



# ***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”**

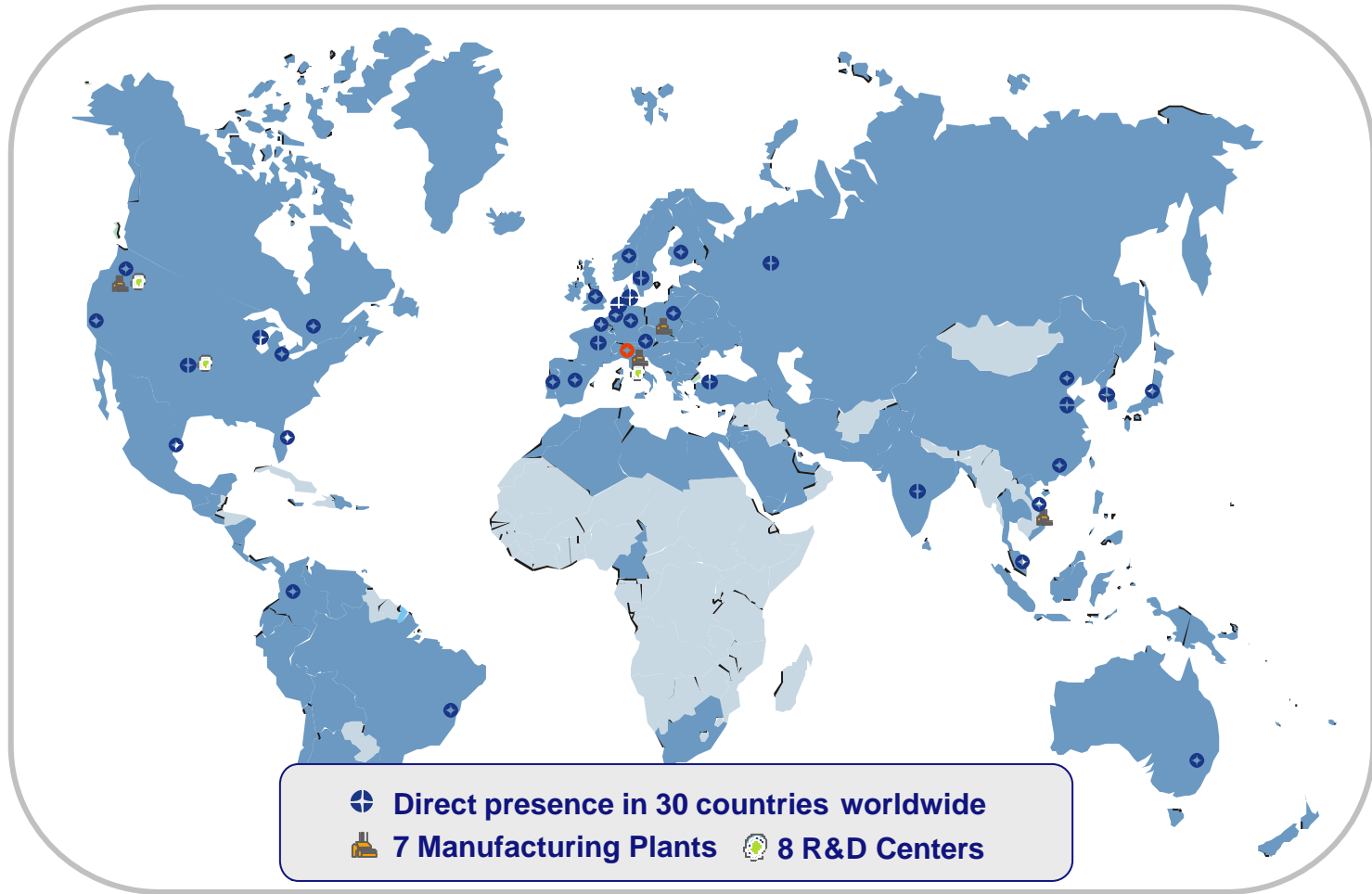
## Datalogic Mission

*“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

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

## A Wide International Coverage



# 2001 – 2008: Datalogic Group performance

(In million Euro)

