



Company Presentation

Star Conference
Milan, 25th March 2009

✦ THE GROUP

✦ DATALOGIC OFFER

✦ DATASENSOR ACQUISITION

✦ FY 2008 FINANCIAL RESULTS



Datalogic Vision

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

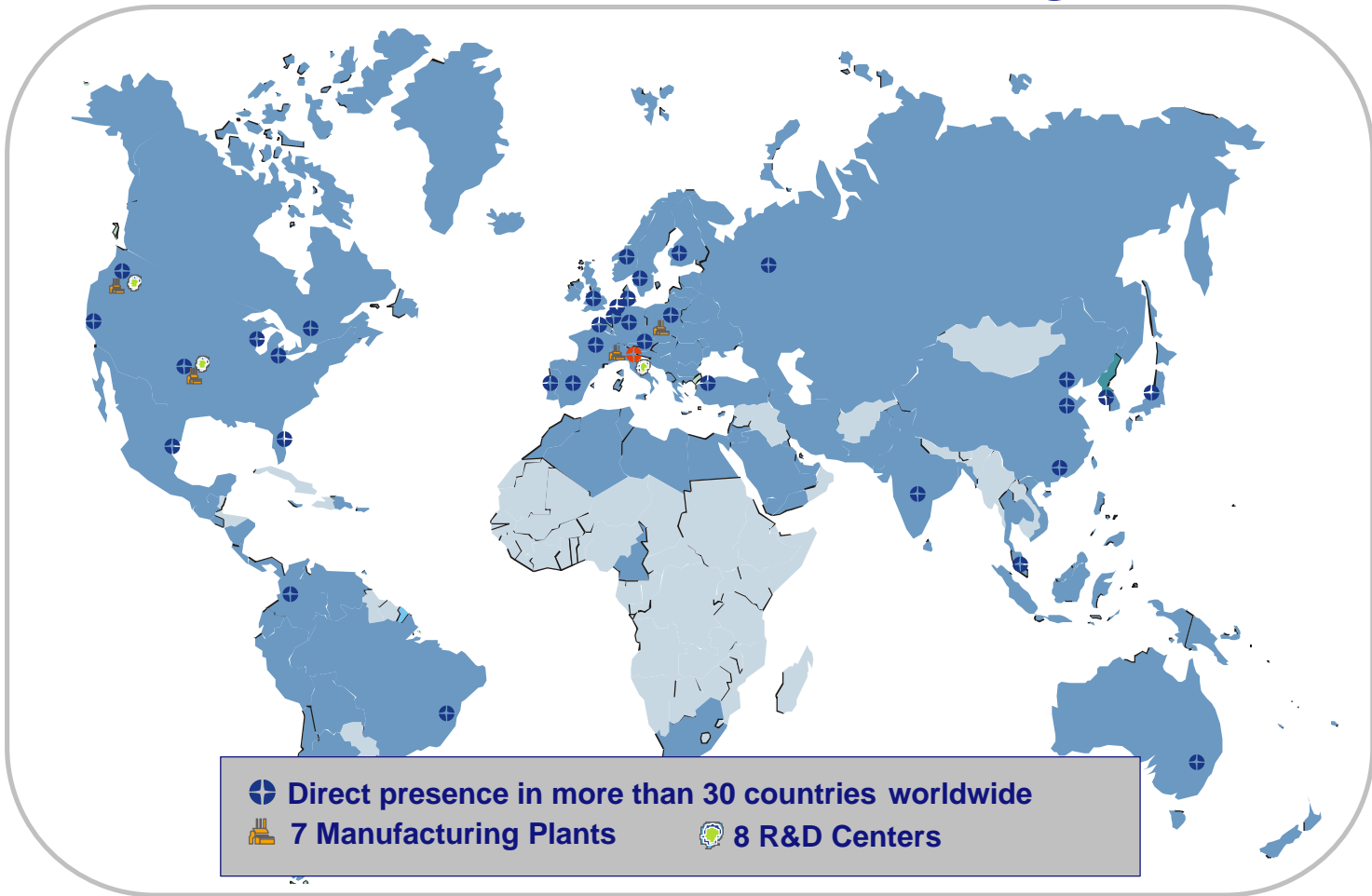
Datalogic Mission

“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



2001 – 2008: Datalogic Group performance

(In million Euro)

