



## *Company Presentation*

Star Conference  
Milan, 5th March 2008



✦ THE GROUP

✦ DATALOGIC OFFER

✦ FINANCIAL HIGHLIGHTS



## Datalogic Vision

**“To be Top of Mind when thinking about needs in the item identification value chain”**

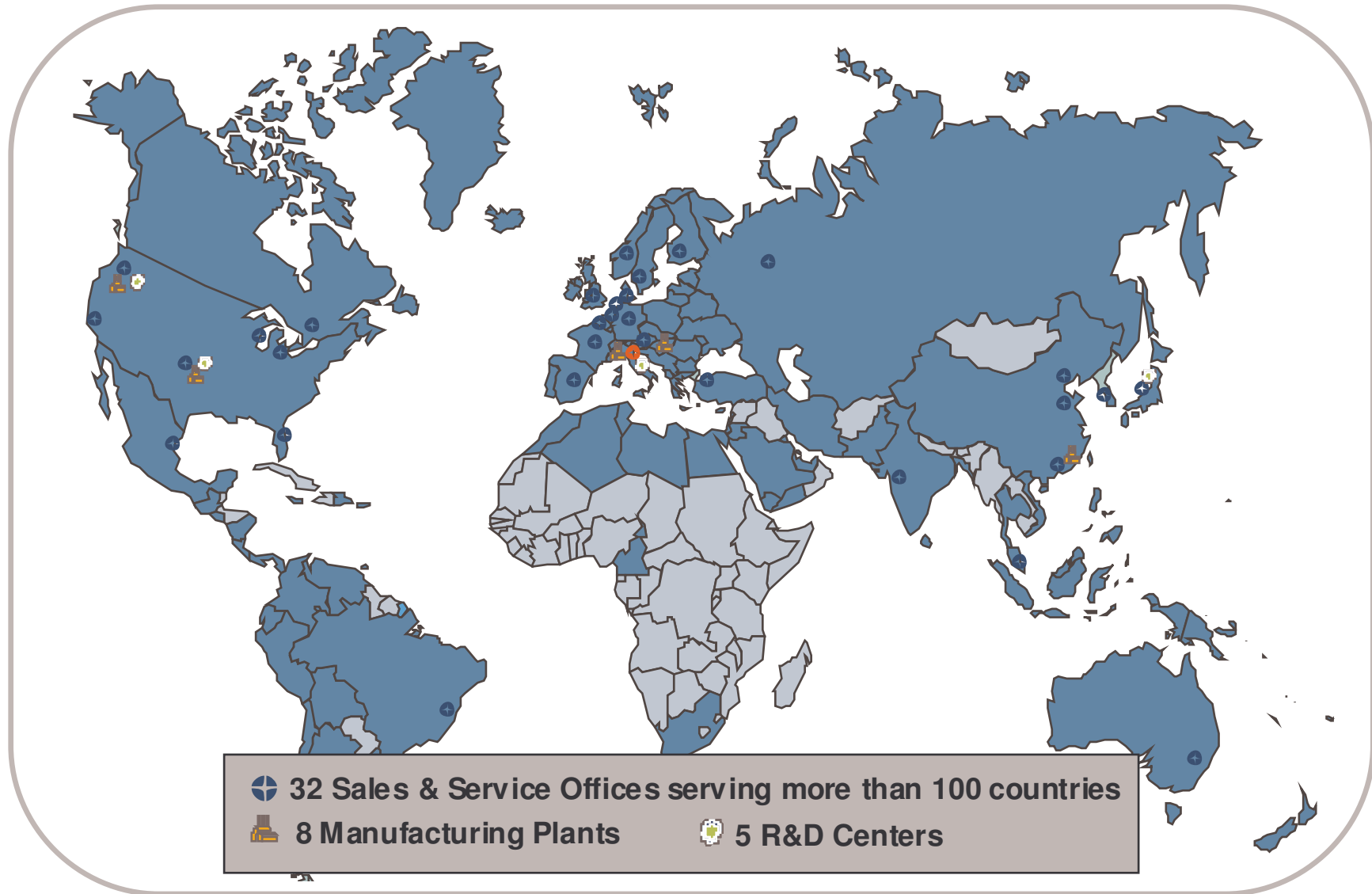
## Datalogic Mission

*“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

