



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”**

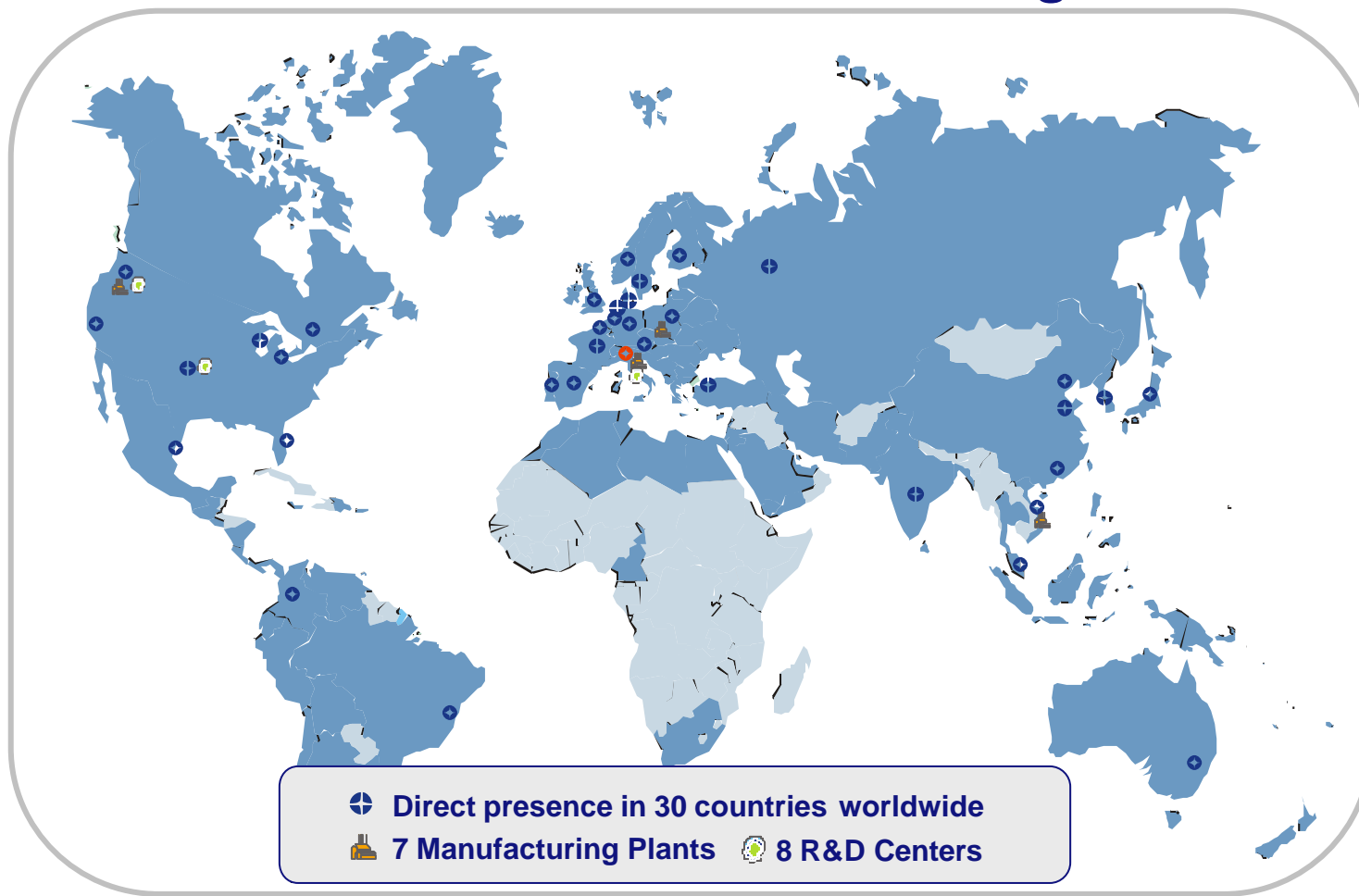
Datalogic Mission

“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> |

A Wide International Coverage



2001 – 2008: Datalogic Group performance

(In million Euro)

