



Nine months 2010 Conference Call

4th November, 2010

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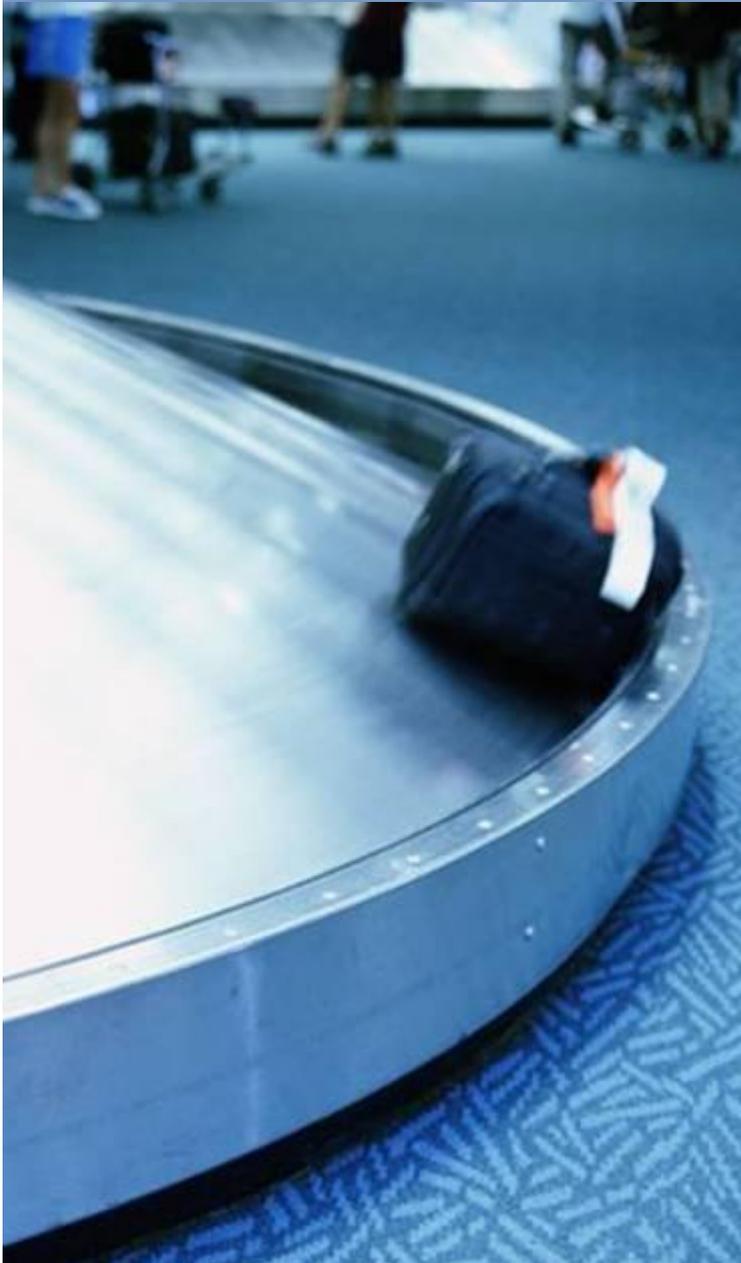
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a HIGHLIGHTS

