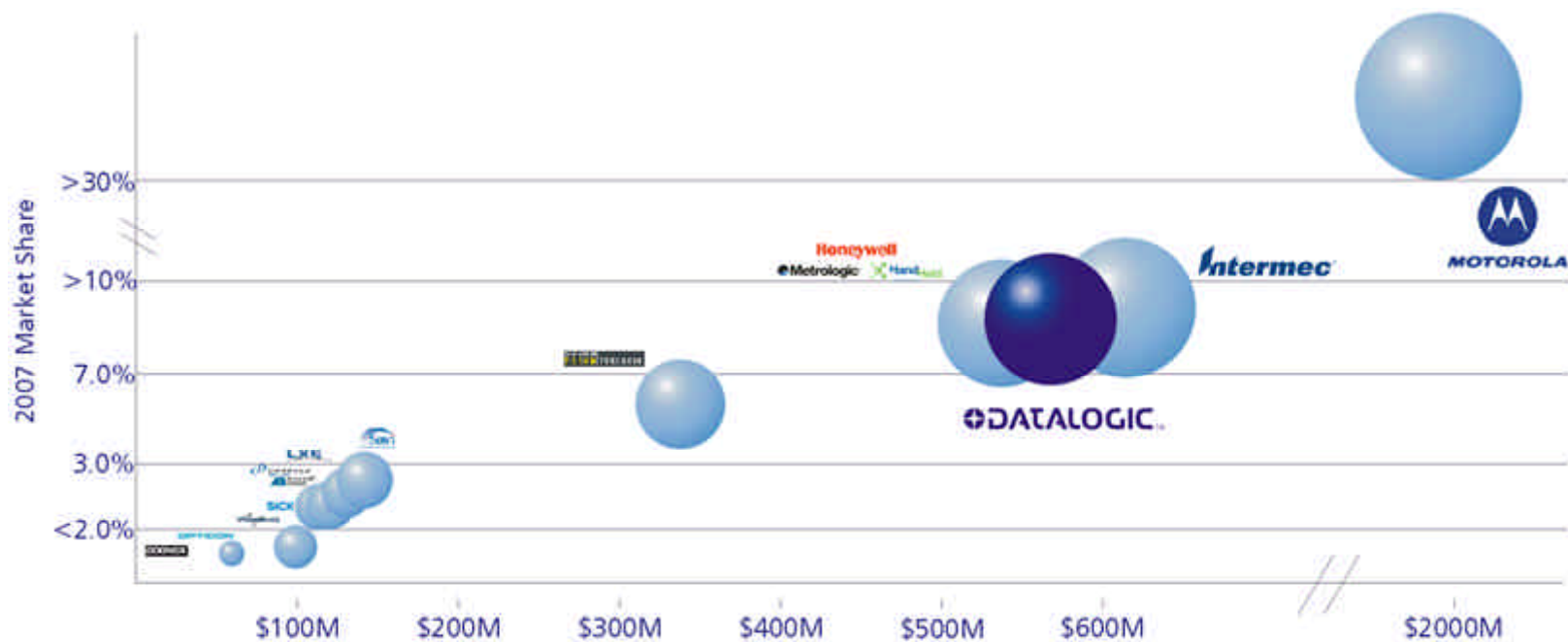
Note: (\*) IAS compliant

## Shareholders' Structure



**Note:** In May 2008, execution of share capital reduction by means of cancellation of nr. 5.409.981 treasury shares.

## 3<sup>rd</sup> Player in the ADC Market

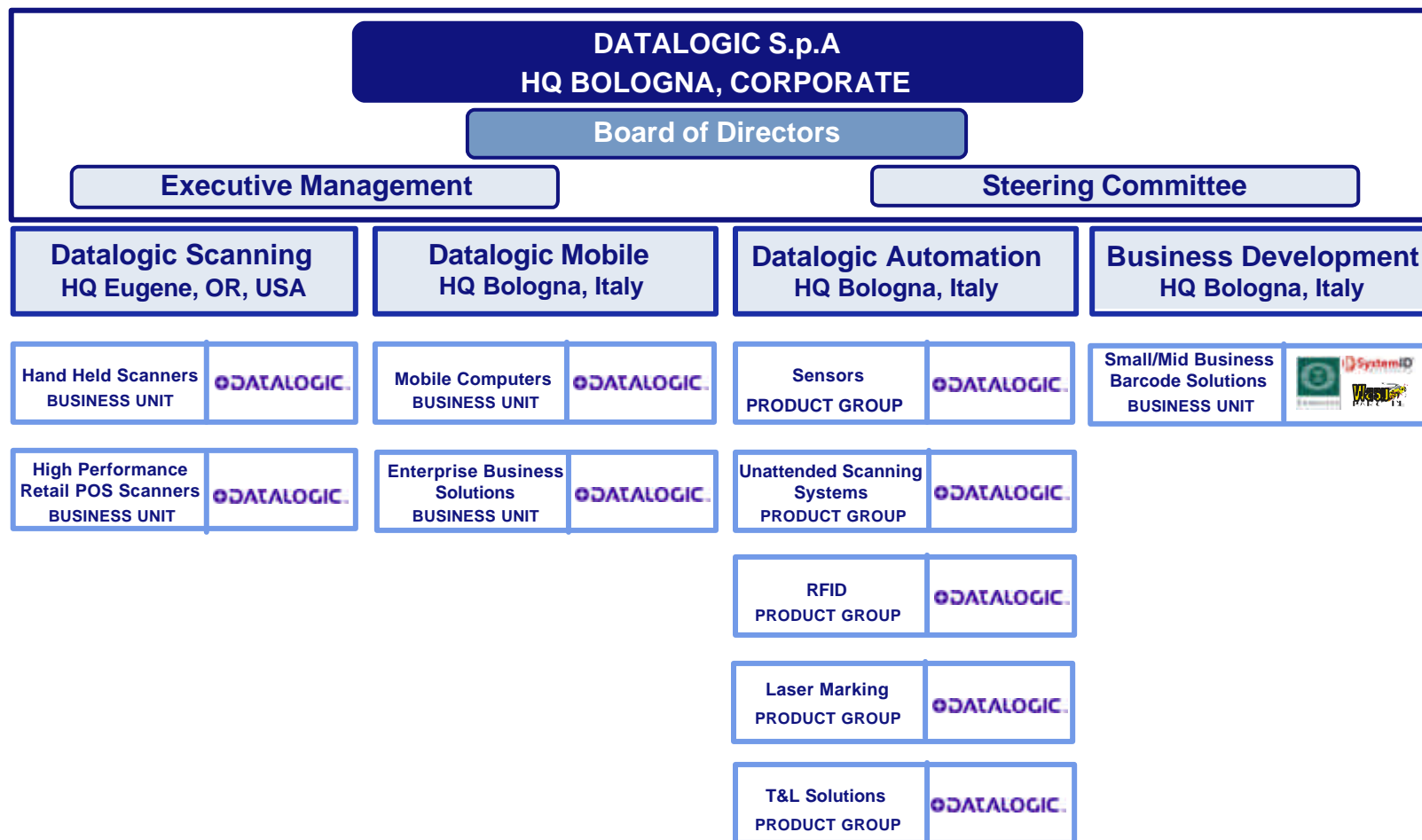


2007 ADC Market, printers excluded

Figures by VDC

2007 Revenues

# Datalogic Group





✦ THE GROUP

✦ DATALOGIC OFFER

✦ FINANCIAL HIGHLIGHTS

# **POS Stationary Scanners** **Datalogic Scanning #1 Worldwide** **Market Share 31,8%**



## ✦ **Competitors**

EMEA

AMERICAS

ASIA

NCR, Metrologic

NCR, Motorola

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  
 AMERICAS  
 ASIA

Motorola, Metrologic  
 Motorola, HHP, Metrologic  
 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%***



