



Company Presentation

STAR Conference 2010 – Milan
March 17th, 2010

✦ THE GROUP

✦ THE MARKET AND THE OFFERING

✦ FINANCIAL DATA AND GUIDELINES

✦ STOCK AND GOVERNANCE



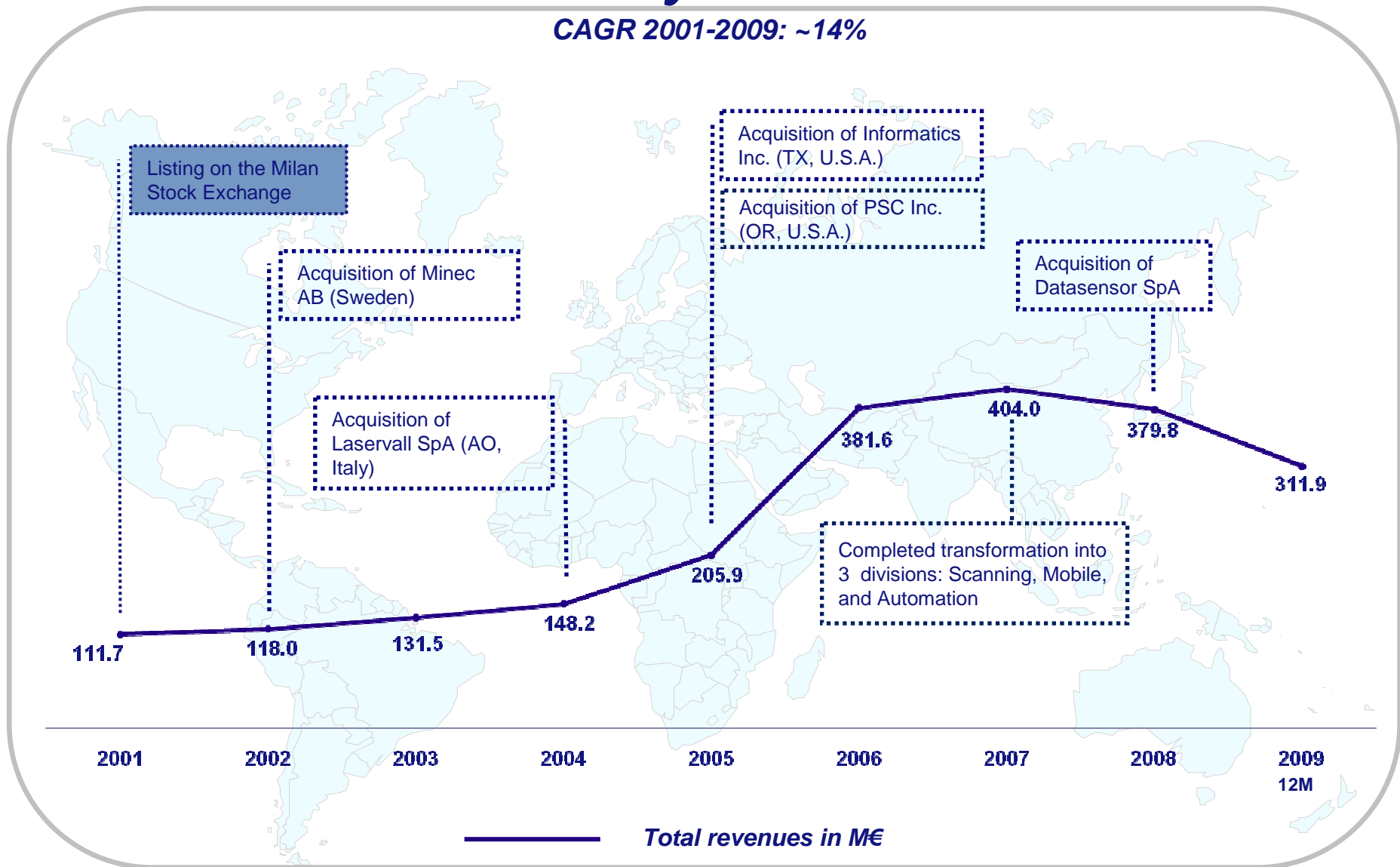
Datalogic
is globally recognized as a worldwide leader
in the Automatic Data Capture (ADC) market

and a world-class producer of bar code readers,
data collection mobile computers, RFID systems
and photoelectric sensors
for the industrial automation sector