a NINE MONTHS RESULTS

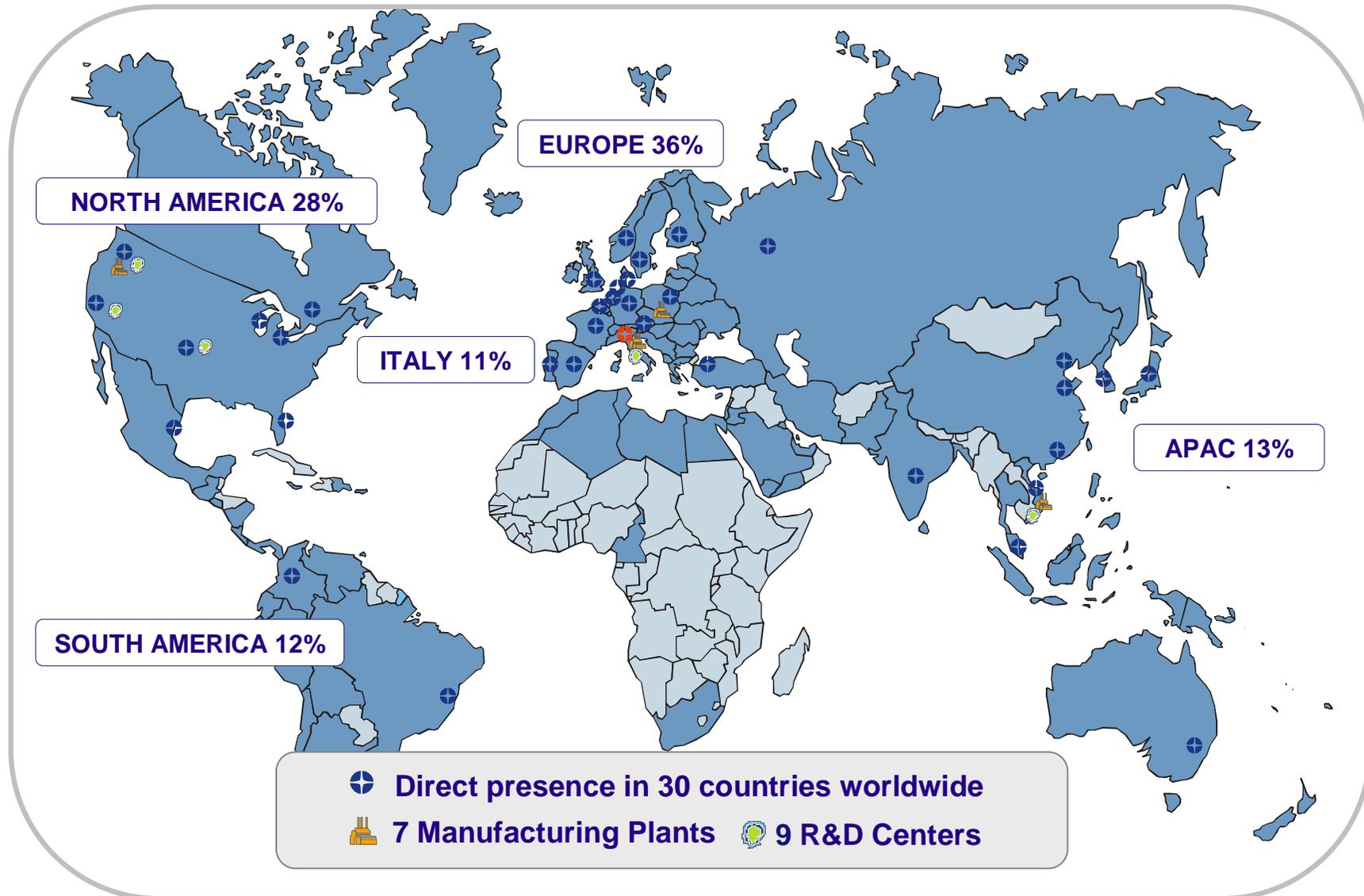
a OUTLOOK



- a **World-class producer of bar code readers, data collection mobile computers, RFID and vision systems**
- a **Datalogic offers innovative solutions for a comprehensive range of applications in the manufacturing, retail, transportation & logistics markets**
- a **Founded in 1972 in Bologna, Italy**
- a **Listed on the STAR Segment of the Italian Stock Exchange since 2001**
- a **About 2,000 employees**
- a **Direct presence in 30 countries worldwide selling to +100 countries**
- a **+1,000 partners worldwide**

A Wide Geographical Footprint

9M10 REVENUES – TOTAL €291M - BREAKDOWN BY AREA





^a Datalogic Mobile

^a Strengthened partnership with Carrefour for the supply of mobile computers in its retail stores for the next 3 years.