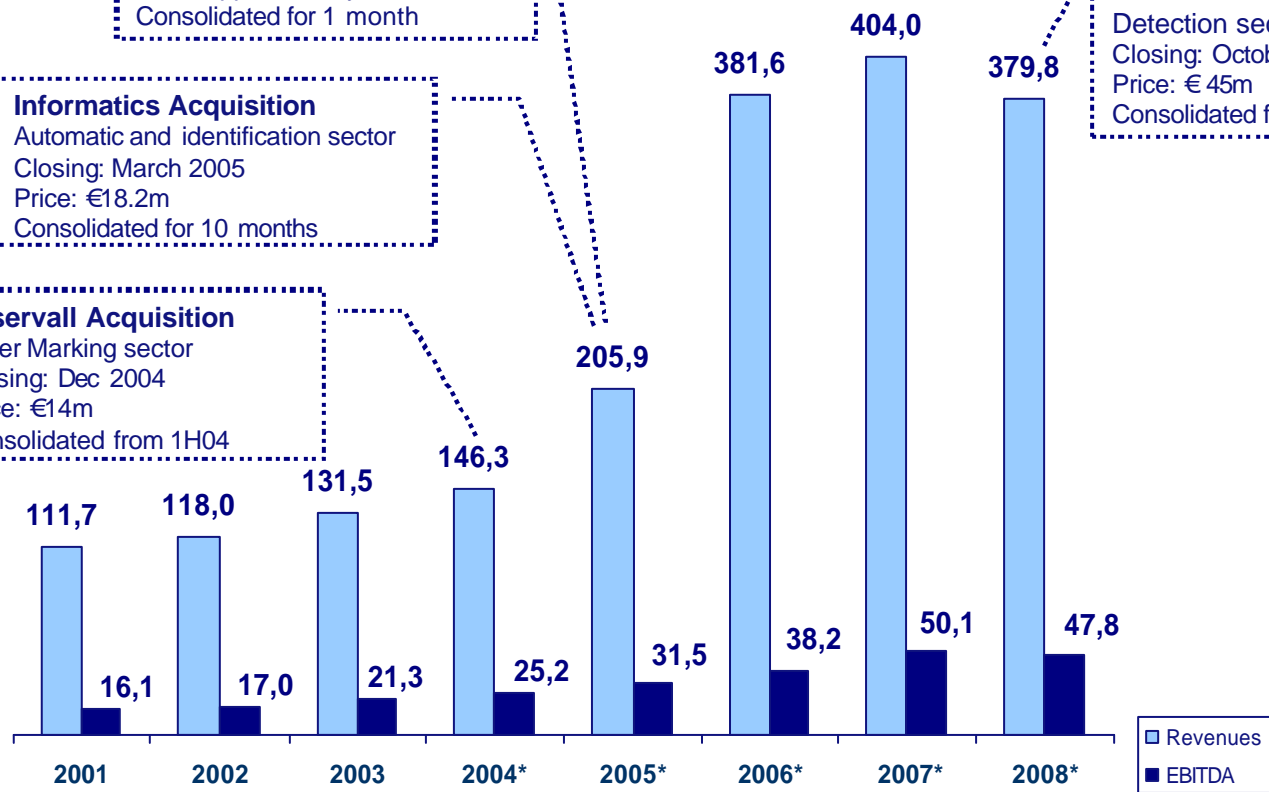
CAGR 2001 – 2008 = 19%

**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