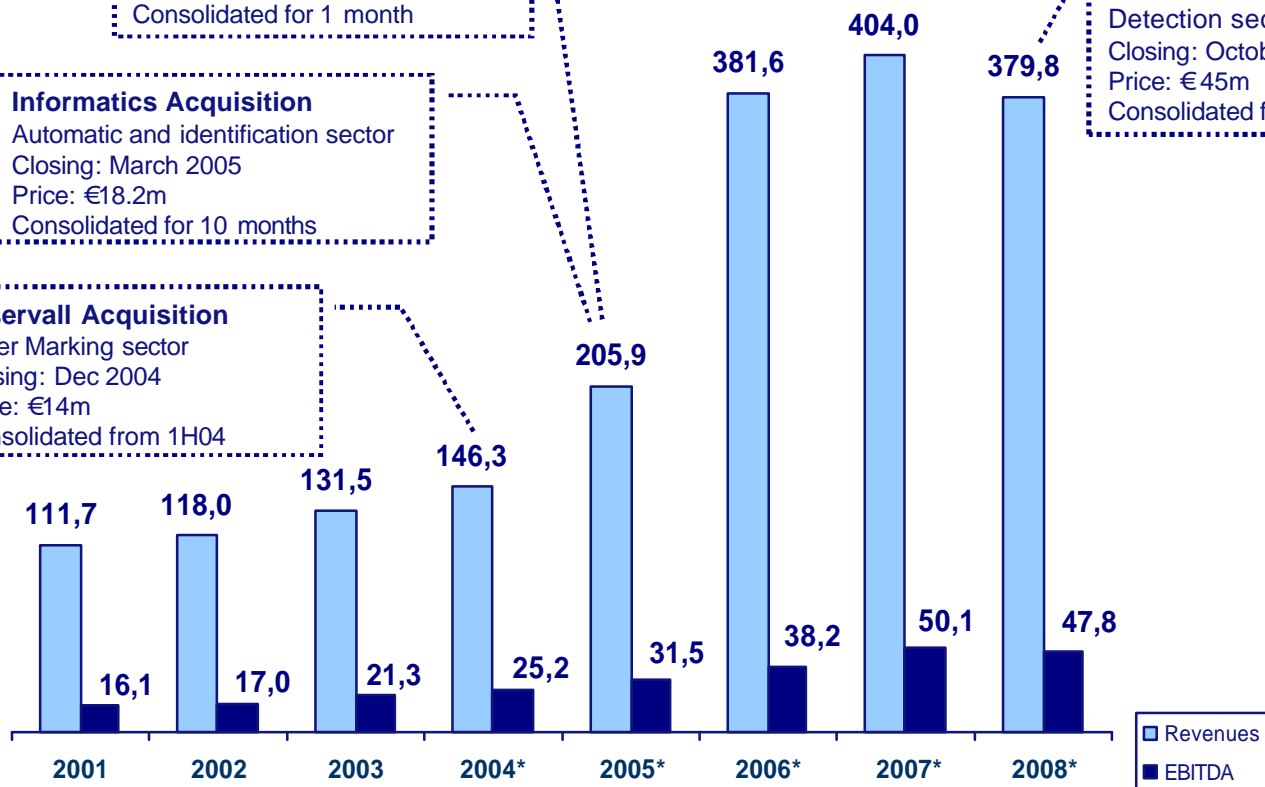
CAGR 2001 – 2008 = 19%

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

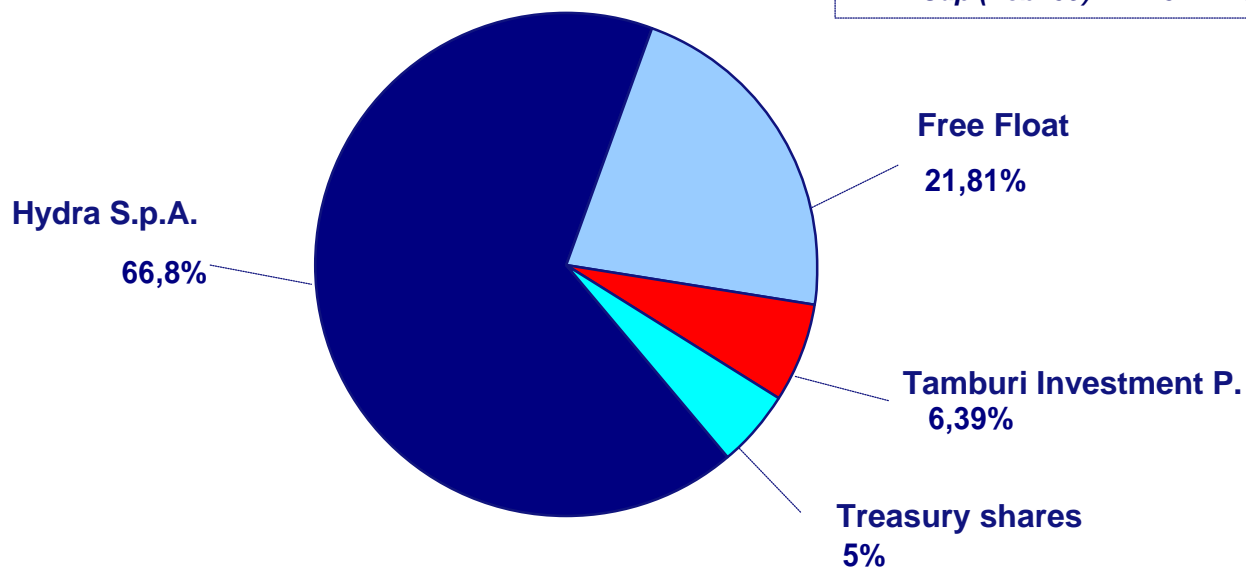


Note: (*) IAS compliant

Shareholders' Structure

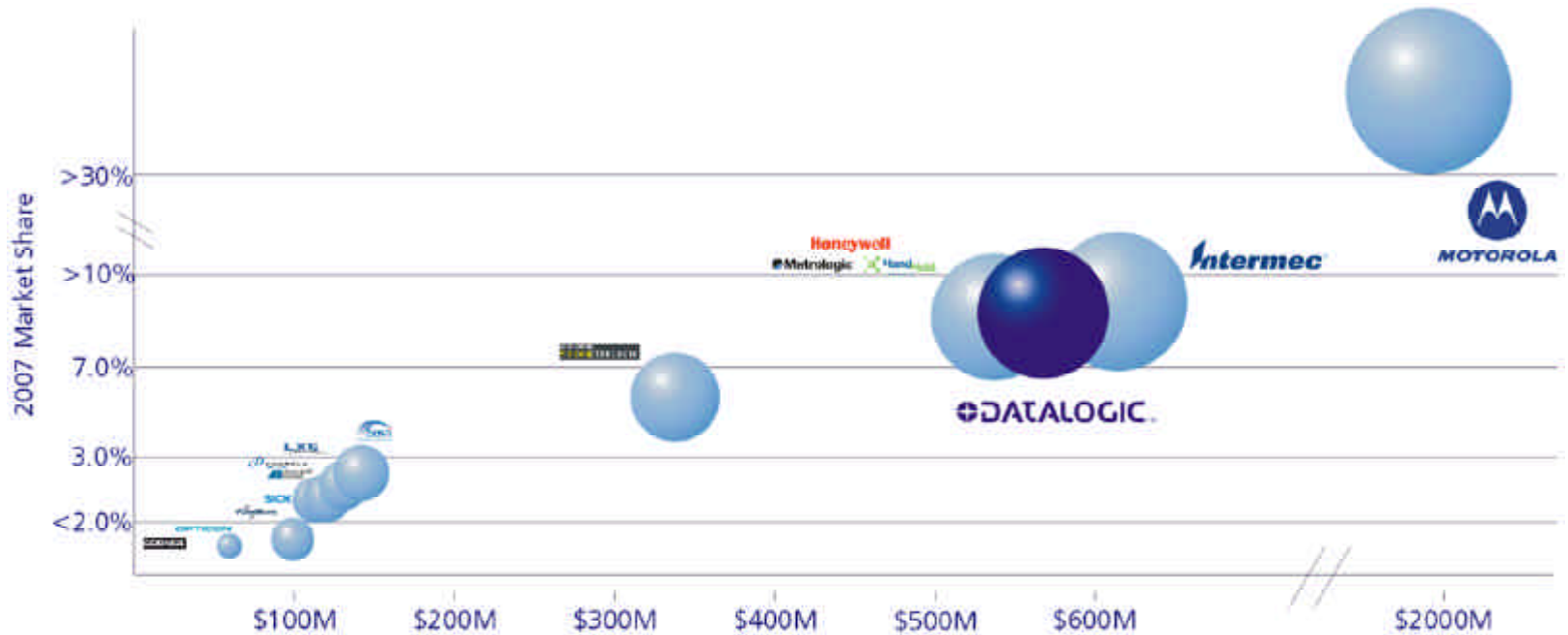
Current Number of shares: 58.446.491

MKT Cap (Feb. 09): € 245 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