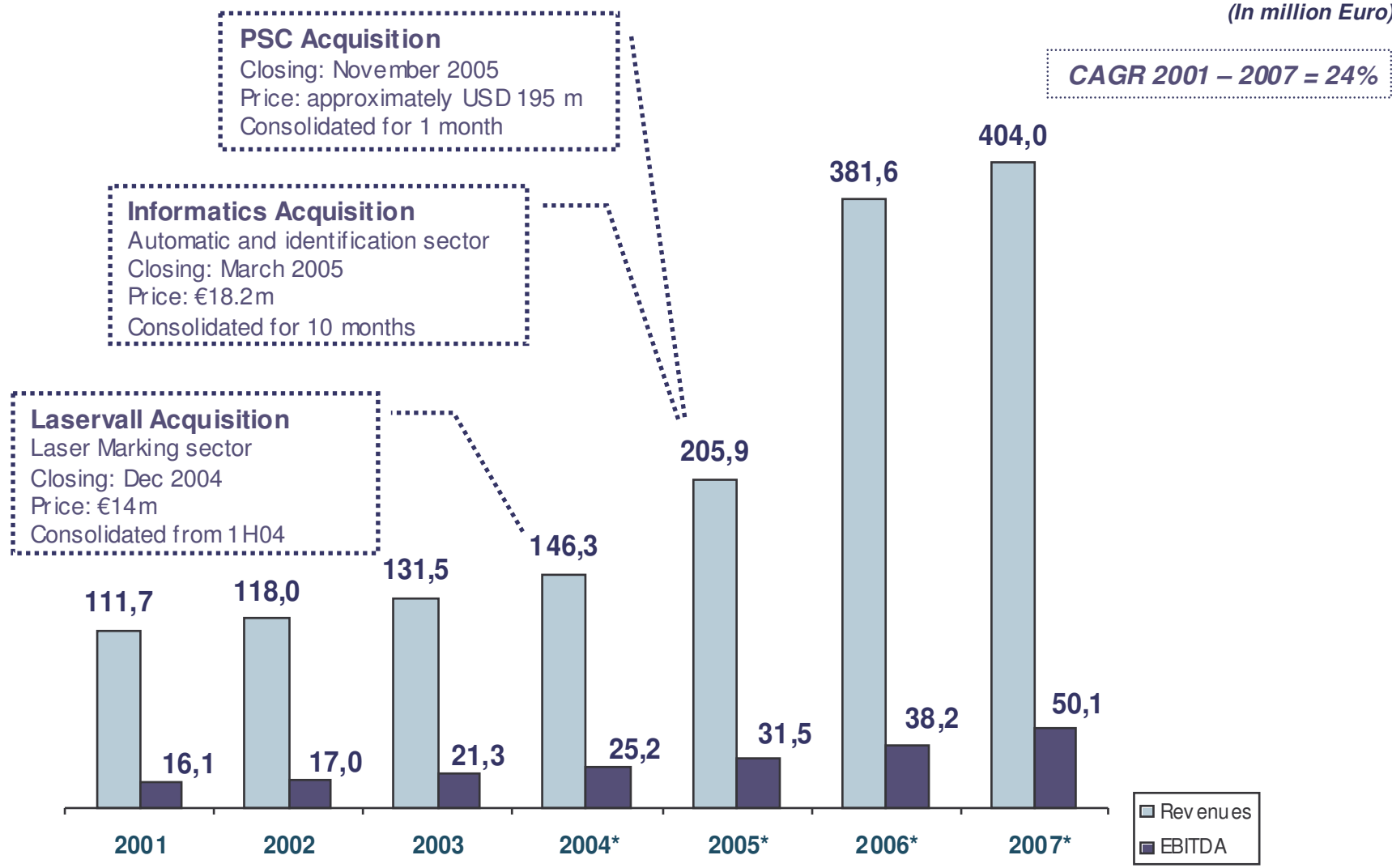
- |                          |                      |
|--------------------------|----------------------|
| ✦ <i>Enthusiasm</i>      | ✦ <i>Ethics</i>      |
| ✦ <i>Commitment</i>      | ✦ <i>Persistence</i> |
| ✦ <i>Professionalism</i> | ✦ <i>Teamwork</i>    |