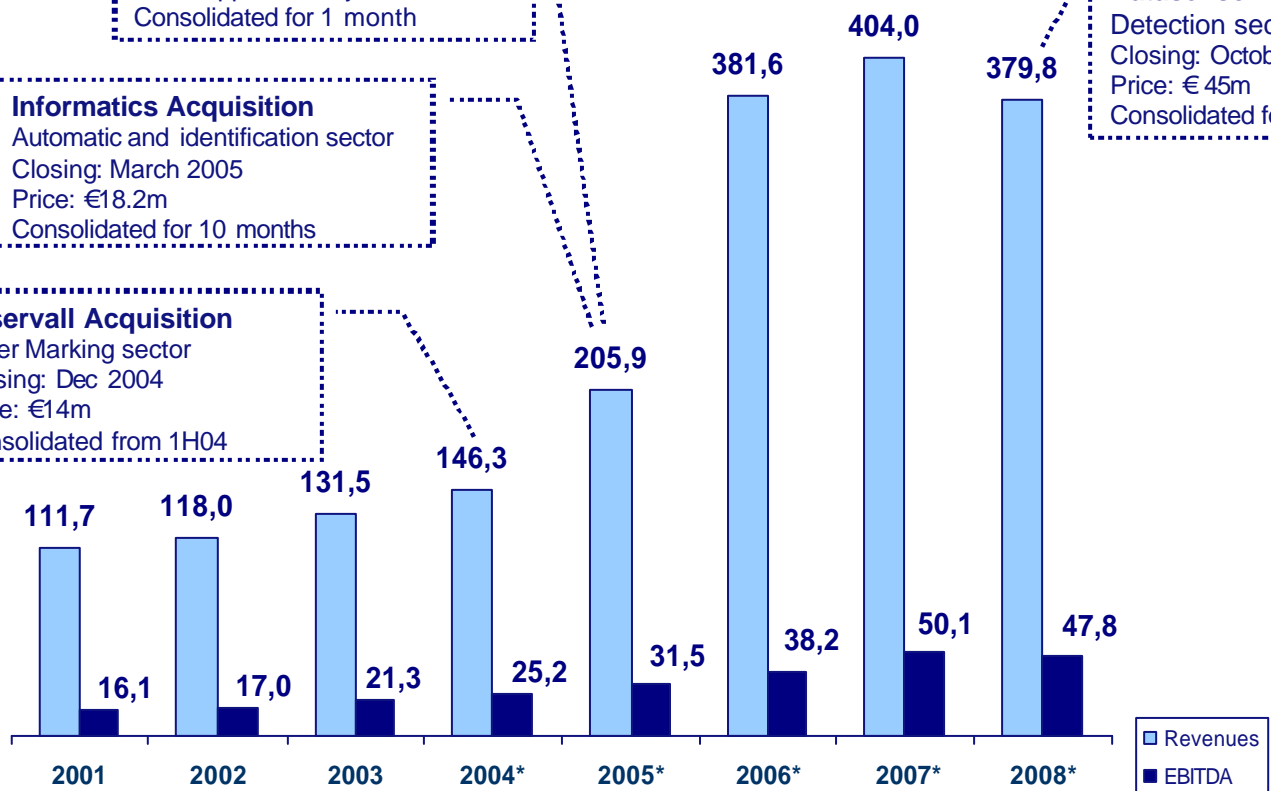
CAGR 2001 – 2008 = 19%

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

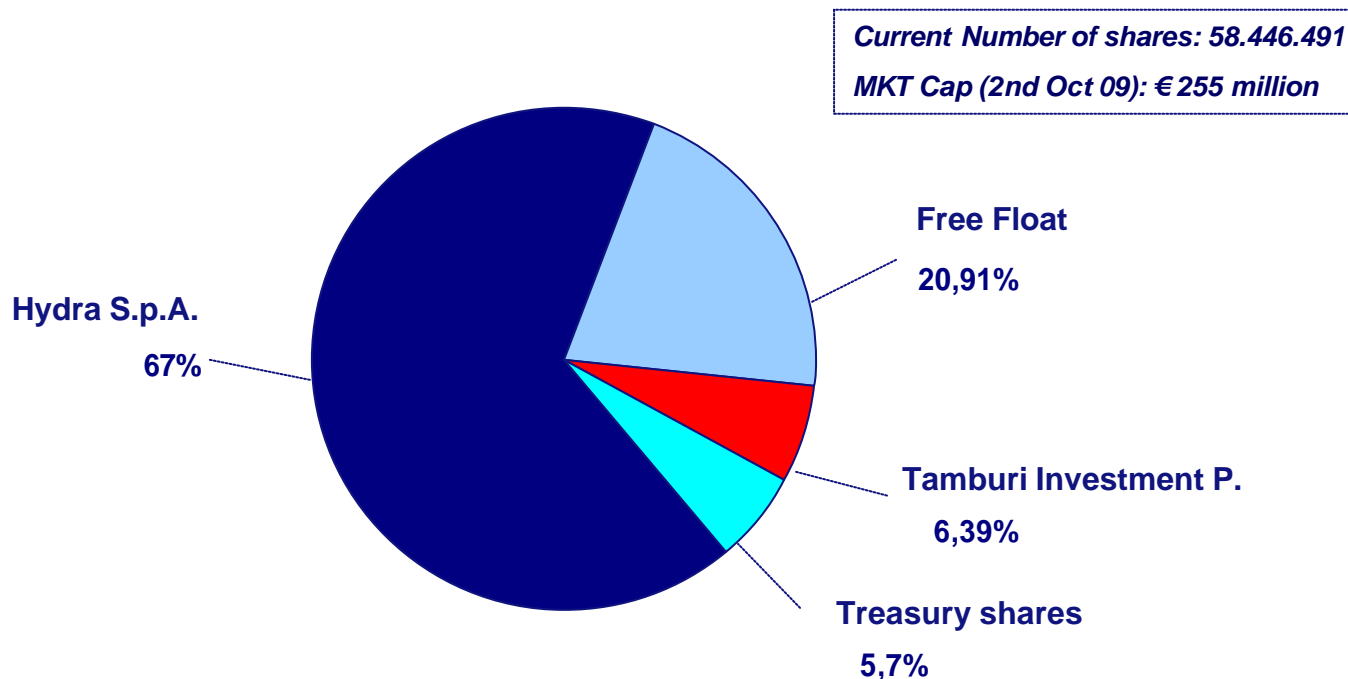
Datasensor Acquisition
 Detection sector
 Closing: October 2008
 Price: € 45m
 Consolidated for 3 months