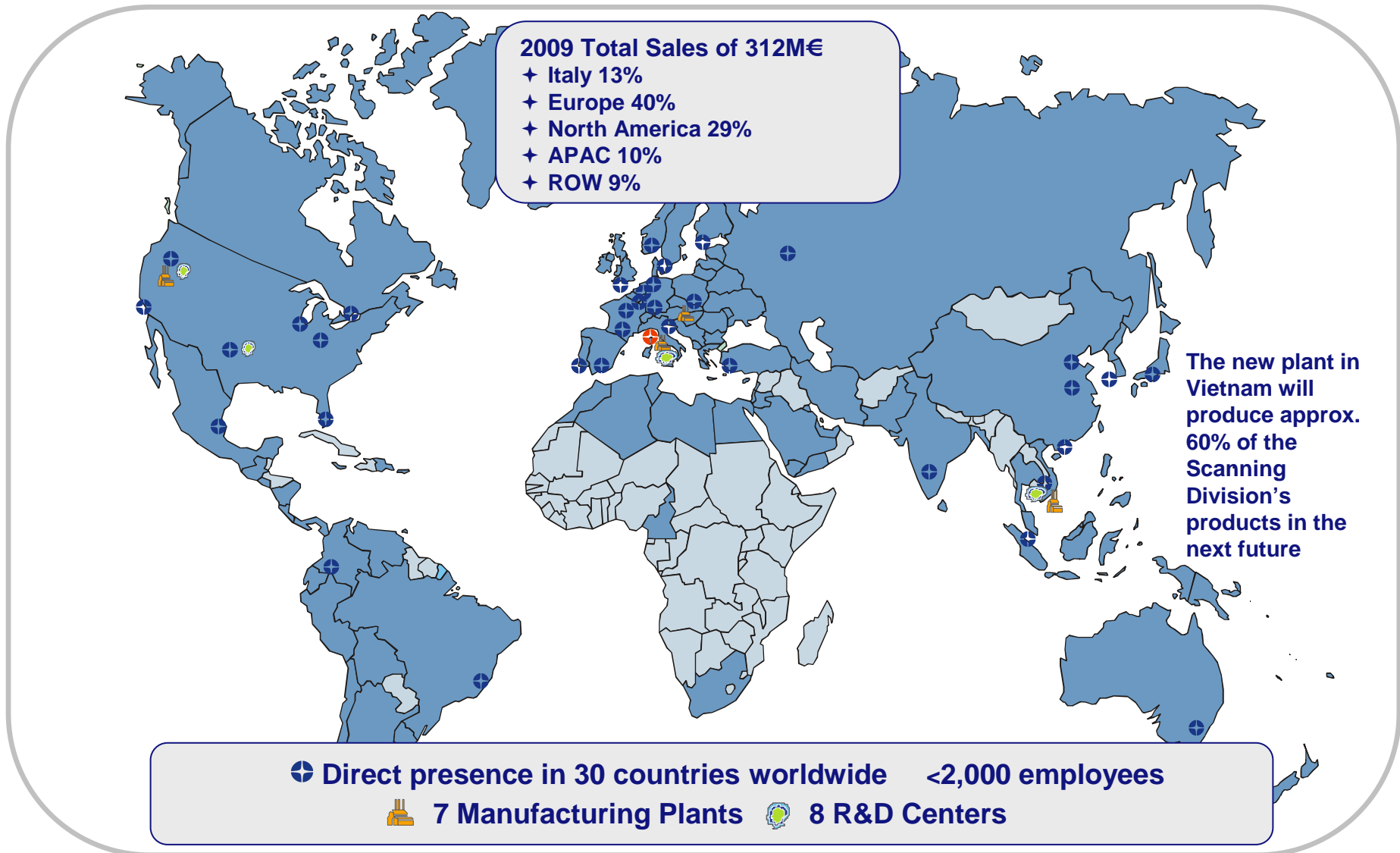
- ✦ Corporate HQ in Bologna, Italy
- ✦ Founded in 1972
- ✦ Listed on the STAR Segment (STAR: DAL.MI) of the Italian Stock Exchange since 2001
- ✦ About 2,000 staff members across Europe, the United States, Asia and Oceania
- ✦ Research & Development investments at > €25 million in 2009
- ✦ +30 new products in 2009
- ✦ A large and growing portfolio of 885 patents: +70 patents in 2009
- ✦ 8 Research & Development Centers
- ✦ Direct presence in 30 countries around the world that sell to +100 countries
- ✦ +1,000 partners worldwide