#### **✦ Competitors**

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

Source  2008 (base year 2007)

# **Mobile Computers** ***Datalogic Mobile #4 in EMEA and #5 Worldwide*** ***Emea Market Share 7,8% - Worldwide Market Share 4,3%***



## ✦ **Competitors**

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

Source  2008 (base year 2007)

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



***Datalogic Automation  
Sensors Product Group***  
*European leader in M18 Sensors Market  
Italian leader in Sensors Market <sup>(1)</sup>*



***Datalogic Automation  
RFID Product Group***



***Datalogic Automation  
Laser Marking Product Group***

<sup>(1)</sup> Source: ANIE, ZVEI, GIIO, Gambica, AFME (2007)



## ***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***

***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***

## ***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

✦ DATALOGIC OFFER

✦ FINANCIAL HIGHLIGHTS

## ***2009 Actions to recover profitability***

- ✦ 20 million Euro reduction in operating expenses
- ✦ 20 million Euro reduction in working capital
- ✦ Reduction in break even point (target = be profitable even with a -30% in sales for 2010)
- ✦ Keep investments in R&D (9.1% on 1H09 sales) and new factory in Vietnam

# Consolidated Income Statement

(Euro/1.000)

	1H08	%	1H09	%	Ratios
<b>Revenues</b>	<b>193.558</b>	<b>100,0%</b>	<b>149.112</b>	<b>100,0%</b>	<b>-23,0%</b>
COGS	(106.808)	-55,2%	(87.608)	-58,8%	
<b>Gross Operating Margin</b>	<b>86.750</b>	<b>44,8%</b>	<b>61.504</b>	<b>41,2%</b>	<b>-29,1%</b>
Other revenues	2.800	1,4%	1.187	0,8%	
R&D	(12.304)	-6,4%	(13.631)	-9,1%	
Distribution Costs	(38.923)	-20,1%	(35.037)	-23,5%	
Administrative expenses	(17.975)	-9,3%	(15.429)	-10,3%	
Other operating expenses	(691)	-0,4%	(2.051)	-1,4%	
<b>Total operating expenses and others</b>	<b>(69.893)</b>	<b>-36,1%</b>	<b>(66.148)</b>	<b>-44,4%</b>	
<b>Ordinary Operating Profit (EBITANR) (*)</b>	<b>19.657</b>	<b>10,2%</b>	<b>(3.457)</b>	<b>-2,3%</b>	<b>n.a.</b>
Non recurring costs/rev	0	0,0%	(7.948)	-5,3%	
Amort. intang. assets from acquis.	(1.898)	-1,0%	(2.085)	-1,4%	
<b>Operating Profit (EBIT)</b>	<b>17.759</b>	<b>9,2%</b>	<b>(13.490)</b>	<b>-9,0%</b>	<b>n.a.</b>
Financial (costs)/rev.	(2.500)	-1,3%	(3.303)	-2,2%	
Results from equity investments	57	0,0%	(151)	-0,1%	
Foreing exchange (costs)/rev.	237	0,1%	(51)	0,0%	
<b>EBT</b>	<b>15.553</b>	<b>8,0%</b>	<b>(16.995)</b>	<b>-11,4%</b>	<b>n.a.</b>
Taxes	(3.735)	-1,9%	2.457	1,6%	
<b>Net Income</b>	<b>11.818</b>	<b>6,1%</b>	<b>(14.538)</b>	<b>-9,7%</b>	<b>n.a.</b>
Third Parties Income	0	0,0%	0	0,0%	
<b>Group Net Income</b>	<b>11.818</b>	<b>6,1%</b>	<b>(14.538)</b>	<b>-9,7%</b>	<b>n.a.</b>
Depreciation	(3.632)	-1,9%	(4.645)	-3,1%	
Amortization	(2.072)	-1,1%	(2.616)	-1,8%	
<b>EBITDA</b>	<b>25.361</b>	<b>13,1%</b>	<b>3.804</b>	<b>2,6%</b>	<b>n.a.</b>