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



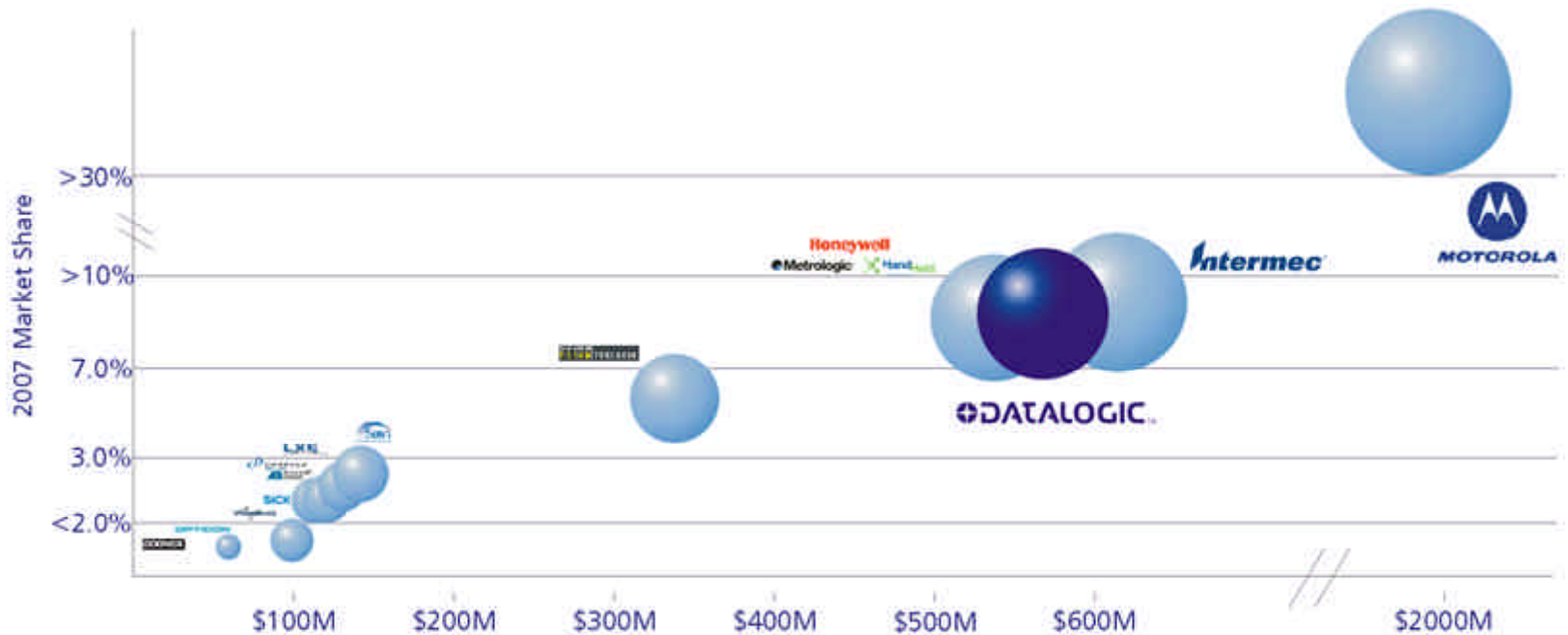
Note: (*) IAS compliant

Shareholders' Structure



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

3rd Player in the ADC Market

