



European Mid Cap Event

Frankfurt- 17th February, 2016

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Agenda

- Group Overview
- Market Outlook
- Business & Strategy
- Financial Highlights



Group Overview

Datalogic at a glance



- **Global leader** of barcode readers, mobile computers, sensors, vision systems and laser marking systems with innovative solutions in verticals market: **Retail, Transportation & Logistics, Factory Automation, Healthcare Industries**
- **Founded in 1972 by Romano Volta** in Bologna, Italy and listed on the STAR Segment of the Italian Stock Exchange since 2001
- A large portfolio of **over 1,200 patents**
- **About 2,600 employees**, of which 450 in R&D:
 - 1,245 (48%) in Europe
 - 636 (25%) in US
 - 686 (27%) in APAC
- Direct presence in 30 countries worldwide selling to 120 countries, with more than 1,000 partners worldwide

Investing in Datalogic

1

STRONG POSITION

- Unique player world wide with **leadership in two markets: ADC and IA**
- High entry barriers granted by solid **Intellectual Property Patents** portfolio
- **Better time to market and more efficiency than competitors**

2

PROVEN TRACK RECORD

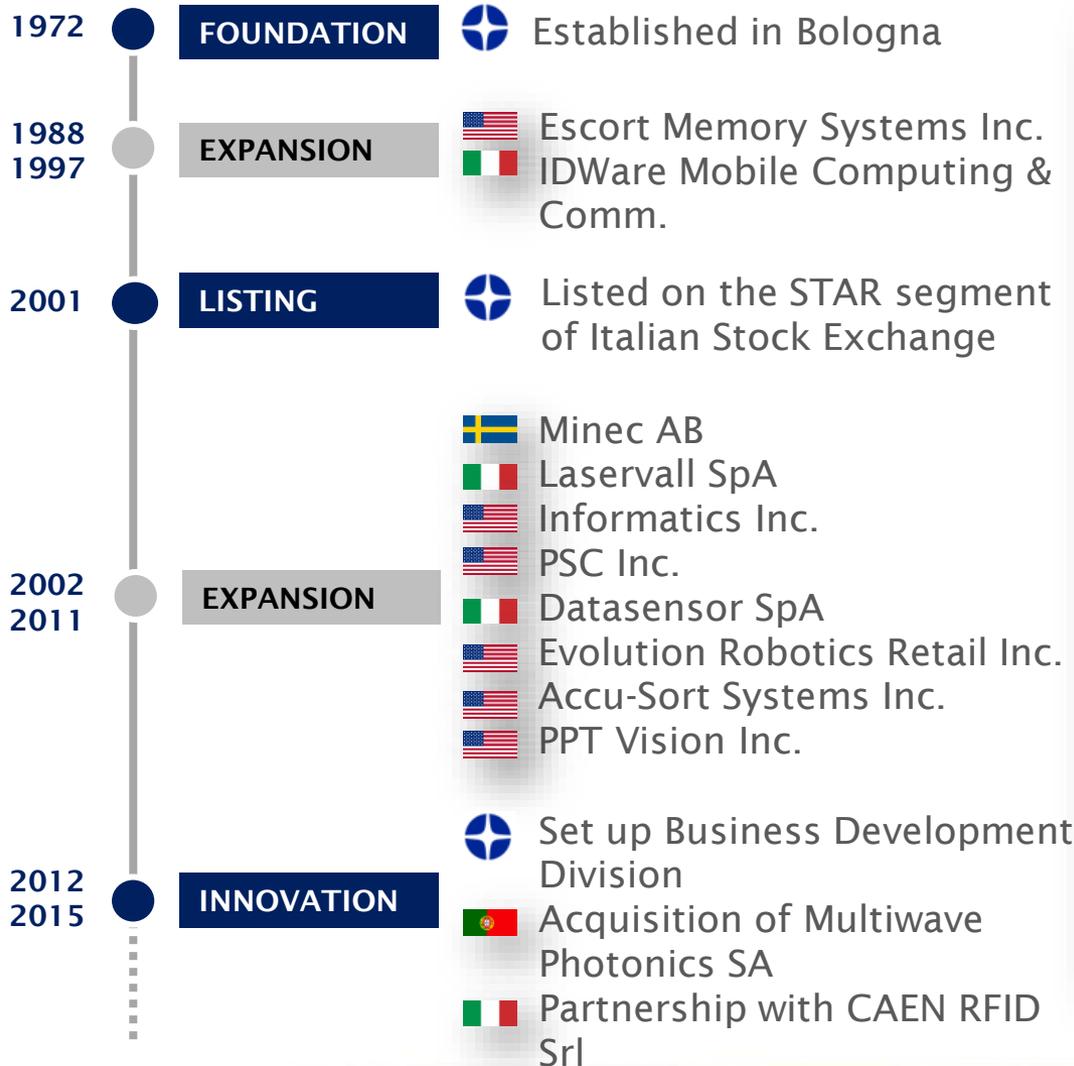
- History of **profitable growth**
- Wise resources management to sustain a **leadership position**
- **Strong cash generation** for growth