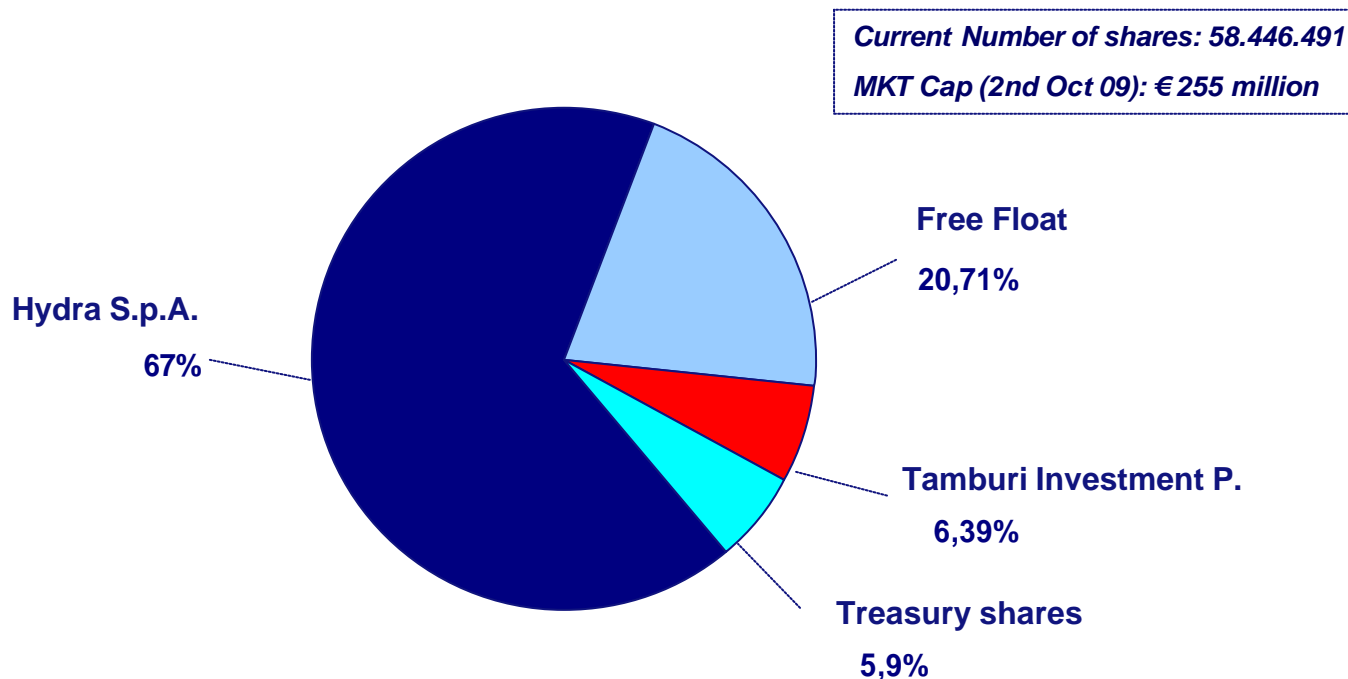
**Datasensor Acquisition**  
 Detection sector  
 Closing: October 2008  
 Price: € 45m  
 Consolidated for 3 months