## *A Wide International Coverage*



## 2001 – 2007: a history of growth...

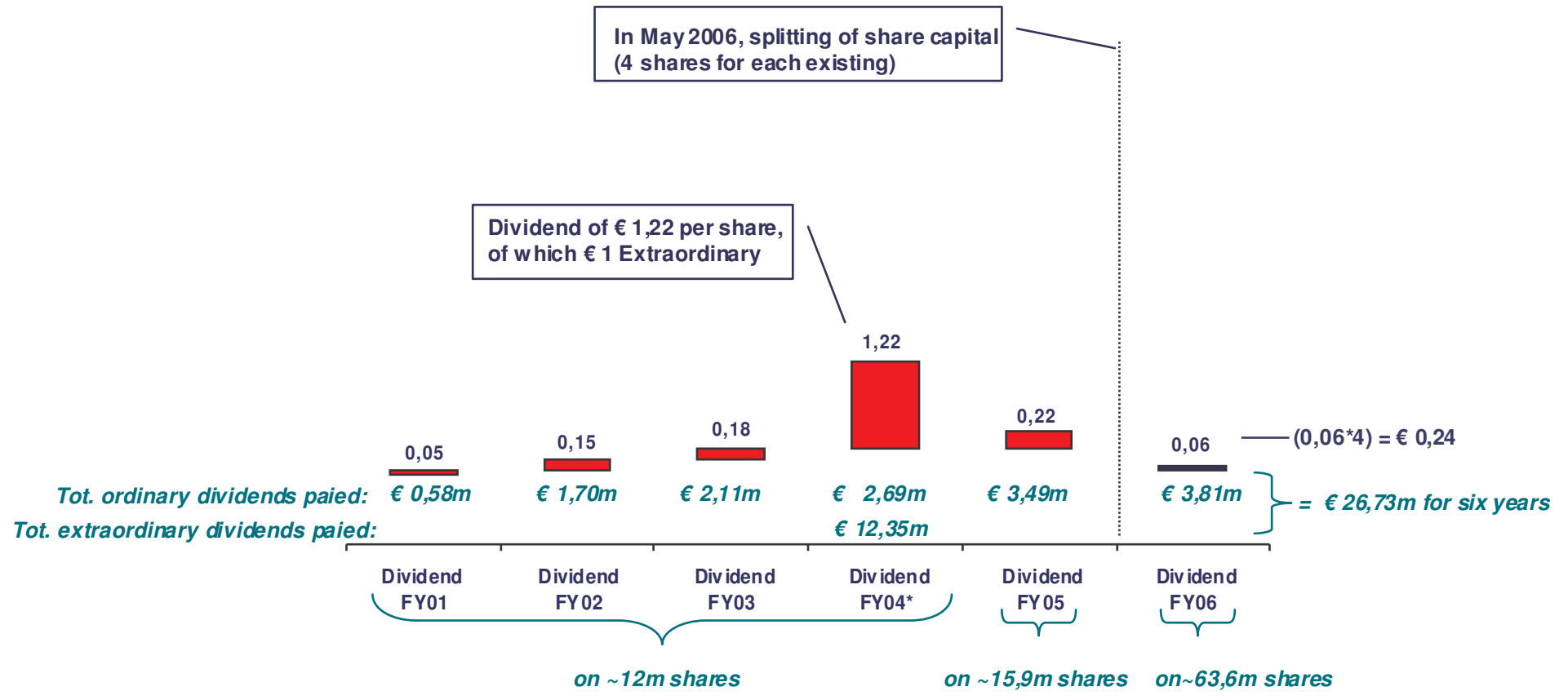
(In million Euro)



Note: (\*) IAS compliant

# 2001 – 2007: Share Performance

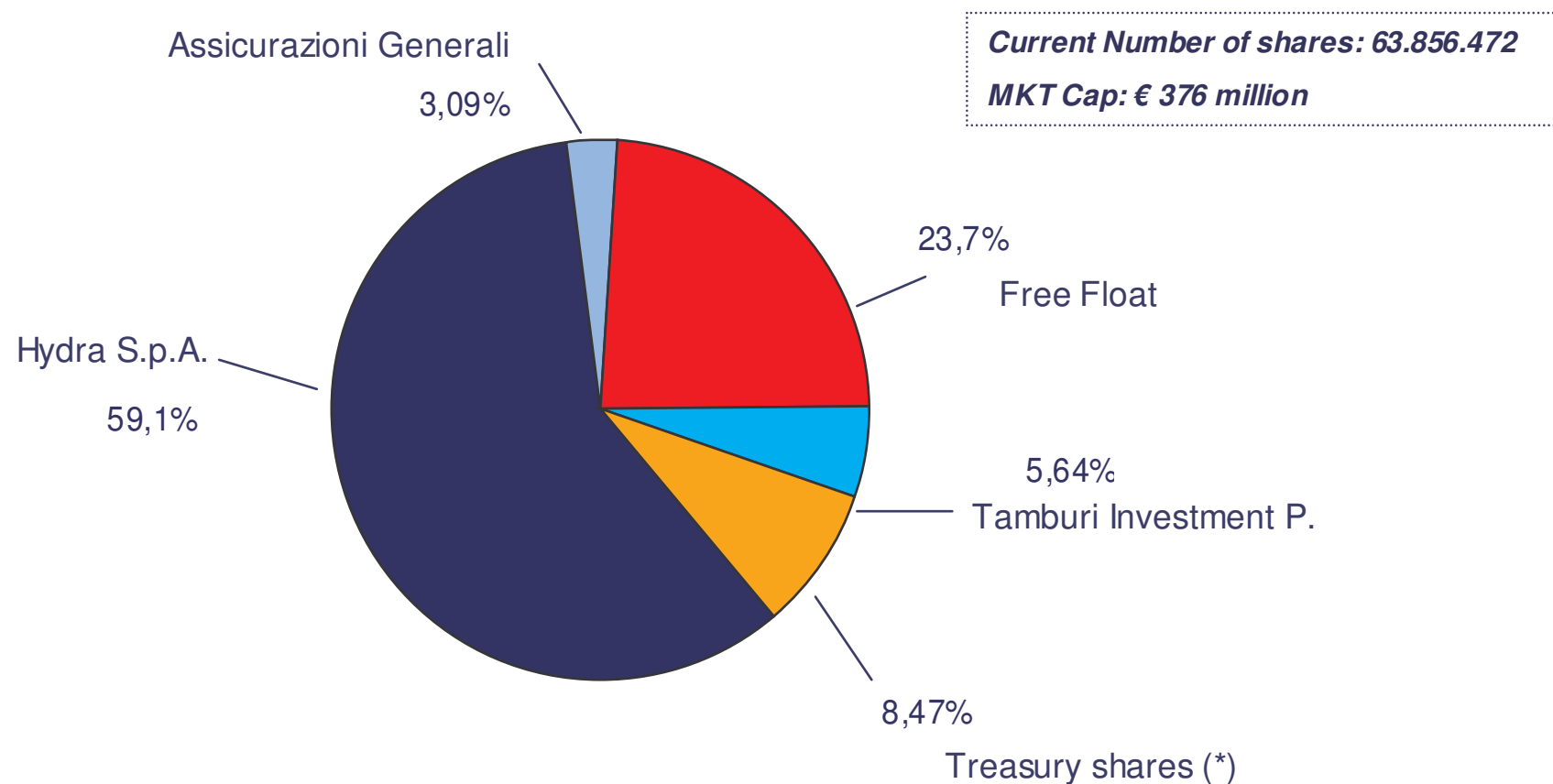
(In Euro)



