Company Presentation

Star Conference

New York, May 30th 2007

- The Group
- Transformation Plan
- Datalogic Offer
- Update On Psc
- Financial Highlights
- Annexes

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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*

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A Wide International Coverage

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2001 – 2006: a history of growth...

PSC Acquisition
Closing: November 2005
Price: approximately USD 195 m
Consolidated for 1 month

Informatics Acquisition
Automatic and identification sector
Closing: March 2005
Price: €18.2m
Consolidated for 10 months

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

(In million Euro)

CAGR 2001 – 2006 = 28%

Note: (*) IAS compliant

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2001 – 2006: Share Performance

(In Euro)

Note: (*) Dividend of € 1,22 per share, of which € 1 Extraordinary

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Shareholders' Structure

Number of shares: 63.655.472

MKT Cap: € 412 million

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The Datalogic Group before 2nd April 07

Business Development Division

Develop adjacent and emerging business

- *Build emerging businesses*
- *Look at adjacent businesses to integrate upstream and downstream*

Business Unit Name	Brand
Marking BUSINESS UNIT	LASERVALL Laser Sources and Systems
RFID BUSINESS UNIT	EMS
Enterprise Business Solutions PRODUCT GROUP	DATALOGIC Your Life. Our Enthusiasm
Small/Mid Business Barcode Solutions BUSINESS UNIT	Wasp Bar Code System ID

Data Capture Division

Develop core business

- *Defend and extend current core business*

Business Unit Name	Brand
Hand Held Readers BUSINESS UNIT	DATALOGIC / PSC
Mobile Computers BUSINESS UNIT	DATALOGIC / PSC
Unattended Scanning Systems - Industrial BUSINESS UNIT	DATALOGIC Your Life. Our Enthusiasm
Fixed Position Scanners for Retail BUSINESS UNIT	PSC

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How Datalogic has changed

- *Corporate Organization*

- *Divisional Structure*

- *Provides strategic direction*
- *Ensures adequate control and oversight*
- *Drives organizational accountability*

- *Focus on product and market specialization*
- *Deep Customer focus*
- *Optimal operating costs*

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The Final Result on April 2, 2007

DATALOGIC SpA
HQ BOLOGNA, CORPORATE

Board of Directors

Executive Management

Steering Committee

Datalogic Scanning
HQ Eugene, OR, USA

- Hand Held Readers — BUSINESS UNIT
- Fixed Position Scanners for Retail — BUSINESS UNIT

Datalogic Mobile
HQ Bologna, Italy

- Mobile Computers — BUSINESS UNIT

Datalogic Automation
HQ Bologna, Italy

- Unattended Scanning Systems - Industrial — BUSINESS UNIT
- Marking — BUSINESS UNIT
- RFID — BUSINESS UNIT

Business Development
HQ Bologna, Italy

- Enterprise Business Solutions — PRODUCT GROUP
- Small/Mid Business Barcode Solutions — BUSINESS UNIT

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Benefits of the New Structure

- To increase our market shares in the WW item identification market
- Creation of a Federal Group of Companies with a deep focus on product and market specialization
- The new structure will be a solid platform upon which Datalogic can continue to expand the Group
- More attention to the Customer
- To achieve both economies of scale and economies of scope

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Hand Held Readers
Datalogic Scanning Division
#2 Worldwide and #1 in EMEA

✦ **Competitors**

EMEA	Symbol, Metrologic
AMERICAS	Symbol, Metrologic, Intermec, HHP
ASIA	Symbol, Denso, Opticon

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Fixed Position Scanners for Retail
Datalogic Scanning Division
#1 Worldwide, #1 in EMEA and #2 in Americas

- **Competitors**

EMEA	NCR, Symbol,
AMERICAS	NCR, Symbol
ASIA	Fujitsu

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Mobile Computers
Datalogic Mobile Division
#4 in EMEA and #5 Worldwide

- **Competitors**

EMEA	Symbol, Psion-Teklogix
AMERICAS	Symbol, Intermec

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Unattended Scanning Systems - Industrial
Datalogic Automation Division
#1 in EMEA and #3 Worldwide

✦ **Competitors**	
EMEA	Sick
AMERICAS	Accu-Sort
ASIA	Toheken

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Marking and RFID
Datalogic Automation Division

#1 in USA

Automotive/Electronic

- **Competitors**

EMEA	Trumph, Rofin
AMERICAS	Quantronix, Coherent, RMI
ASIA	Hans Laser, Miyachi

- **Competitors (Readers)**

EMEA	Deister, Assa/Hid, Siemens
AMERICAS	Assa/Hid, Deister, TransCore
ASIA	Omron, Asssa/Hid, Gemplus

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Business Development Division

#1 in Italy
80 installations

Enterprise Business Solutions

SMB Barcode Solutions - Informatics

Figures by VD

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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

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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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Restructuring Plan Update