A History of Growth

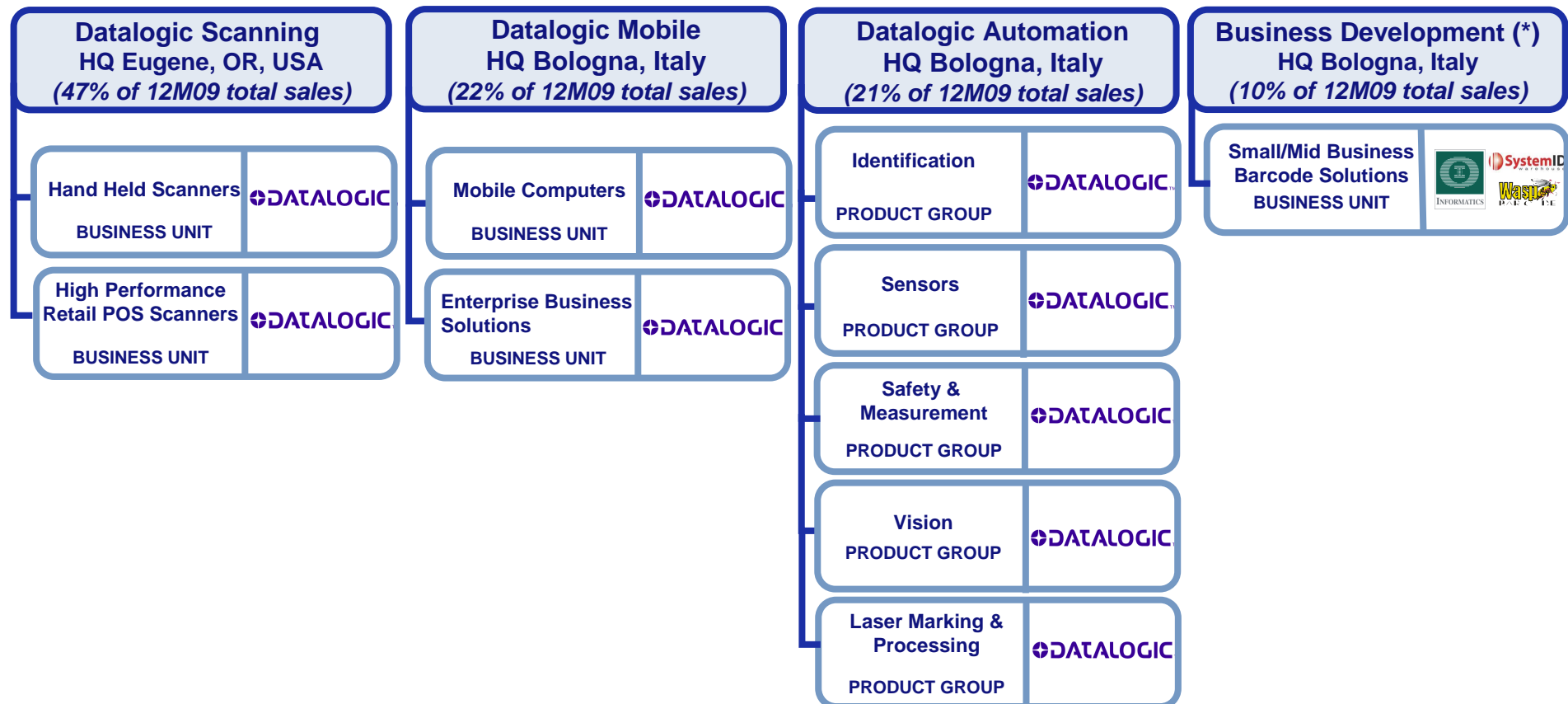
CAGR 2001-2009: ~14%



A Wide Geographical Footprint



DATALOGIC S.p.A HQ BOLOGNA, CORPORATE



(*) Includes Informatics, US only

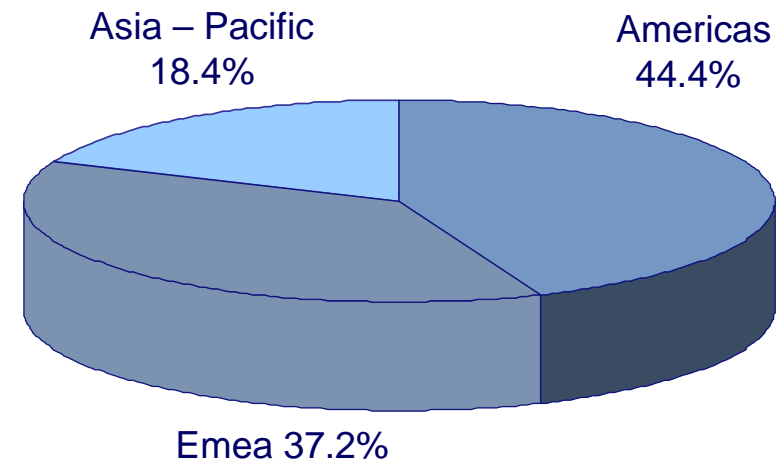
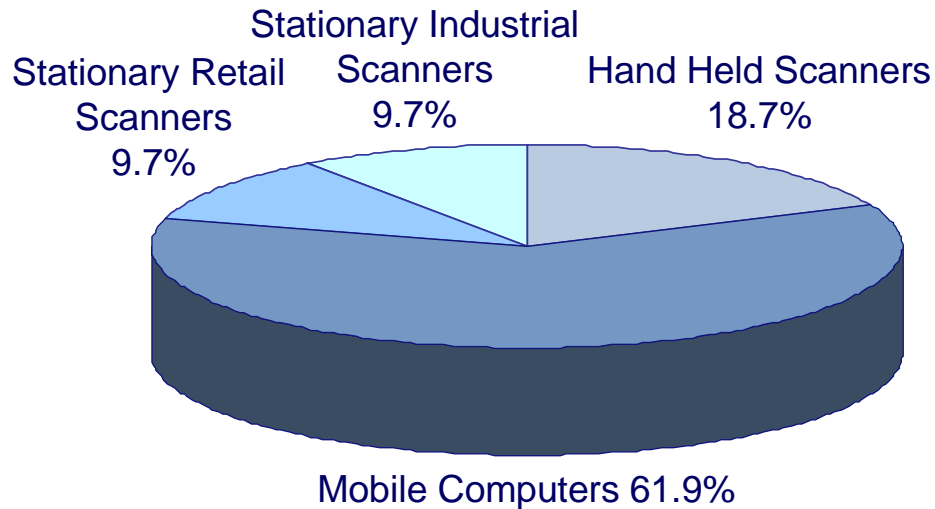
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ADC Automatic Data Capture Worldwide Available Market