IPO Price (29th March 2001) = € 20,00  
 Share price (20th Febr. 2008) = € 6,01 (split 4\*1) = € 24,04 → +20%

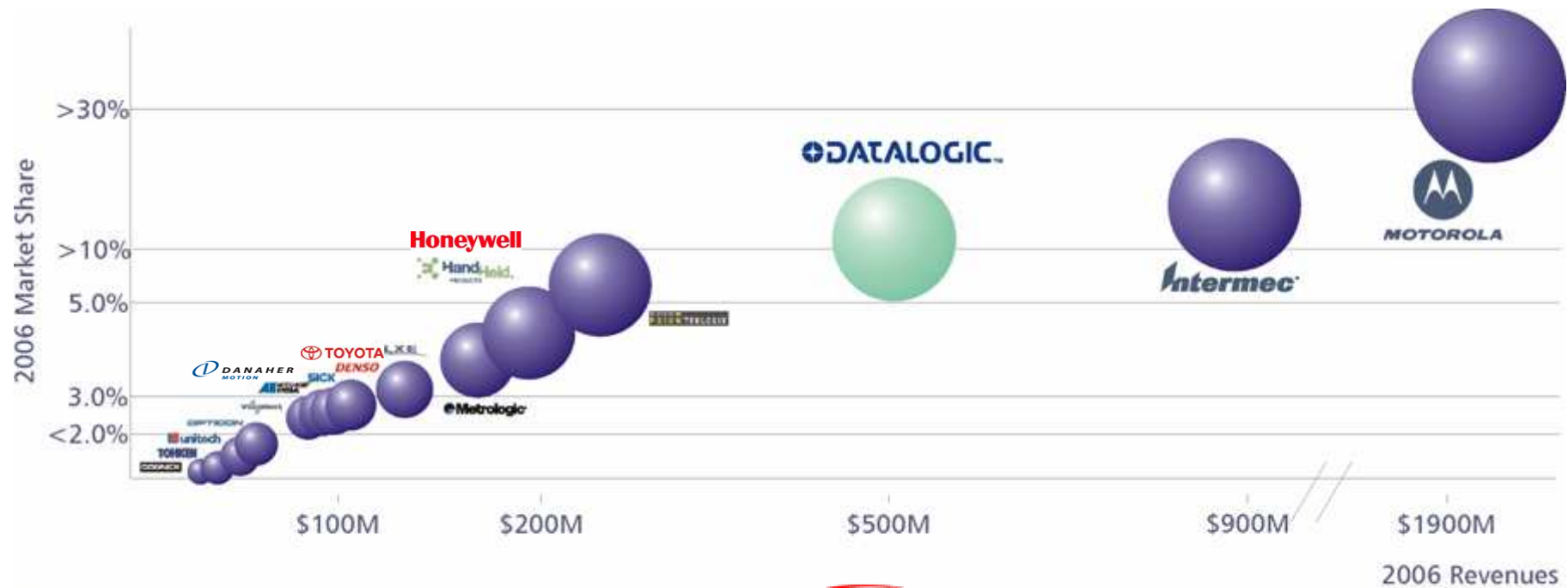
Note: The BoD (held on February 14th, 2008) will propose to the Shareholders AGM a dividend equal to Euro 0,07 per share (with coupon detachment on April 28th 2008 and payment on May 2nd 2008)