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



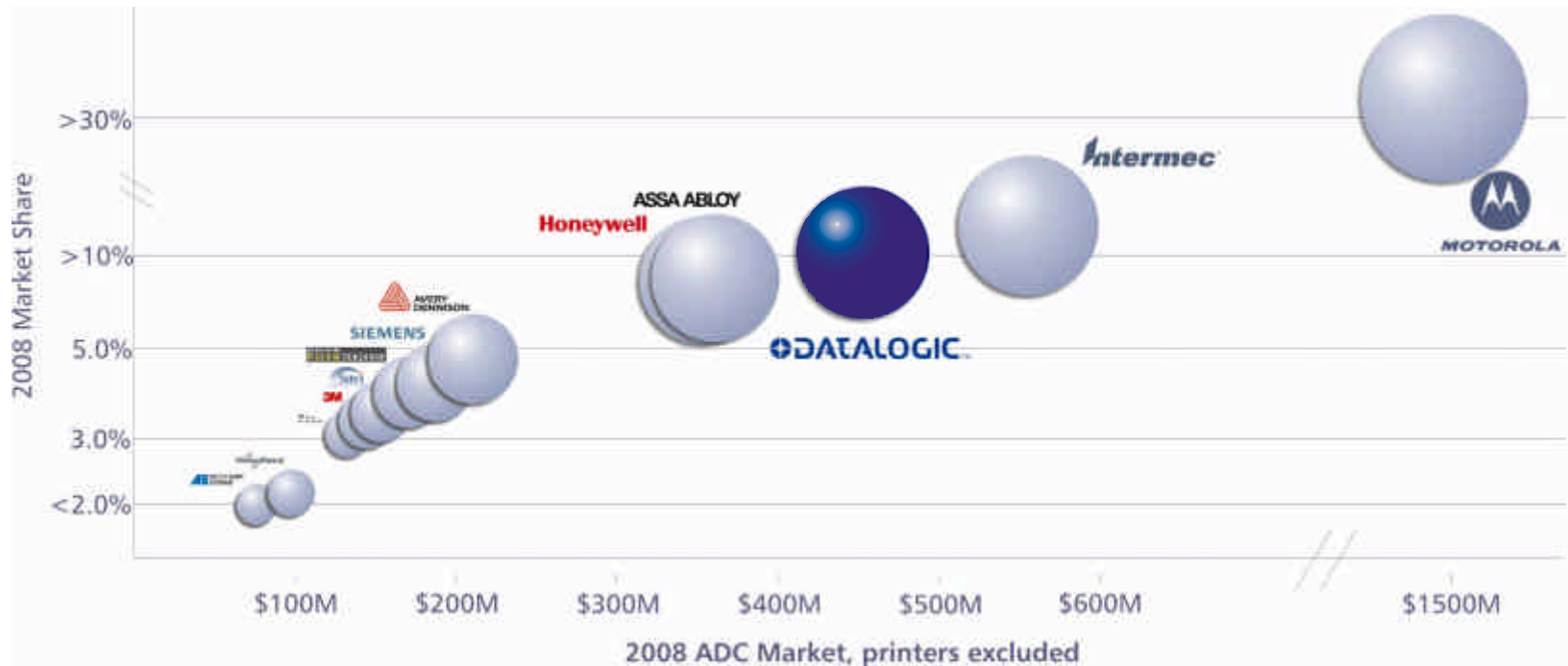
Note: (\*) IAS compliant

## 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



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





✦ THE GROUP

✦ DATALOGIC OFFER

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# POS Stationary Scanners

## Datalogic Scanning #1 Worldwide

### Market Share 29,6%



✦ **Competitors**

EMEA  
 AMERICAS  
 ASIA

NCR, Metrologic  
 NCR, Motorola  
 Fujitsu, Metrologic

Source **VDC** 2009 (base year 2008)

Restated by Datalogic management based on VDC figures for AIDC market (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
- AMERICAS
- ASIA

Motorola, Metrologic  
 Motorola, HHP, Metrologic  
 Motorola, Denso, HHP

Source **VDC** 2009 (base year 2008)

Restated by Datalogic management based on VDC figures for AIDC market (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, Densai, Sick

Source  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  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***

***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

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## Consolidated Income Statement

(Euro/1.000)