1Q 2006 Actions	- February 06: Start of the fast-track restructuring - March 06: Bill Parnell appointed new CEO
2Q 2006 Actions	- Reduced employees by a total of 49 (out of the 740 regular employees) - Annual cost saving of over Usd 4.4 m (6% of PSC's operating costs) - Estimated restructuring costs of some Usd 1.6 mil - Ongoing activities on Sales & Marketing and Purchasing & Production areas
3Q 2006 Actions	- October 06: Signed with Symbol OEM Agreement (for the next 5 years the Group will benefit of a cost saving amounting to € 20 mil.
4Q 2006	- In the fourth quarter of 2006 PSC revenues came, in dollars, to more than 8% over the last quarter of 2005 - 2006 total revenues: Usd 224,1 mil.
February 2007	- Final definition of PSC Inc. purchase price agreed (reduced from Usd 151.2 to 143.7)
1Q 2007	PSC 1Q07 results: - REVENUES Usd 61 mil. (+13% vs 1Q06) - EBITDA Usd 6.5 mil. (Usd 421 k in the 1Q06)

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Consolidated Income Statement

(Euro/1.000)

	1Q06	%	1Q07	%	Ratios
Revenues	**95.248**	***100,0%***	**104.065**	***100,0%***	***9,3%***
COGS	-52.899	*-55,5%*	-58.051	*-55,8%*	
Gross Operating Margin	**42.349**	***44,5%***	**46.014**	***44,2%***	***8,7%***
R&D	-6.634	*-7,0%*	-7.007	*-6,7%*	
G&A	-7.714	*-8,1%*	-7.303	*-7,0%*	
Distribution Costs	-22.489	*-23,6%*	-19.862	*-19,1%*	
Other Rev/(Charges)	-479	*-0,5%*	-899	*-0,9%*	
Ordinary Operating Profit (EBITANR) (*)	**5.033**	***5,3%***	**10.943**	***10,5%***	***117,4%***
Not recurring costs/rev	-4.947	*-5,2%*	-1.225	*-1,2%*	
Amort. intang. assets from acquis.	-1.531	*-1,6%*	-1.054	*-1,0%*	
Operating Profit (EBIT)	**-1.445**	***-1,5%***	**8.664**	***8,3%***	***n.a.***
Financial (costs)/rev.	-1.546	*-1,6%*	-972	*-0,9%*	
Results from equity investments	-377	*-0,4%*	74	*0,1%*	
Foreing exchange (costs)/rev.	-580	*-0,6%*	-199	*-0,2%*	
EBT	**-3.948**	***-4,1%***	**7.567**	***7,3%***	***n.a.***
Taxes	360	*0,4%*	-3.205	*-3,1%*	
Net Income	**-3.588**	***-3,8%***	**4.362**	***4,2%***	
Third Parties Income	-39	*0,0%*	-46	*0,0%*	
Group Net Income	**-3.627**	***-3,8%***	**4.316**	***4,1%***	
Depreciation	-2.261	*-2,4%*	-2.109	*-2,0%*	
Amortization	-692	*-0,7%*	-954	*-0,9%*	
EBITDA	**7.986**	***8,4%***	**14.006**	***13,5%***	***75,4%***

(*) Ordinary Operating Profit before not recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

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Revenues Details

(Euro/1.000)

Revenues by Division

	1Q06	1Q07	*Var. %*
Data Capture	76.645	83.431	*9%*
Business Development	18.603	20.634	*11%*
Revenues	**95.248**	**104.065**	***9%***

Revenues by Geographic Area

	1Q06	1Q07	*Var %*
Italy	9.014	11.051	*23%*
Europe	42.483	43.605	*3%*
North America	30.619	31.384	*2%*
ROW	13.132	18.025	*37%*
Revenues	**95.248**	**104.065**	***9%***

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Ordinary Operating Profit - EBITANR (*) – Actual vs LY

(Euro/1.000)

(*) Ordinary Operating Profit before not recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

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Consolidated Balance Sheet

(Euro/1.000)

	1Q06	FY06	1Q07
Fixed Assets	**232.534**	**227.254**	**223.691**
Receivables	92.646	90.917	97.574
Inventory	58.173	52.005	52.815
Payables	-79.982	-78.042	-78.090
Net Working Capital	**70.837**	**64.880**	**72.299**
Employees' severance Indemn.	-7.143	-7.624	-7.539
Risk Funds	-9.838	-9.856	-10.126
Other liabilities	-30.670	-29.687	-26.517
Net Invested Capital	**255.720**	**244.967**	**251.808**
Equity	**199.882**	**186.610**	**197.693**
Net Financial Position	**-55.838**	**-58.357**	**-54.115**

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Net Debt

(Euro/1.000)

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3rd Player in the Auto-ID Market

2005 ADC Market, printers excluded

Figures by VDC

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Consolidated Income Statement

(Euro/1.000)