## Shareholders' Structure



*(\*) Shareholders' Meeting (held on February 20th, 2008) approved the proposal to reduce the Company's share capital by means of cancellation of nr. 5.409.981 in treasury shares.*

## 3<sup>rd</sup> Player in the ADC Market

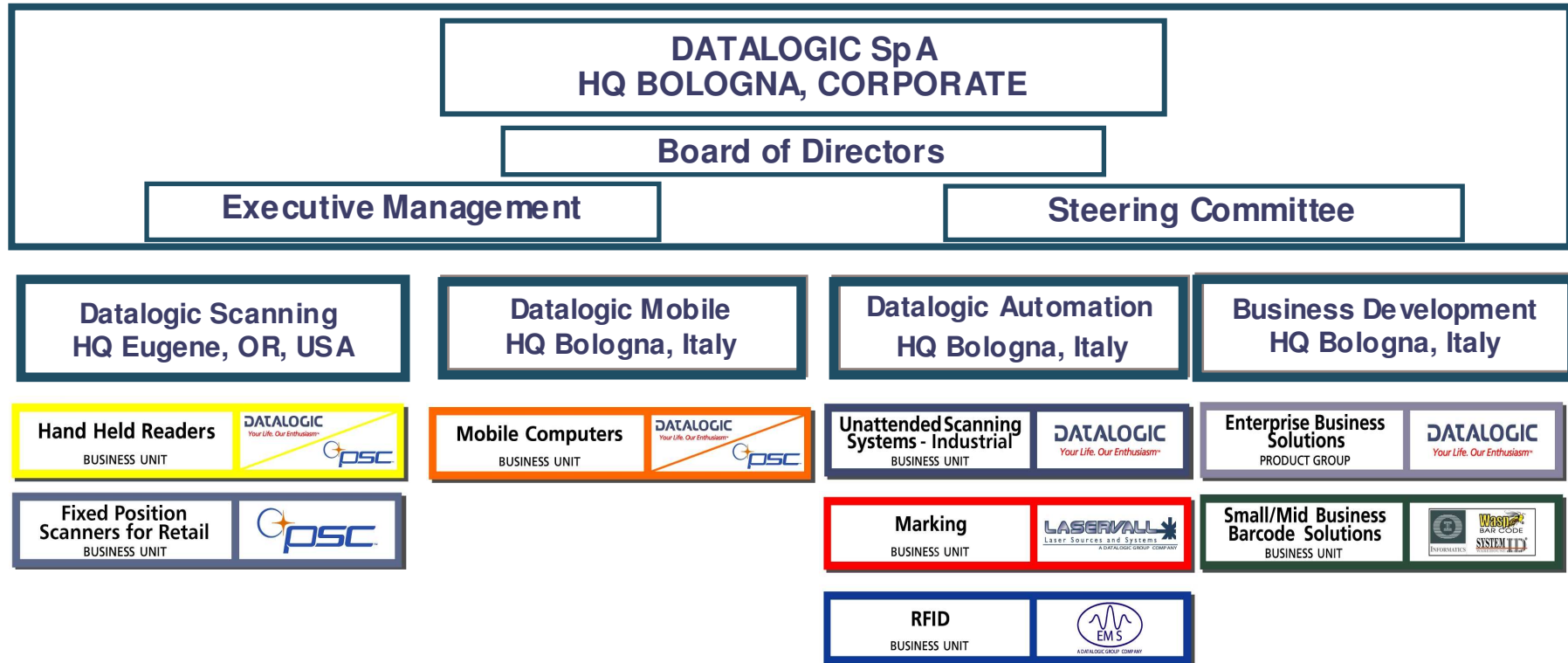


2006 ADC Market, printers excluded

Figures by VDC



# Datalogic Group: current structure



✦ THE GROUP

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# Hand Held Scanners

## Datalogic Scanning Division

#2 Worldwide  
Market Share 16,3%



★ **Competitors**

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

# *Fixed Position Scanners for Retail*

## *Datalogic Scanning Division*

*#1 Worldwide  
Market Share 25,1%*



★ **Competitors**

EMEA	NCR, Symbol,
AMERICAS	NCR, Symbol
ASIA	Fujitsu

# Mobile Computers Datalogic Mobile Division

#4 in EMEA and #4 Worldwide

Emea Market Share 8,9% - Worldwide Market Share 5,9%



✦ **Competitors**

EMEA

Symbol, Psion-Teklogix

AMERICAS

Symbol, Intermec

Figures by

# *Unattended Scanning Systems - Industrial Datalogic Automation Division*

*#1 in EMEA and #3 Worldwide*

*Emea Market Share 27,3% - Worldwide Market Share 13,7%*



✦ **Competitors**

EMEA	Sick
AMERICAS	Accu-Sort
ASIA	Toheken

## Marking and RFID Datalogic Automation Division



**#1 in USA**  
Automotive/Electronic

✦ **Competitors**

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

✦ **Competitors (Readers)**

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

## *Business Development Division*



212 installations at 31st Dec. 07

*Enterprise Business Solutions*



*SMB Barcode Solutions - Informatics*

Figures by 



## Business Solutions (1/2)

### POINT OF CUSTOMER INTERCHANGE

*Implementing CRM to better know your customers and achieve greater sales opportunities*