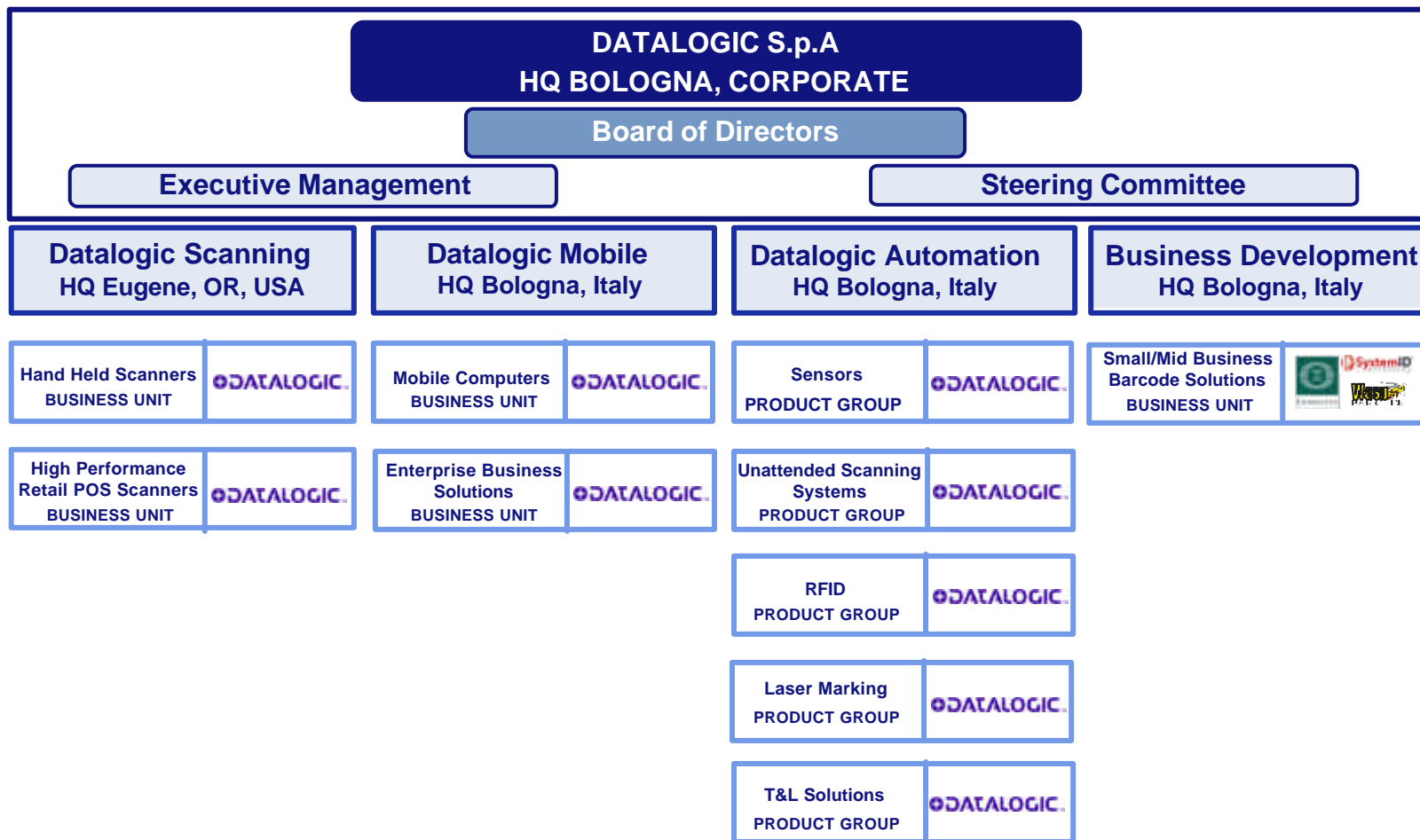


2007 ADC Market, printers excluded

Figures by **VDC**

2007 Revenues

Datalogic Group



✦ THE GROUP

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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 ⁽¹⁾