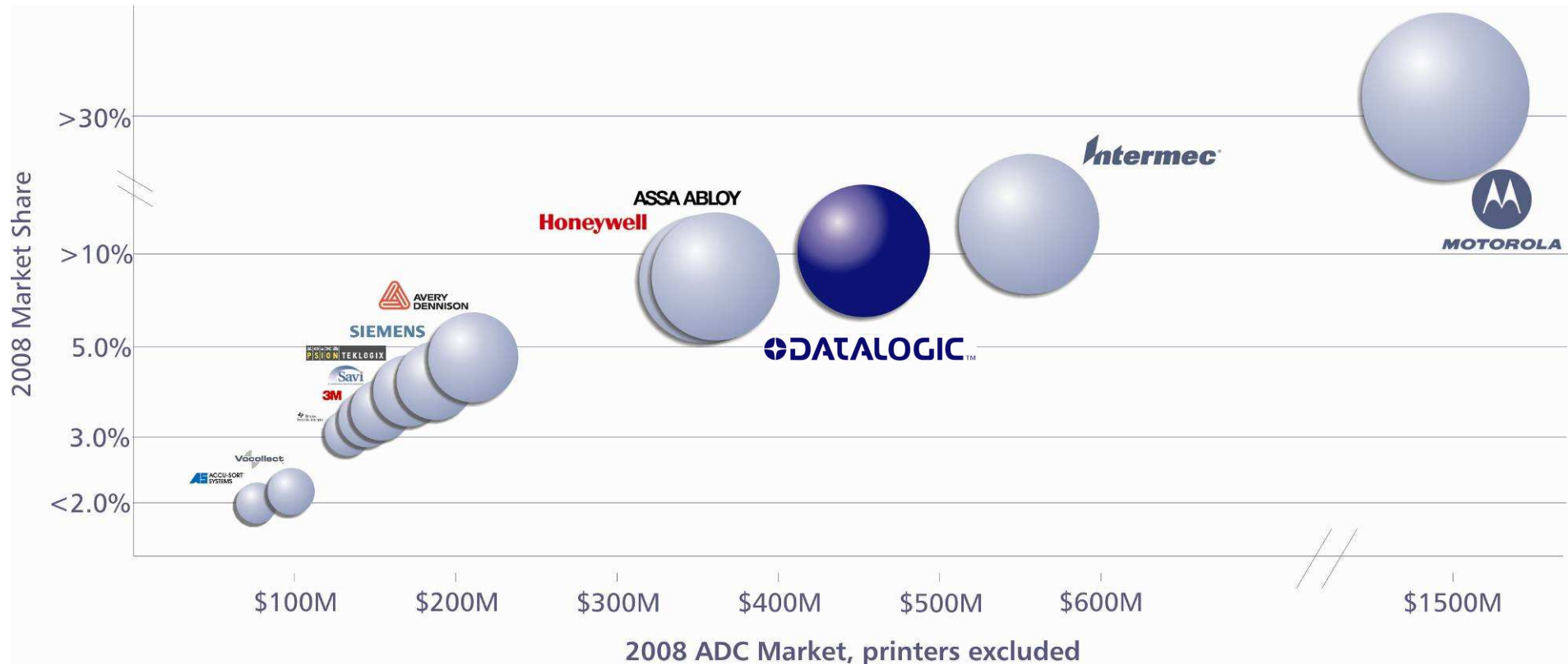
2008 ADC market, printers excluded

Million USD	Hand Held Scanners	Mobile Computers (Hand Held; PDA)	Stationary Retail Scanners	Stationary Industrial Scanners	Total Available Market
Americas	360.0	1,184.4	216.0	168.0	1,928.4
Emea	275.0	1,043.1	150.0	147.0	1,615.1
Asia - Pacific	175.0	459.1	57.0	105.0	796.1
TOTAL	810.0	2,686.6	423.0	420.0	4,339.6

Source 2009 (base year 2008) for Mobile Computers

Datalogic Management's Best Estimate based on VDC figures for AIDC market (printers excluded)

3rd Player in the ADC Market



“Top 20 Automatic Data Capture (ADC) Suppliers, 2009”

published by Modern Materials Handling, October 1, 2009 - data compiled by VDC Research Group (base year 2008)

POS Stationary Scanners #1 Worldwide, 29.6% mkt share



✦ Datalogic Magellan Scanner/Scales have been installed by every one of the Top Ten Retailers worldwide

Handheld Scanners #1 in EMEA, 31.6% mkt share #3 Worldwide, 16.7% mkt share



✦ Over 3 million Datalogic handheld scanners have been sold since 1998 and have been chosen by over 30,000 customers

Scanning Division: 146.8M€ in 2009, 47% of Group Sales

Source 2009 (base year 2008)

Datalogic Management's Best Estimate based on VDC figures for AIDC market (printers excluded)

Industrial Stationary Scanners
#1 in EMEA, 24.4% mkt share
#3 Worldwide, 12.8% mkt share



**Identification
Product Group**



**Sensors
Product Group**



**Laser Marking
& Processing
Product Group**



**Safety &
Measurement
Product Group**



**Vision
Product Group**



- ✦ A wide range of cutting edge solutions helping industries streamline processes in industrial and logistics applications
- ✦ Hundreds of applications for the major courier and logistics operators, +1,000 reading stations installed in 100 airports worldwide

Automation Division: 66.7M€ in 2009, 21% of Group Sales

Source 2009 (base year 2008)

Datalogic Management's Best Estimate based on VDC figures for AIDC market (printers excluded)

Mobile Computers
#4 in EMEA, 8.8% mkt share
#4 Worldwide, 4.9% mkt share



Datalogic Mobile – EBS
Self Shopping Solutions



Over 330 installations in Europe!
#1 in Italy with 140 installations
#1 in France with 107 installations
#1 in Belgium with 88 installations

✦ **A full range of professional mobile solutions dedicated to the main target application fields: Warehousing, Field Force Automation and Retail In-Store solutions**

Mobile Division: 67.9M€ in 2009, 22% of Group Sales

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

Complete Range of Easy-To-Use Barcoding Solutions



- ✦ **Barcoding solutions for the millions of Small – Medium Business that increase productivity and profitability**
- ✦ **Based in the US, serving over 155 thousand small and medium businesses!**

**Business Development (including only Informatics, US):
30.5M€ in 2009, 10% of Group Sales**

The Biggest Retailers in the World work with us



The Biggest Retailers in Europe work with us 300+ installations of Self Shopping in Europe



The Biggest Couriers in the World work with us

-  Atlanta International Airport
-  London Heathrow Airport
-  Tokyo Haneda Airport
-  Paris Charles De Gaulle Airport
-  Madrid Barajas Airport
-  Bangkok New Suvannabhumi
-  New York JFK Airport
-  London Gatwick Airport
-  Tokyo Narita Airport
-  Roma Fiumicino Airport
-  Dubai Airport
-  LaGuardia Airport
-  Paris Orly Airport
-  Kuala Lumpur International Airport
-  Taipei Airport