	FY05	%	FY06	%	Ratios
Revenues	**205.948**	***100,0%***	**381.614**	***100,0%***	***85,3%***
COGS	-106.526	*-51,7%*	-214.544	*-56,2%*	
Gross Operating Margin	**99.422**	***48,3%***	**167.070**	***43,8%***	***68,0%***
R&D	-14.676	*-7,1%*	-26.313	*-6,9%*	
G&A	-17.273	*-8,4%*	-28.752	*-7,5%*	
Distribution Costs	-42.949	*-20,9%*	-83.915	*-22,0%*	
Other Rev/(Charges)	276	*0,1%*	-2.056	*-0,5%*	
Ordinary Operating Profit (EBITANR) (*)	**24.800**	***12,0%***	**26.034**	***6,8%***	***5,0%***
Not recurring costs/rev	-2.691	*-1,3%*	-6.315	*-1,7%*	
Amort. intang. assets from acquis.	-1.830	*-0,9%*	-4.345	*-1,1%*	
Operating Profit (EBIT)	**20.279**	***9,8%***	**15.374**	***4,0%***	***-24,2%***
Financial (costs)/rev.	874	*0,4%*	-5.160	*-1,4%*	
Results from equity investments	229	*0,1%*	-53	*0,0%*	
Foreing exchange (costs)/rev.	1.298	*0,6%*	-1.128	*-0,3%*	
EBT	**22.680**	***11,0%***	**9.033**	***2,4%***	***-60,2%***
Taxes	-9.512	*-4,6%*	-4.767	*-1,2%*	
Net Income	**13.168**	***6,4%***	**4.266**	***1,1%***	
Third Parties Income	-171	*-0,1%*	-141	*0,0%*	
Group Net Income	**12.997**	***6,3%***	**4.125**	***1,1%***	
Depreciation	-4.558	*-2,2%*	-8.309	*-2,2%*	
Amortization	-2.191	*-1,1%*	-3.894	*-1,0%*	
EBITDA	**31.549**	***15,3%***	**38.237**	***10,0%***	***21,2%***

(*) Ordinary Operating Profit before not recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

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Revenues Details

(Euro/1.000)

Revenues by Division

	FY05	FY06	*Var. %*
Data Capture	146.566	309.313	*111%*
Business Development	59.382	72.301	*22%*
Revenues	**205.948**	**381.614**	***85%***

Revenues by Geographic Area

	FY05	FY06	*Var %*
Italy	32.803	37.973	*16%*
Europe	90.446	153.694	*70%*
North America	54.381	124.504	*129%*
ROW	28.318	65.443	*131%*
Revenues	**205.948**	**381.614**	***85%***

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Ordinary Operating Profit - EBITANR (*) – Actual vs LY

(Euro/1.000)

(*) Ordinary Operating Profit before not recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

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FY05 and FY06 results without PSC

(Euro/1.000)

	FY05	%	FY06	%	Ratios
Revenues	**186.523**	***100,0%***	**203.673**	***100,0%***	***9,2%***
COGS	-93.329	*-50,0%*	-103.340	*-50,7%*	
Gross Operating Margin	**93.194**	***50,0%***	**100.333**	***49,3%***	***7,7%***
R&D	-13.440	*-7,2%*	-15.009	*-7,4%*	
G&A	-16.391	*-8,8%*	-19.412	*-9,5%*	
Distribution Costs	-38.773	*-20,8%*	-43.678	*-21,4%*	
Other Rev/(Charges)	353	*0,2%*	-263	*-0,1%*	
Ordinary Operat. Profit (EBITANR) (*)	**24.943**	***13,4%***	**21.971**	***10,8%***	***-11,9%***
Not recurring costs/rev	-2.691	*-1,4%*	-893	*-0,4%*	
Amort. intang. assets from acquisition (**)	-1.830	*-1,0%*	-1.933	*-0,9%*	
Operating Profit (EBIT)	**20.422**	***10,9%***	**19.145**	***9,4%***	***-6,3%***
Financial (costs)/rev.	931	*0,5%*	-1.121	*-0,6%*	
Results from equity investments	229	*0,1%*	-53	*0,0%*	
Foreing exchange (costs)/rev.	1.275	*0,7%*	-1.633	*-0,8%*	
EBT	**22.857**	***12,3%***	**16.338**	***8,0%***	***-28,5%***
Depreciation	-4.267	*-2,3%*	-4.131	*-2,0%*	
Amortization	-2.190	*-1,2%*	-3.750	*-1,8%*	
EBITDA	**31.400**	***16,8%***	**29.852**	***14,7%***	***-4,9%***

(*) Ordinary Operating Profit before not recurring costs/revenues and amortization of intangible assets from acquisition (EBITNAR)

(**) The item "Amort. intangible assets from acquisitions" at 31/12/06 includes € 1.295 thousand and € 638 thousand for Laservall and Informatics acquisitions.

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Consolidated Balance Sheet

(Euro/1.000)

	FY05	FY06
Fixed Assets	**254.016**	**227.254**
Receivables	94.482	90.917
Inventory	51.512	52.005
Payables	-74.681	-78.042
Net Working Capital	**71.313**	**64.880**
Employees' severance Indemn.	-6.894	-7.624
Risk Funds	-8.919	-9.856
Other liabilities	-53.937	-29.687
Net Invested Capital	**255.579**	**244.967**
Equity	**129.861**	**186.610**
Net Financial Position	**-125.718**	**-58.357**

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Net Debt

(Euro/1.000)

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