3

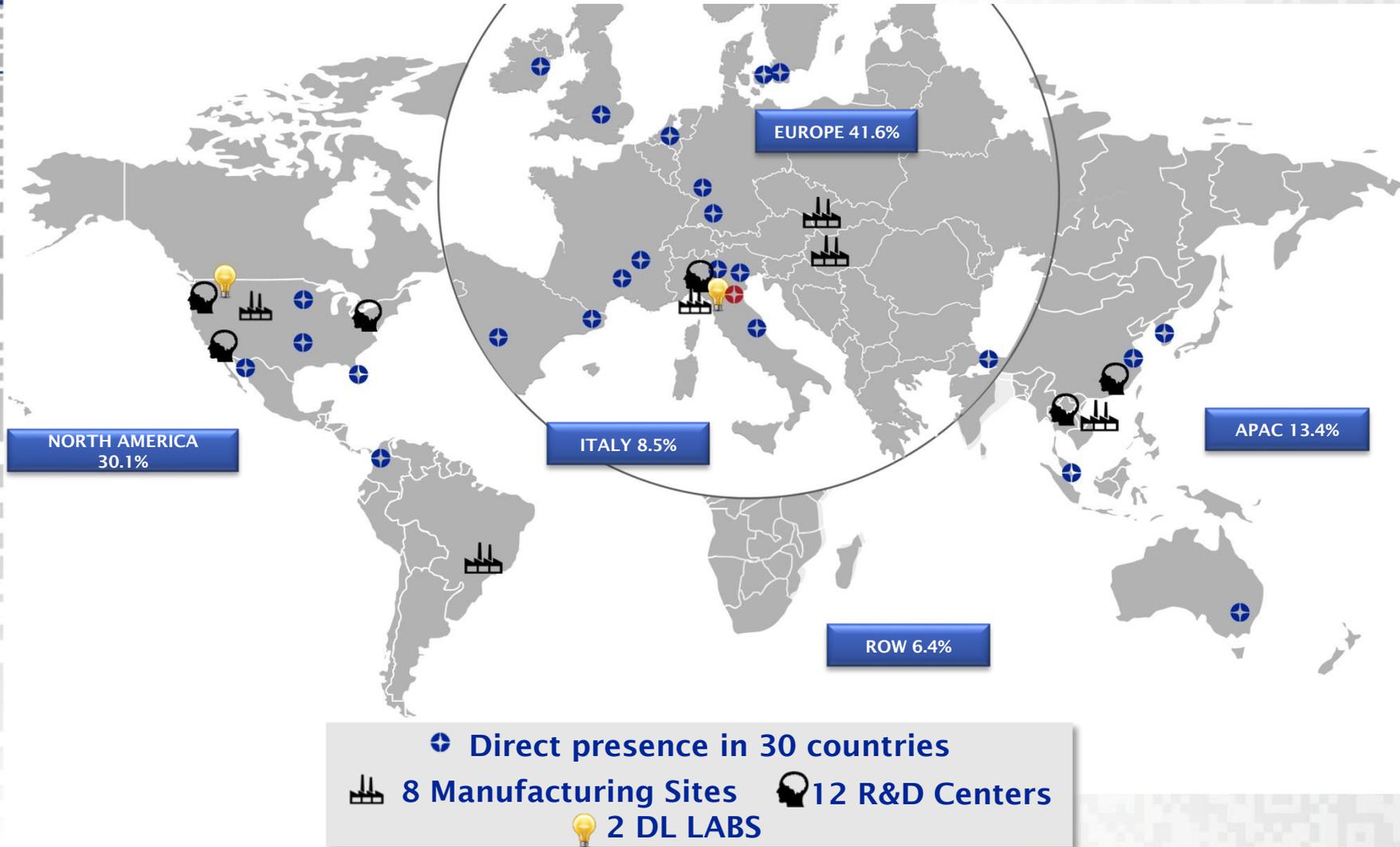
VALUATION & OPPORTUNITIES

- **Attractive valuation**
- Potential from further **internal reorganization**
- Opportunities from expansion in **North America and China**