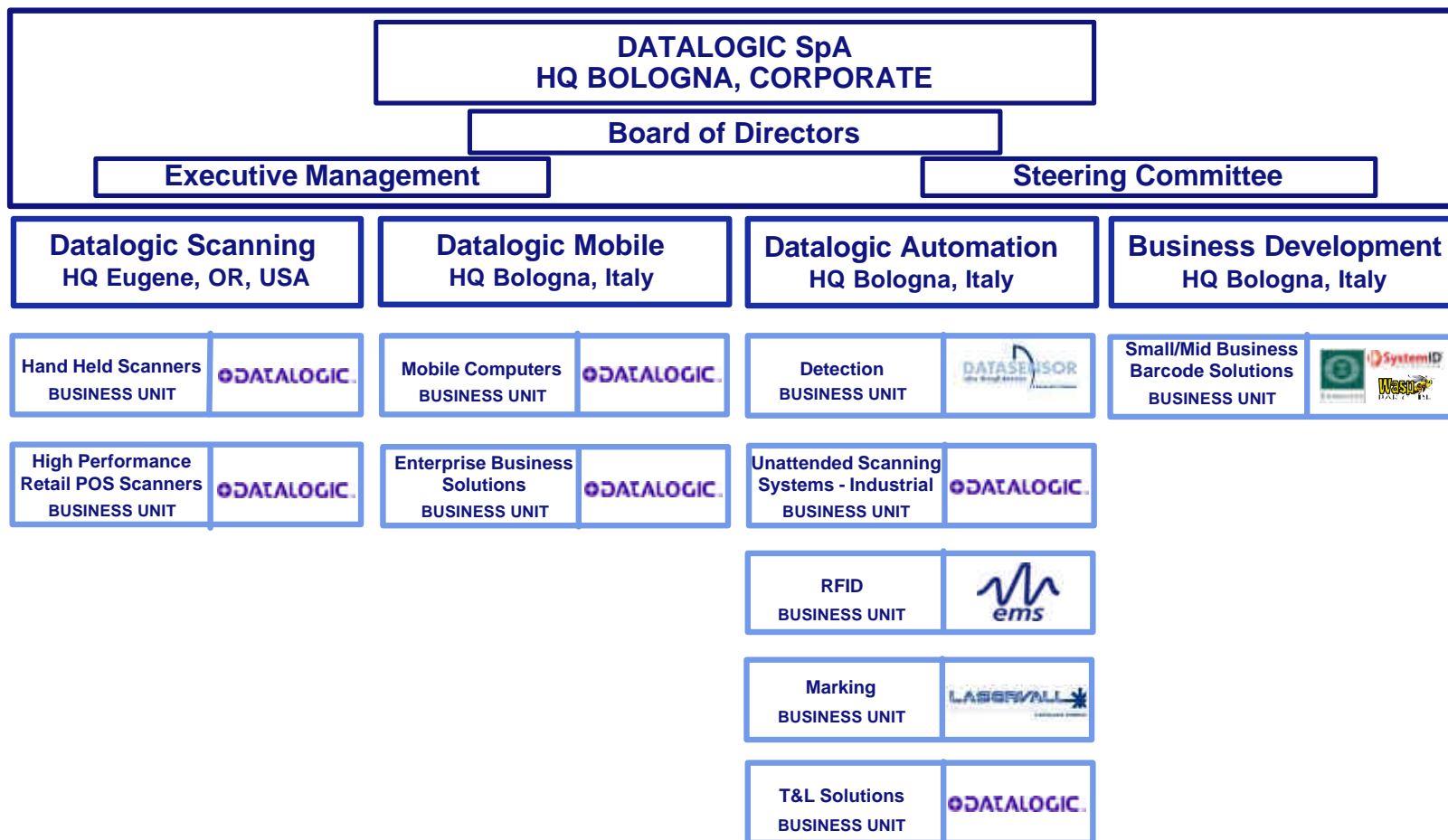


2007 ADC Market, printers excluded

Figures by **VDC**

2007 Revenues

Datalogic Group



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✦ FY 2008 FINANCIAL RESULTS

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



✦ **Competitors**

EMEA	NCR, Metrologic
AMERICAS	NCR, Motorola
ASIA	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	Motorola, Metrologic,
	AMERICAS	Motorola, HHP, Metrologic
	ASIA	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
Detection Business Unit (Datasensor)**

*European leader in M18 sensors Market
Italian leader in Sensors Market ⁽¹⁾*



**Datalogic Automation
RFID Business Unit (EMS)**



**Datalogic Automation
Marking Business Unit (Laservall)**

⁽¹⁾ Source: ANIE, ZVEI, GIIO, Gambica, AFME (2007)