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

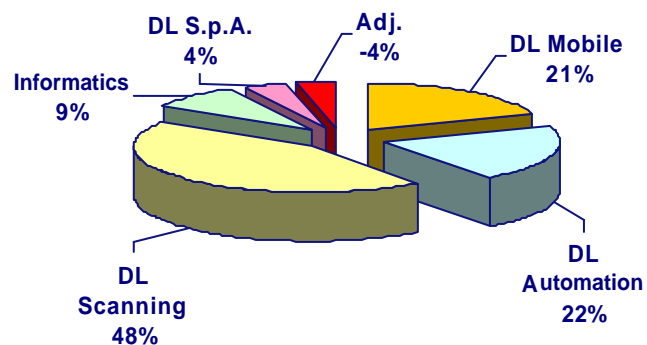
# Revenues Details

(Euro/1.000)

## 1H09 REVENUES BY DIVISION

	1H08	1H09	Var %
Datalogic Mobile (*)	49.726	30.890	-38%
Datalogic Automation	36.028	32.468	-10%
Datalogic Scanning	92.732	71.511	-23%
Informatics	15.762	14.548	-8%
Datalogic S.p.A.	10.150	6.574	-35%
Adjustments	-10.840	-6.879	-37%
<b>Revenues</b>	<b>193.558</b>	<b>149.112</b>	<b>-23%</b>

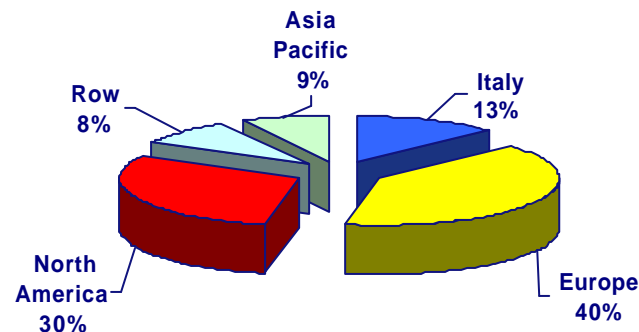
(\*) Datalogic Mobile includes Enterprise business solutions



## 1H09 REVENUES BY GEOGRAPHIC AREA

	1H08 (*)	1H09	Var. %
Italy	20.857	19.736	-5%
Europe	86.125	59.364	-31%
North America	47.140	44.370	-6%
Asia Pacific	20.208	13.755	-32%
ROW	19.228	11.887	-38%
<b>Revenues</b>	<b>193.558</b>	<b>149.112</b>	<b>-23,0%</b>