Over 40 years of Technological Innovation



A Wide Geographical Footprint



Note: Breakdown by area based on 2015 preliminary revenues

Stock and Governance

Market Segment: STAR MTA

Reuters Code: DAL.MI

Bloomberg Code: DAL IM

Outstanding Shares: 58,446,491

Share Par-Value: 0.52 Euro each

Ticker: DAL

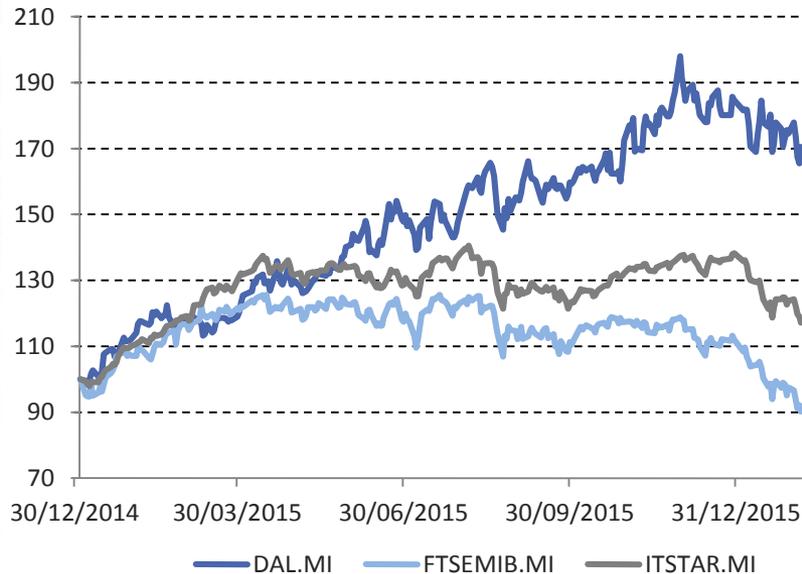
Price (February 5th, 2016): 15.14 Euro

Market Cap (February 5th, 2016): 884.2M Euro

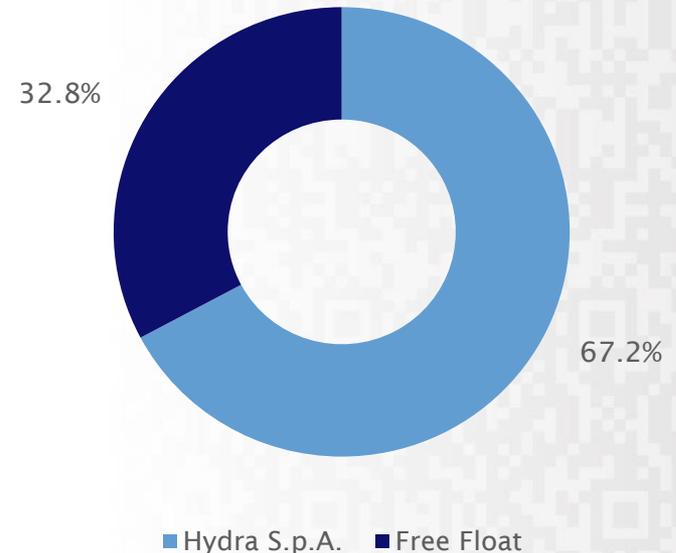
Specialist: Intermonte SIM

Auditing Company: Reconta Ernst & Young

DATALOGIC PRICE PERFORMANCE



SHAREHOLDERS' STRUCTURE

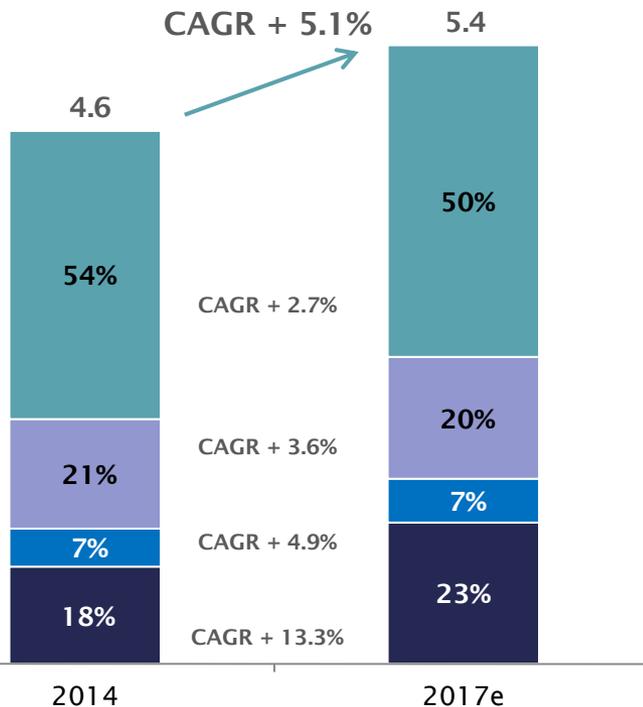


Market Outlook

Market Outlook – ADC & IA

ADC

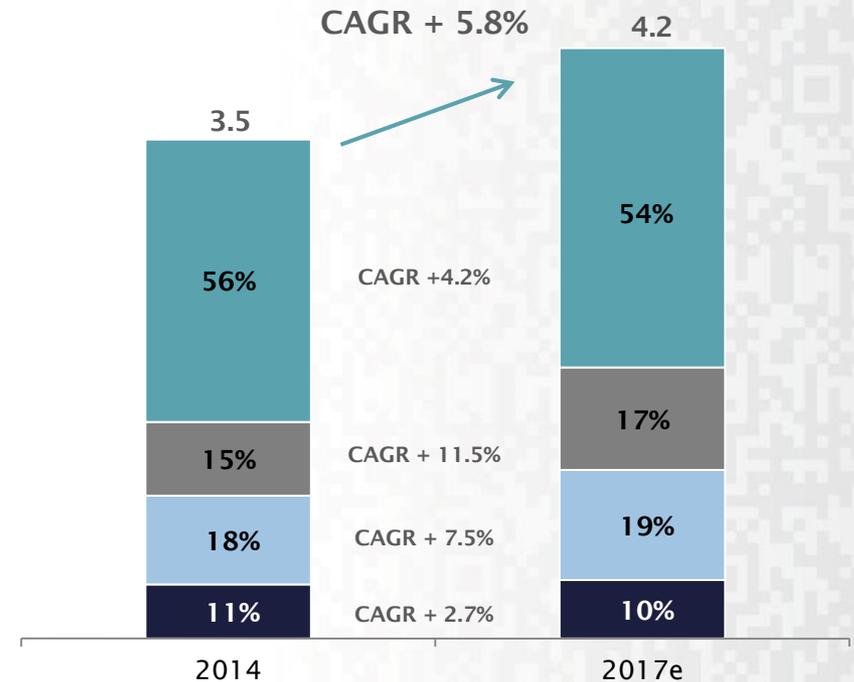
(B\$)



- Self Checkout Solutions
- POS Retail Scanners
- Hand Held Scanners
- Mobile Computers

IA

(B\$)

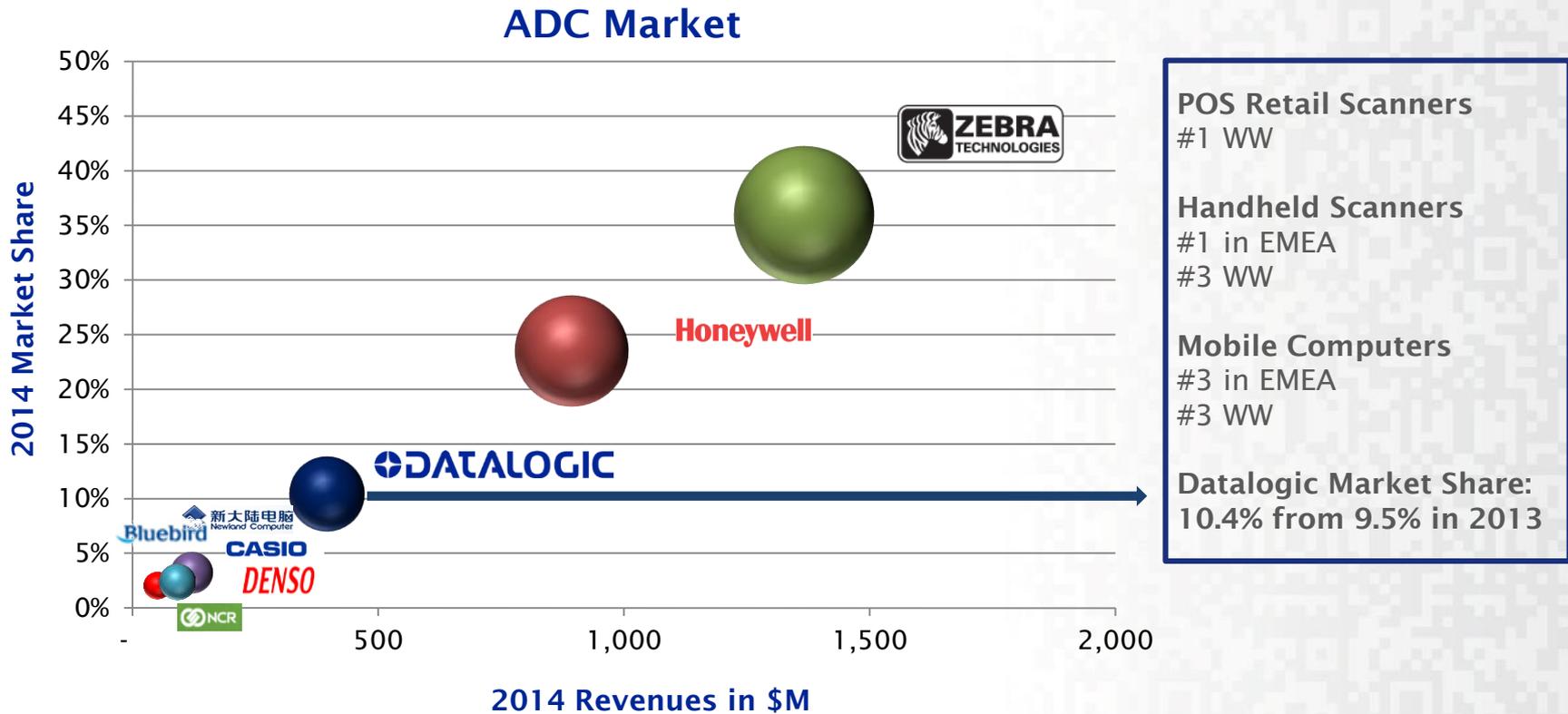


- Identification
- Vision
- Lasermarking
- Sensor & Safety



Source VDC 2015 (base year 2014)