Leading Player in Innovative Solutions



***More than 300 installations in Europe!
#1 in Italy with 125 installations
#1 in France with 100 installations
#1 in Belgium with 80 installations***

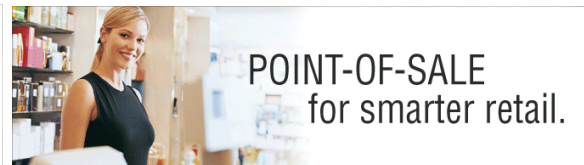
***Datalogic Mobile – EBS
Self Shopping Solutions***



***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***

Easy To Use Bar Code Based Solutions To Small Medium Size Businesses



Business Development SMB Barcode Solutions - Informatics

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 deliver 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



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✦ FY 2008 FINANCIAL RESULTS

Datasensor S.p.A.

- ✦ Italian company based in Monte S. Pietro (Bologna) present on the international market for over 30 years.
- ✦ Leader in the development, production and marketing of photoelectric sensors and devices for detection, safety, measurement and inspection for the *industrial market* (i.e. manufacturing industry, packaging and packing, automatic materials handling).

Market leader in Italy in photoelectric sensors and light curtains
(25% + market share)

- 🌀 **First worldwide manufacturer** of **M18** sensors with more than 400.000 pcs/year
- 🌀 Second worldwide manufacturer of **contrast sensors**
- 🌀 Second European manufacturer of **safety light curtains**

Datasensor Products

Photoelectric detection devices



Photoelectric safety devices



Photoelectric inspection devices



Photoelectric measurement devices



2008 Datasensor Highlights

- ✦ Sales revenues: € 31.8 mn
- ✦ Revenues CAGR 2001 – 2008: 9%
- ✦ EBITDA (restated): € 4.9 mn
- ✦ Net Financial Position: + € 3.5 mn
- ✦ Number of employees: ~150
- ✦ About 7% turnover invested in R&D
- ✦ 22 patents registered

Datasensor Acquisition Details

- ✦ Datalogic Automation Srl acquired 100% of Datasensor SpA share capital
- ✦ Closing Date: October 3, 2008
- ✦ Price: € 41,5 mn (Enterprise Value)
- ✦ Financed by: internal financial resources and bank borrowing
- ✦ Consolidated as from October 2008

Strength & Opportunities

- ✦ To reinforce market positions in the *industrial automation* sector
- ✦ Completing of Datalogic Automation products range (industrial fixed scanners, RFID, laser marking products and now SENSORS)
- ✦ Sharing of technological platforms
- ✦ Sinergies in distribution activities

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Consolidated Income Statement

(Euro/1.000)

	FY07	%	FY08	%	Ratios
Revenues	404.027	100,0%	379.820	100,0%	-6,0%
COGS	(224.298)	-55,5%	(211.765)	-55,8%	
Gross Operating Margin	179.729	44,5%	168.055	44,2%	-6,5%
Other revenues	2.277	0,6%	10.473	2,8%	
R&D	(24.992)	-6,2%	(25.306)	-6,7%	
Distribution Costs	(77.503)	-19,2%	(77.246)	-20,3%	
Administrative expenses	(38.357)	-9,5%	(38.792)	-10,2%	
Other operating expenses	(3.361)	-0,8%	(1.846)	-0,5%	
Total operating expenses and others	(144.213)	-35,7%	(143.190)	-37,7%	
Ordinary Operating Profit (EBITANR) (*)	37.793	9,4%	35.338	9,3%	-6,5%
Non recurring costs/rev	(2.622)	-0,6%	(729)	-0,2%	
Amort. intang. assets from acquis.	(4.087)	-1,0%	(3.896)	-1,0%	
Operating Profit (EBIT)	31.084	7,7%	30.713	8,1%	-1,2%
Financial (costs)/rev.	(4.608)	-1,1%	(5.626)	-1,5%	
Results from equity investments	396	0,1%	(34)	0,0%	
Foreing exchange (costs)/rev.	(253)	-0,1%	860	0,2%	
EBT	26.619	6,6%	25.913	6,8%	-2,7%
Taxes	(8.536)	-2,1%	(8.069)	-2,1%	
Net Income	18.083	4,5%	17.844	4,7%	-1,3%
Third Parties Income	0	0,0%	0	0,0%	
Group Net Income	18.083	4,5%	17.844	4,7%	-1,3%
Depreciation	(7.655)	-1,9%	(8.193)	-2,2%	
Amortization	(4.646)	-1,1%	(4.231)	-1,1%	
EBITDA	50.094	12,4%	47.762	12,6%	-4,7%