### WAREHOUSE MANAGEMENT SYSTEMS

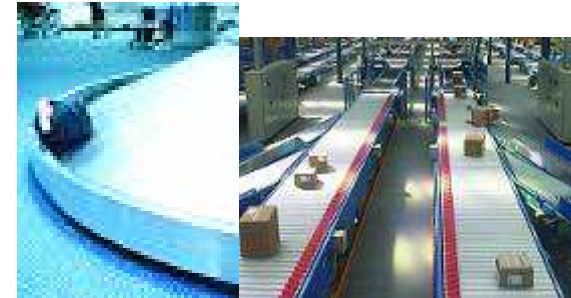
*Improving your SCM to capitalise on significant Investments made in the ERP system*



## ***Business Solutions (2/2)***

### **SORTING**

*Increasing value for money by streamlining and speeding up your 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*



✦ THE GROUP

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## Consolidated Income Statement

(Euro/1.000)

	FY06	%	FY07	%	Ratios
<b>Revenues</b>	<b>381.614</b>	<b>100,0%</b>	<b>404.027</b>	<b>100,0%</b>	<b>5,9%</b>
COGS	(214.544)	-56,2%	(224.298)	-55,5%	
<b>Gross Operating Margin</b>	<b>167.070</b>	<b>43,8%</b>	<b>179.729</b>	<b>44,5%</b>	<b>7,6%</b>
R&D	(26.313)	-6,9%	(24.992)	-6,2%	
G&A	(28.752)	-7,5%	(36.746)	-9,1%	
Distribution Costs	(83.915)	-22,0%	(77.503)	-19,2%	
Other Rev/(Charges)	(2.056)	-0,5%	(2.695)	-0,7%	
<b>Ordinary Operating Profit (EBITANR) (*)</b>	<b>26.034</b>	<b>6,8%</b>	<b>37.793</b>	<b>9,4%</b>	<b>45,2%</b>
Not recurring costs/rev	(6.315)	-1,7%	(2.622)	-0,6%	
Amort. intang. assets from acquis.	(4.345)	-1,1%	(4.087)	-1,0%	
<b>Operating Profit (EBIT)</b>	<b>15.374</b>	<b>4,0%</b>	<b>31.084</b>	<b>7,7%</b>	<b>102,2%</b>
Financial (costs)/rev.	(5.160)	-1,4%	(4.608)	-1,1%	
Results from equity investments	(53)	0,0%	396	0,1%	
Foreing exchange (costs)/rev.	(1.128)	-0,3%	(253)	-0,1%	
<b>EBT</b>	<b>9.033</b>	<b>2,4%</b>	<b>26.619</b>	<b>6,6%</b>	<b>194,7%</b>
Taxes	(4.767)	-1,2%	(8.536)	-2,1%	
<b>Net Income</b>	<b>4.266</b>	<b>1,1%</b>	<b>18.083</b>	<b>4,5%</b>	<b>323,9%</b>
Third Parties Income	(141)	0,0%	0	0,0%	
<b>Group Net Income</b>	<b>4.125</b>	<b>1,1%</b>	<b>18.083</b>	<b>4,5%</b>	<b>338,4%</b>
Depreciation	(8.309)	-2,2%	(7.655)	-1,9%	
Amortization	(3.894)	-1,0%	(4.646)	-1,1%	
<b>EBITDA</b>	<b>38.237</b>	<b>10,0%</b>	<b>50.094</b>	<b>12,4%</b>	<b>31,0%</b>

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

## Segment Reporting: April – Dec. 2007

(Euro/1.000)