^a Signed two commercial agreements with Coop Estense and Coop Liguria to supply a total of over 300 Joya terminals, the cutting-edge self-shopping pod produced and distributed by the group's subsidiary Datalogic Mobile EBS™.

^a Datalogic Automation

^a Partnership with ADR to realize thirty omnidirectional reading tunnels to improve baggage handling for the “**Leonardo da Vinci**” **Fiumicino airport in Rome**, the biggest Italian airport

^a Signed a commercial agreement with the “DHL Express” Hub of the International airport of Cincinnati/Northern Kentucky (CVG) to supply 29 reading stations to the worldwide logistic leader (October 2010).

^a Datalogic Scanning

^a Signed an agreement with Guglielmo Marconi airport in Bologna to automate the control process of boarding passes in the security check area.



- a HIGHLIGHTS
- a NINE MONTHS RESULTS
- a OUTLOOK

- ^a Revenues growth continues at a strong pace, +32.1% YoY, thanks to marketing and commercial efforts
- ^a EBITDA margin confirms pre-crisis levels despite higher operating costs due to Evolution Robotics Retail (EVO) relating expenses and to costs supporting growth
- ^a Jump of net profit to €3.2 mln from €0.6 mln in the quarter
- ^a Improvement of the Net Financial Position despite EVO's acquisition cash out
- ^a Strong cash generation in the quarter thanks to a reduction in trade working capital
- ^a R&D expenses stable at €6.3 mln (6.3% on revenues)

€000	3Q 09	3Q10	Var %
Revenues	76,014	100,397	32.1%
Gross Operating Margin (GOM)	32,113	46,101	43.6%
Ord.Operating Profit (EBITANR*)	4,039	10,033	148.4%
Operating Profit (EBIT)	3,116	8,802	182.5%
EBT	1,294	4,281	230.8%
Net Income	591	3,230	446.5%
EBITDA	7,076	12,904	82.4%



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

9M 2010 Consolidated P&L

000€	Last Year 9m 2009	%	Actual 9m 2010	%	Var %
Revenues	225,126	100.0%	291,229	100.0%	29.4%
COGS	(131,509)	-58.4%	(157,594)	-54.1%	
Gross Operating Margin	93,617	41.6%	133,635	45.9%	42.7%
Other revenues	1,442	0.6%	949	0.3%	
R&D	(19,119)	-8.5%	(18,983)	-6.5%	
Distribution Costs	(50,481)	-22.4%	(56,146)	-19.3%	
Administrative expenses	(21,291)	-9.5%	(27,848)	-9.6%	
Other operating expenses	(3,586)	-1.6%	(1,429)	-0.5%	
Total operating expenses and others	(94,477)	-42.0%	(104,406)	-35.9%	
Ordinary Operating Profit (EBITANR) (*)	582	0.3%	30,178	10.4%	n.a.
Non recurring costs/rev	(7,882)	-3.5%	338	0.1%	
Amort. Intang. Assets from acquis.	(3,074)	-1.4%	(3,230)	-1.1%	
Operating Profit (EBIT)	(10,374)	-4.6%	27,286	9.4%	n.a.
Financial (costs)/rev.	(4,652)	-2.1%	(4,507)	-1.5%	
Results from equity investments	(127)	-0.1%	185	0.1%	
Foreing exchange (costs)/rev.	(548)	-0.2%	(860)	-0.3%	
EBT	(15,701)	-7.0%	22,104	7.6%	n.a.
Taxes	1,754	0.8%	(7,619)	-2.6%	
Net Income	(13,947)	-6.2%	14,485	5.0%	n.a.
Depreciation	(7,074)	-3.1%	(5,885)	-2.0%	
Amortization	(3,224)	-1.4%	(2,764)	-0.9%	
EBITDA	10,880	4.8%	38,827	13.3%	256.9%
<i>Exchange rate</i>	1.3643		1.3145		