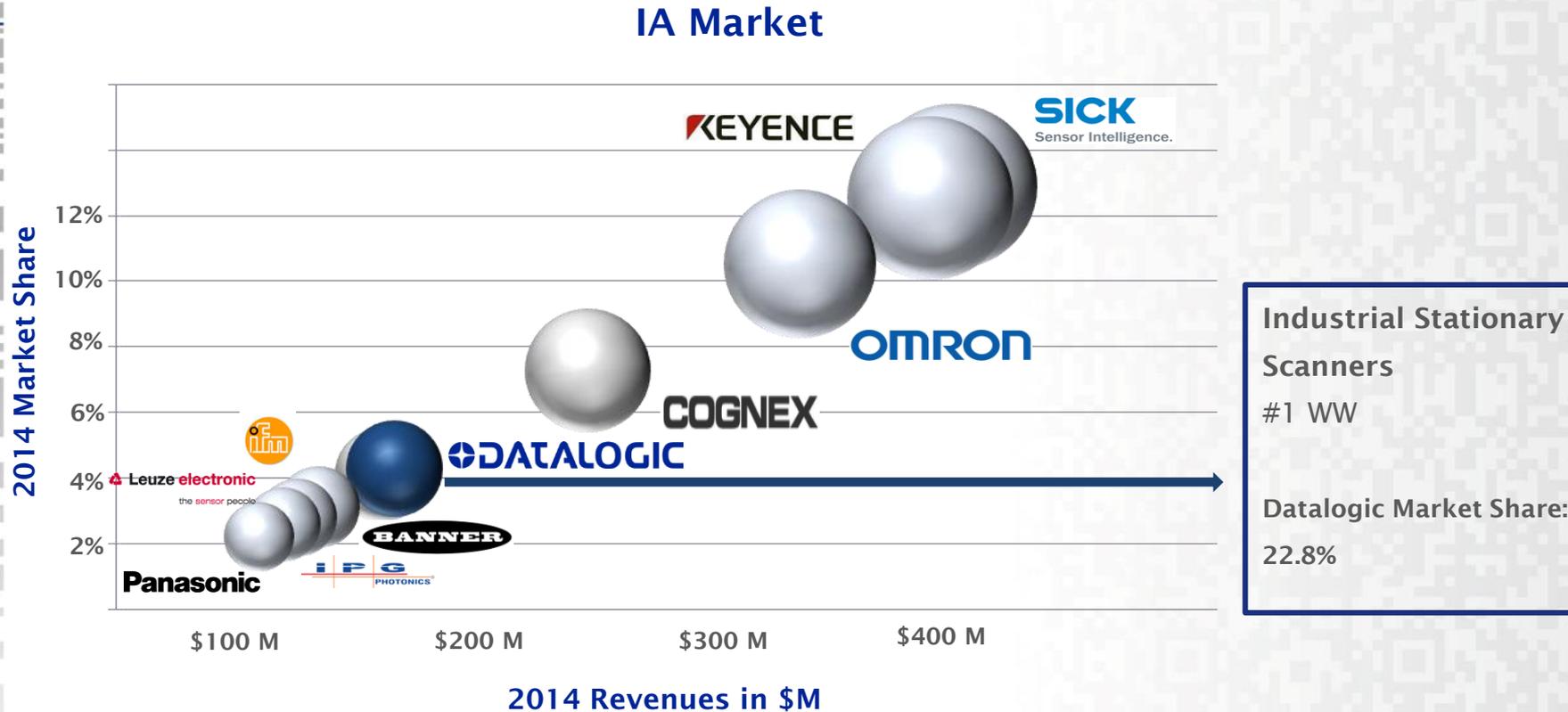
Datalogic Market Share jumped in 2014



2014 ADC Available Market including POS Retail Scanners, Handheld Scanners and Mobile Computers (Handheld PDA and Fork-Lift Vehicles Mounted Computer) segments

Source VDC 2015 (base year 2014)

Datalogic positioning in the IA market



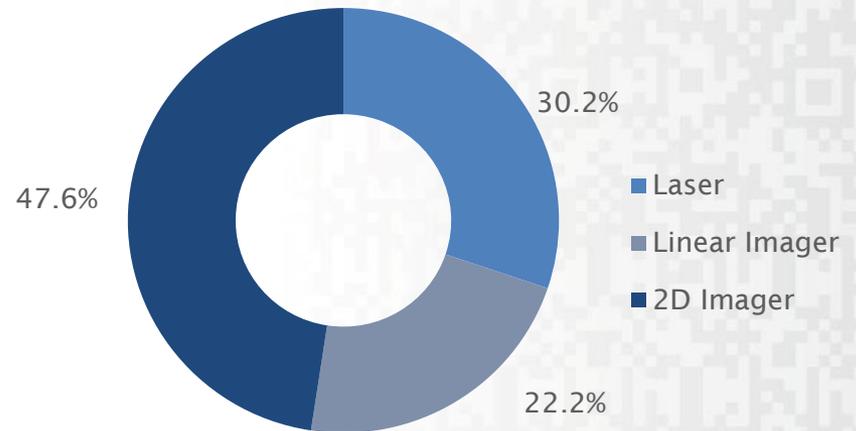
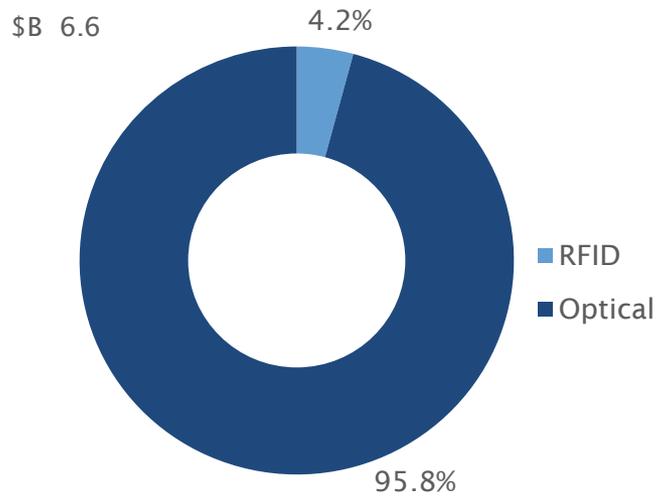
Source : VDC 2015 (base year 2014) Preliminary Figures - Market Researches and Management's Best Estimate

2014 IA Available Market including Industrial Barcode Scanners, Imagers, Photoelectric Sensors, Safety Light Curtains, Smart Cameras/Vision Sensors, Laser Marking segments (Postal Material Handling, Dimensioner and Integrated Solutions not included)

Market split by technology

Datalogic can offer all the technologies available for products identification

Data Capture Technology

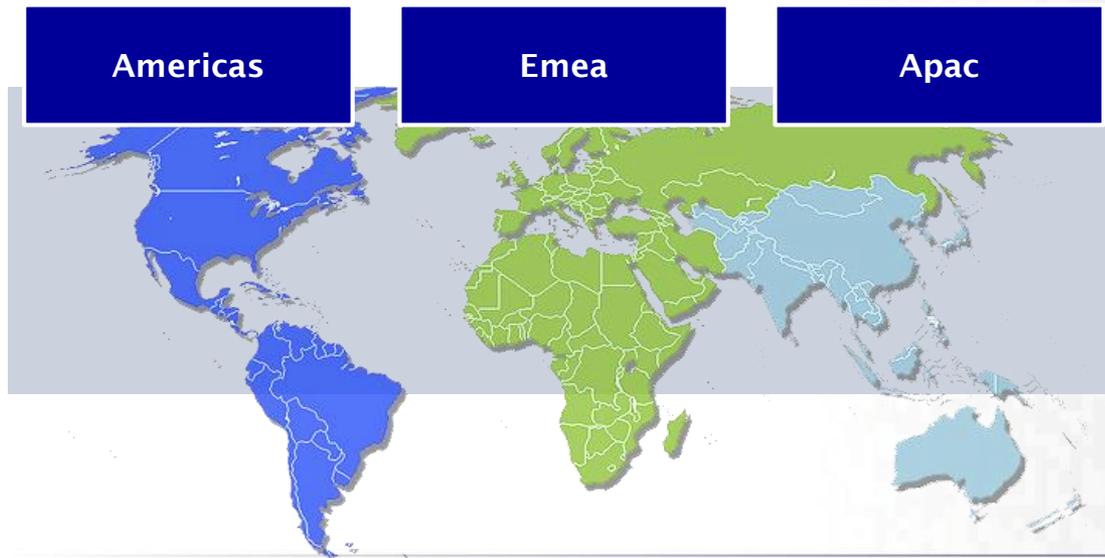


2014 preliminary(base year 2013)

* includes only Hand Held Scanners, Industrial Stationary Scanners and Point of Sale Check Out

Business and Strategy

A Unique Selling Proposition...

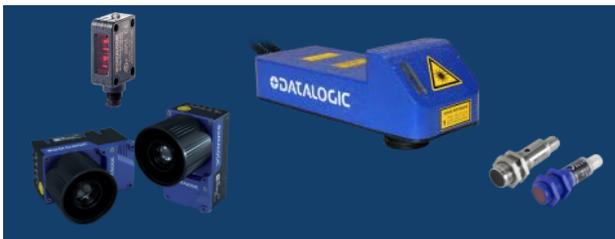


...with a Wide and Complementary Offer

INDUSTRIAL AUTOMATION



AUTOMATIC DATA CAPTURE



Datalogic Strategy and...