	Mobile	Automation	Business Dev.	Scanning	Cost not allocated	Adj.	Total Group
<b>Revenues</b>	<b>65.907</b>	<b>55.995</b>	<b>34.051</b>	<b>145.945</b>	<b>4.447</b>	<b>(6.383)</b>	<b>299.962</b>
COGS	(39.125)	(27.607)	(19.503)	(87.002)	(122)	7.112	(166.247)
<b>Gross Operating Margin</b>	<b>26.782</b>	<b>28.388</b>	<b>14.548</b>	<b>58.943</b>	<b>4.325</b>	<b>729</b>	<b>133.715</b>
<i>% on total rev.</i>	<i>40,6%</i>	<i>50,7%</i>	<i>42,7%</i>	<i>40,4%</i>	<i>97,3%</i>	<i>-11,4%</i>	<i>44,6%</i>
R&D	(3.430)	(5.130)	(627)	(8.439)	(441)	82	(17.985)
G&A	(6.185)	(8.239)	(2.757)	(12.805)	(1.106)	1.649	(29.443)
Distribution Costs	(14.715)	(12.627)	(7.531)	(27.880)	(87)	5.199	(57.641)
Other Rev/(Charges)	5.224	957	(114)	1.270	(1.117)	(8.016)	(1.796)
<b>Ordinary Operating Profit (EBITANR) (*)</b>	<b>7.676</b>	<b>3.349</b>	<b>3.519</b>	<b>11.089</b>	<b>1.574</b>	<b>(357)</b>	<b>26.850</b>
<i>% on total rev.</i>	<i>11,6%</i>	<i>6,0%</i>	<i>10,3%</i>	<i>7,6%</i>	<i>35,4%</i>	<i>5,6%</i>	<i>9,0%</i>
Not recurring costs/rev	(173)	1.171	0	(9)	(208)	(2.178)	(1.397)
Amort. intang. assets from acquis.	(289)	(971)	(431)	(1.342)	0	0	(3.033)
<b>Operating Profit (EBIT)</b>	<b>7.214</b>	<b>3.549</b>	<b>3.088</b>	<b>9.738</b>	<b>1.366</b>	<b>(2.535)</b>	<b>22.420</b>
<i>% on total rev.</i>	<i>10,9%</i>	<i>6,3%</i>	<i>9,1%</i>	<i>6,7%</i>	<i>30,7%</i>	<i>39,7%</i>	<i>7,5%</i>
Depreciation& Amortization	(2.090)	(2.168)	(274)	(3.617)	(1.089)	0	(9.238)
<b>EBITDA</b>	<b>9.766</b>	<b>5.517</b>	<b>3.793</b>	<b>14.706</b>	<b>2.663</b>	<b>(357)</b>	<b>36.088</b>
<i>% on total rev.</i>	<i>14,8%</i>	<i>9,9%</i>	<i>11,1%</i>	<i>10,1%</i>	<i>59,9%</i>	<i>5,6%</i>	<i>12,0%</i>

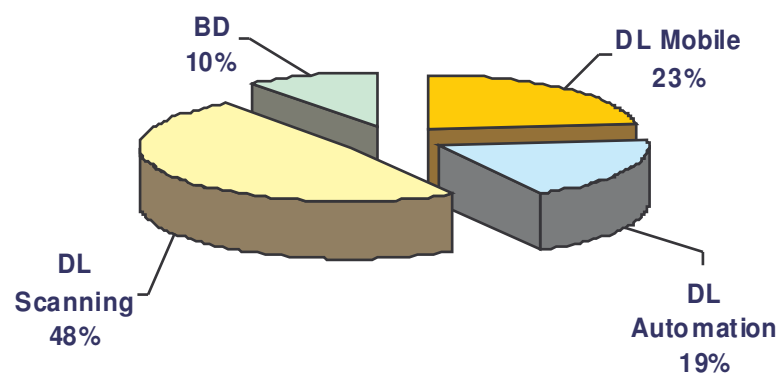
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# Revenues Details

(Euro/1.000)

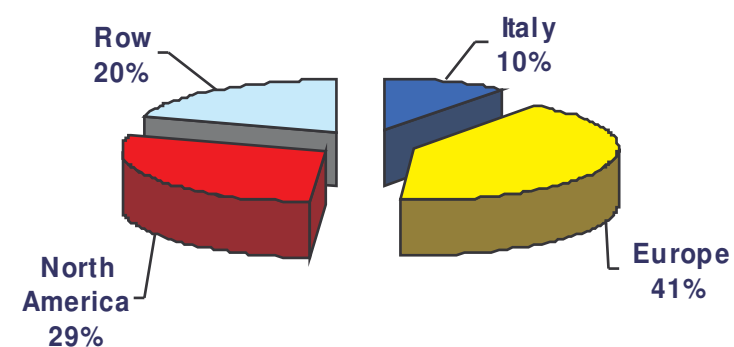
## 4Q07 REVENUES BY DIVISION

	4Q07	%
Datalogic Mobile	24.222	23%
Datalogic Automation	20.350	19%
Datalogic Scanning	50.970	48%
Business Development	10.977	10%
<b>Revenues (*)</b>	<b>106.519</b>	<b>100%</b>