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

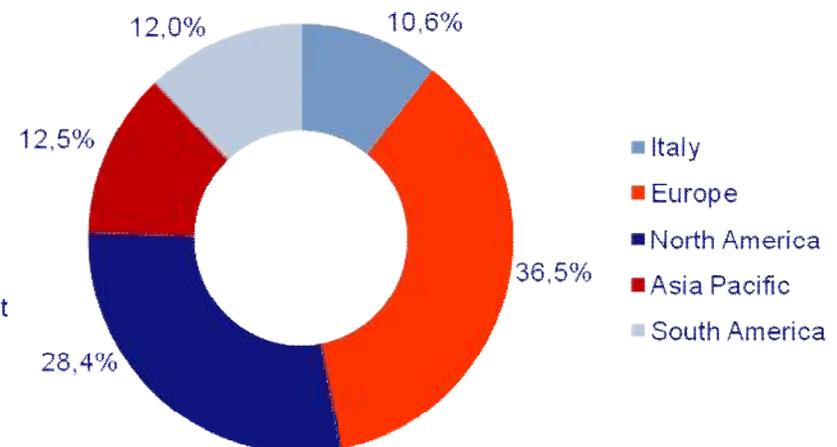
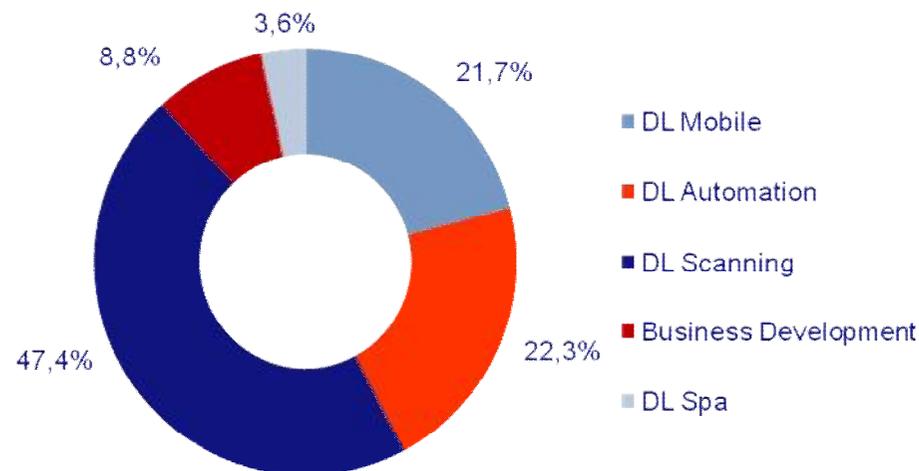
Strong Revenues Growth

REVENUES BY DIVISION

€000	9M09	9M10	Var %
Datalogic Mobile (*)	46,225	63,136	36.6%
Datalogic Automation	48,270	64,844	34.3%
Datalogic Scanning	108,580	138,141	27.2%
Business Development	22,424	25,637	14.3%
Datalogic S.p.a.	9,920	10,378	4.6%
Adjustments	(10,293)	(10,907)	5.9%
Total revenues	225,126	291,229	29.4%

REVENUES BY AREA

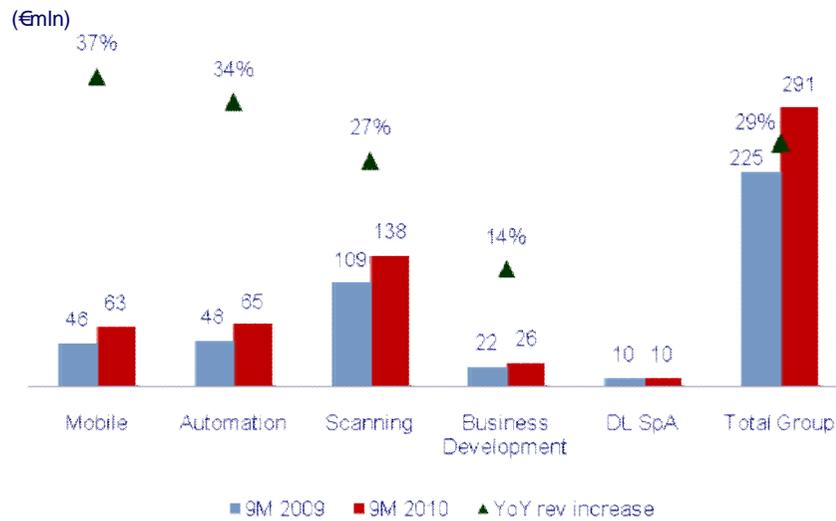
€000	9M09	9M10	Var %
Italy	27,948	30,785	10.1%
Europe	85,775	106,188	23.8%
North America	69,840	82,754	18.5%
Asia Pacific	22,783	36,412	59.8%
South America	18,690	35,090	87.7%
Total revenues	225,126	291,229	29.4%