	9M08	%	9M09	%	Ratios
<b>Revenues</b>	<b>284.342</b>	<b>100,0%</b>	<b>225.126</b>	<b>100,0%</b>	<b>-20,8%</b>
COGS	(156.862)	-55,2%	(131.509)	-58,4%	
<b>Gross Operating Margin</b>	<b>127.480</b>	<b>44,8%</b>	<b>93.617</b>	<b>41,6%</b>	<b>-26,6%</b>
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%	
<b>Total operating expenses and others</b>	<b>(102.378)</b>	<b>-36,0%</b>	<b>(94.477)</b>	<b>-42,0%</b>	
<b>Ordinary Operating Profit (EBITANR) (*)</b>	<b>28.837</b>	<b>10,1%</b>	<b>582</b>	<b>0,3%</b>	<b>-98,0%</b>
Non recurring costs/rev	0	0,0%	(7.882)	-3,5%	
Amort. intang. assets from acquis.	(2.859)	-1,0%	(3.074)	-1,4%	
<b>Operating Profit (EBIT)</b>	<b>25.978</b>	<b>9,1%</b>	<b>(10.374)</b>	<b>-4,6%</b>	<b>n.a.</b>
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%	
<b>EBT</b>	<b>22.760</b>	<b>8,0%</b>	<b>(15.701)</b>	<b>-7,0%</b>	<b>n.a.</b>
Taxes	(6.190)	-2,2%	1.754	0,8%	
<b>Group Net Income</b>	<b>16.570</b>	<b>5,8%</b>	<b>(13.947)</b>	<b>-6,2%</b>	<b>n.a.</b>
Depreciation	(5.558)	-2,0%	(7.074)	-3,1%	
Amortization	(3.050)	-1,1%	(3.224)	-1,4%	
<b>EBITDA</b>	<b>37.445</b>	<b>13,2%</b>	<b>10.880</b>	<b>4,8%</b>	<b>-70,9%</b>

(\*) 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	%
<b>Revenues</b>	<b>73.094</b>	<b>100,0%</b>	<b>76.018</b>	<b>100,0%</b>	<b>76.014</b>	<b>100,0%</b>	<b>225.126</b>	<b>100,0%</b>
COGS	(44.122)	-60,4%	(43.486)	-57,2%	(43.901)	-57,8%	(131.509)	-58,4%
<b>Gross Operating Margin</b>	<b>28.972</b>	<b>39,6%</b>	<b>32.532</b>	<b>42,8%</b>	<b>32.113</b>	<b>42,2%</b>	<b>93.617</b>	<b>41,6%</b>
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%
<b>Total operating expenses and others</b>	<b>(33.630)</b>	<b>-46,0%</b>	<b>(32.518)</b>	<b>-42,8%</b>	<b>(28.329)</b>	<b>-37,3%</b>	<b>(94.477)</b>	<b>-42,0%</b>
<b>Ordinary Operating Profit (EBITANR) (*)</b>	<b>(4.086)</b>	<b>-5,6%</b>	<b>629</b>	<b>0,8%</b>	<b>4.039</b>	<b>5,3%</b>	<b>582</b>	<b>0,3%</b>
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%
<b>Operating Profit (EBIT)</b>	<b>(5.144)</b>	<b>-7,0%</b>	<b>(8.346)</b>	<b>-11,0%</b>	<b>3.116</b>	<b>4,1%</b>	<b>(10.374)</b>	<b>-4,6%</b>
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%
<b>EBT</b>	<b>(6.792)</b>	<b>-9,3%</b>	<b>(10.203)</b>	<b>-13,4%</b>	<b>1.294</b>	<b>1,7%</b>	<b>(15.701)</b>	<b>-7,0%</b>
Taxes	1.270	1,7%	1.187	1,6%	(703)	-0,9%	1.754	0,8%
<b>Group Net Income</b>	<b>(5.522)</b>	<b>-7,6%</b>	<b>(9.016)</b>	<b>-11,9%</b>	<b>591</b>	<b>0,8%</b>	<b>(13.947)</b>	<b>-6,2%</b>
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%
<b>EBITDA</b>	<b>(515)</b>	<b>-0,7%</b>	<b>4.319</b>	<b>5,7%</b>	<b>7.076</b>	<b>9,3%</b>	<b>10.880</b>	<b>4,8%</b>

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

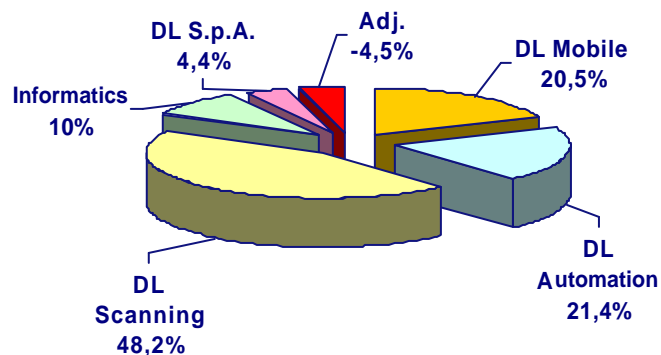
# Revenues Details

(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%
<b>Revenues</b>	<b>284.342</b>	<b>225.126</b>	<b>-21%</b>