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

Revenues Details

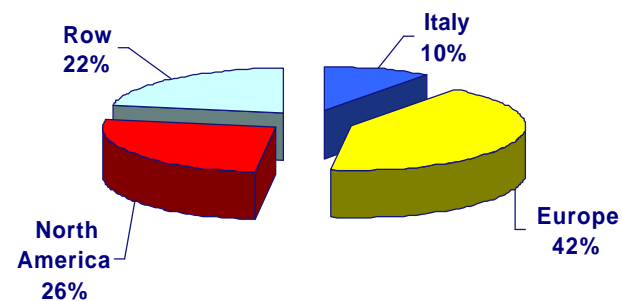
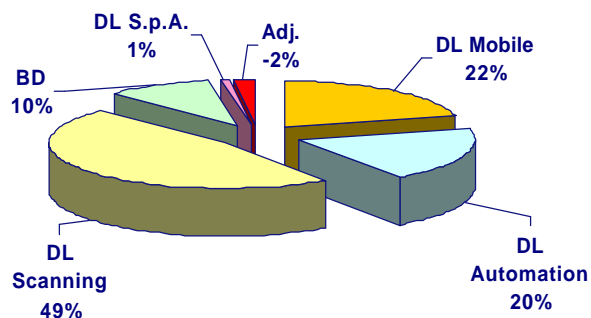
(Euro/1.000)

4Q08 REVENUES BY DIVISION

	4Q08	%
Datalogic Mobile	21.201	22%
Datalogic Automation	19.318	20%
Datalogic Scanning	46.455	49%
Business Development	9.355	10%
Datalogic S.p.A.	616	1%
Adjustements	-1.467	-2%
Revenues	95.478	100%

FY08 REVENUES BY GEOGRAPHIC AREA

	FY07	FY08	Var. %
Italy	39.653	38.948	-2%
Europe	168.219	159.304	-5%
North America	116.442	99.851	-14%
ROW	79.713	81.717	3%
Revenues	404.027	379.820	-6,0%



Segment Reporting: FY08

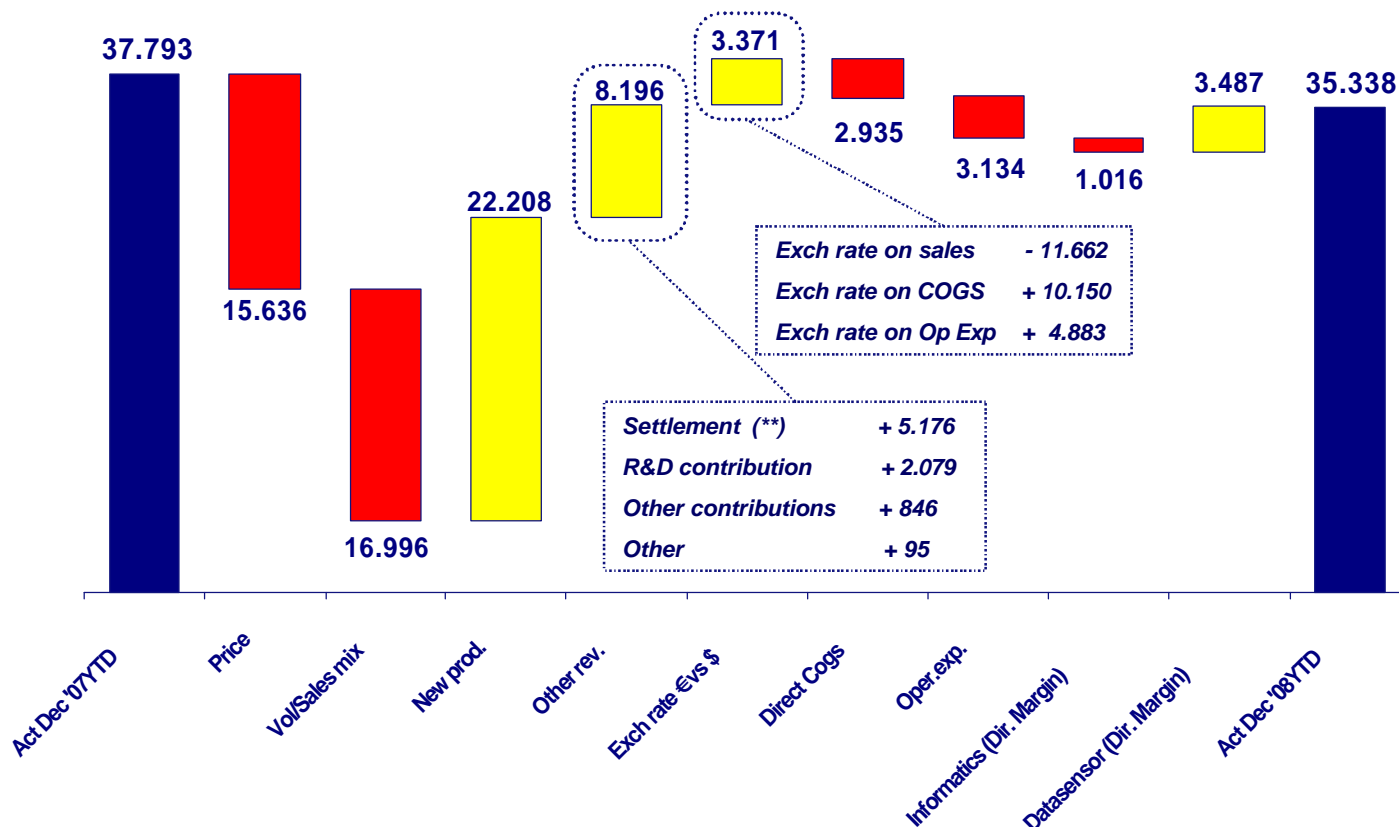
(Euro/1.000)