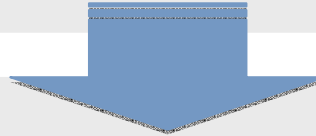
The Major Airports in the World work with us

The Biggest Automotive Manufacturers in the World work with us



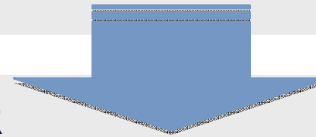
GLOBAL TRENDS

- ✦ Globalization of the World economy
- ✦ Increased focus on gaining efficiencies and cost reduction in supply chains
- ✦ Greater safety and security concerns



MARKET DYNAMICS

- ✦ Proliferation of products in manufacturing processes
- ✦ Separation of supply chain and growing importance of contract manufacturing – different information systems
- ✦ Desire for lot and part traceability
- ✦ Desire to reduce cycle times and product life cycles
- ✦ Desire to simplify process



VALUE TO THE CUSTOMER

- ✦ Better information, faster
- ✦ Operate more efficiently reducing operating expenses
- ✦ Increase safety, security and compliance
- ✦ Measurable, sustainable ROI

+ 6-8% average market growth* - 2010 through 2012

*Company's estimations on available market trend data

- 1 Focus on two major pillars of growth:
 - ✦ ADC (Automatic Data Capture) and
 - ✦ Automation markets
- 2 Foster external growth through M&A activities, mainly in the Automation market that is very fragmented
- 3 Expand emerging market presence, through strategic alliances and foreign investments
- 4 Drive Datalogic offering from just products to solutions
- 5 Ensure innovation and product development through relentless R&D activities and investments

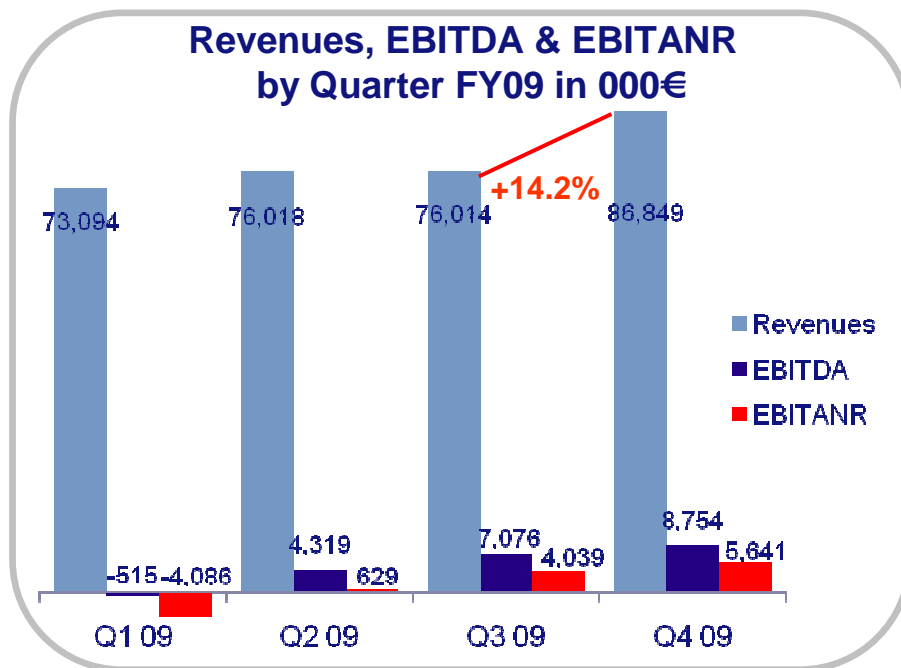
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**Revenues, EBITDA & EBITANR
by Quarter FY09 in 000€**



000€	Q4 09	Q4 08	var%
Revenues	86,845	95,478	-9%
Gross Operating Margin (GOM)	36,752	40,575	-9.4%
Ord. Operating Profit (EBITANR*)	5,641	6,501	-13.2%
Operating Profit (EBIT)	4,799	4,735	1.4%
EBT	2,864	3,153	-9.2%
Net Income	1,783	1,274	40%
EBITDA	8,754	10,317	-15.1%