...Key Priorities

- **Revenue Growth well above Market Growth**
- **Double Digit Growth in North America and China, improving Market Share**
- **Strong Improvement of Operations Efficiency reducing weight of COGS on revenues thanks to the new Procurement Centre in China, to plants rationalisation (new Hungharian plant for IA) and insourcing of components**
- **Strict control of Operating Expenses and reduction of G&A, thus improving operating leverage**
- **Maintain Strong performance on Cash**

Customer Focus: Develop Excellent Products

- A large and growing portfolio of over **1,200 patents and patent applications**
- About **300 pending patent applications** in all jurisdictions
- **26.5% of sales** from new products*
- 22 new products launched in 9M 2015
- **12 Research & Development Centers**
- Around **400 R&D Engineers**
- New product development process **that starts from the Customers' needs** – 1st milestone of the new product development



Portal Scanning



Digital Watermarking



Matrix™ 300



SG4 H



A30 & T4X
Smart Camera

* Are considered new products the products announced in the last 24 months

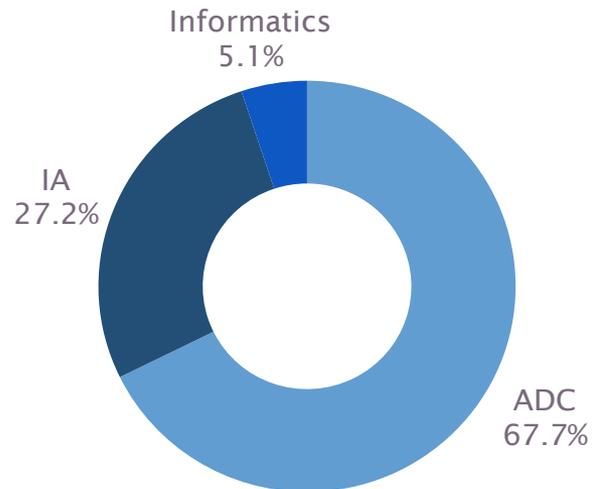
Lead by invention: Investment in R&D will continue

- Investment in R&D to increase **up to 9.5% of revenues**
- **Launch of RFID products:** leveraging the acquisition of 20% of **CAEN RFID** and the commercial agreement signed
- **Scan Engine:** The new scan engines family from Datalogic marks the entrance of Datalogic in the OEM market (price verifiers, kiosks, vending machines etc...)
- **Extensive Products and Technology Display** presented to NRF exhibition “Retail’s Big Show 2016”

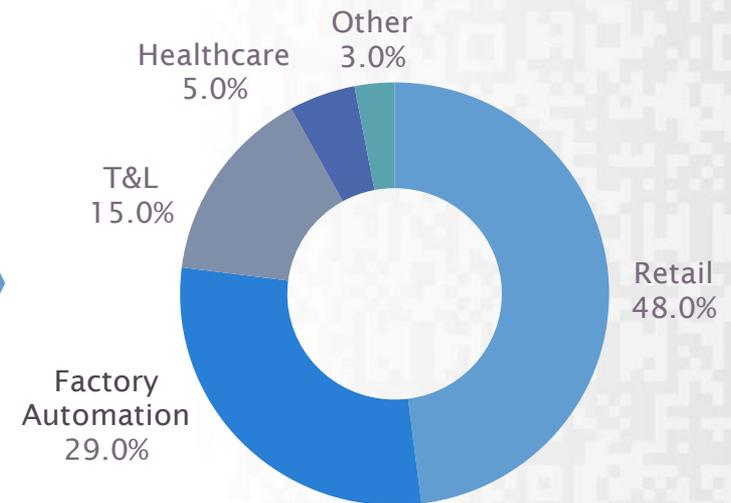


Moving From Products to Customers

2015* Group revenues by sectors

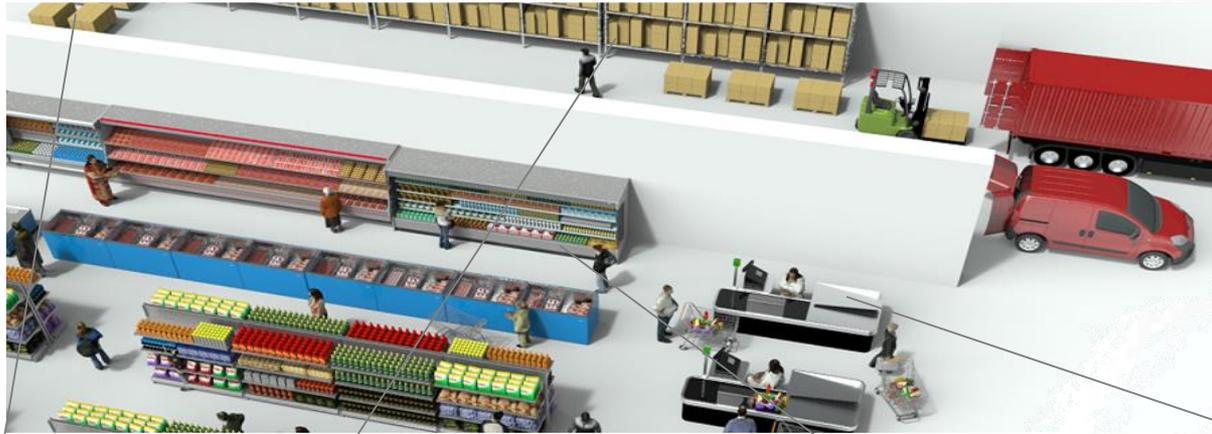


2015* Group revenues by verticals



* Preliminary revenues

Retail Flows and Applications



DISTRIBUTION CENTER

STORE WAREHOUSE

IN-STORE

CHECK-OUT

Receiving Shipping

Stock

Shelf Mngm/Assisted Sales

Check-out/Self Shop.