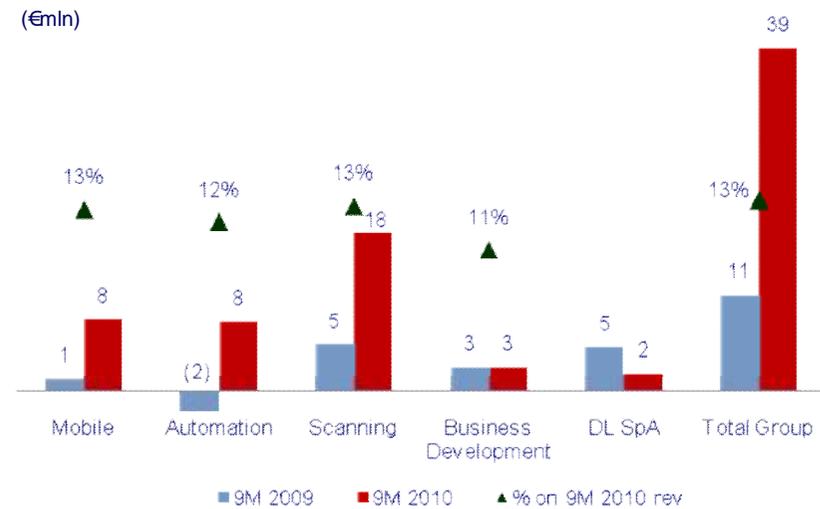
(*) Datalogic Mobile includes Enterprise Business Solutions BU