	Mobile	Automation	Business Dev.	Scanning	Datalogic S.p.A.	Adj.	Total Group
Total Revenues	87.349	70.113	42.848	185.146	15.615	(21.251)	379.820
COGS	(48.916)	(37.248)	(23.333)	(108.055)	(2)	5.789	(211.765)
Gross Operating Margin	38.433	32.865	19.515	77.091	15.613	(15.462)	168.055
<i>% on total rev.</i>	<i>44,0%</i>	<i>46,9%</i>	<i>45,5%</i>	<i>41,6%</i>	<i>100,0%</i>	<i>72,8%</i>	<i>44,2%</i>
Other Revenues	896	3.430	91	6.063	1.958	(1.965)	10.473
R&D	(4.530)	(7.195)	(1.393)	(11.895)	(492)	199	(25.306)
Distribution Costs	(20.456)	(19.482)	(8.897)	(37.856)	(10)	9.455	(77.246)
G&A	(7.052)	(9.820)	(2.253)	(12.348)	(14.674)	7.355	(38.792)
Other operating expenses	(387)	(937)	(3)	(1.028)	(181)	690	(1.846)
Total operating expenses and others	(32.425)	(37.434)	(12.546)	(63.127)	(15.357)	17.699	(143.190)
Ordinary Operating Profit (EBITANR) (*)	6.904	(1.139)	7.060	20.027	2.214	272	35.338
<i>% on total rev.</i>	<i>7,9%</i>	<i>-1,6%</i>	<i>16,5%</i>	<i>10,8%</i>	<i>14,2%</i>	<i>-1,3%</i>	<i>9,3%</i>
Non recurring costs/rev	0	(413)	0	0	(665)	349	(729)
Amort. intang. assets from acquis.	(359)	(1.295)	(544)	(1.698)	0	0	(3.896)
Operating Profit (EBIT)	6.545	(2.847)	6.516	18.329	1.549	621	30.713
<i>% on total rev.</i>	<i>7,5%</i>	<i>-4,1%</i>	<i>15,2%</i>	<i>9,9%</i>	<i>9,9%</i>	<i>-2,9%</i>	<i>8,1%</i>
Depreciation&Amortization	(2.714)	(3.670)	(324)	(4.501)	(1.191)	(24)	(12.424)
EBITDA	9.618	2.531	7.384	24.528	3.405	296	47.762
<i>% on total rev.</i>	<i>11,0%</i>	<i>3,6%</i>	<i>17,2%</i>	<i>13,2%</i>	<i>21,8%</i>	<i>-1,4%</i>	<i>12,6%</i>

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

EBITANR * - FY08 Actual vs. Last Year

(Euro/1.000)



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

(**) Net benefit is € 1.176k, net of legal expenses for € 4MN (1,5Mn in 2008)

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 December '08 YTD Actual (1,4708) and December '07 YTD Actual (1,3705) €/USD exchange rate. Therefore, this variance does not include the exchange rate effect on competitive scenario.