**Datalogic Automation
RFID Product Group**



**Datalogic Automation
Laser Marking Product Group**

⁽¹⁾ 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

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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
Revenues	193.558	100,0%	149.112	100,0%	-23,0%
COGS	(106.808)	-55,2%	(87.608)	-58,8%	
Gross Operating Margin	86.750	44,8%	61.504	41,2%	-29,1%
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%	
Total operating expenses and others	(69.893)	-36,1%	(66.148)	-44,4%	
Ordinary Operating Profit (EBITANR) (*)	19.657	10,2%	(3.457)	-2,3%	n.a.
Non recurring costs/rev	0	0,0%	(7.948)	-5,3%	
Amort. intang. assets from acquis.	(1.898)	-1,0%	(2.085)	-1,4%	
Operating Profit (EBIT)	17.759	9,2%	(13.490)	-9,0%	n.a.
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%	
EBT	15.553	8,0%	(16.995)	-11,4%	n.a.
Taxes	(3.735)	-1,9%	2.457	1,6%	
Net Income	11.818	6,1%	(14.538)	-9,7%	n.a.
Third Parties Income	0	0,0%	0	0,0%	
Group Net Income	11.818	6,1%	(14.538)	-9,7%	n.a.
Depreciation	(3.632)	-1,9%	(4.645)	-3,1%	
Amortization	(2.072)	-1,1%	(2.616)	-1,8%	
EBITDA	25.361	13,1%	3.804	2,6%	n.a.

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

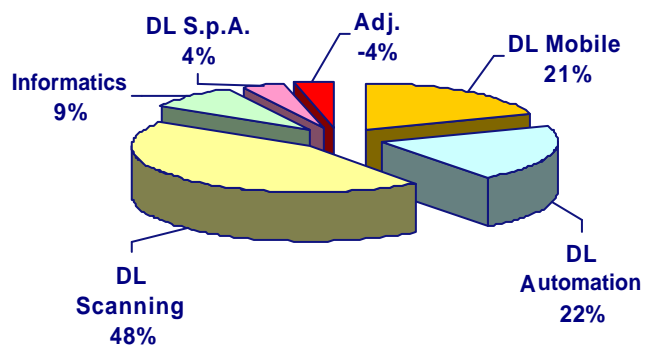
Revenues Details

(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%
Revenues	193.558	149.112	-23%

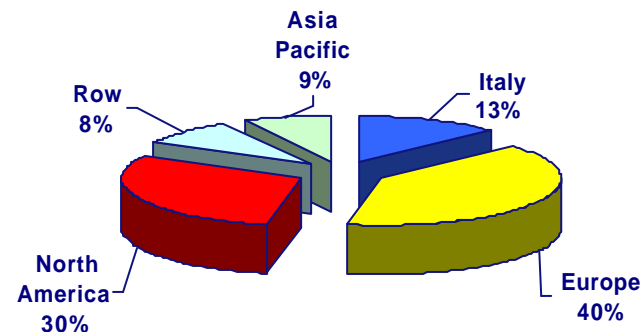
(*) Datalogic Mobile includes Enterprise business solutions



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%
Revenues	193.558	149.112	-23,0%