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



## Segment Reporting: 1H09

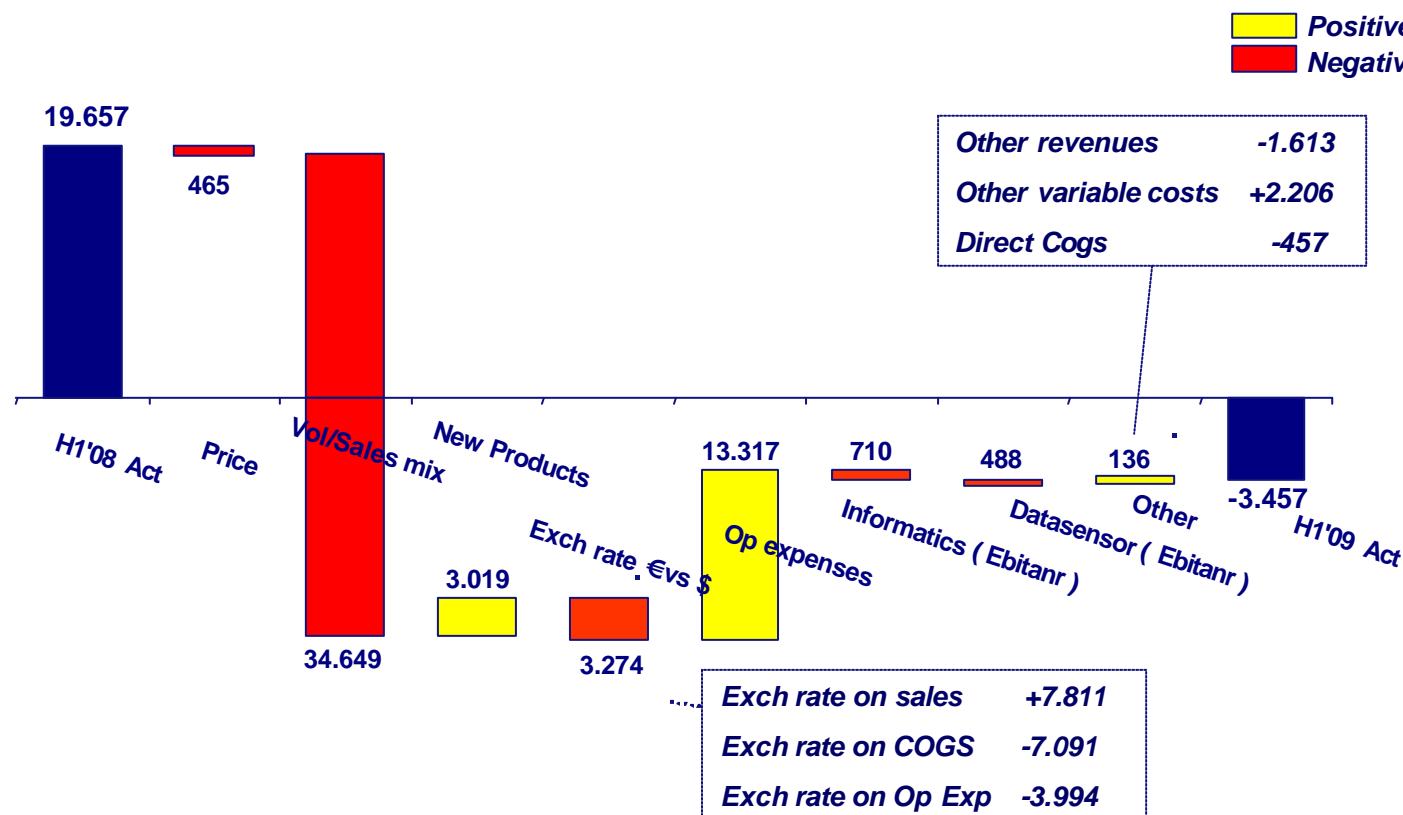
(Euro/1.000)

	Mobile	Automation	Scanning	Informatics	Datalogic S.p.A.	Adj.	Total Group
<b>Total Revenues</b>	<b>30.890</b>	<b>32.468</b>	<b>71.511</b>	<b>14.548</b>	<b>6.574</b>	<b>(6.879)</b>	<b>149.112</b>
COGS	(16.919)	(17.462)	(45.041)	(8.481)	0	295	(87.608)
<b>Gross Operating Margin</b>	<b>13.971</b>	<b>15.006</b>	<b>26.470</b>	<b>6.067</b>	<b>6.574</b>	<b>(6.584)</b>	<b>61.504</b>
% on total rev.	45,2%	46,2%	37,0%	41,7%	100,0%	95,7%	41,2%
Other Revenues	246	694	258	0	803	(814)	1.187
R&D	(3.241)	(4.191)	(5.692)	(258)	(262)	13	(13.631)
Distribution Costs	(9.355)	(10.025)	(15.601)	(3.601)	0	3.545	(35.037)
G&A	(3.260)	(5.312)	(4.479)	(730)	(5.222)	3.574	(15.429)
Other operating expenses	(207)	(850)	(1.091)	(53)	(124)	274	(2.051)
<b>Total operating expenses and others</b>	<b>(16.063)</b>	<b>(20.378)</b>	<b>(26.863)</b>	<b>(4.642)</b>	<b>(5.608)</b>	<b>7.406</b>	<b>(66.148)</b>
<b>Ordinary Operating Profit (EBITANR) (*)</b>	<b>(1.846)</b>	<b>(4.678)</b>	<b>(135)</b>	<b>1.425</b>	<b>1.769</b>	<b>8</b>	<b>(3.457)</b>
% on total rev.	-6,0%	-14,4%	-0,2%	9,8%	26,9%	-0,1%	-2,3%
Non recurring costs/rev	(1.039)	(5.796)	(898)	0	(215)	0	(7.948)
Amort. intang. assets from acquis.	(198)	(648)	(939)	(300)	0	0	(2.085)
<b>Operating Profit (EBIT)</b>	<b>(3.083)</b>	<b>(11.122)</b>	<b>(1.972)</b>	<b>1.125</b>	<b>1.554</b>	<b>8</b>	<b>(13.490)</b>
% on total rev.	-10,0%	-34,3%	-2,8%	7,7%	23,6%	-0,1%	-9,0%
Depreciation&Amortization	(1.356)	(2.669)	(2.330)	(137)	(769)	0	(7.261)
<b>EBITDA</b>	<b>(490)</b>	<b>(2.009)</b>	<b>2.195</b>	<b>1.562</b>	<b>2.538</b>	<b>8</b>	<b>3.804</b>
% on total rev.	-1,6%	-6,2%	3,1%	10,7%	38,6%	-0,1%	2,6%