Customer expectations



Provide Better Customer Experience



Reduce Checkout Queues

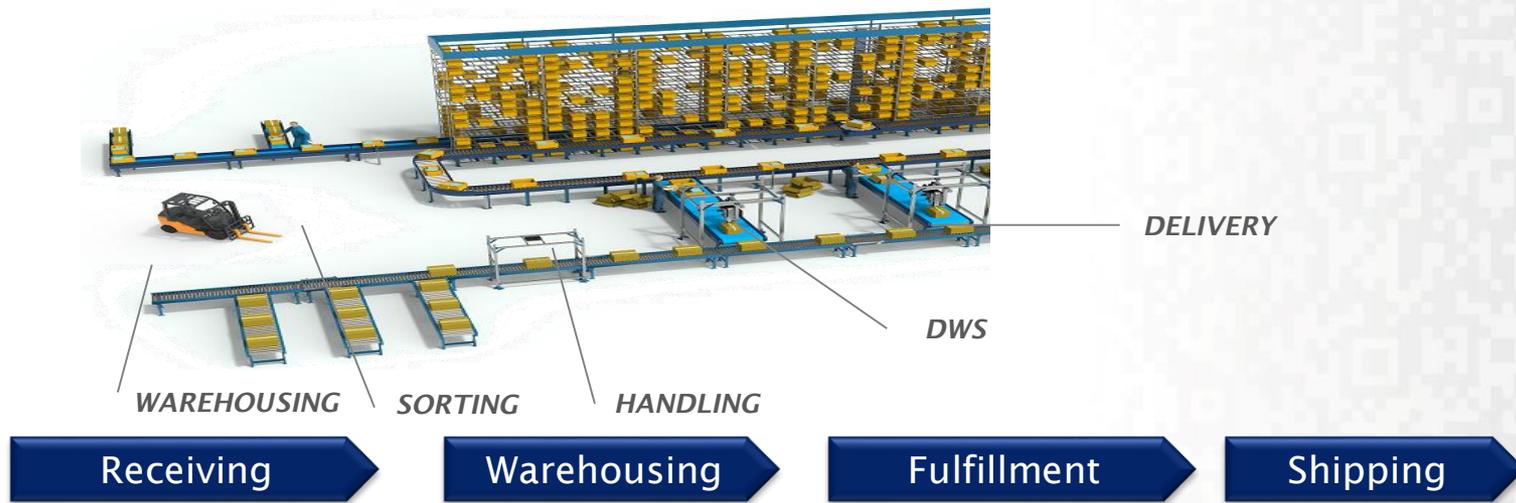


Stock Control



Control Cost & Stock Efficiency

T&L Flows and Applications



Customer expectations



Ensure On-Time & Zero-mistakes results



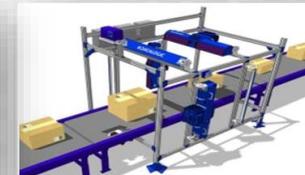
Reduce delivery Times



Improve Delivery Accuracy



Manage Large Inventories & Items Variety



Control Cost & Efficiency

Factory Automation



**Factory
Automation**



AUTOMOTIVE

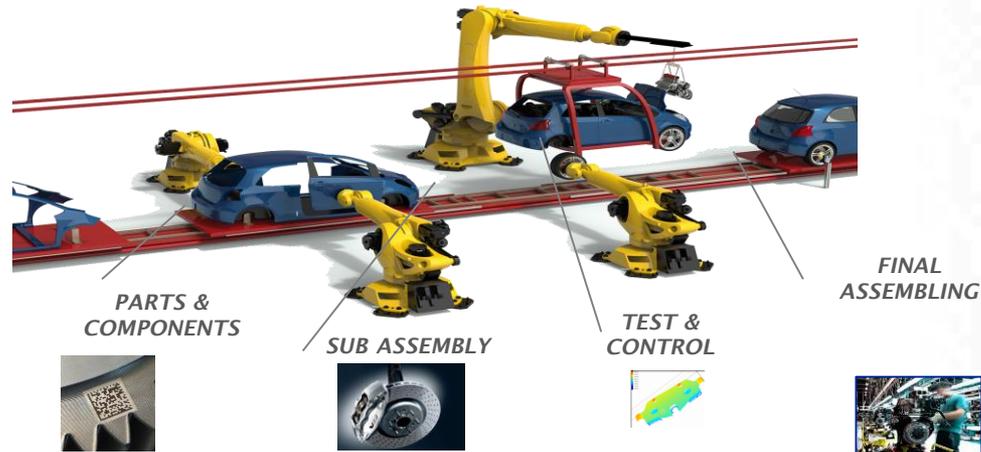


PACKAGING



ELECTRONICS

Automotive Flows and Applications



MARKING

IDENTIFICATION

QUALITY CONTROL

AUTOMATION & SAFETY

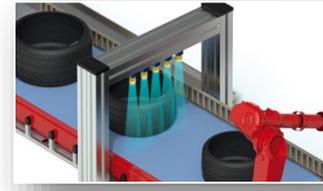
Customer expectations



**Pervasive Parts
Traceability**



**Accurate Vision
Inspection &
Measurement**

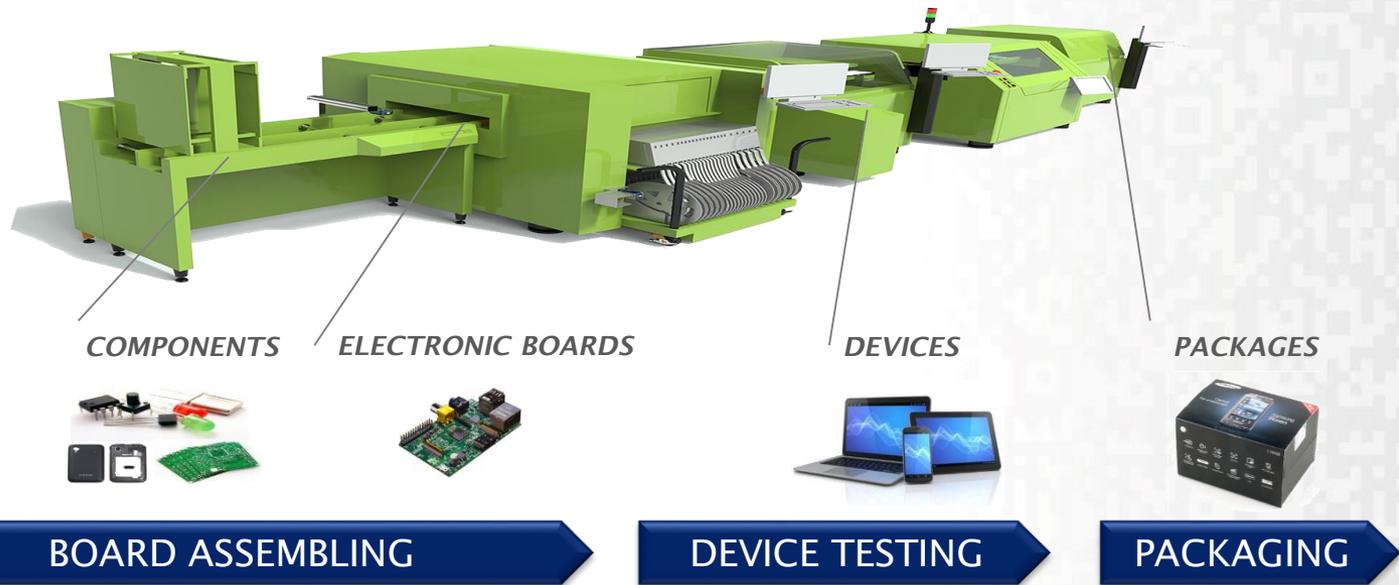


**Tires
Traceability**



Operators Safety

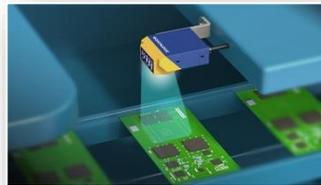
Electronics Flows and Applications



Customer expectations



Traceability

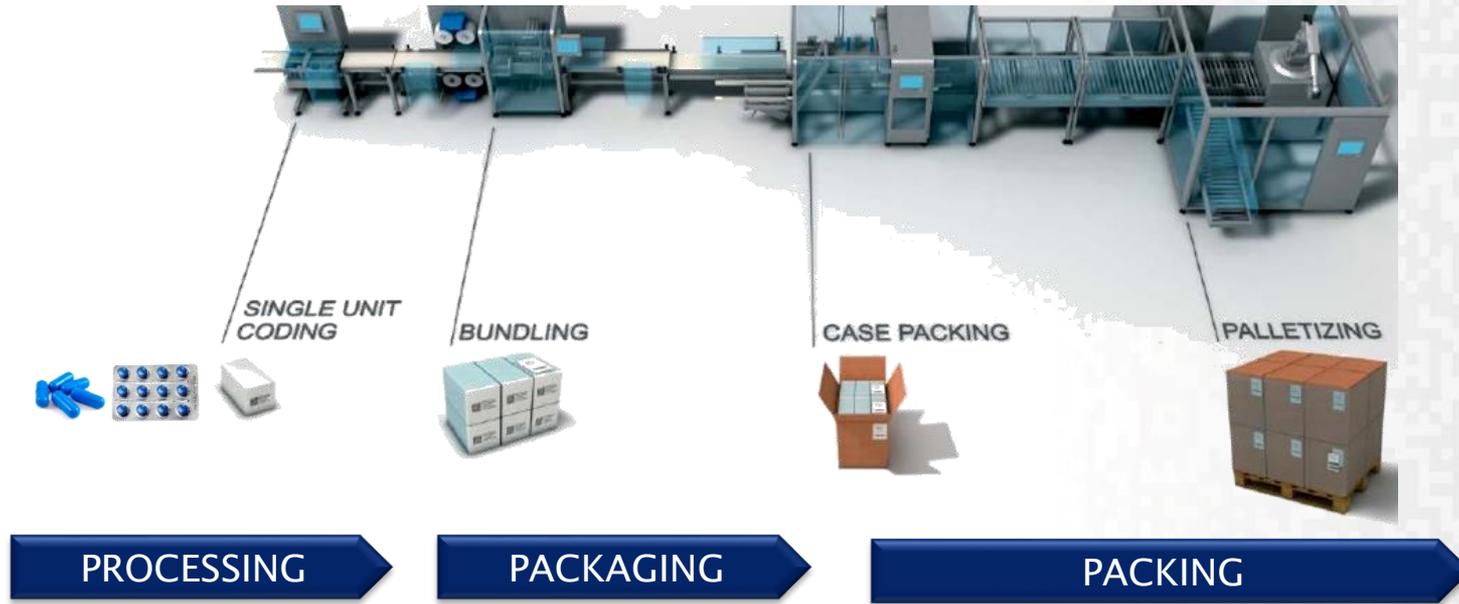


Assembling Control



**Product Personalization/
Branding**

Packaging Flows and Applications



Customer expectations



ID/Traceability



Quality Inspection



Object/Parts Detection



Operator Safety



Warehouse Management

Healthcare Flows and Applications



Customer expectations



Reducing Errors



Preventing Infections



Increase Staff Productivity



Realtime Tracking & Tracing



Accurate Asset Management

Financial Highlights

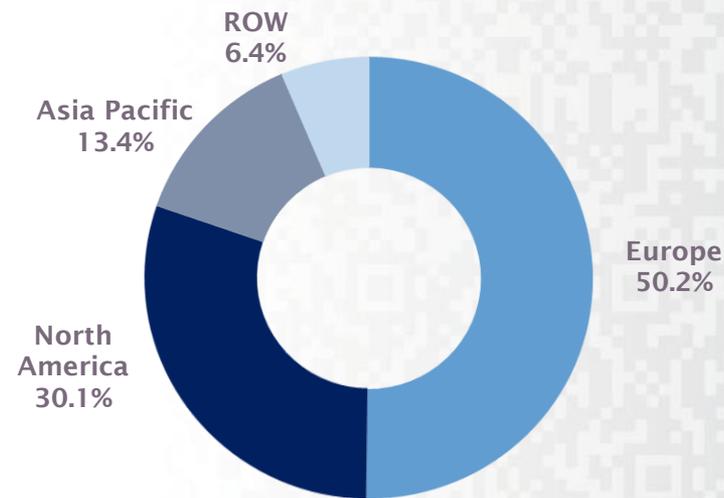
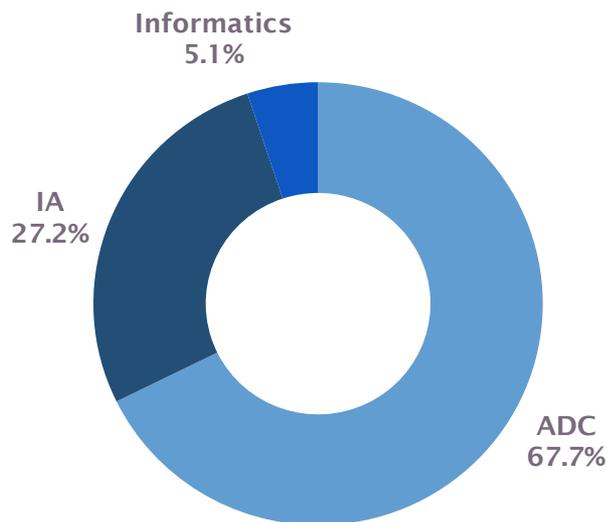
2015 Preliminary Revenues 15.2% up

- 2015 Preliminary Revenues at 535 million Euro (+15.2%, +5.9% at constant exchange rate).
- **ADC Division** is the driver of the growth in all the reference markets (+17.5%, +8.2% at constant exchange rate).