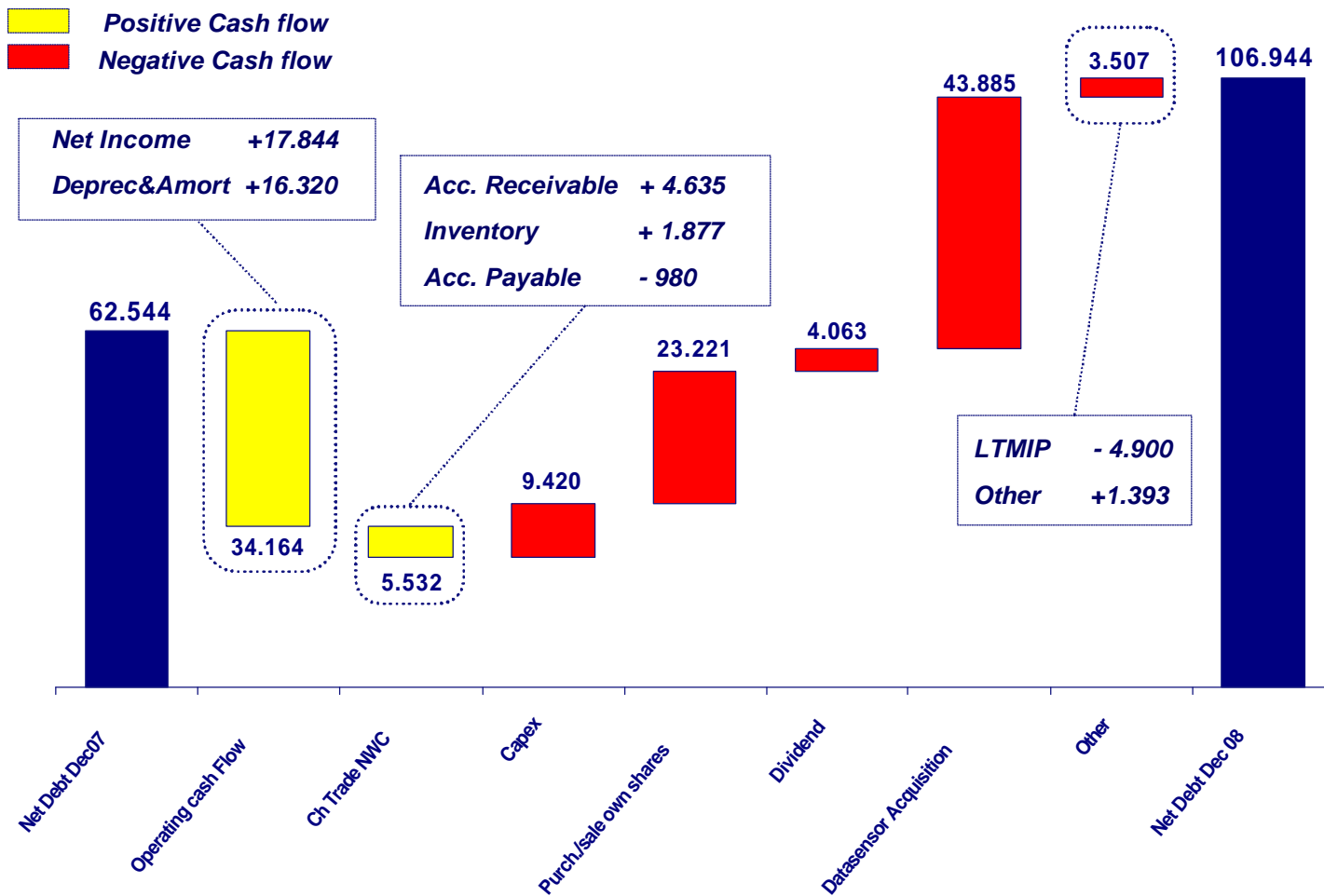
Consolidated Balance Sheet

(Euro/1.000)

	FY07	FY08
Intangible fixed assets	52.457	49.011
Goodwill	84.813	89.679
Tangible fixed assets	49.244	52.594
Non consolidated investments	2.402	3.322
Other fixed assets	18.102	21.858
TOTAL FIXED ASSETS	207.018	216.464
Net trade account receivables	82.649	78.046
ST account payables	(45.923)	(47.800)
Inventory	51.158	52.138
TRADE WORKING CAPITAL	87.884	82.384
Other current receivables	19.036	22.174
Other ST payables and provision for risk & future charges	(44.378)	(44.887)
NET WORKING CAPITAL	62.542	59.671
Other LT payables	(21.045)	(19.463)
Employees' severance Indemn.	(6.565)	(8.392)
LT provision for risk & future charges	(5.924)	(5.518)
NET INVESTED CAPITAL	236.026	242.762
Equity	173.482	135.818
Net Financial Position	-62.544	-106.944

Net Debt analysis: Dec. 07 – Dec. 08

(Euro/1.000)



Thank You!

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