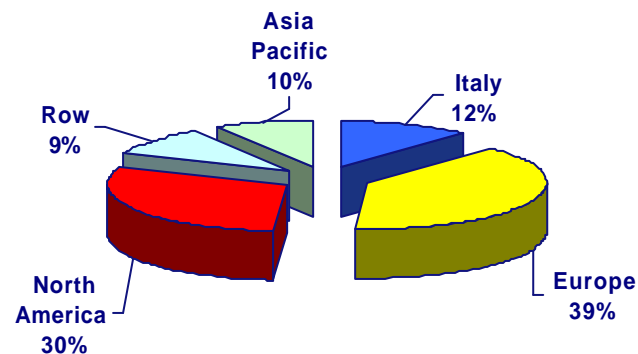
(\*) Datalogic Mobile includes Enterprise business solutions



## 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%
<b>Revenues</b>	<b>284.342</b>	<b>225.126</b>	<b>-21%</b>

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



## Segment Reporting: 9M09

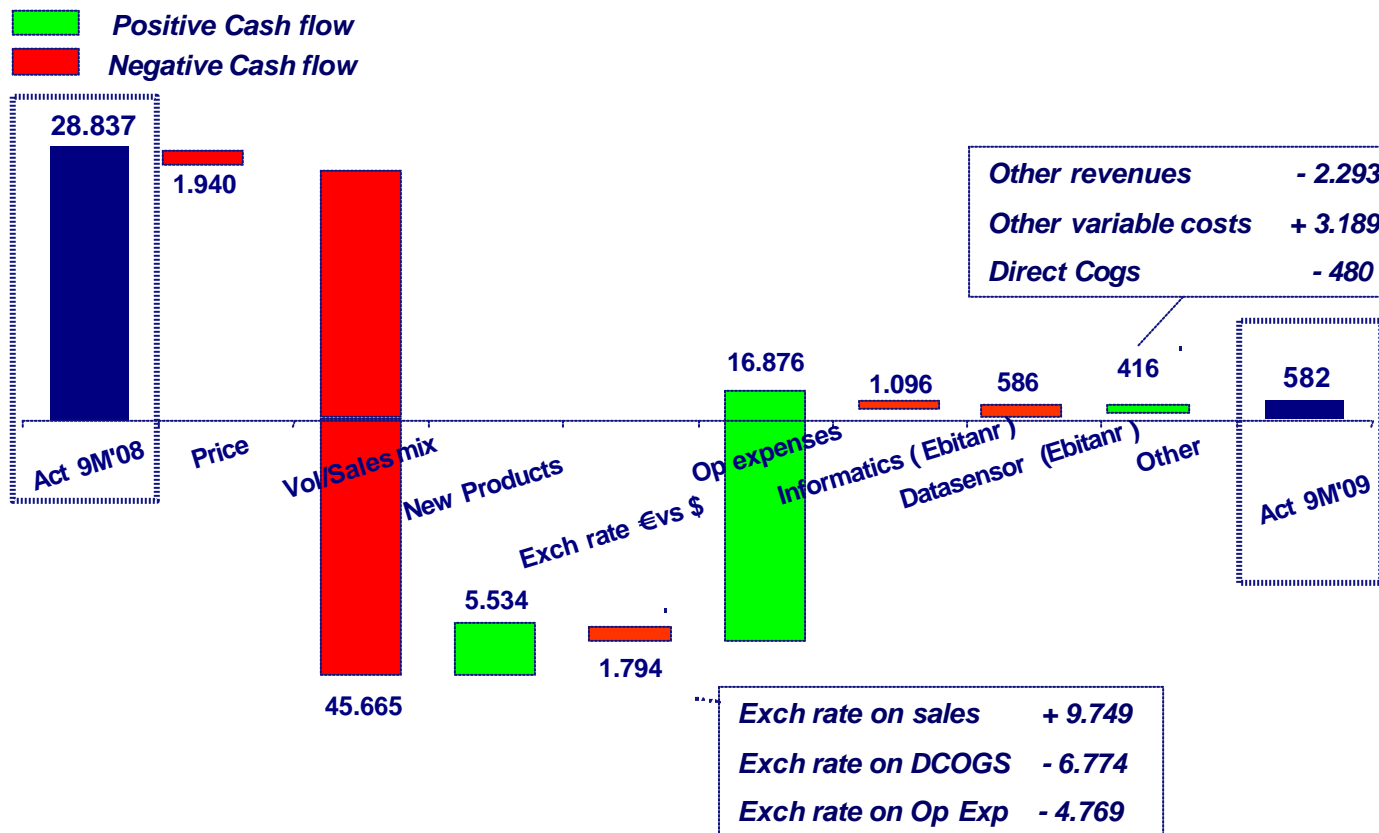
(Euro/1.000)