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

# EBITANR \* - 1H09 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 H1'09 Actual (1,3316) and H1'08 Actual (1,5296) €/USD exchange rate. Therefore, this variance does not include the exchange rate effect on competitive scenario.



## Consolidated Balance Sheet

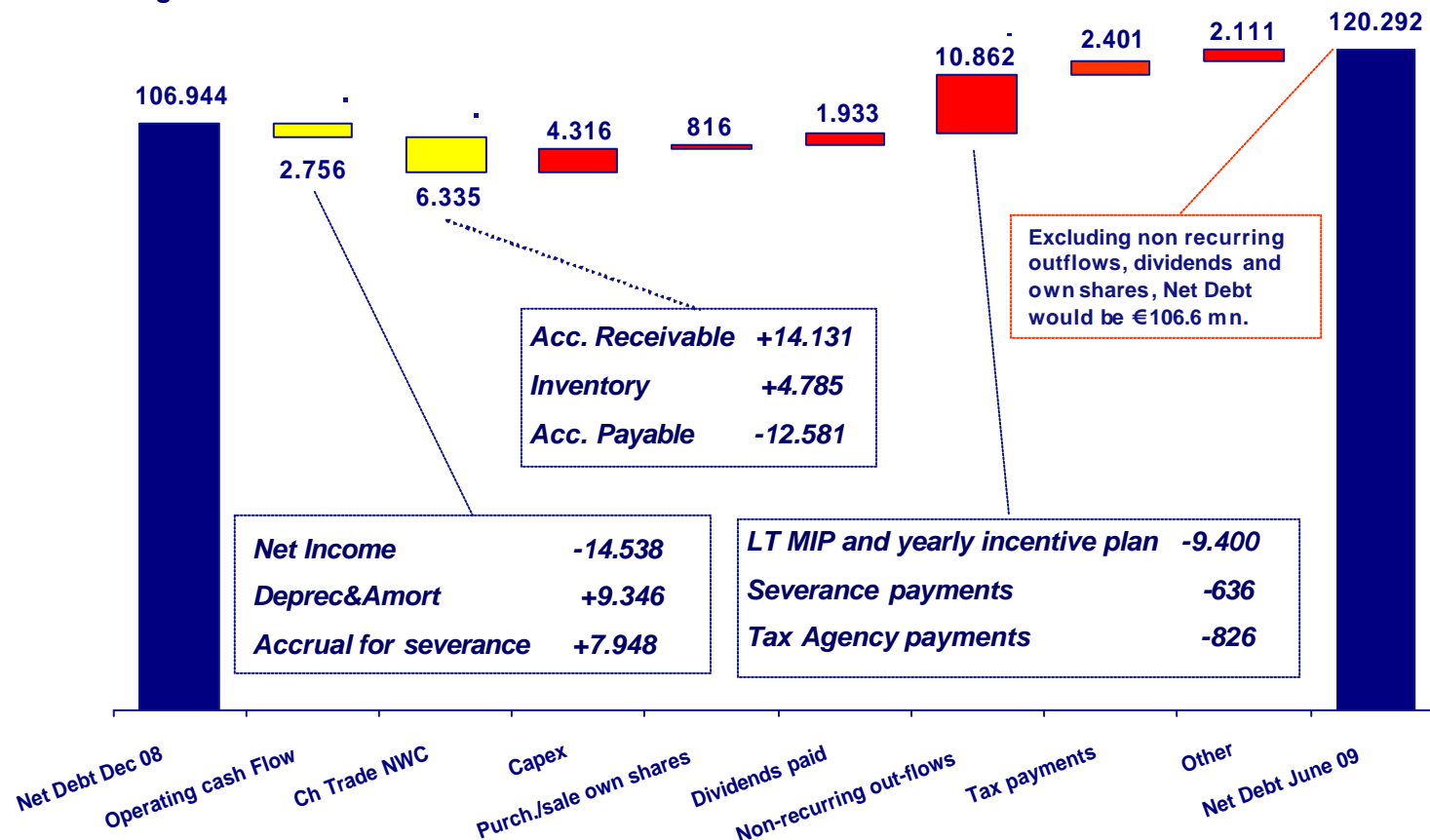
(Euro/1.000)