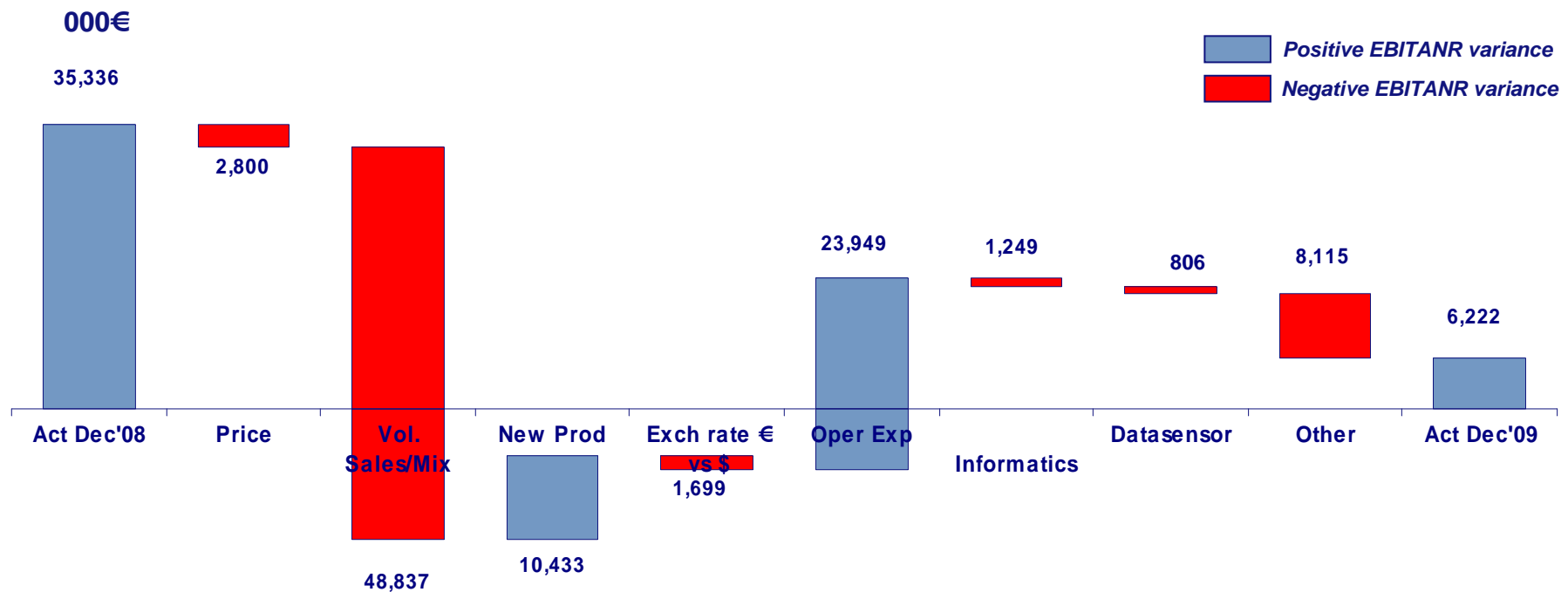
- ✦ Q409, +14% vs. Q309 is the best quarter of the year both in terms of top-line and profitability, and - together with the encouraging signs of the first quarter of 2010 - confirms Company's turnaround compared to the negative trend of the beginning of FY09.
- ✦ H2 09 profitability have traced a steady trend of recovery, mainly thanks to the cost cutting and efficiency program launched in the first half of the year, which enabled the Group to significantly lower its fixed cost structure.
- ✦ Non recurring costs (equal to 7.7M€) have been totally accrued in Q209.

*Ebitnar: earnings before interest, taxes, acquisition and non recurring

000€	12M 2009	12M 2008
Revenues	311,971	379,820
Gross Operating Margin (GOM)	130,369	168,055
Ord.Operating Profit (EBITANR*)	6,223	35,338
Operating Profit (EBIT)	(5,575)	30,713
EBT	(12,837)	25,913
Net Income	(12,164)	17,844
EBITDA	19,634	47,762

- ✦ Datalogic reference market has experienced **fall on volumes** but no price competition in 2009: 2009 Company's revenues and GOM decline are entirely attributable to the fall on volumes.
- ✦ Implementation of a **cost cutting & efficiency program** to face the difficult market conditions.
- ✦ Inauguration of the **new plant in Vietnam** to produce approximately 60% of the Scanning Division's products in the next few years.
- ✦ **R&D** investments equal to 8% of sales (completely charged to P&L account) in spite of the economic crisis.

*Ebitnar: earnings before interest, taxes, acquisition and non recurring



- ✦ Datalogic trend in revenues and margins reflects the reference market conditions: **fall on volumes** but **no price competition** in 2009.
- ✦ Implementation of a **cost cutting & efficiency program** to face the difficult market conditions produced an Operative Expenses decrease by approx 24M€.
- ✦ Positive impact of more than **30 new products** on cash flow generation by approx 10.5M€.
- ✦ **Limited impact of the exchange rate** € vs. \$ thanks to Group's management policy.

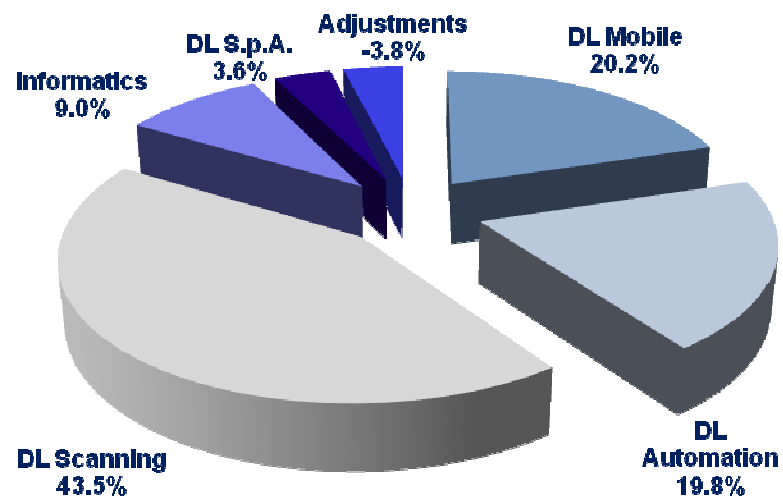
*Ebitnar: earnings before interest, taxes, acquisition and non recurring

Segment Reporting in brief

12M 2009 REVENUES BY DIVISION

000€	12M09	12M08	Var%
Datalogic Mobile (*)	68,127	93,372	-27%
Datalogic Automation	66,958	70,113	-4%
Datalogic Scanning	146,982	185,146	-21%
Informatics	30,552	32,171	-5%
Datalogic S.p.A.	12,250	15,615	-22%
Adjustments	-12,898	-16,597	-22%
Revenues	311,971	379,820	-18%