	Mobile	Automation	Scanning	Informatics	Datalogic S.p.A.	Adj.	Total Group
<b>Total Revenues</b>	<b>46.225</b>	<b>48.270</b>	<b>108.580</b>	<b>22.424</b>	<b>9.920</b>	<b>(10.293)</b>	<b>225.126</b>
COGS	(24.406)	(25.986)	(67.998)	(13.103)	0	(16)	(131.509)
<b>Gross Operating Margin</b>	<b>21.819</b>	<b>22.284</b>	<b>40.582</b>	<b>9.321</b>	<b>9.920</b>	<b>(10.309)</b>	<b>93.617</b>
<i>% on total rev.</i>	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)
<b>Total operating expenses and others</b>	<b>(22.668)</b>	<b>(28.831)</b>	<b>(39.054)</b>	<b>(6.812)</b>	<b>(7.652)</b>	<b>10.540</b>	<b>(94.477)</b>
<b>Ordinary Operating Profit (EBITANR) (*)</b>	<b>(591)</b>	<b>(5.768)</b>	<b>1.883</b>	<b>2.509</b>	<b>3.469</b>	<b>(920)</b>	<b>582</b>
<i>% on total rev.</i>	-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)
<b>Operating Profit (EBIT)</b>	<b>(1.955)</b>	<b>(12.432)</b>	<b>(468)</b>	<b>2.069</b>	<b>3.331</b>	<b>(919)</b>	<b>(10.374)</b>
<i>% on total rev.</i>	-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)
<b>EBITDA</b>	<b>1.401</b>	<b>(2.162)</b>	<b>5.307</b>	<b>2.707</b>	<b>4.546</b>	<b>(919)</b>	<b>10.880</b>
<i>% on total rev.</i>	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