(**) % figures calculated on total net of adjustment

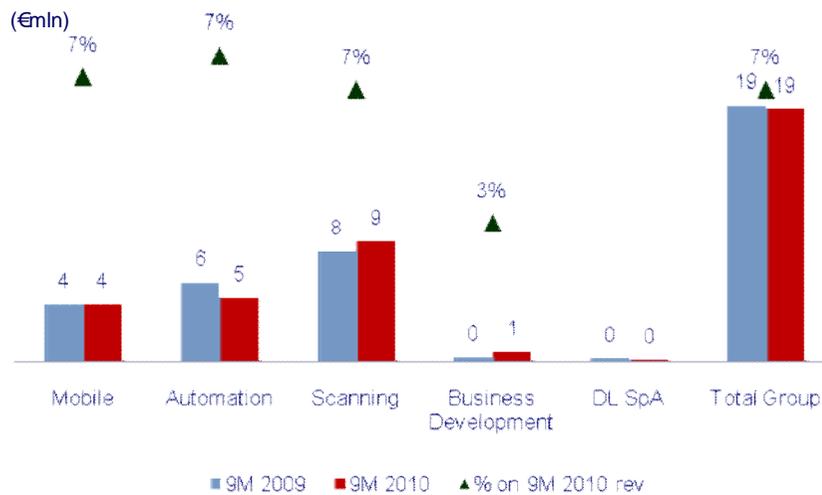
REVENUES



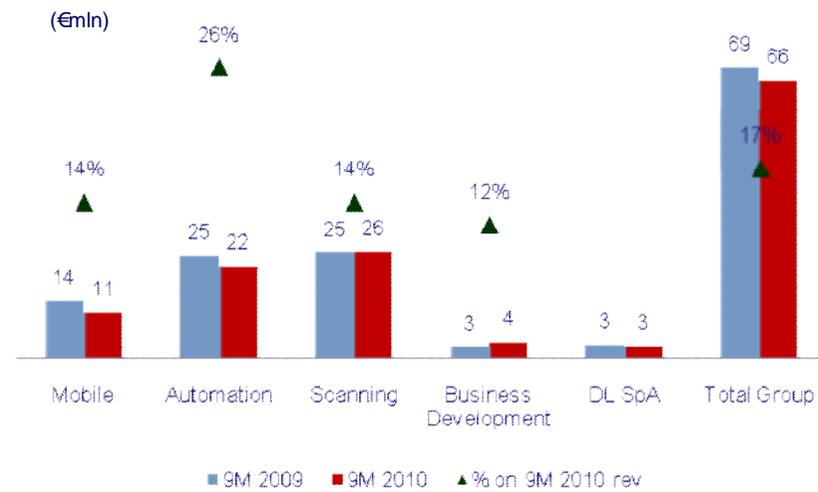
EBITDA



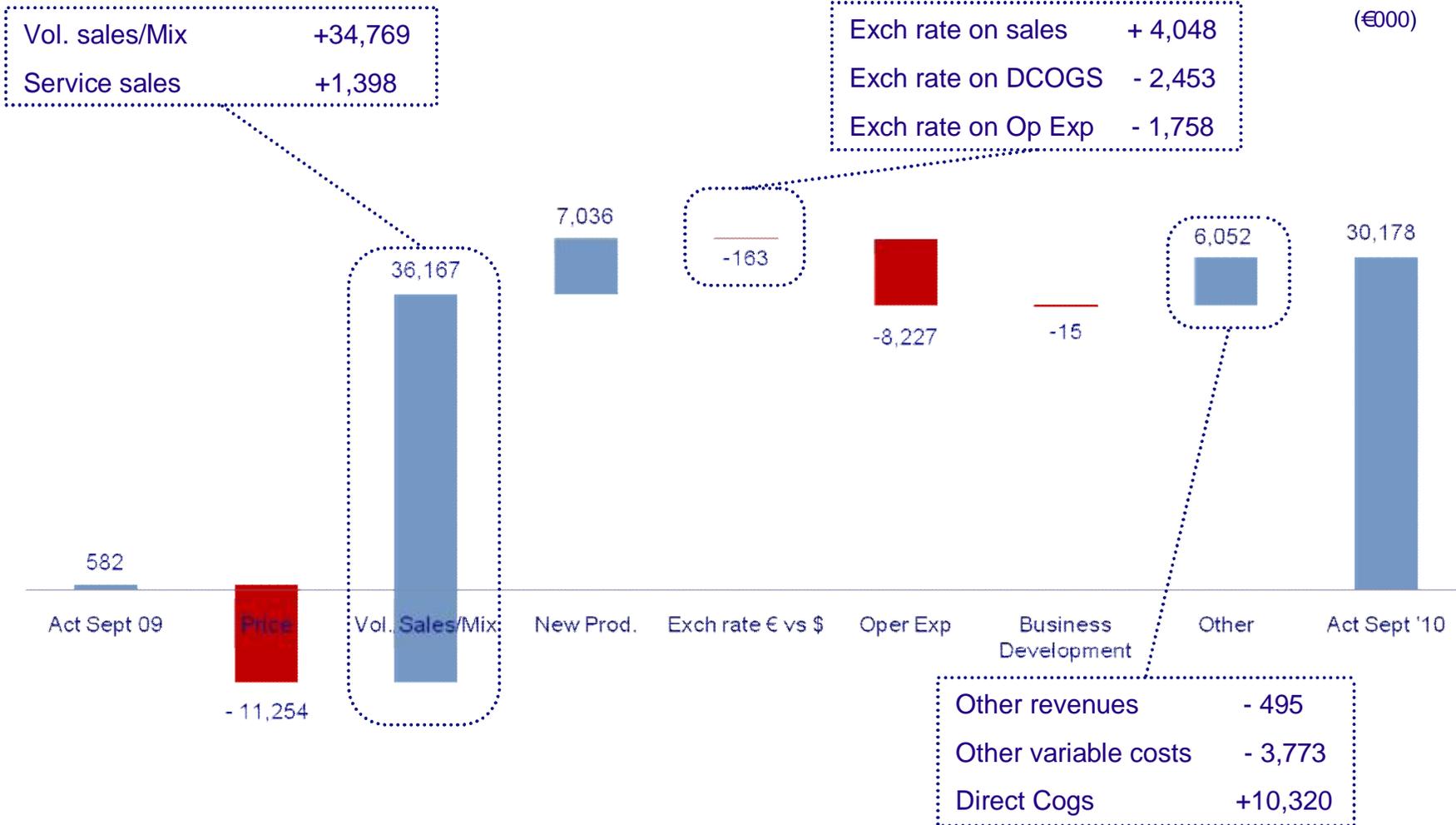
R&D COSTS



TWC



EBITANR * - 9m'10 Actual vs. Last Year