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



Segment Reporting: 1H09

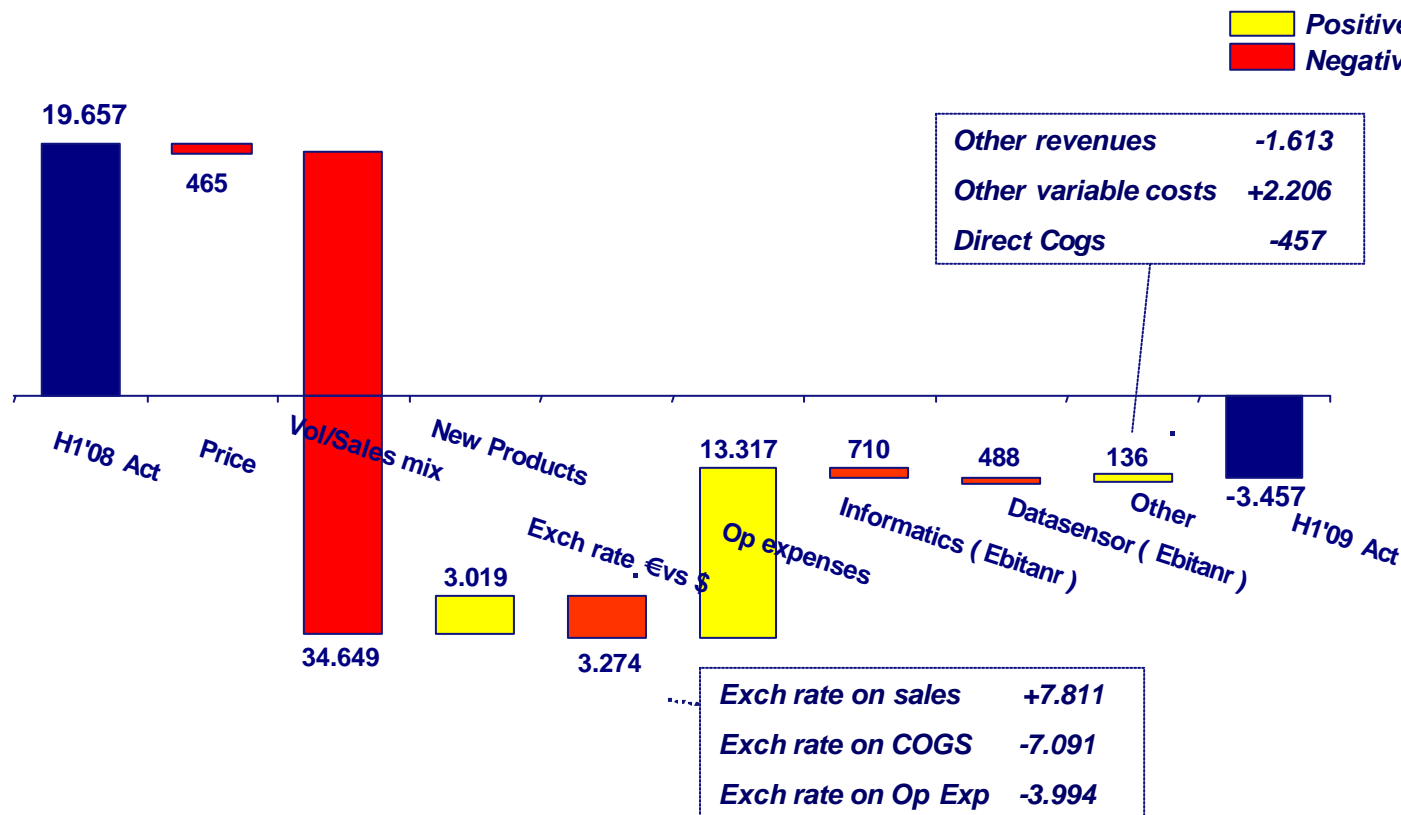
(Euro/1.000)

	Mobile	Automation	Scanning	Informatics	Datalogic S.p.A.	Adj.	Total Group
Total Revenues	30.890	32.468	71.511	14.548	6.574	(6.879)	149.112
COGS	(16.919)	(17.462)	(45.041)	(8.481)	0	295	(87.608)
Gross Operating Margin	13.971	15.006	26.470	6.067	6.574	(6.584)	61.504
<i>% on total rev.</i>	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)
Total operating expenses and others	(16.063)	(20.378)	(26.863)	(4.642)	(5.608)	7.406	(66.148)
Ordinary Operating Profit (EBITANR) (*)	(1.846)	(4.678)	(135)	1.425	1.769	8	(3.457)
<i>% on total rev.</i>	-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)
Operating Profit (EBIT)	(3.083)	(11.122)	(1.972)	1.125	1.554	8	(13.490)
<i>% on total rev.</i>	-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)
EBITDA	(490)	(2.009)	2.195	1.562	2.538	8	3.804
<i>% on total rev.</i>	-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