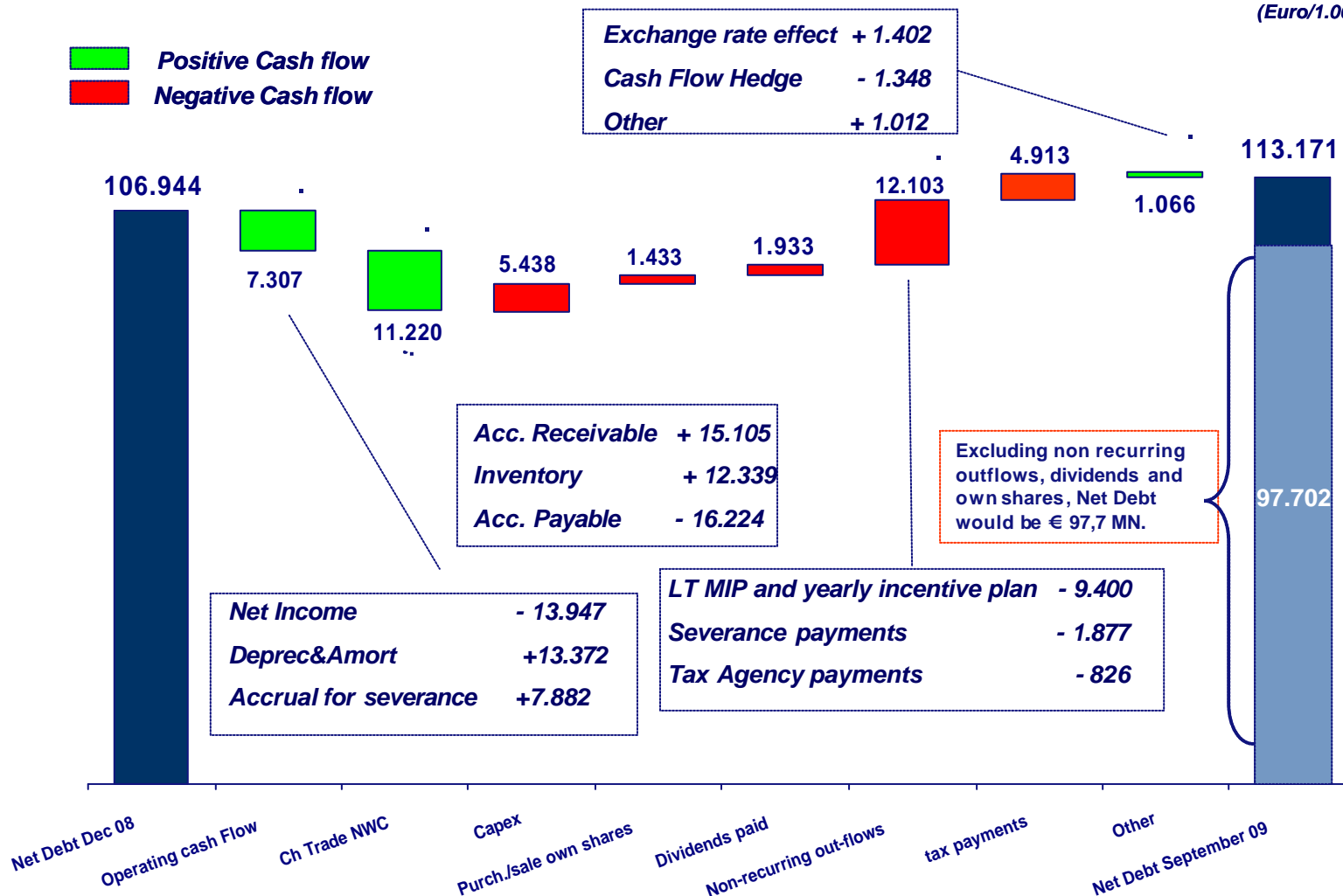
(Euro/1.000)

	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
<b>TOTAL FIXED ASSETS</b>	<b>204.435</b>	<b>216.464</b>	<b>201.917</b>
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
<b>TRADE WORKING CAPITAL</b>	<b>87.617</b>	<b>82.384</b>	<b>69.235</b>
Other current receivables	22.144	22.174	21.110
Other ST payables and provision for risk & future charges	(38.462)	(44.887)	(36.431)
<b>NET WORKING CAPITAL</b>	<b>71.299</b>	<b>59.671</b>	<b>53.914</b>
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)
<b>NET INVESTED CAPITAL</b>	<b>243.273</b>	<b>242.762</b>	<b>226.492</b>
<b>Equity</b>	<b>169.409</b>	<b>135.818</b>	<b>113.321</b>
<b>Net Financial Position</b>	<b>-73.864</b>	<b>-106.944</b>	<b>-113.171</b>

# Net Debt analysis: Dec. 08 – Sept. 09

(Euro/1.000)

■ Positive Cash flow  
■ Negative Cash flow



# *Thank You!*

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## **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)