(* 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 Sept '10 Actual (1,364) and Sept '09 Actual (1,314) €/USD exchange rate.

Therefore, this variance does not include the exchange rate effect on competitive scenario.

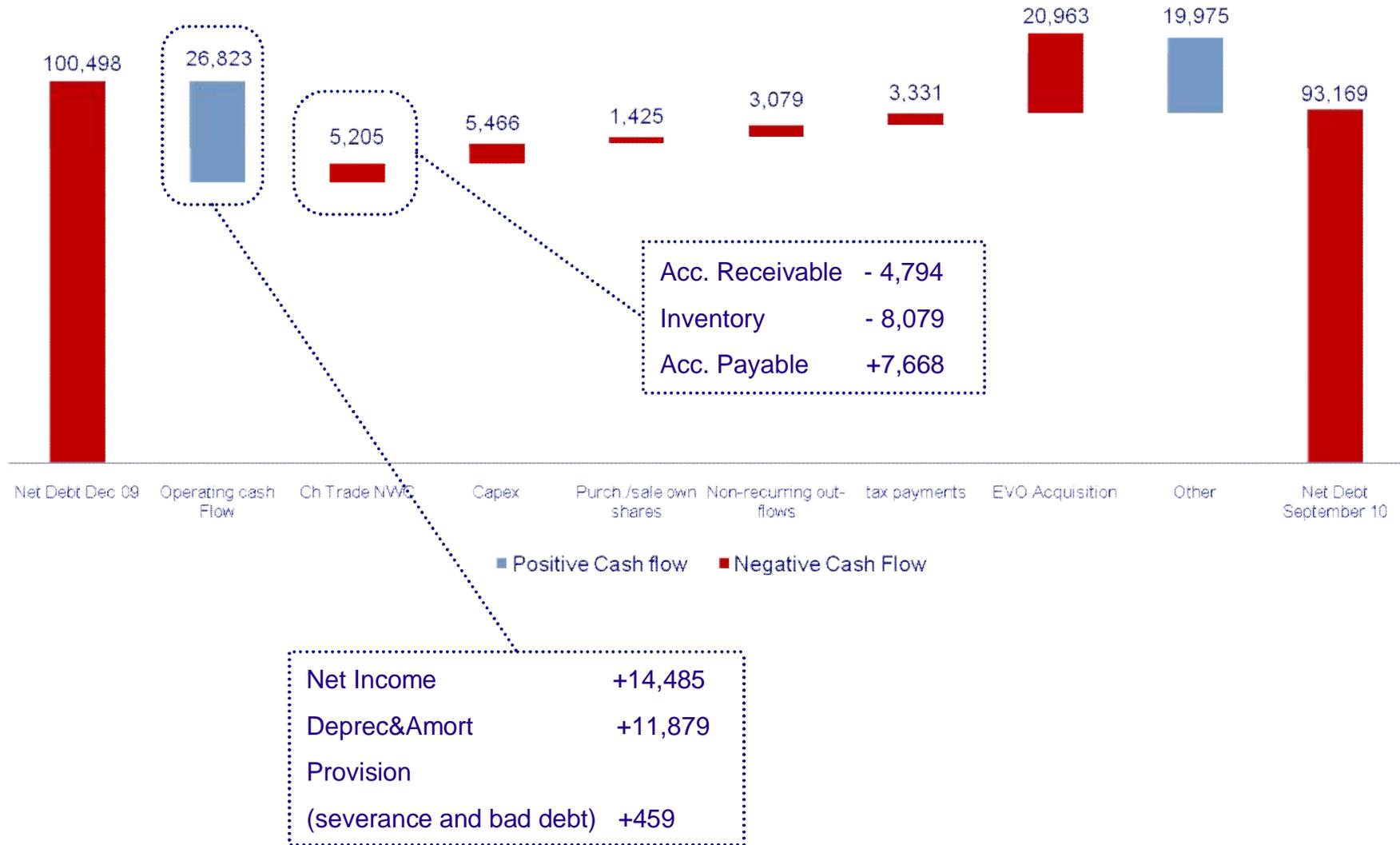
For Informatics has been considered its overall impact on the EBITANR