- The **IA division** is catching up +12.1% (+4.7% at constant exchange rates) but net of the BU Systems, **the division's revenues increased by 12.6%** (+6.2% at constant exchange rates)
- **Europe** continues to play a significant role with a weight of more than 50% on total Group revenues
- **North America**: double digit growth for ADC. Recover of IA in 4Q
- BU Systems positively impacted by Royal Mail deal in 4Q (4.2 million Euro)
- Excellent results of **Greater China** up 37.1% (+22.8% at constant exchange rate) thanks to the acquisition of new customers in the retail and electronics industry
- **The booking reached 563.3 million Euro**, with a growth of +17.6% compared to the same period of 2014.

2015 Preliminary Revenues

REVENUES BY DIVISION			
€mln	2015	2014	Var %
ADC	364.0	309.7	17.5%
IA	146.1	130.3	12.1%
- IA ex BU Systems	129.0	114.5	12.6%
Informatics	27.4	26.1	4.8%
Corporate and Adj.	(2.4)	(1.6)	n.m.
Total Revenues	535.1	464.5	15.2%

REVENUES BY GEOGRAPHIC AREA			
€mln	2015	2014	Var %
Europe	268.5	244.0	10.1%
North America	161.1	132.6	21.4%
Asia Pacific	71.5	57.3	24.7%
ROW	34.0	30.6	11.0%
Total Revenues	535.1	464.5	15.2%



Highlights 9M 2015

- Revenues growth driven by ADC in **North America, Greater China and Europe** thanks to robust investments by retailers and the launch of technologically advanced products
- **Industrial Automation** exploits growth opportunities in Asia and grows double digit in the T&L segment in North America; BU Systems still weighting on the division's results
- **Investment in R&D and distribution** continued to be crucial for the development of the Group
- Strong improvement of financial costs thanks to a renewed financing contract
- **Robust growth of net income**