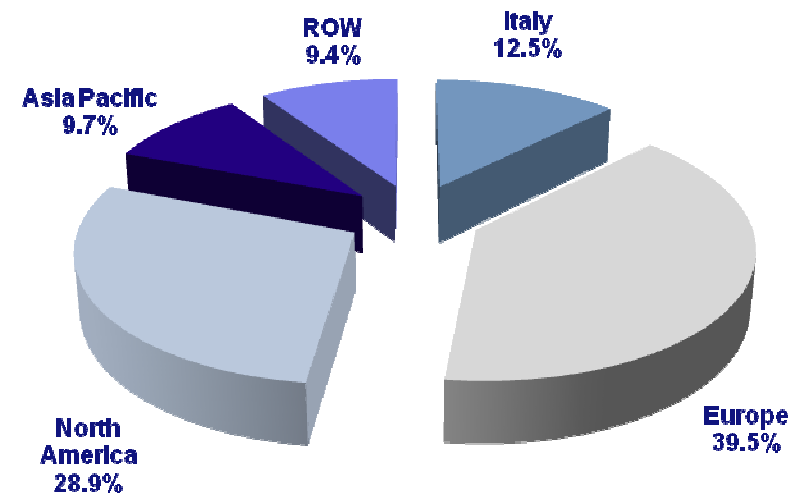
(*) Datalogic Mobile includes Enterprise Business Solutions



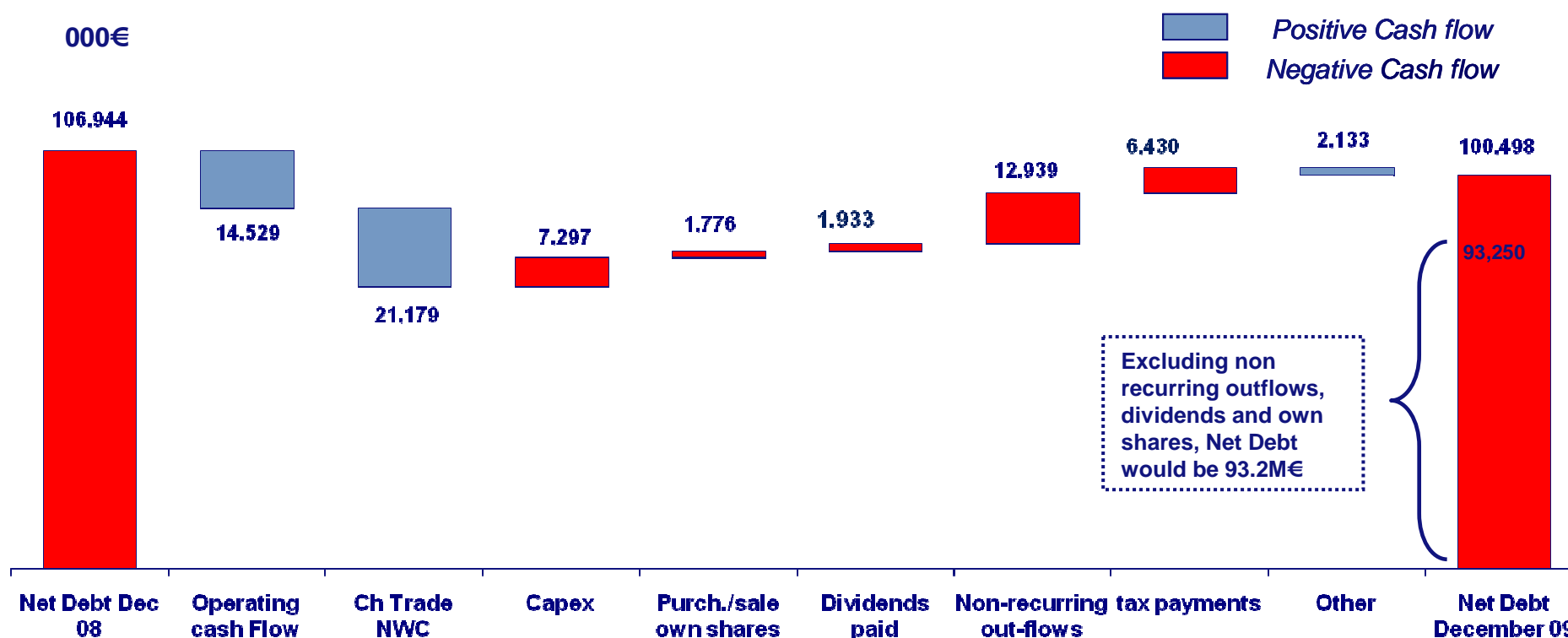
12M 2009 REVENUES BY GEOGRAPHIC AREA

000€	12M09	12M08 (*)	Var%
Italy	39,039	41,949	-7%
Europe	123,298	161,913	-24%
North America	90,014	99,271	-9%
Asia Pacific	30,204	37,744	-20%
ROW	29,417	38,944	-24%
Revenues	311,971	379,820	-18%

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



Net Debt Analysis



- ✦ **Net Debt** closed 2009 at 100.5 M€ (vs. 106.9 M€ at Dec 31st, 2008), after capital expenditures of 7.3M€, and payments for 1.9M€ for dividend distribution, and for 1.8M€ to purchase treasury shares.
- ✦ **12.9M€ of Non-recurring outflows** includes 9.4M€ in bonuses & incentive (totally paid in 1H09), 2.7M€ in severance payments, and 0.8M€ in tax agency payments.
- ✦ **Excellent cash generation** thanks to attentive management of working capital.