Consolidated Balance Sheet

€000	At 31/12/2009	At 30/09/2010
Intangible fixed assets	39,621	44,598
Goodwill	87,081	101,109
Tangible fixed assets	50,822	49,984
Non Consolidated investments	2,675	3,101
Other fixed assets	23,181	24,495
Total Fixed Assets	203,380	223,287
Net trade account receivables	65,455	70,061
ST account payables	(43,816)	(51,804)
Inventory	39,082	48,077
Trade Working Capital	60,721	66,334
Other current receivables	17,512	17,286
Other ST payables and provision for risk & future charges	(34,989)	(45,054)
Net Working Capital	43,244	38,566
Other LT payables	(17,373)	(17,978)
Employees' severance Indemnity	(7,739)	(7,185)
LT provision for risk & future charges	(4,319)	(8,900)
Net Invested Capital	217,193	227,790
Equity	116,695	134,621
Net Financial Position	(100,498)	(93,169)
<i>Exchange rate</i>	<i>1.4406</i>	<i>1.3648</i>

Net Debt Analysis: December '09-September '10

(€000)

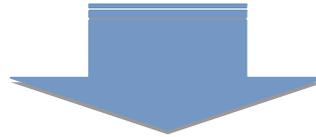




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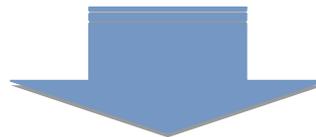
GLOBAL TRENDS

- a Technology shifts: analogue to digital; wireless technology
- a Globalization of the world economy
- a Increased focus on gaining efficiencies and cost reduction in supply chains
- a Greater safety and security concerns



VALUE TO THE CUSTOMER

- a Better information, faster
- a Improved real time decision making
- a Operate more efficiently reducing operating expenses
- a Increase safety, security and compliance
- a Measurable, sustainable ROI



+8% average market growth* - 2010 through 2012

*Company's estimates based on available market trend data

- a Focus on two major pillars of growth:
 - a ADC (Automatic Data Capture)
 - a Factory Automation markets

- a Foster external growth through M&A activities, mainly in the Automation market that is very fragmented

- a Expand emerging market presence, through strategic alliances and foreign investments

- a Drive Datalogic offering from just products to solutions

- a Ensure innovation and product development through relentless R&D activities and investments

- ^a 2012 organic revenues target in the range of 420-430 mln Euro, CAGR at 11%
- ^a 2012 EBITDA target in the range of 60-65 mln Euro, CAGR >45%
- ^a R&D investments between 7%-8% of revenues per year
- ^a Strong cash generation and expected debt reduction
- ^a Investment in capex stable at around 2.5% of revenues per year
- ^a 2012 ROE target around 20%

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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We Welcome Your Questions!