	1H08	FY08	1H09
Intangible fixed assets	46.840	49.011	43.925
Goodwill	80.073	89.679	88.607
Tangible fixed assets	48.766	52.594	52.428
Non consolidated investments	2.686	3.322	2.844
Other fixed assets	14.726	21.858	21.274
<b>TOTAL FIXED ASSETS</b>	<b>193.091</b>	<b>216.464</b>	<b>209.078</b>
Net trade account receivables	85.104	78.046	63.915
ST account payables	(40.515)	(47.800)	(35.219)
Inventory	51.967	52.138	47.353
<b>TRADE WORKING CAPITAL</b>	<b>96.556</b>	<b>82.384</b>	<b>76.049</b>
Other current receivables	24.245	22.174	19.999
Other ST payables and provision for risk & future charges	(42.455)	(44.887)	(37.493)
<b>NET WORKING CAPITAL</b>	<b>78.346</b>	<b>59.671</b>	<b>58.555</b>
Other LT payables	(15.242)	(19.463)	(18.706)
Employees' severance Indemn.	(6.256)	(8.392)	(8.222)
LT provision for risk & future charges	(10.110)	(5.518)	(3.323)
<b>NET INVESTED CAPITAL</b>	<b>239.829</b>	<b>242.762</b>	<b>237.382</b>
<b>Equity</b>	<b>163.886</b>	<b>135.818</b>	<b>117.090</b>
<b>Net Financial Position</b>	<b>-75.943</b>	<b>-106.944</b>	<b>-120.292</b>

# Net Debt analysis: Dec. 08 – June 09

(Euro/1.000)

■ Positive Cash flow  
■ Negative Cash flow



# ***Thank You!***

© 2009 Datalogic S.p.A. - 2009 July • All rights reserved. • Protected to the fullest extent under U.S. and international laws. • Copying, or altering of this document is prohibited without express written consent from Datalogic S.p.A.

Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S.A. and the E.U.

All other brand and product names may be trademarks of their respective owners.



## **Datalogic S.p.A.**

Via Candini, 2

40012 Lippo di Calderara di Reno

Bologna – Italy

Tel. +39 051 3147011 – Fax +39 051 3147205

E-mail [corporate@datalogic.com](mailto:corporate@datalogic.com)

[www.datalogic.com](http://www.datalogic.com)