- ✦ Boost **revenues growth**, expected in the range of 7-8%
- ✦ Recover **margins** and **profitability**, focusing on the cost cutting and efficiency program implemented in H1 2009 enhancing economies of scale, synergies and process efficiency
- ✦ Maintain **R&D investments** at approx. 7-8% of total sales
- ✦ Keep **working capital** under strict control
- ✦ Ensure strong **cash generation** to sustain the future growth

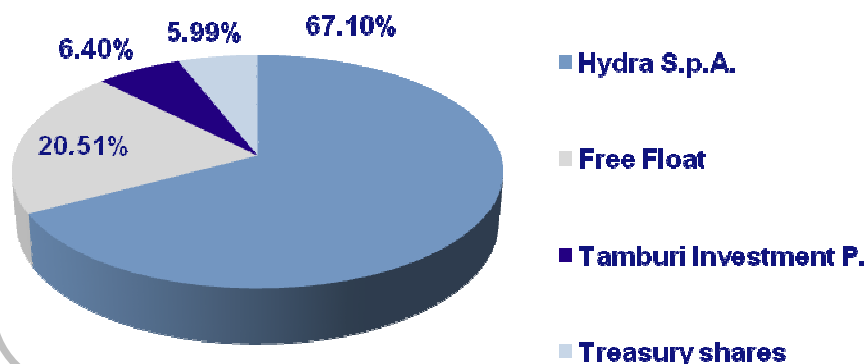
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Shareholders' Structure



Market Segment: STAR MTA

Ticker: DAL

Reuters Code: DAL.MI – Bloomberg Code: DAL IM

Number of Shares Outstanding: 58,446,491

Share Par-Value: 0.52€ each

MKT Cap (March 15th, 2010): 232M€

Specialist: Intermonte SIM

Auditing Company

PRICEWATERHOUSECOOPERS S.p.A.

Board Members and Committees Members

VOLTA ROMANO, Chairman of the Board

SACCHETTO MAURO, Chief Executive Officer

CARUSO PIER PAOLO, Director

CRISTOFORI GIANLUCA, Director, member of Remuneration Committee and Chairman of Audit Committee

DI STEFANO LUIGI, Director

FLORIANI LODOVICO, Director

MANARES ANGELO, Director, member of Remuneration Committee and Audit Committee

PIOL ELSERINO, Director, Chairman of Remuneration Committee and member of Audit Committee

TAMBURI GIOVANNI, Director

VOLTA GABRIELE, Director

VOLTA VALENTINA, Director

WE WELCOME YOUR QUESTIONS!



ANNEXES

12M 2009 Consolidated P&L

000€	12M 2009	%	12M 2008	%	Var %
Revenues	311,971	100.0%	379,820	100.0%	-17.9%
COGS	(181,602)	-58.2%	(211,765)	-55.8%	
Gross Operating Margin	130,369	41.8%	168,055	44.2%	-22.4%
Other revenues	2,210	0.7%	10,473	2.8%	
R%D	(24,885)	-8.0%	(25,306)	-6.7%	
Distribution Costs	(68,101)	-21.8%	(77,246)	-20.3%	
Administrative expenses	(29,602)	-9.5%	(38,792)	-10.2%	
Other operating expenses	(3,768)	-1.2%	(1,846)	-0.5%	
Total operating expenses and others	(126,356)	-40.5%	(143,190)	-37.7%	
Ordinary Operating Profit (EBITANR) (*)	6,223	2.0%	35,338	9.3%	-82.4%
Non recurring costs/rev (II)	(7,776)	-2.5%	(729)	-0.2%	
Amort. Intang. Assets from acquis.	(4,022)	-1.3%	(3,896)	-1.0%	
Operating Profit (EBIT)	(5,575)	-1.8%	30,713	8.1%	n.a.
Financial (costs)/rev.	(6,380)	-2.0%	(5,626)	-1.5%	
Results from equity investments	(173)	-0.1%	(34)	0.0%	
Foreing exchange (costs)/rev.	(709)	-0.2%	860	0.2%	
EBT	(12,837)	-4.1%	25,913	6.8%	n.a.
Taxes	673	0.2%	(8,069)	-2.1%	
Net Income	(12,164)	-3.9%	17,844	4.7%	n.a.
Depreciation	(8,643)	-2.8%	(8,193)	-2.2%	
Amortization	(4,768)	-1.5%	(4,231)	-1.1%	
EBITDA	19,634	6.3%	47,762	12.6%	-58.9%
Exchange rate	1.3948		1.4708		

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

2009 Consolidated Balance Sheet

000€	At 31/12/2009	At 31/12/2008
Intangible fixed assets	39,621	49,011
Goodwill	87,081	89,679
Tangible fixed assets	50,822	52,594
Non Consolidated investments	2,675	3,322
Other fixed assets	23,181	21,858
Total Fixed Assets	203,380	216,464
Net trade account receivables	65,455	78,046
ST account payables	(43,816)	(47,800)
Inventory	39,082	52,138
Trade Working Capital	60,721	82,384
Other current receivables	17,512	22,174
Other ST payables and provision for risk & future charges	(34,989)	(44,887)
Net Working Capital	43,244	59,671
Other LT payables	(17,373)	(19,463)
Employees' severance Indemnity	(7,739)	(8,392)
LT provision for risk & future charges	(4,319)	(5,518)
Net Invested Capital	217,193	242,762
Equity	116,695	135,818
Net Financial Position	-100,498	-106,944
<i>Exchange rate</i>	<i>1.4708</i>	<i>1.3917</i>

Thank You!

This presentation contains statements that are neither reported financial results nor other historical information. These statements are forward-looking statements. These forward-looking statements rely on a number of assumptions and are subject to a number of risks and uncertainties, many of which are outside the control of Datalogic S.p.A., that could cause actual results to differ materially from those expressed in or implied by such statements, such as future market conditions, currency fluctuations, the behavior of other market participants and the actions of governmental and state regulators.

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