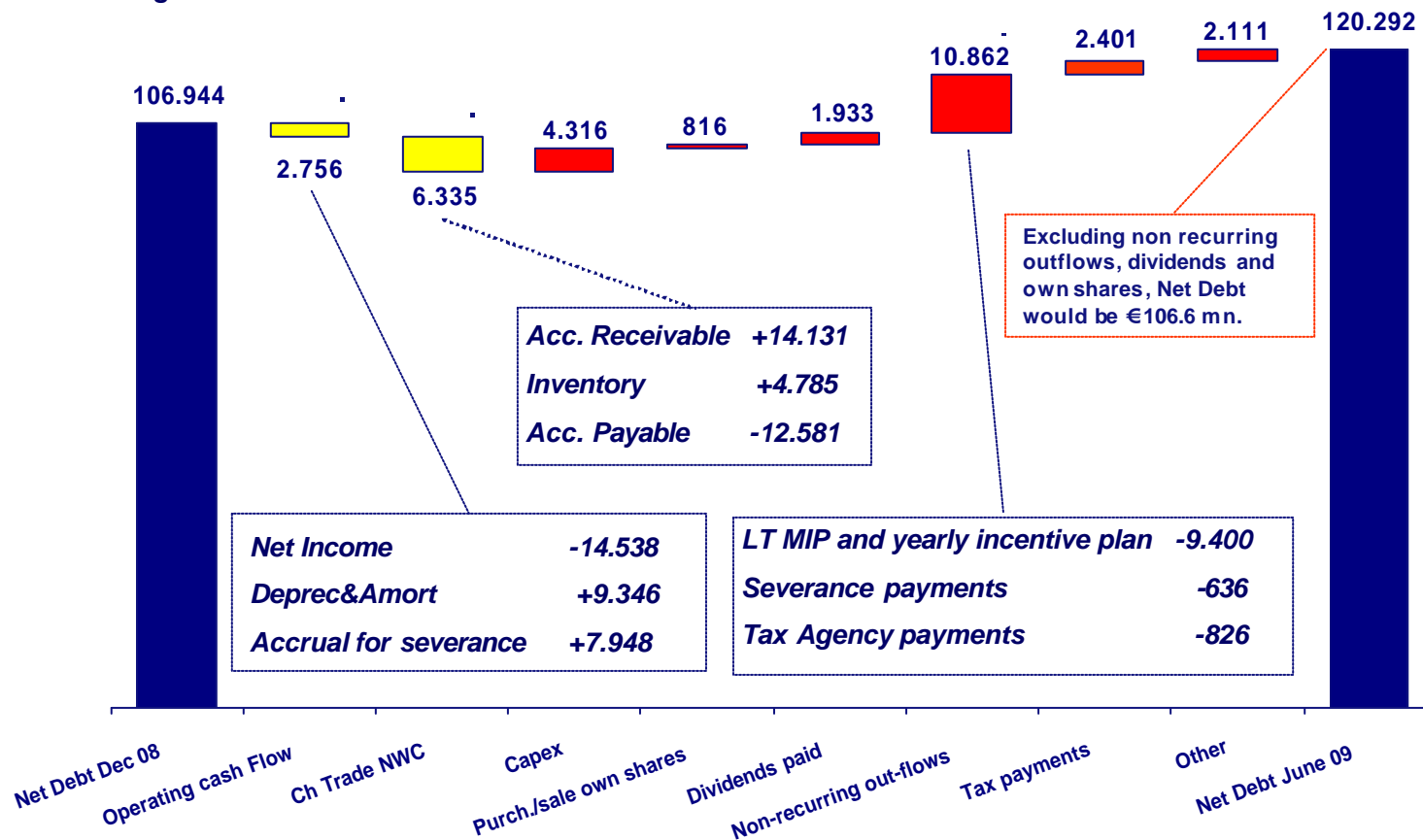
(Euro/1.000)

	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
TOTAL FIXED ASSETS	193.091	216.464	209.078
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
TRADE WORKING CAPITAL	96.556	82.384	76.049
Other current receivables	24.245	22.174	19.999
Other ST payables and provision for risk & future charges	(42.455)	(44.887)	(37.493)
NET WORKING CAPITAL	78.346	59.671	58.555
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)
NET INVESTED CAPITAL	239.829	242.762	237.382
Equity	163.886	135.818	117.090
Net Financial Position	-75.943	-106.944	-120.292

Net Debt analysis: Dec. 08 – June 09

(Euro/1.000)

■ Positive Cash flow
■ Negative Cash flow



Thank You!

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