9M 2015 Profit and Loss

000€	9M2015		9M2014		Var %	Var% Net Forex Effect
Revenues	391,295	100.0%	340,064	100.0%	15.1%	5.2%
COGS	(208,546)	(53.3%)	(172,334)	(50.7%)		
Gross Operating Margin	182,749	46.7%	167,730	49.3%	9.0%	3.6%
Other revenues	1,483	0.4%	1,004	0.3%		
R&D	(34,764)	(8.9%)	(29,812)	(8.8%)		
Distribution Costs	(74,758)	(19.1%)	(63,561)	(18.7%)		
Administrative expenses	(29,056)	(7.4%)	(29,914)	-8.8%		
Other operating expenses	(1,842)	(0.5%)	(1,828)	-0.5%		
Total operating expenses and others	(140,420)	(35.9%)	(125,115)	(36.8%)	12.2%	3.6%
Non recurring costs/rev	(1,428)	(0.4%)	(2,370)	(0.7%)		
Amort. Intang. Assets from acquis.	(4,295)	(1.1%)	(4,097)	(1.2%)		
Operating Profit (EBIT)	38,089	9.7%	37,152	10.9%	2.5%	9.4%
Financial (costs)/rev.	(3,910)	(1.0%)	(6,487)	(1.9%)		
Foreign exchange (costs)/rev.	2,387	0.6%	910	0.3%		
EBT	36,566	9.3%	31,575	9.3%	15.8%	
Taxes	(6,143)	(1.6%)	(5,895)	(1.7%)		
Net Income	30,423	7.8%	25,680	7.6%	18.5%	
Depreciation	(5,773)	(1.5%)	(5,268)	(1.5%)		
Amortization	(3,493)	(0.9%)	(3,120)	(0.9%)		
EBITDA	53,078	13.6%	52,007	15.3%	2.1%	4.1%
Exchange rate	1.1144		1.3549			

9M Segment Reporting

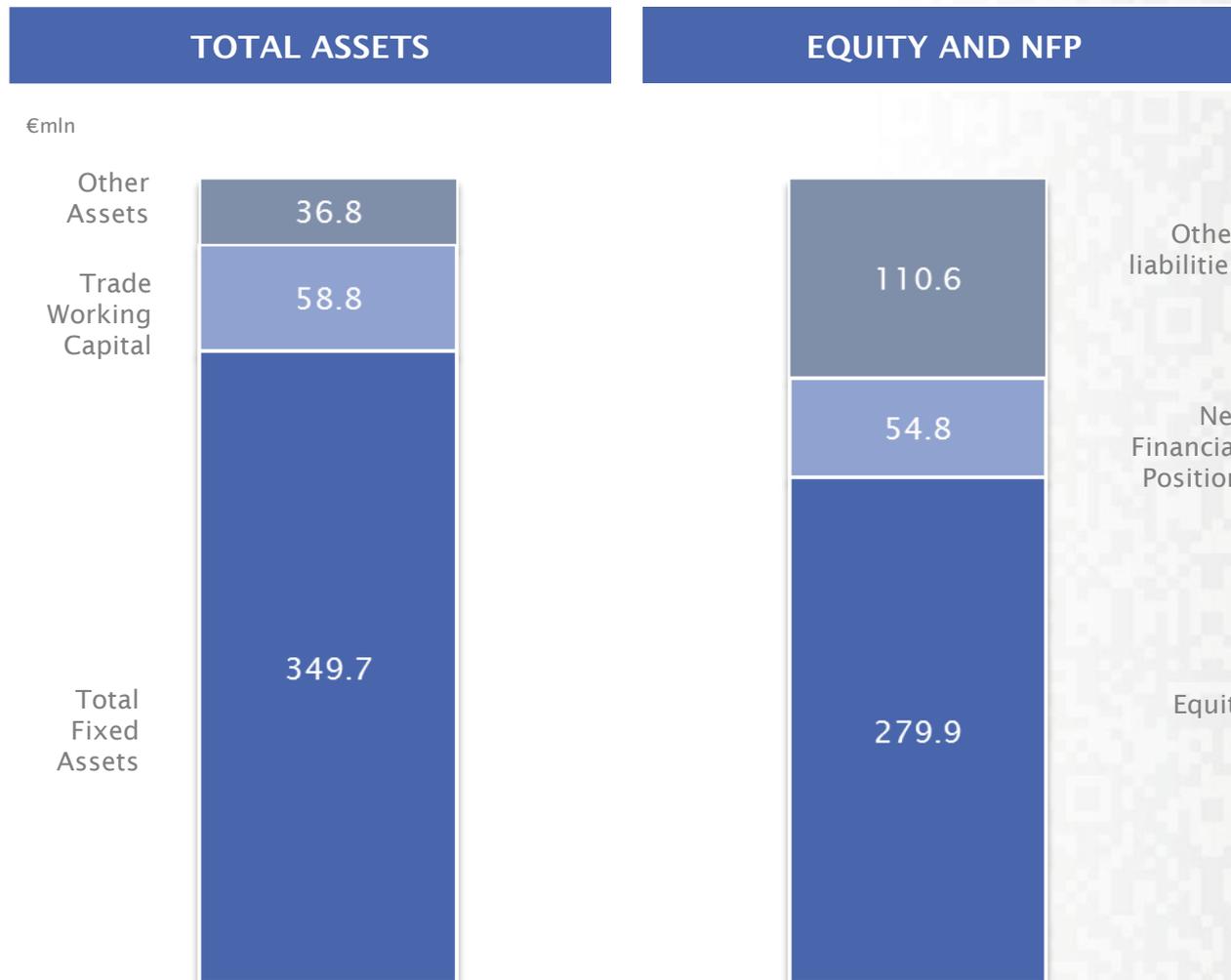
Gross Operating Margin	9M2015	9M2014
ADC	47.4%	50.9%
Industrial Automation	45.1%	45.8%
Informatics	45.3%	45.4%
Total Group	46.7%	49.3%

EBITDA Margin	9M2015	9M2014
ADC	20.0%	20.4%
Industrial Automation	2.5%	3.3%
Informatics	1.5%	6.7%
Total Group	13.6%	15.3%

R&D/Revenues	9M2015	9M2014
ADC	8.8%	9.4%
Industrial Automation	12.0%	11.4%
Informatics	3.9%	2.7%
Total Group	8.9%	8.8%

TWC/Annualized Revenues	9M2015	9M2014
ADC	10.7%	11.4%
Industrial Automation	15.5%	20.6%
Informatics	9.4%	14.3%
Total Group	11.3%	13.6%

Consolidated Balance Sheet at 30.09.2015



Financial resources for the growth

SOLID CAPITAL STRUCTURE

- 20% net debt to Equity ratio
- 0.8x net debt to annualized Ebitda ratio

EXCELLENT CASH FLOW GENERATION

- Maintain high cash flow generation on a yearly basis

FAVOURABLE CAPITAL MARKET CONDITIONS

- Medium-term debt refinancing on February 2015 for 140 million Euro
- Average repayment term from 2 to 4 years
- Reduction of average cost of debts
- Signed a financing contract with EIB for a 5-year amortising loan worth a total of 30 million Euro

Contacts

IR CONTACTS

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NEXT EVENTS

March 4th, 2016

Approval 2015 Results

March 15th, 2016

Milan Star Conference

May 2th, 2016

Ordinary Shareholders' Meeting

May 13th, 2016

Approval 1Q2016 Results

DATALOGIC ON LINE

www.datalogic.com