## FY07 REVENUES BY GEOGRAPHIC AREA

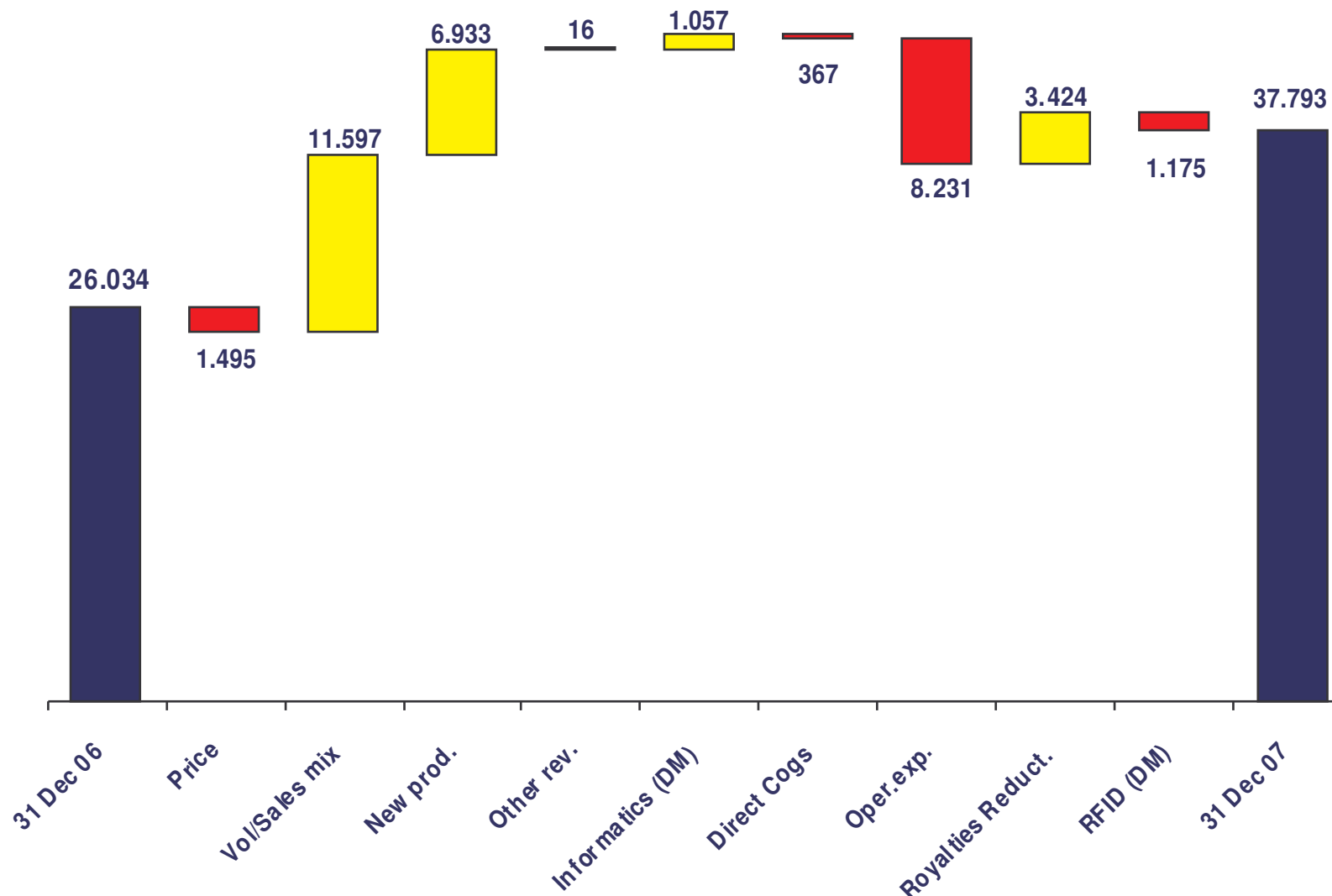
	FY06	FY07	Var. %
Italy	37.973	39.653	4%
Europe	153.694	168.219	9%
North America	124.504	116.442	-6%
ROW	65.443	79.713	22%
<b>Revenues</b>	<b>381.614</b>	<b>404.027</b>	<b>6%</b>



(\*) Including intersegment sales and before adjustments for € 28

# EBITANR\* – Actual vs. Last Year

(Euro/1.000)



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

## *Consolidated Balance Sheet*

*(Euro/1.000)*

	FY06	FY07
<b>Fixed Assets</b>	<b>227.254</b>	<b>204.065</b>
Receivables	90.917	101.685
Inventory	52.005	51.158
Payables	(78.042)	(85.413)
<b>Net Working Capital</b>	<b>64.880</b>	<b>67.430</b>
Employees' severance Indemn.	(7.624)	(6.565)
Risk Funds	(10.503)	(10.818)
Other liabilities	(29.040)	(18.086)
<b>Net Invested Capital</b>	<b>244.967</b>	<b>236.026</b>
<b>Equity</b>	<b>186.610</b>	<b>173.482</b>
<b>Net Financial Position</b>	<b>-58.357</b>	<b>-62.544</b>



# Net Debt

(Euro/1.000)

